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NEW
HORIZON
COLLEGE
OF
ENGINEERING

Department of Management Studies

“MBA OUTLOOK”

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Wish you a season filled with Joy,
Peace and Happiness.

Happy New Year



A key to achieving success is to
assemble a strong and stable
management team.



STUDENTS ARTICLE

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GOODS AND SERVICE TAX

GOODS AND SERVICES TAX (GST) IS AN INDIRECT TAX LEVIED IN INDIA ON THE SALE OF GOODS AND SERVICES. GOODS AND SERVICES ARE DIVIDED INTO FIVE TAX SLABS FOR COLLECTION OF TAX - 0%, 5%, 12%, 18% AND 28%. PETROLEUM PRODUCTS AND ALCOHOLIC DRINKS ARE TAXED SEPARATELY BY THE INDIVIDUAL STATE GOVERNMENTS. THERE IS A SPECIAL RATE OF 0.25% ON ROUGH PRECIOUS AND SEMI-PRECIOUS STONES AND 3% ON GOLD. IN ADDITION A CESS OF 22% OR OTHER RATES ON TOP OF 28% GST APPLIES ON FEW ITEMS LIKE AERATED DRINKS, LUXURY CARS AND TOBACCO PRODUCTS.

THE TAX CAME INTO EFFECT FROM JULY 1, 2017 THROUGH THE IMPLEMENTATION OF ONE HUNDRED AND FIRST AMENDMENT OF THE CONSTITUTION OF INDIA BY THE MODI GOVERNMENT. THE TAX REPLACED EXISTING MULTIPLE CASCADING TAXES LEVIED BY THE CENTRAL AND STATE GOVERNMENTS. THE TAX RATES, RULES AND REGULATIONS ARE GOVERNED BY THE GOODS AND SERVICES TAX COUNCIL WHICH COMPRISES FINANCE MINISTERS OF CENTRE AND ALL THE STATES. GST SIMPLIFIED A SLEW OF INDIRECT TAXES WITH A UNIFIED TAX AND IS THEREFORE EXPECTED TO DRAMATICALLY RESHAPE THE COUNTRY'S 2 TRILLION DOLLAR ECONOMY.

BY:

SAIPRIYA

MBA C SEC



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MANAGEMENT GURU

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JASHAN GUPTA CO-FOUNDER AT BENTOTIFFIN.COM

THE 'NIRMA' SUCCESS STORY OF HOW AN INDIAN ENTREPRENEUR TOOK ON THE BIG MNCs AND REWROTE THE RULES OF BUSINESS :

IT WAS IN 1969 THAT DR. KARSANBHAI PATEL STARTED NIRMA AND WENT ON TO CREATE A WHOLE NEW SEGMENT IN THE INDIAN DOMESTIC DETERGENT MARKET. DURING THAT TIME THE DOMESTIC DETERGENT MARKET ONLY HAD THE PREMIUM SEGMENT AND THERE WERE VERY FEW COMPANIES , MAINLY THE MNC WHICH WERE INTO THIS BUSINESS.

KARSANBHAI PATEL USED TO MAKE DETERGENT POWDER IN THE BACKYARD OF HIS HOUSE IN AHMEDABAD AND THEN CARRY OUT DOOR TO DOOR SELLING OF HIS HAND MADE PRODUCT. HE GAVE A MONEY BACK GUARANTEE WITH EVERY PACK THAT WAS SOLD. KARSANBHAI PATEL MANAGED TO OFFER HIS DETERGENT POWDER FOR RS. 3 PER KG WHEN THE CHEAPEST DETERGENT AT THAT TIME WAS RS.13 PER KG AND SO HE WAS ABLE TO SUCCESSFULLY TARGET THE MIDDLE AND LOWER MIDDLE INCOME SEGMENT.

SABKI PASAND NIRMA!

NIRMA BECAME A HUGE SUCCESS AND ALL THIS WAS A RESULT OF KARSANBHAI PATEL'S ENTREPRENEURIAL SKILLS.

KARSANBHAI PATEL HAD GOOD KNOWLEDGE OF CHEMICALS AND HE CAME UP WITH NIRMA DETERGENT WHICH WAS A RESULT OF INNOVATIVE COMBINATION OF THE IMPORTANT INGREDIENTS.INDIGENOUS METHOD WAS USED ,AND ALSO THE DETERGENT WAS MORE ENVIRONMENT FRIENDLY.

CONSUMERS NOW HAD A QUALITY DETERGENT POWDER, HAVING AN AFFORDABLE PRICE TAG.

THE PROCESS OF DETERGENT PRODUCTION WAS LABOUR INTENSIVE AND THIS GAVE EMPLOYMENT TO A LARGE NUMBER OF PEOPLE.NIRMA FOCUSED ON COST REDUCTION STRATEGIES TO MAKE A PLACE FOR ITSELF IN THE MARKET.NIRMA HAS ALWAYS BEEN KNOWN FOR OFFERING QUALITY PRODUCTS AT AFFORDABLE PRICES AND THUS CREATING GOOD VALUE FOR THE CONSUMER MONEY.

IN THE 1980S NIRMA MOVED AHEAD OF SURF , A DETERGENT BY HLL , TO CAPTURE A LARGE MARKET SHARE.LATER, NIRMA SUCCESSFULLY ENTERED IN THE PREMIUM SEGMENT OF SOAPS AND DETERGENTS.NIRMA WENT ON TO BECOME THE LARGEST DETERGENT AND THE SECOND LARGEST SOAP COMPANY IN INDIA.NIRMA HAD MORE THAN 35% MARKET SHARE IN THE DETERGENT SEGMENT AND AROUND 20 % MARKET SHARE IN THE TOILET SOAP SEGMENT. THE COMPANY GOT LISTED ON THE STOCK EXCHANGES IN THE YEAR 1994.



STUDENTS CORNER

A MELODIOUS SONG BY RAHUL CHUNGATH MBA A SEC

WALK INTO THOSE CROWDED CAFE'S ALONE AND WATCH THE CROWD IN SILENCE, ABSORB THOSE RANDOM CONVERSATIONS AROUND YOU AND FEEL THE VIBE OF A STRANDED WALK-IN. FOR ONCE YOU'LL FEEL YOUR MIND WIDENING ITS HORIZON AND LETTING THE SILENCE IN WITHOUT LAUGHS & VOICES ECHOING IN THE BACKGROUND

THERE'S BEAUTY IN SILENCE THAT MANY HASN'T HEARD ABOUT ...

“ Music
speaks what cannot be expressed
soothes the mind and gives it rest
heals the heart and makes it whole
flows from heaven to the soul.”

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MOTIVATIONAL SPEECH FOR STUDENTS

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NATE MARTIN, FOUNDER OF PUZZLE BREAK



UNLIKE JEFF SMITH, ICONIC ESCAPE ROOM PRODUCER AND FOUNDER OF PUZZLE BREAK, NATE MARTIN BILLS HIMSELF AS THE "WORST STUDENT TO EVER SUCCEED IN BUSINESS." MOST MAJOR ENTREPRENEURS BOAST MBAs, OR AT LEAST A COOL ZUCKERBERG-ESQUE DROPOUT STORY, BUT AS MARTIN EXPLAINS IT:
"PRIOR TO FOUNDED PUZZLE BREAK, I COMPLETED MY UNDERGRADUATE DEGREE AFTER 9 YEARS, AND ONE DROP-OUT, WITH A STELLAR 2.59 GPA. ADDITIONALLY AND UNSURPRISINGLY, I WAS REJECTED BY ALL BUT ONE MBA PROGRAM. THANKFULLY, I'VE HAD A BETTER TIME WITH BUSINESS THAN WITH ACADEMIA."
UNDER HIS LEADERSHIP, PUZZLE BREAK HAS OPENED ESCAPE ROOMS IN METROS ALL ACROSS THE COUNTRY. PUT DIFFERENTLY FOR THE MBAs IN THE AUDIENCE:
PUZZLE BREAK BOASTS A SEVEN FIGURE REVENUE AND 100% YEAR -OVER-YEAR GROWTH WITH NO DEBT OR STARTUP FUNDING.
HOWEVER, THERE'S NO SHAME IN TAKING A LOAN

VISHENLAKHIANI, FOUNDER OF MIND VALLEY



VISHENLAKHIANI TURNED HIS OBSESSION WITH LEARNING AND TEACHING INTO A MULTI-MILLION DOLLAR ENTERPRISE.
MIND VALLEY, PROVIDES A PLATFORM FOR AUTHORS AND THOUGHT LEADERS IN TRANSFORMATIONAL EDUCATION (SELF-HELP GURUS, PERSONAL DEVELOPMENT EXPERTS AND EVEN SPIRITUAL TEACHERS) TO DISPERSE THEIR KNOWLEDGE TO THE MASSES AS DIGITAL COURSES AND SEMINARS.
LAKHIANI EVEN OFFERS HIS OWN SEMINARS, WHERE HE SHARES WITH STUDENTS THE EMOTIONAL, MENTAL, AND EVEN SPIRITUAL GROWTH HE HAD TO UNDERGO IN ORDER TO BUILD HIS COMPANY.
PERHAPS HIS LARGEST CONTRIBUTION HAS BEEN SHARING HIS "6 PHASE GUIDED MEDITATION," THE PROCESS HE UTILIZES EVERY DAY TO TAKE HIS PERSONAL LIFE AND COMPANY TO EVER GREATER AND GREATER HEIGHTS.



MOTIVATIONAL SPEECH FOR ENTREPRENEURS

SPEAKER: CHRIS ROSS, ROB CRESSY

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FEARLESS MOTIVATION

I THINK IT REALLY COMES DOWN TO HOW BAD YOU WANT IT...
BECAUSE OF YOU WANT IT BAD ENOUGH YOU WILL FIND A WAY TO MAKE IT HAPPEN. PERIOD.
IF YOU DO THE WORK, YOU GET THE REWARD. □ THAT'S ALL THERE IS TO IT.

THE THING IS, SOMETIMES MORE WORK IS REQUIRED THAN ANY SANE HUMAN BEING IS WILLING TO PUT IN.
YOU GOTTA GET CRAZY. YOU HAVE TO BE "UNREALISTIC".
IF YOU WANT SUCCESS, YOU ARE GOING TO HAVE TO DO WHAT THE MAJORITY ARE UNWILLING TO DO, AND SIMPLY PUT THAT IS WHATEVER IT TAKES.

IF YOU THINK YOU'RE GOING TO DECIDE ONE DAY THAT YOU WILL START A BUSINESS, AND EVERYTHING WILL RUN SMOOTHLY, IT WILL BE EASY, AND YOU WILL MAKE A LOT OF MONEY... WELL, NO.
THAT'S NOT THE WAY IT WORKS.

IT'S GOING TO BE VERY, VERY HARD.
ANYTHING WORTHWHILE WILL BE HARD.
YOU'RE GOING TO HAVE TO CRAWL THROUGH A DARK TUNNEL OF CRAP BEFORE YOU COME OUT CLEAN WITH SUCCESS.

YOU HAVE TO KNOW IT WILL BE HARD.
YOU MOST LIKELY ARE GOING TO HAVE TO SACRIFICE A LOT.
TIME WITH FRIENDS - ARE YOU PREPARED TO SAY GOODBYE TO THAT FOR A WHILE ?
WHAT'S MORE IMPORTANT? - A FEW NIGHTS OUT WITH FRIENDS NOW - □OR A BRIGHT FUTURE FOR YOURSELF, FOR THE REST OF YOUR LIFE.

YOU MUST SET GOALS!
HAVE A CLEAR VISION IN YOUR MIND OF WHAT YOU WANT TO ACCOMPLISH AND WRITE IT DOWN.

CEMENT IN YOUR MIND THAT YOU WILL NOT SETTLE FOR MEDIOCRITY ANYMORE!
IT'S NOT GOOD ENOUGH TO BE HAVING TO STRUGGLE TO PAY THE BILLS EACH MONTH, TO HAVE TO HOLD BACK ON GETTING THINGS YOU WANT, TO DRIVE A SHITTY CAR AND LIVE IN A SHITTY HOUSE , TO NOT WANT TO TURN THE HEATER ON IN WINTER OR THE COOLER ON IN SUMMER BECAUSE ALL YOUR THINKING ABOUT IS THE POWER BILL, GET ANGRY! □!

YOUR IN THIS POSITION BECAUSE OF ALL THE SHITTY DECISIONS YOU MADE IN THE PAST!
THOSE THAT GET ON IN THIS WORLD ARE THOSE THAT TAKE RESPONSIBILITY FOR THEIR LIFE. THOSE THAT MAKE NO EXCUSES!

MAKE SURE YOU DON'T MAKE SHITTY DECISIONS NOW THAT MIGHT AFFECT YOUR FUTURE YOU DON'T EVER HAVE TO FEEL THIS WAY AGAIN!

HAVE THE DISCIPLINE - SELF DISCIPLINE EVERY DAY - SAY TO YOURSELF THAT MY GOAL IS MORE IMPORTANT THAN AND SHORT TERM SATISFACTION.
THAT MEANS MY GOAL, AND MY LIFE, IS MORE IMPORTANT THAN GETTING SHIT FACED, OR HANGING WITH ASSHOLES THAT HAVE NO AMBITION IN LIFE.
IF THEY WANT TO BE AVERAGE AND MISERABLE, COOL. IF THEY WANT SOMETHING MORE THEY ARE WELCOME TO WALK WITH ME.

YOU MIGHT HAVE TO SHUT SOME PEOPLE OUT OF YOUR LIFE - AND THIS IS THE HARDEST PART, BECAUSE A LOT OF PEOPLE HAVE BEEN AROUND FOR MOST OF YOUR LIFE - BUT A LOT OF THEM ARE PART OF THE REASON YOU ARE STILL IN THE GUTTER.
IF YOU'RE HANGING WITH 9 LOSERS, YOU'RE SOON GOING TO BE THE 10TH □.
WAKE UP TO YOURSELF!
YOU CAN EITHER MAKE SOME HARD DECISIONS NOW OR LIVE THE REST OF YOUR LIFE IN THE SHIT HOLE OF CRAPPY DECISIONS YOU HAVE MADE IN THE PAST.

I THINK EVERYONE IS TIRED OF THOSE PEOPLE THAT BLAME EVERYONE FOR THEIR SITUATION. IF IT'S NOT THEIR PARENTS FAULT, IT'S THEIR BOSS, IF IT'S NOT THE BOSS, IT'S THE GOVERNMENTS FAULT FOR TAXING THEM TOO MUCH OR NOT MAKING MORE JOBS, ARE YOU KIDDING?
GET OFF YOUR LAZY ASS AND CRATE YOUR OWN JOB!

IT'S SO FRUSTRATING SEEING SO MANY PEOPLE WASTE THEIR POTENTIAL LIVING LIVES THEY DON'T WANT TO LIVE, JUST BECAUSE THEY WERE TAUGHT LIMITATIONS AND LACK.
YOU CAN DO ANYTHING! □YOU CAN DO ANYTHING! PERIOD
JUST DECIDE. □LEARN. □LEARN WHATEVER YOU NEED TO LEARN, □DEVELOP WHATEVER SKILLS YOU NEED TO DEVELOP, □ THEN GET OUT THERE AND WORK YOUR TAIL OFF, AND WHEN THEY TELL YOU NO, TELL YOU THAT YOU CAN'T - TELL THEM TO BUGGER OFF AND DO IT ANYWAY. □DO IF FOR YOU. □FOR YOUR LIFE. □ FOR YOUR FUTURE □!



CREATIVE ZONE

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*I DREAM OF PAINTING
AND
THEN I PAINT MY DREAM.*



*ART BY:
MAHALAKSHMI RB
MBA C SEC*

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