

Career Links

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Defining future NOVEMBER-DECEMBER 2023 ₹150



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education

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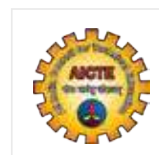
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COVER DESIGN

Ashok Kumar

Dear Readers

Navigating the Unconventional: A Tapestry of Career Insights in Higher Education. In a world where career trajectories are evolving at an unprecedented pace, Career Links, our higher Education Magazine serves as a compass, guiding readers through unconventional career choices, business and financial intelligence, mind and body wellness, off-beaten paths, and inspiring career journeys, weaving a tapestry of insights for those navigating the intricate landscape of career exploration.

Unconventional Career Choices: Breaking the usual. The section of our magazine embarks on a journey into the realm of unconventional career choices. From embracing non-traditional professions to redefining success, our articles challenge the conventional wisdom surrounding career paths. Whether it's pursuing a passion for art, delving into the world of freelance entrepreneurship, or exploring emerging fields like sustainable technology, our magazine encourages readers to think beyond the traditional and consider the vast array of possibilities available in the contemporary job market.

Business and Financial Intelligence: Navigating the Corporate Landscape. Stepping into the corporate world requires more than just technical expertise. The business and financial intelligence section of our magazine equips readers with the knowledge and skills needed to navigate the complexities of the corporate landscape. From financial literacy to strategic management, our articles provide invaluable insights for those seeking success in the business arena.

Mind and Body Wellness: Balancing Career and Personal Growth

Recognizing the importance of holistic well-being, Career Links magazine delves into the intersection of career and personal growth, explores strategies for maintaining a healthy work-life balance, the impact of mindfulness on professional success, and the connection between physical well-being and career resilience. In an era where burnout and stress are prevalent, these insights offer readers practical tools to cultivate a healthy mind and body while pursuing their professional aspirations.

Off-Beaten Paths: Discovering New Horizons

For those who crave adventure and seek fulfillment beyond the ordinary, the "Off-Beaten Paths" section celebrates the spirit of exploration. Whether it's traveling the world as a digital nomad, venturing into unconventional industries, or embracing alternative education models, these articles inspire readers to chart their course. By showcasing individuals who have dared to take the road less travelled, this section sparks the imagination and encourages readers to consider unexplored avenues in their career journeys.

Career Links Education Magazine is a compendium of insights designed to empower and inspire. As readers navigate the ever-evolving landscape of careers, we invite them to explore the unconventional, embrace financial acumen, prioritize well-being, tread off-beaten paths, and draw inspiration from those who have forged unique and fulfilling career journeys. In doing so, we hope to contribute to a collective narrative that celebrates the diversity and dynamism of the modern professional landscape.

Payal Sahni

Editor & Publisher

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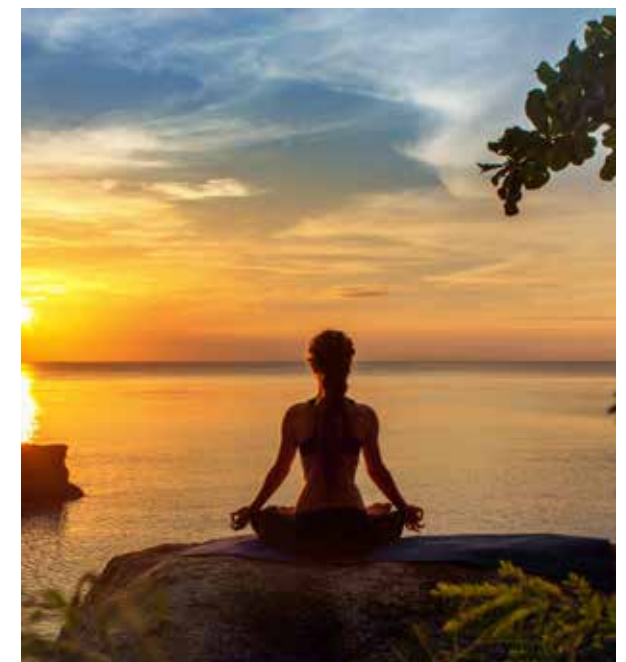
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educate ourselves. We have all heard
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A Call for Technological Upskilling Across All Domains

In an age defined by rapid technological advancement, the demand for specific skills is reshaping industries at an unprecedented pace. The technology sector, in particular, finds itself in a phase where the quest for expertise in certain domains far outpaces the available supply. Those well-versed in AI, ML, data science, cloud computing, IoT, cybersecurity, blockchain, and social media marketing are witnessing a surge in salaries, establishing these

competencies as the new-age “blockbuster skills.”

But why is this shift in skill demand reverberating across a multitude of domains? The term “Technological Upskilling” signifies more than just a general knowledge upgrade. It encapsulates the focused enhancement of one’s technological prowess, transcending mere day-to-day skills. This is an urgent response to the imminent challenges posed by AI, set to reshape employment landscapes in the

coming years. Beyond AI, an array of catalysts includes:

- Accelerated technological advancements
- A fiercely competitive market
- Pervasive skill gaps
- The advent of remote work opportunities

To keep up with the pace of this transformative era, here are some valuable strategies.

1. Lifelong Learning

The ethos of continuous learning actuate you to step out of your

comfort zone. By cultivating curiosity and remaining open to acquiring new knowledge and skills throughout your professional journey, you can quickly adapt to the blooming technologies.

2. Keeping up with trends

By engaging in extensive reading, listening to podcasts, attending webinars, and participating in conferences, you can avoid becoming complacent in knowledge-seeking efforts. This keeps you in tune with industry trends, technological advancements, and global developments.

3. Digital Proficiency

Mastering the essential software and tools can enhance your digital literacy. This could range from productivity software to data analysis and digital communication platforms.

4. Social intelligence is the key

While technical skills are essential, the importance of your social presence cannot be overlooked. Improve your communication, problem-solving, and emotional intelligence. These qualities are invaluable in any professional setting.

5. Networking:

Building and maintaining a strong professional network, both online and offline, opens doors to opportunities and provides valuable insights. Industry events, conferences, and meetups are a sagacious way to connect with like-minded individuals.

6. Adaptability

Making adaptability a core competency prepares you to adjust your career path or skill set as needed. Changing the

The ethos of continuous learning actuate you to step out of your comfort zone. By cultivating curiosity and remaining open to acquiring new knowledge and skills throughout your professional journey, you can quickly adapt to the blooming technologies.

perception towards challenges and seeing them as room for maneuver for personal and professional growth can improve your life in ways you can’t even imagine. Technological upskilling represents a proactive approach to navigating the evolving technological landscape and understanding its multi-faceted impact on society. This is why, at SRM Institute of Science and Technology, our newly established Vendhar Knowledge Centre aligns perfectly with our vision to provide young minds with education, infrastructure, and opportunities for success.

Our commitment is to create an environment where students can remain relevant and competitive in an era characterised by rapid technological changes, globalisation, and evolving job markets. 📖



Dr. S. Viswanathan,
Director SRMIST Delhi NCR Campus, Ghaziabad.

**and Diplomatic Conclave 2023,
 promoting educational
 institutions for various
 parameters.**







Unconventional Career Choices

By Devika Chug

Chinese philosopher and guide, Confucius once said, "Choose a job you love, and you will never have to work a day in your life".

That's exactly the career trend today. Students are leaving conventional career paths and pushing their creative abilities to

dabble in offbeat professions like Dog Grooming, Fashion writing, Blogging, Wine tasting, being a scuba-diving trainer, Fitness trainer, a career in Alternative medicine, being in the cinema line or just anything that can keep their adventurous spirit alive and earn them good money in the bargain.

So follow your instincts,

explore your talent and become career 'wise'.

A few careers that captures the whiff of the young spirit.

Film and Theatre...

We speak to iconic filmmaker, director unsurpassed, gifted storyteller and a master craftsman, Ramesh Sippy on the growing trend of youngsters opting to dive into this field. "The digital revolution has virtually diminished entry barriers for all those with a creative acumen. Advance technology has enriched the art and students are eager to learn the complex labyrinth of this industry. In our academy, Ramesh Sippy Academy of Cinema and Entertainment (RSACE) we have a Bachelor in Screen Writing course among the first five main courses which is getting popular among students. And why not, story is an invaluable part of the film industry. Without a good story, what can you tell? So you see, trends are emerging and there is so much going on in



this field such as documentaries, short films and through Youtube etc. that the aspirants can look forward to their own claim to fame. I also see a sudden craze for biopics on MS Dhoni, Tendulkar and other stalwarts and making such realistic films is enriching the film industry multi-fold. More and more institutes are offering varied course for those willing and passionate for the art", says the celebrated 'Sholay' Director.

Top film schools in India are:

- Film and Television Institute of India FTII, Pune
- Satyajit Ray Film and Television Institute, Kolkata.
- Whistling Woods International, Mumbai.
- Asian Academy of Film and Television, Noida.

Deepak Mehrotra of DM Stars, casting agency in New Delhi opines, "The young generation have their own definition of a career. They are willing to abandon boundaries, try their hand at something that makes them happy and take a brave step towards doing and being. I have people from the age group of 6 years to 40 years from established professions, coming to me to learn the nuances of acting by joining short acting/audition workshops. This explains the new vision of people towards careers where success is measured in terms of personal success".

Alternative Medicine

Career for those passionate about gaining knowledge and acquiring skills in a profession based on nature and rooted in ancient tradition. Ayurveda, Homeopathy, Naturopathy, Chinese medicine that includes Acupuncture, Oriental medicine and herbology techniques to balance the body's Yin Yang, Chiropractor, Tai chi, Yoga, Massage Therapy and Aromatherapy etc.

One can choose to become a Naturopathic Doctor (ND) after



10+2 with PCB (Physics, Chemistry & Biology), by undertaking a 1.5 year course conducted by the Indian Board of Alternative Medicines (IBAM). It prepares the student for an exhaustive knowledge and practice in of various modalities of natural healing such as acupuncture, herbal medicine, nutrition, psychological counselling, nature cure etc.

Ayurveda (BAMS), (Bachelors in Ayurvedic Medicine & Surgery), Homoeopathy BHMS (Bachelor of Homoeopathic Medicine & Surgery), BNYS (Bachelor of Naturopathy & Yogic Sciences) and Unani (Bachelor's in Unani Medical Science) are all 5 1/2 year course pursued from various institutes all over India. A few of these institutes are:

Ayurveda from

- Bharati Vidyapeeth, Pune
- Gujarat Ayurveda University

- Jamia Hamdard, Hamdard Nagar, New Delhi
- Faculty of Ayurvedic & Unani Medicine, Delhi University

Homoeopathy from

- Guru Gobind Singh Indraprastha University, New Delhi
- University of Delhi, (Nehru Homeopathy Medical College, New Delhi)
- Maharashtra University of Health Sciences, Nashik
- North East Homoeopathic Medical College, Itanagar etc.
- BNYS (Bachelor of Naturopathy & Yogic Sciences) is available at
- NTR University of Health Science, Hyderabad,
- Rajiv Gandhi University of Health Science in Karnataka and many more universities which have established departments of Yoga for grant of certificate, Diploma,



Degree, Ph.D& Teacher's Training Programmes.

Unani can be done from

- Aligarh Muslim University, Aligarh
 - Devi AhilyaVishwavidyalaya, Indore
 - Jamia Hamdard, New Delhi
- Alternative medicine offers career opportunities – in research as well as in private practice, Government employment, Drug and pharmaceutical companies, research centres and in the academic sector.

Pet grooming

Pet grooming is a another interesting and rewarding career option for those who have affection for animals, like to have flexible working hours, have patience, stamina to stand long hours and strength to lift and carry animals.

It requires no specific qualifications but one needs to have a certificate or training for better prospects. A pet groomer can work in kennels, veterinary clinics, animal shelters, pet supply stores, open their own business of salon or parlour, start a training school or a boarding kennel.

Salary depends on the reputation of the groomer, the number of pets they can groom in a day and the size/breed of the animal being groomed. Starts

from 20,000 to Rs 50,000 per month and goes up as one gathers client base or open their own business.

Owner of Fuzzy Wuzzy, Radhiya Hemchandra, a trained groomer, professional pet stylist and pet consultant says, "There is lot of scope in this field of work as the pet population worldwide is over 304 million, of which over 10 million pets are in India. This industry is open for any student or individual looking for a career change that makes them happy or for those interested to lead an entrepreneurial life. A person of any educational background can cultivate their love and compassion for by becoming a pet groomer. At Fuzzy Wuzzy have a range of well-structured courses that teach an individual how to

provide optimal care to the pet, maintaining their health and diet, train them and correctly handle a breed in a show".

Wine tasting

A career in Wine tasting to identify different types of wine, advice on purchases and pair wines with specific foods, is a growing choice among young people in love with the finer things of life. One just needs a class 12 certificate, or any equivalent qualification to become a wine professional or sommeliers. Knowledge of French, Italian or German language is important for the extra edge.

Institutes offering wine courses in India are limited but increasing.

- Manipal University, Karnataka
- Vincrust India, Delhi
- KBR School of Wine, Mumbai,
- Wine Academy of India, Chennai
- Tullee Academy that offer Level 1,2& 3 WSET (Wine & Spirits Education Trust (WSET), London) certified wine courses in Delhi, Mumbai & Bangalore.
- France, Canada, UK and USA boasts of some of the best schools that train a person to be a deft sommelier.



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An experienced sommelier can go on to become a wine consultant to F&B establishments, wine importers and liquor companies, start their own company and organize wine-tasting tours to the vineyards in India, write articles on wines for lifestyle magazines or opt for some of the finest lifestyle jobs overseas. Salary can vary between Rs. 15-20,000 and go up to Rs. 50,000 with a few years of experience. The pay scale abroad is usually higher.

Vikram Achanta of Tulleeho Wine academy says, "We have an example in our own organisation of a hotel management student who found that being part of a hotel's rank and file was definitely not his cup of tea. An introduction to wine titillated him and made him want to explore more. Along with another like-minded student, they competed a professional course and started their career. Obviously an enhanced level of interest and passion is required to excel in a market that recognises these skills"

Hotel Management

Arjun Khanna from NOIDA changed his career from Hotel Management to being a content writer. "I contribute my career choice to my own interest and my parents' no-fuss attitude. They never forced me to take up a particular profession. I studied from Manipal and learned to specialize in Culinary arts but life seemed to have other plans. I am now a full-fledged content writer since three years. Infact writing had always been one of my major forte, so I'm not surprised that I ended up in digital content. My mother has always supported my choices and decisions (where they've been good decisions). I think at the end of the day, she just wants me to be happy and successful in whatever I do.



And I appreciate that from my parents. That's why she's been so supportive of my Content Writing career, even when I made the switch from working in the kitchens", reflects Arjun.

WE SPEAK

Manisha Gera Baswani, famous artist, art collector and photographer opines, "Children today pursue courses that their heart desires and parents are supporting them. Liberal arts, creative careers, sports related courses are all being sought after. My son, AamerBaswani studied in Shri Ram School, Moulisarias he wanted to pursue liberal arts in future. And with amazing

universities like Ashoka in India, he could pursue his dream right here". Nithya Shanti, an internationally respected spiritual teacher, wellness coach, seminar leader, writer and educator with an MBA from XLRI, Jamshedpur reflects, "I abandoned a corporate career and went for rigorous, monastic training in Southeast Asia. We should love what we do, we should be good at it, the work we do should contribute to the wellbeing of others in any way and lastly, it should earn our livelihood".

Students are no longer eager to fit the role defined. They are always eager to take the plunge. After all, it's the detour that makes the journey. 🍷

PROMOTION

Why does Fashion Education need to evolve in India?

Mrs Rupal Dalal, Managing Director, JD Institute of Technology

Fashion education in India is at a critical point, requiring radical transformation to meet the changing needs of the global industry. Holistic development is required, encompassing diverse aspects that are collectively redefining the academic fashion landscape. The following aspects describe the key elements of this transformational journey.

Contemporary Challenges Integration: A pivotal shift involves the incorporation of contemporary challenges such as sustainability, climate change, and social inequality into the curriculum. This not only enhances students' awareness of real-world issues but also inculcates in them the ability to devise innovative solutions. By addressing these challenges head-on, the curriculum cultivates a holistic perspective vital for navigating the complexities of the modern fashion arena.

Technology Integration: To keep pace with the dynamic nature of the industry, the inclusion of cutting-edge digital tools becomes supreme. This integration ensures that students not only grasp traditional design principles but also stay side by side of technological advancements. The goal is to equip them with the skills necessary to flourish in a technology-driven fashion landscape, fostering adaptability and competitiveness on a global scale.

Industry Relevant Curriculum: Aligning the curriculum with industry



requirements establishes a direct link between education and the professional kingdom. This strategic approach ensures that graduates possess immediately applicable skills, allowing for a seamless transition into the fast-paced and ever-changing fashion industry.

Multidisciplinary Approach: Beyond conventional design boundaries, a focus on ethical design practices intertwined with societal and environmental awareness is integral. This multidisciplinary approach molds designers who comprehend the broader implications of their work, inculcating a sense of responsibility and mindfulness in their creative process.

Entrepreneurial Skills

Development: Going beyond simple design proficiency, comprehensive modules research into the details of the business side of the industry. This holistic preparation empowers graduates not just as creative designers but as entrepreneurial professionals capable of establishing and navigating their ventures successfully.

Global Perspective and Exposure: Enriching the creative palette involves providing students with exposure to global design trends and diverse cultures. This global perspective readies them for the international design landscape, fostering a mindset that transcends cultural boundaries and embraces the inherent diversity of the fashion world. 🍷

Importance of securing your work or Business digitally in today's age and time

By CL Team

Digital technology is significantly shifting the operation of businesses across different industries. The insurance industry is no exception. Most insurance companies today use digital technologies to ensure they provide quality services and meet the needs of their clients. Therefore, if you are looking for auto, health, home, or life insurance, many insurance companies will help you register and access all their services through their website or app.

Digital insurance enhances client-service provision and has improved how insurance companies partner with other companies from different industries. Read the following article to learn more about the benefits of digital insurance.

What is Digital Insurance?

Digital insurance is the use of various technologies by insurance service providers. It is the adoption of technologies that enhances service provision and how insurance companies operate. Also, it refers to insurance companies using a technology-first operation model to manage insurance policies and activities such as sales. Click here to learn more about digital insurance solutions.

Few useful benefits

Maximizing on Low-Code

Capabilities

Low code is an application or software development technique that helps deliver applications efficiently and with less hand-coding. Low-code software is a convenient solution for most insurance providers wanting to grow their business.

For example, low-code software can help enhance claim processing; the client needs management and underwriting. Insurance companies apply the low-code capabilities to enable users to drag and drop features they may need, especially in building specific digital platforms.

Reduction of Cost

Digital insurance has significantly bridged the gap between insurance providers and their clients. This

is due to the availability of instant information and standardization. Digital marketing, for example, has helped reduce the cost of operation incurred in the traditional marketing technique.

With such a cost advantage, insurance companies can share the benefits with their clients. Additionally, through various channels, such as digital omnichannel, the clients can review and understand the company without speaking to a representative or visiting their offices.

Easy Detection of Fraud

Insurance fraud has been a serious problem over the last few years, with no better way or signs to slow down. The problems keep on advancing as new types



of deception are created. Digital Insurance helps generate a good amount of data, which is essential in preventing fraud. Besides helping insurance companies to work and provide quality services, this data enables clients to get perfect rates and to easily identify and catch any criminal or suspicious activities. For example, with a customer relationship management platform, searching for customers' social profiles for all activities related to their claims is easy. Through predictive analytics, insurance companies can easily spot customer behavior trends and activities that can indicate fraud.

Artificial intelligence (AI) can help to review large volumes of data efficiently and within the shortest time possible, which allows you to detect and identify potential fraudsters quickly. The AI can also help the insurance management team identify potential risks linked with specific claims, enabling them to make wise decisions, especially on the type of insurance policy to invest in. AI can help you manage your risk profile by assessing trends over a given period and help you adjust your strategy.

Convenience in Making Transaction

To provide Better customer service, you must ensure a quick and immediate solution to their needs. Digital insurance, through e-transactions, provides convenience and comfort when engaging in all insurance-related processes. Digital insurance processes can be processed anytime and anywhere, which is convenient for the insurance company and customers. Digital insurance has revolutionized and simplified insurance processes, such as buying policies, filing claims, renewing policies, and servicing.

Competitive Advantage

Though the insurance industry was not fast to adopt digital technology like other companies, most insurance companies are integrating digital tools and technologies in their services provision, for example, blockchain, Internet of Trade, and Artificial intelligence, among other insurance-based technologies.

With Digital Insurance, clients can access insurance policies, renew, and make claims in real-time. All the details

provided by the clients are then accessed by your IT team, who review, process, and make critical decision. This helps to enhance efficiency. Therefore, to ensure a competitive advantage, you must invest in digital insurance.

Promotes Compliance and Regulatory

Digital insurance eliminates brokers and agents who do miss-selling. This is because customers can interact and access company services directly from the website or applications. Customers can review and compare different insurance companies, their services, policies, and products before deciding on the proper insurance to invest in.

Conclusion

The insurance sector is increasingly changing and adopting all relevant technologies that help to revolutionize their services. Due to high competition, ensuring you meet the changing customer needs and demands is one secret to succeeding and progressing well. Adopting good digital insurance can help to improve your company's operation and ensure customer satisfaction. 📌

WONDERS OF THE ANCIENT WORLD

“What is the best way to understand history?” Besides books, actual travel is the best way to educate ourselves. We have all heard and read about the 8 wonders of the world. But did you know?? read on:

By Shanta S.

When we hear the word “wonders of the world”, our mind immediately conjures up an image of Taj Mahal at the crack of dawn or the remains at Machu Picchu. What we may not think of are the wonders of a different age. While it may seem understandable that we often do not pay heed to what may no longer remain in physicality, we do miss out on learning about the world, its history and culture. Be it the enigmatic rituals of the Pharaohs of Egypt or the astute engineering of the Greeks, decoding these mysteries adds flavour to life. After all, who would say no to stepping into a different time, a time where ships sailed past the Colossus of Rhodes or when prayers were said at the altar of Artemis.

Hellenic travellers wrote poems and made art marvelling at these structures, proclaiming them to be “wonders”. While regions left unexplored by the Greco-Romans have suffered in the process, we still get to learn about ancient marvels-structures and ideas that would have withered away if not for these accounts.

The wonders still have a strong grasp over popular imagination. While all but one have been unable to withstand the ravages of time, the poems and art works of those who did

see these stupendous creations have fascinated historians. Efforts at excavation and linguistic analysis are in process, while many models replicating these structures have been made. The stories of these wonders also elucidate the cycle of time, the toppling of empires and the building of new cities. They are

is difficult to discern how such huge quantities were moved at a time of limited technology, the pyramids are testimony to the immense wealth and power of the pharaohs. The Great Pyramid remained the tallest structure in the world for over 4000 years.

The northernmost (and



stories not only of destruction, but also of preservation.

So we shall take a leap into the past, travel a few millennia and take a peek into the time when Pharaohs ruled Ancient Egypt and Zeus was worshipped in Greece.

1. Great Pyramid of Giza

Constructed over a period of two decades, the Pyramids of Giza are colossal structures of 5 million metric tonnes. While it

tallest) pyramid, also called the Great Pyramid of Giza, is that of Khufu who belonged to the 4th dynasty. Constructed in 2550 BC, it is 481 feet tall. The middle pyramid of Khafre is 471 feet tall while the smallest pyramid of the lot is that of Menkaure, which is 218 feet.

Pyramids and their functionality have been mysteries for historians. While we know that pharaohs were mummified, the significance of the pyramids



has been hotly debated. Were they a stairway for the spirit to reach heaven or did it have a deeper symbolism? Even as they remain mysteries, the city of Giza welcomes thousands annually to visit its world renowned pyramids.

2. Statue of Zeus

Installed in the fifth century BC in the Temple of Zeus in the city of Olympia, the Statue of Zeus was a towering 40 foot image of the King of Gods. Revered in Ancient Greece, it is believed that athletes offered sacrifices to the statue, promising not to cheat, before competing in the Olympics. The statue was made under the supervision of the famed sculptor Phidias who also built the Athena Parthenon.

A mixture of iconoclasm and natural disasters has completely destroyed any remains of the Statue of Zeus. Beginning in the 18th century, excavations have found archaeological remains of sculptures and columns of the temple. While the legendary statue itself has not been found, its depictions in artworks have helped historians reconstruct

pretty accurate, albeit smaller, models. One of these is at the State Hermitage Museum in Saint Petersburg, Russia and another at Kotsanas Museum of Ancient Greek Technology in Athens. While these may not inspire in you the awe that the original statue did in the minds of those who gazed upon it, they do help you understand the intricate sculpting and the replete symbolism in Zeus' image. Moreover, even today, you can see the ruins of the temple in Olympia.



3. Temple of Artemis

Artemis, the goddess of fertility and hunting, was a central figure in Greek mythology. Her temple at Ephesus (in modern-day Turkey) was built in the sixth century BC. It went through cycles of destruction and rebuilding, until it was destroyed by Herostratus, who burnt it to the ground in search of fame in the fourth century BC. Considered one of the most beautiful creations of Ancient Greece, the destruction of the temple elicited unprecedented fury from the Greeks

who forbade even the mention of Herostratus' name.

Today, only the foundation and a solitary column of the once-magnificent temple remain. However, the ancient city of Ephesus is a gem for any history enthusiast. Around the remains of the temple are Greco-Roman structures of Agora, the Library of Celsus, the Grand Theatre, and so on. Thus, even if the legendary temple no longer exists, a visit to Ephesus needs to make its way onto your bucket list.

4. Mausoleum at Halicarnassus

The mausoleum was built in the



While popular depictions portray it as straddling the harbour entrance, it seems improbable taking in considerations of the technology at the time.

Built in the 3rd century BCE to commemorate the end of Demetrius I's siege of Rhodes, the statue was a colossal 104 feet high. It took 12 years to finish it (282 BCE), but an earthquake brought it to its knees in 226 BCE. However, it remained there till the 7th century CE until the statue was broken up and sold for scraps by invading Arabians under Muawiyah I. Today, there remain no discovered remains of it.

Historians are also unsure about the exact location of the statue. While some believe that it was built on the two existing pillars of the Mandraki harbour, others argue that it was not built over a port at all, but rather in the Acropolis of Rhodes.

Even on its knees, the statue continued to awe those who beheld it, and it was considered an exemplary indication of ancient technological feats. Emphasising the stronghold of historical legends over modern imagination, there have been talks of reconstructing the statue



Greek envisioning of after-life.

mid-4th century BC. It stood for 1800 years before being completely destroyed in an earthquake in the 1500s. The mausoleum was built as the tomb of Mausolus, the ruler of Caria, by his widow Artemisia II.

So, what was so special about it if it was just an ordinary tomb? Well, not only is the word "mausoleum" borrowed from the name of this magnificent structure, more tombs used it as a blueprint for its design. About 40m high, the mausoleum at Halicarnassus was intricately decorated with sculptures that depicted Mausolus' life, and the

The entire structure was adorned with sculptures of animals and statues of gods and goddesses. However, the piece de resistance is the quadriga (a four-horse chariot) that stood at the top. Inside the chariot, the likeness of Mausolus and Artemisia II was sculpted. Today, only the foundation and a small museum stand at the original site, with the fragments preserved at the British Museum.

5. Colossus of Rhodes

The colossus was a statue of the Greek sun god Helios placed beside the harbour at Rhodes.



to boost the Grecian economy and to highlight world peace.

6. The Lighthouse of Alexandria

Finished under the reign of Ptolemy II of Egypt in 280 BCE, the Lighthouse of Alexandria has been the subject of keen interest for both scientists and historians. A marvellous engineering feat, the lighthouse was a colossal 350 feet, only smaller than the Great Pyramid of Giza at the time. Also known as the Pharos of Alexandria, it was a boon for the city as it guided ships safely to land. The light came off a burning flame that was reflected off a bronze mirror.

Atop the lighthouse was an enormous statue. In the 1500 years that the pharos stood, the statue could have been that of

anyone- Alexander the Great, Ptolemy II, Zeus or Helios. It was subsequently toppled by continuous earthquakes that struck the region in the 14th century.

Excavations beginning in the 1960s have discovered its remains underwater. UNESCO Convention on the Protection of the Underwater Cultural Heritage is currently trying to add the Bay to a list of the World Heritage List of submerged sites. In 2016, the Ministry of State of Antiquities in Egypt turned the submerged ruins of ancient Alexandria, including those of the Lighthouse, into an underwater museum. Today, you can dive underwater and take a look at sphinxes, statues and other remains in the park. The entire experience is truly one of its kind.

7. Hanging Gardens of Babylon

The case of the Hanging Gardens of Babylon is a curious one. Not only is it the only Wonder whose very existence is questioned, its history (or, more precisely, legend) is utterly unclear. Historians debate on its exact location (Babylon or Nineveh), on who created it.

(King Nebuchadnezzar II or the semi-legendary queen Sammu-ramat) and on the engineering behind it.

Anyway, popular belief holds that the gardens were gifted by King Nebuchadnezzar II to gain the favour of his wife Amytis who missed the mountains and greenery of her homeland. The hanging gardens were a result of ingenious rooftop gardening, with vaults and terraces sealed with bitumen and reeds to prevent leaking.

Thus, while the Gardens remain a mystery, travellers and writers have recorded its beauty and its architectural brilliance. And maybe, it is not the magnificence of the garden itself, but rather its enigma that allures us. The Ancient World was a fascinating place. Travel was a privilege- most people died without having stepped out of their city. However, those who did travel wrote extensively on their experiences. They saw the world for what it was- a marvellous wonder enhanced by the genius of humankind. They were on a quest to understand what they saw, and that is our link to the past: the curiosity and the wonder that motivated travellers. The fact that structures that crumbled centuries ago still sway popular imagination shows the tenacity of history. Travellers of antiquity bestowed upon us the ability to discern the past and travellers of today embark on those same adventures to teleport to a time unlike our own. 📍



Importance of Managing Personal Finances

By Pranav Vashishta

Meaning of Personal Finance

Personal finance is a term that covers managing your money, saving and investing. It includes budgeting, banking, insurance, debts, investments and retirement and estate planning.

It is meeting our financial goals, having enough cash for short term needs and the right planning for meeting long term financial goals.

It depends on individual income, expenditure, living expenses, and personal goals, requirements and desires. It's essential to come up with a plan to fulfil your goals, staying well in your financial boundaries. To make most of it you have to become Financially Literate, distinguish between good and

bad advice (given by Financial Advisors?) and make savvy decisions.

What made one create Millions, may leave you bankrupt if you don't customize your own Financial Goals according to your own plan and needs.

A lot depends on our mindset. I have seen people going into consumer debt to buy THOSE SNEAKERS just because they are worn by "a celebrity". What we don't understand is that the celebrity is getting paid to wear those sneakers. We on the other hand are paying a ridiculous amount of money to buy it, which obviously can be put to a better use. Learning to handle one's own finances is an art which requires commitment for time management and money

management. While lacking this management of both time and money, we Millennials suffer and take irrational decisions and end up spending lavishly on a Saturday and then borrowing money to pay rent on Monday.

To not make it very complex, I am using simple analogy for you to plan your finances better and to see what mistakes shouldn't be made in early years of life:

Budget your finances

A budget is an essential tool which can be used to one's advantage when the incomes are low and dreams are high, there's famous quote "It's not about how much money you make, it's about how much money you keep" You'll only be able to keep those rupees in your pocket.

If you budget well. I generally use the 50/30/20 rule.

To break it down: 50% are your living expenses that go towards your daily needs which includes rent, electricity, utilities, groceries and transport and other essentials.

30% are your savings which are to be kept for your future endeavours which can be for

Need for a contingency/emergency fund

Majority of the expenses come at the times when they are the least expected, for example medical bills, car repairs, etc.

Financial advisors usually advise one to save to have a 'Rainy day' fund meeting your expenses for six to eight months.

Use Credit Cards to your

If used with discipline, they can give you great cash back and a good credit period. Also, paying your bills on time gives you a good credit score.

Pay off student loans

The cost of education has been significantly increasing over time. Taking a student loan sometimes is the only way for a Formal University Education. The



a higher education, funding your business idea or simply a vacation.

20% can be used as lifestyle or luxury expenses which can be utilised for dining out, designer shoes, bags and other entertainment.

Budgeting has never been easier, you can make your own formats on Excel or there are innumerable apps available on both IOS and Android which can be used to one's advantage in the digital era. What you need is a commitment.

advantage

A credit card is a tool, just like a knife, it's used in the kitchen to cut vegetables, similarly it can be used to kill/harm someone. If not used wisely, Credit Cards are a weapon of mass financial destruction.

Most of it has to do with the excessive fees attached to it. To add to it, there are detailed studies that show when using a credit card, one tends to spend more. While using one, my suggestion would be to read about the hidden charges.

best idea will be to take a loan of as less a duration as possible. Any bonuses and additional incomes should go to pay off the principal loan amount at the earliest.

Limit your Debt

Right from your 20's, you have a great role to play to shape your financial future. Getting into excessive debt in your early life can have huge financial implications for years to come.

I have seen people over leveraging their credit cards, buying things on EMI's on various

e-portals. Consumer Debt or Credit Card Debt is one of the worst debts one can trap oneself into. The cycle is recurring and extremely difficult to escape.

To limit debt, there's one simple rule of not spending more than you earn. No, your big fat bonus should not go as your Car down payment, use it to buy investment seeds.

Maintain a good credit score



You can't completely escape debt, what you can do is control the cost of it. How?

Maintaining a good credit score can help you get your loans approved in lesser time and lesser interest rates.

What is Credit Score?

It's a numerical analysis of a person's credit's files to represent creditworthiness of a person.

It's a scale from 300 to 900.

Where,

750 and above= Good credit

600-750= Average credit

Less than 600= Poor Credit

Not paying your bills on time, over leveraging, rejection of credit card payment missing EMI payments can have drastic effect

on your credit score.

I suggest you to monitor it every now and then and you can get a detailed credit report from your bank at minimal fee.

Buy investment seeds

During my college years I interacted with a lot of people and studied their financial habits. I saw that for many people savings implied, "keep money in bank". What many of us miss is that savings can be invested

recommend "develop a side hustle". It can be monetising anything you like. Many people are graphic designers, web developers on the side while still in college; others are amateur photographers, painters and writers. Along with an intellectual and a creative stimulation your interest can lead you to some extra cash and skill enhancement.

Maximise your tax breaks

Taxes were never easy to understand, but this should not be a deterrent. It makes total sense to read about them, learn from Chartered Accountants and Financial Advisors to take the full advantage of your tax deductions.

Section 80(c) allows us to take a deduction of Rs. 1,50,000 if we use that money to put it in PPF, 5 year FD, Interest payments towards your mortgage. You can read more about it for you to decide what suits you best or get in touch with a financial advisor.

Invest in yourself

I have seen people buying the most expensive wardrobe without a second thought, but mulling for weeks, whether to enrol in a skill enhancement course. Invest on yourself intellectually and financially. Read more, learn more, interact with experts and peers and see any opportunity of financial literacy as a self enhancement. Create value for yourself.

Pranav Introduction

Pranav Vashista is a third generation entrepreneur working in his closely held family corporation. He has a vision of creating financial literacy amongst millennials. You can connect with him professionally on <https://www.linkedin.com/in/pranav-vashista-pdc>

Hustle on the side too

It is very important to have multiple sources of income and not depend on one job. I would

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Why Goal is important in our life

By Prof. (Ret.) Arun Kant

Goal: A goal is an idea of the future or desired result that a person plan and commit to achieve in life. The goals we set in our life decide our actions towards our life. The goal gives us direction to move ahead in our life. The goals we set for our lives keep us engaged in our lives and motivate us to do things that help us achieve our goals. We will achieve success in our lives once we have determined to achieve our goals. Life goals are the things that we want to do, be, and have that are most important to us. The goals of our lives include the legacy that we want to leave

that determine what they want out of their lives.

20 powerful reasons why the goal is important in Life

1. Goals in your life require you to identify what you want in your life
2. Goal create a road map for our success
3. Goals in our life are the targets that we want to achieve in our life
4. Goals give you a starting point and a destination to reach ahead in your life.
5. Goals in life give you hope and motivation.
6. Goals in life make things easier to achieve.

- boost your self-confidence
17. Goals in your life give you a reason to celebrate your life
 18. Goals in your life create a concept of WHY for your life
 19. Goals help you focus your attention on your purpose and make it your dominant aspiration
 20. Goals in life shed light on failure
 - 10 Reasons why people unable to achieve goals in life
 1. Comfort zone
 2. Gap in planning and execution
 3. Fail to take consistent action to achieve the set target
 4. Lack of focus on the goal set
 5. Procrastination.
 6. Listening to pessimistic people



Prof (Dr) Arun Kant Painoli
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behind for generations to follow us. Achieving the goal, we set for our lives demands 100% sincere efforts from our side. When we set goals, we envision, plan for, and commit to achieving these desired results. Because our lives include many different parts, life goals can be broad, including things like relationship goals, career goals, financial goals, and more. Setting life goals is an important part of what it means to be alive, and achieving them can feel rewarding or even generate a greater sense of purpose and meaning in our lives. Most people have a dream in life, a vision of who or what they'd like to be in the future. At a minimum, everyone has interests and values

7. Goals give direction to our life and help us to move forward
8. Goals are a reason to make sacrifices in our life
9. Goals in life keep you focused on the target you set for your success
10. Goals in your life allow you to set your priorities in life
11. Goals in life allow you to measure your progress.
12. Goals in life prevent you from wasting your time in life
13. Goals in life make you more resolute
14. Goals in your life make you responsible and accountable
15. Goals in life help to overcome adversity
16. Goals in your life help you to

7. Fear of other people's opinions

8. Trying to do too much at a time.

9. Poor time management

10. Unrealistic expectations

We cannot achieve success in our lives, if we do not have any goal or purpose. Setting goals helps us to stay motivated to accomplish our dreams. Goals in life increase our motivation, improve our self-worth, and help us to set priorities in our life. Goals motivate us to follow our dreams while encouraging us to be the best person we can be. When we achieve something, it boosts our self-esteem and self-confidence, which are just a few of the reasons why goal setting is important in our lives. 🎯

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THE MIND BODY SOUL CONNECT

By Roshni Bhattacharya

Yes, a lounge, since it all comes from a self-reflection and lot of reading during the corona days.

I always get into this mode of gaining and shedding weight and it dates back from 1996. Hardly did I realise the deep connection between a healthy mind, body and soul, until few days ago.

Wait.... I said and meant, I didn't realise or rather recognize, but never meant that it doesn't or didn't exist. Let's go to the topic – the mind, body and soul and how these balance each other.

Well, we all know, It's all in the mind, so let's begin from the fundamental aspect.

THE MIND

Our mind holds all the emotions right from the day we are born.

The way we were cuddled and fed and taken care of are the beginnings. Next comes the stimulus we receive in the form of appreciation and criticism. What our parents, relatives, siblings, friends, teachers, neighbours and all others around us, say or do to us, leaves a deep and undiscovered impact on our emotional being. Our actions and behaviour throughout our lifetime depends on these stimuli. This forms our inner image. Our personality is a direct effect of our inner image.

It is hence important to understand ourselves to create a positive inner image and a positive personality. As much as we know that introversion is a result of negative inner image, extroversion too is the result of negative inner image. An extrovert does things to hide their weakness.

Hence, all these have an

outward reflection on our intentions or attitudes, that affects our relationship with others, our achievements and our success (in our own terms).

THE BODY

Whatever we manifest, we see the result in terms of a physical action or reaction. There are medical approaches as well to the mind-body connection.

Anger, fear, depression, anxiety has the side effects like hypertension, heart ailments, stomach related issues and of course neurological setbacks. Eg. When we people go for an interview or when it's the first ever public speaking appearance, almost everyone feels the pounding of their heart, sometimes a rise in BP and numbness in the body. Now a days most of us are aware how it affects the immune system as well.

The connection between our minds and our bodies is something we instinctively feel, but how much attention do we pay to your bodily sensations each moment?

To understand our own emotional lives and those of the people around us, we need a deeper awareness, achieved through the practice of mindfulness.

Acknowledging how you feel each time with different kinds of emotion and practicing it will help gain the connection of mind and body.

Like I had written at the beginning, how my body weight

It is hence important to understand ourselves to create a positive inner image and a positive personality. As much as we know that introversion is a result of negative inner image, extroversion too is the result of negative inner image. An extrovert does things to hide their weakness.



used to fluctuate with my mood. Binge eating is the manifestation of anxiety, depression or any negative emotion.

THE SOUL

The soul is the seat to all our emotions. Our entire mind and body balance is connected to our soul. The happiness or pleasure or contentment, happens inside out when the soul is balanced

with our mind and body.

It is hence important to irrigate our mind with all sorts of passivity. This can be done when we start to look deep within and find out what influences our behaviour. It actually starts from birth and we need to recapitulate all the events that we can remember from as early childhood days, as we can. Our inner image formed by all the

strokes received, i.e. the appreciations, accusations, criticisms, love, from everyone around us, builds our self-esteem, which is an important factor of our behaviour with self and others. In this level, there are few questions to ask yourself at a quiet corner and find out 'Who are you?' and 'What do you want from life?'

1. What prevents you from being in the moment, more than anything else?
2. How does it feel to be alone with your thoughts these days?
3. What do you usually think about when there are usually no distractions?
4. How often do you judge people for being wrong, bad or stupid?
5. What is the true price that you pay for these judgements?
6. Which family member do I resent and resemble the most?
7. What do you gain from the resentment: Is it power? Safety? Control? The illusion of winning?

Once we know ourselves, we are set to balance our mind and body by practicing the below points, mindfully:

1. Meditate
2. Avoid sitting aimlessly for a long period of time
3. Spend time with those you love
4. Read good books
5. Eat healthy
6. Get into activities that engage you into helping others
7. Be grateful and be kind
8. Keep fueling your passions
9. Travel
10. Listen to good music
11. FORGIVE – yourself and others.

A positive mind, a healthy body and a happy soul is all that takes us to the unlimited success that we crave for throughout our life. Happy Mind, Body and Soul balancing! 🍀

Listen to your Soul- Be an Inspiration

By Rahul Gupta

Rahul Gupta is a farmer and successful landscape artist and passionate about photography and things that are creative

I remember those early days of farming – full of passion and energy but definitely not easy. My tryst with soil has taught me many things, above all patience. Watching a green twig pop its head from the soil takes you into raptures of delight. But the journey is yet to unfold.

Having left my jet flying days behind, my corporate brand dissolved, I felt liberated and relieved. Embracing the newfound world of nature, little did I realize the hardships that lay ahead? Eager at having found a new lease of life, I lost myself to the heady feeling of being under my own sky with the earth beneath my feet.

For many of us living in the cities, there is a serious disconnect with the rural India. Infact the connection runs deeper, within us. Separation with Nature makes one a different person.

Life at the farm gave me an insight into the differences between the two worlds that exist within our own country. Communicating with labour was tough due to language problems. The dialect of this tribal area

went way above my head. Sign languages and gestures rarely helped but we had a good laugh between the goof up's.

Despite all this, I realized that there was a certain hesitation among the people who worked at the farm. Perhaps it was due to my being an outsider or due to caste problems or maybe they felt threatened, it was difficult to tell. I tried almost everything but it was tough to get accepted by them.

As the days went by, my bonding with them improved marginally. We still did not understand each other but at least we were having tea under the tree together. I was gradually learning the new meaning of life. Then something happened and everything changed for me and for them.

All those of you who are somewhat familiar with the "Problems of Plenty" in the agrarian context would understand what it means. For those of you who don't, it simply means throwing your agricultural produce because market is flooded at that time and there are no buyers despite the lowest prices.

One early morning, as I stood



by the edge of the field laden with vegetables, I noticed the plants carrying their weight, yet standing upright. The sun rays were mellow and each plant smiled at me with pride. But when I tilted my head to the other side, I saw huge mounds of rotting Brinjals.

I knew that there will be no buyers for the crop and the longer I hold on to it, the greater will be the expenses to maintain it. I thought it would be wiser to replace with another crop.

Having made the decision, I told my people to uproot the plants. As I walked away sadly, I hoped that it was a right decision since I was not able to comprehend what to do next. There was another reason for me to be away from the place. I did not have the courage to see this torture and left it upon others to do the needful.

After mustering some strength, I came back after a few hours to see the progress, only to find that the labour was sitting under the tree with sadness written all over their face. Not

one plant had been uprooted so far. I instantly understood their reluctance as the field had to be ploughed so that another crop would find its way.

It is difficult to explain this feeling of having brought life to a seemingly inert object called seed and rearing it just like a child, only to have it cut from its roots one day. But I took the plunge and did the impossible, by starting the tractor and ploughing the field. The crush

It is a lesson that stayed within me. I learnt to let go and I also learnt that to lead-you have to lead with example.

of the plants and its sound bothered me for days and in the stillness of the night I could hear the silent cry of their anguish.

Parking the tractor under the tree, I gave it one long look and a soft smile. Slowly all the people got up to clear the field with a heavy heart

It is a lesson that stayed within me. I learnt to let go and I also learnt that to lead-you have to lead with example.

We were lucky with the second crop but more than that, I had won the confidence of my people and they had accepted me. This is the life of farming and such incidents keep happening over and over again. This one incident taught me a very valuable lesson of life!

We all fight relentlessly but it is important to have belief in ourselves, not to be afraid to make mistakes and to lead from the front.

I hope that all those who are reading this, would remember this lesson of courage and strength, of leadership and above all Hope! 🍀



Career in Space Science

Are you interested in making your career in a field that involves studying the planets, the solar system and other aspects of the universe? If your answer is yes, and you are really passionate about this eclectic field, then a career in space science can surely be your cup of tea!

By CL Team

Career in space science is a highly diversified and multi layered profession. As a career in space science may include working on developing a new satellite or a new technology to map a distant planet. One can also assist in making new discoveries about solar systems or using satellite as a medium

to study pollution on the planet Earth. Space technology affects almost every part of our lives, be it satellite television, weather forecasting, global telecommunications or satellite navigation. As opportunities in this field are varied; that the qualifications needed to work in the space industry also vary considerably. It provides employment for people with a wide range of skills, including

electrical and mechanical engineering, IT and software systems, physics, mathematics, space science or aerospace engineering.

Qualification required

One can pursue five year integrated M.Sc course Or PhD from various institutes mentioned below:

- Indian Institute of Science Education and Research

- (IISER)
- Indian Institute of Technology (IIT)
- National Institute of Science Education & Research
- Aryabhata Research Institute of Observational Sciences (ARIES)
- Indian Institute of Astrophysics (IIA)
- Tata Institute of Fundamental Research
- Physical Research Laboratory
- Raman Research Institute
- S N Bose National Centre for Basic Sciences

career as astronaut must undergo rigorous training and meet stringent physical fitness criteria. Competition for this position is fierce, and only the most outstanding candidates are likely to be accepted into an astronaut training program.

Engineers

While it is the astronaut who travels to the outer space and gets much of the public attention, it is actually the engineer who makes space travel a possibility. In addition to designing spacecrafts, space vehicles and

Technologist and technical positions

In addition to the engineers who design space science technology and the scientists who specialize in making sense of what is discovered in outer space, technologists and technicians play an important role in the field of space science. These individuals work closely with the engineers and scientists to build, test and perfect various types of space technology innovations.

There are numerous opportunities for skilled technologists and technicians in the following



As a career

Employers who hire space science professionals look for highly skilled applicants with very specialized training and skills. If you are planning to plunge into the field of rocket science; then it is important to investigate different types of jobs that appeal to you. While the picture of astronauts is the first to appear in your mind when you think of space science as a career; there are numerous other employment avenues in this field. Astronauts make up only a very small part of all space science professionals.

Astronauts

Individuals who want to pursue

space stations, engineers also design the space satellites that help in better understanding the weather and climatic conditions that impact our daily lives. There are opportunities for different types of engineers in the field of space science, including:

- Aerospace or Aeronautical Engineers
- Avionics & Instrumentation Engineers
- Computer Engineers
- Materials Engineers
- Mechanical Engineers
- Robotics Engineers
- Spacecraft Engineers
- Telecommunications Engineers

fields:

- Communications Technicians
- Computer Aided Design (CAD) Operators
- Drafters
- Electricians
- Laser Technicians
- Quality Assurance Specialists
- Radar Technicians
- Robotic Technicians
- Satellite Technologists

However, to build a successful and prosperous career in space science; it is mandatory to develop one's personality, nourish skills and abilities to get prepared for such a responsible, fulfilling, adventurous and different career. 🚀



A SCIENCE BEHIND ONE'S BEHAVIOR

By Ms. Devika

Observing a school student carrying a heavy school bag often larger in size of their physical back, I feel hesitant to suggest adding another subject, an additional burden on their tensor shoulders. Adjustment can, of course, be made in the size and content of their subjects, some of which appear to even the grown up as Greek or Latin but has no be gulped down simply because these exist in the syllabus. It is, therefore, possible to scale down some of these elements in the syllabus and make space for a subject like behavioral science in all the streams of students in school.

With this prelude, let me venture into the contents of proposed subject, 'Behavioral Science'.

Behavior is how one conducts through the activities which are to be performed at different stage of life. A student has to

perform and display knowledge, which he or she acquires through learning. The 'dharma' of student is to learn and through leaning gain knowledge and become enlightened through 'Knowledge'. That is why our sages and teachers have preached "Chattranang adhyayanam hi tapa". This 'Tapa' or 'tapasya' is matter of attitude and behavior. It is not a mere dogma, it has been handed over to us from generation to generation, it is our heritage and is priceless. It is not merely concerned with morality, it goes beyond the rigmarole of morality and transcends the realm of attitude/social value. Hence, said our sages "Shraddhaban Lovate Gyanam". A student aspiring to gain knowledge must inculcate the rigorous habit of reading, writing and expressing clearly the lesson he learns.

Viewed thus, 'Behavioral Science' is an appropriate subject, which should find a place in school syllabus. The subjects encompass various elements,

some of which are worth nothing in this brief write up.

Behavior and religion

Behavior is not bound by religion or religious preaching/discourses as commonly understood. The only religion for a student is to gain knowledge through study. Studying is a must for all students and is a 'ritual' for attaining the objectives of their choice.

Behavior and Morality

While morals of life have different conations and scope of morality is vast, behavior of student of for that matter any person is to a large extent shaped by moral values which are imbibes from family members and surrounding. Thus, parents and grandparents exhort young minds to speak only the truth, follow the path of virtue and so on. The underlying intention is to influence and shape behavior of young impressionistic and inquisitive minds of students.

Behavior and attitude

Behavior is different from attitude is as much as the latter shapes the former. A student under stress may develop a tendency, to feel depressed. Depression may degenerate to a feeling of anger and anger may lead to a sense of deprivation. These are matters of attitude and unbridled attitude may reflect adversely on the behavior of students impinging on his studies and performance. Stress management has assumed a significant part of study and can no longer be wished away. From the viewpoints of students, it is an awful burden to cope with the content and scope of syllabus of different subjects. Schools pass on the burden of teaching to parents in the form of homework, hoping students can learn better at home.

Behavioral guidance should not be allowed to become a test for parental performance in studying the requisite subject and there after spoon feeding the students. After all, students have to study and learn and learning by doing can not be substituted by parents or private tutors doing the homework themselves. Students fail to realize their potential where other do their homework. Looking from a different angle, if the student wants to complete the homework after coming back from school, he/she has to physical health and mental development, Outdoor activities and revision are as necessary as studying for holistic growth and development of a students. The students do not get time & this cause the entire problem which modern day student faces daily. These have to be a balance between study and outdoor activities. In recent time, newspapers have also reported has aspirants for civil services shut mobiles and distribute time

for study and physical/ recreational activities to pass through examinations management of tennis is an essential attribute of proper behavioral and young students require appropriate lesson in time managements from trained teachers.

Behavior and environment

Environment directly influences impressionistic young minds more than any other parameter and impacts their behavior pattern. A foul environment at home or in the neighborhoods area casts an evil shadow in the physical and mental behavior of students. Parents have to take safeguard against this evil.

Behavior, Discipline and Punctuality

Discipline and punctuality are two cornerstones of behavior and these two virtues and value are germane to good behavior of students. Fundamentally, these two value shapes behavior of all persons. All successful persons of various vocations in life, have certain common behavior approach to learn and practice whatever field they choose. Our parents and grandparents have thought us early to rise and early to bed, makes a man healthy, wealthy and wise.

The practice of this principle gets embedded in person's behavior. Notice that the emphasis is on health, wealth and knowledge and implicitly everyday crave for these three precious achievements. A good number of students burn midnight lights for studying hard when examination draws near. This practice or behavior is utterly undesirable and following the dictats of good behavior stated above.

Behavior and mental health

Behavioral Science as a subject of

study has to incorporate chapter on psychology which is linked to an understanding of mental health of students. Undue burden is placed on young shoulder who are unable to bear the burden and they tend loose focus which impacts their performance adversely. They are haunted by reactions from parents when they underperform or fail to measure up to the expectations of parents. The number of such mentally depressed students is growing and they are in need of counseling by trained psychologist before the damage goes beyond repair.

Behavior, social media/ internet/mobile phones

A news report indicates that mobile phone/internet/ social media addiction is causing have particularly to young students. The report suggests that, on an average, a young student visits sixty times the social media sites, which more often than not, are misleading and mind polluting. It is unfortunate that our Government prefers to look the other way and tries to minimize the effects of social media. Parents their words/ students from the evils of social media.

However, they can and must influence the behavior of their words, following some of the concepts. Mentioned earlier. A behavioral cleansing is, indeed, the need of present day to insulate students from the evils of social media.

Summarizing, we may conclude that behavioral Science, which encompasses many elements stated above, will be of great help to students and this subjects may be incorporated in school syllabus adhoc lesson in Yoga for Example may not be of much help to students. 🙏



Combining Arts and Business Studies

By CL Team

Introduction

For very long, liberal arts, sciences and management were looked at in isolation. In recent years, it has become virtually impossible to do so given the changing economic and social contexts globally. Awareness as well as diverse skills are imperative in today's world. With the rise of Artificial Intelligence (AI) and technology becoming such an integral part of our daily lives, this link is likely to grow.

Interdisciplinary education is important: A US point of view

In this context, a report brought out by Aspen Institute, a premier American think-tank is pertinent. The report published in 2018 is titled, "Charting a New Course for Next-Generation Business Leaders". This report makes a strong and convincing pitch for the need for coming up with innovative courses where students gain knowledge not just of one discipline, but a number of areas.

The report also gives a detailed explanation of how the Aspen

Institute Business & Society Program has launched an Aspen Undergraduate Consortium, which seeks to move in this direction. This consortium consists of over 70 undergraduate schools. A number of the schools, which are part of the consortium along with Aspen Institute have already framed an interdisciplinary curricula. The "Charting a New Course for Next-Generation Business Leaders" report also makes two important points with regard to the curricula, which has been framed by the consortium.

The first, that these experimental courses seek to come up

with: '...A version of liberal arts that embraces the pragmatic and a version of business education that recognizes business as a deeply human activity'

Second, the curriculum has a clear 'Understanding that business is a profoundly human activity that requires people with a broad range of capabilities. They recognize that the best businesses solve human needs, develop their own people, and provide meaningful work.'

The Indian context

While there has been an increasing emphasis in recent years on interdisciplinary education in India. It was

point out, that the top B Schools, such as IIM's - IIM Calcutta and IIM Ahmedabad, have been attempting to have a holistic curriculum for some time, where public policy as well as liberal arts related courses are offered.

IIM Calcutta set up a Centre for Development and Environment Policy in 1998, where important policy issues related to the environment are researched. IIM Calcutta also has a Management Centre for Human Values, where Eastern and Western philosophies are examined. The link between Business and Philosophy is examined at this center. IIM Ahmedabad also has a school

One more factor which has been responsible for a more interdisciplinary curriculum is the rise of private universities modelled on western institutions. Students can take a wide range of electives. Students in business schools can study courses pertaining to liberal arts, public policy and vice-versa. One of the interesting experiments is that of Ashoka and IIM working closely to develop a minor. Centre for Entrepreneurship (CFE) of Ashoka University and Innovation Incubation and Entrepreneurship (CIIE) of IIM Ahmedabad joined hands to create a minor in entrepreneurship.

Why an Interdisciplinary approach is necessary in India for business students wanting to strengthen their career prospects

First, there is a growing realization of the point, that it is increasingly important to understand government policies and regulations, which have an impact on business. In this context, a number of top business schools have begun to focus on Public Policy. The Indian School of Business (ISB) campus in Mohali for instance, has a school of public policy. Apart from students getting a chance to take courses from the school of Public Policy, business school students also get a chance to interact with individuals from different walks of life – including policy making.

Apart from understanding principles of management and business, corporates also need individuals who have a deep understanding of other countries (especially emerging markets like Africa and Latin America) where they have operations. For this, some sort of regional specialization is important. Not only is it essential to understand the local language, but also to be familiar with the socio-economic



the Yashpal Committee on Renovation and Rejuvenation of Higher Education, in 2009 which drew attention to the need of a more holistic and interdisciplinary curriculum. The report stated, that the Indian education system needed a major revamp, and there was a dire need for greater emphasis on interdisciplinary education. The existing system was defined as a 'steel box of a system', and it was argued, that the approach being followed in India was out of sync with the requirements and needs.

Interdisciplinary approach adopted by Indian B Schools
It would also be pertinent to

devoted to public policy.

Interdisciplinary approach at undergraduate level in India

In recent years, even at the undergraduate level, there has been an attempt to introduce students of commerce and business to the social sciences, either through taught curricula, or through social work. One such example is the Narsee Monjee College of Commerce and Economics in Mumbai, where students have to complete 120 hours of mandatory social work.

Rise of Private Universities and interdisciplinary adopted by Indian business schools

and political landscape of such regions/countries. There is a growing trend of Business majors taking minors which focus on the political economy of such regions.

Need for interdisciplinary approach required necessary not just for Business majors

Even liberal arts students, who take more business school

to take business related courses. This is particularly useful for them for finding employment with risk analysis firms.

Conclusion:

In an increasingly interconnected world, it is tough to undertake the study of any discipline in isolation. While it is true, that certain universities in India have taken some important steps towards a

holistic curriculum which tries to adopt a genuinely interdisciplinary approach, much more needs to be done. While in top government and private institutions, a number of steps have been taken. There is a need to spread this culture across institutions. A study published by the ASSOCHAM Education Committee (AEC) stated, that only 7% of students who had graduated from Indian Business



courses, are more employable. In many of the fields, which these students aspire to enter, knowledge of business concepts is handy. For instance, to be successful in journalism apart from a grounding in the social sciences, knowledge of important economic issues, and concepts is beneficial. Those students who have taken such concepts, are at an advantage, and their knowledge of crucial economic issues stands them in good stead while covering economic issues.

Students with Master's degrees in disciplines like International Relations who want to look for careers in business risk analysis, and consulting have also begun

In recent years, even at the undergraduate level, there has been an attempt to introduce students of commerce and business to the social sciences, either through taught curricula, or through social work. One such example is the Narsee Monjee College of Commerce and Economics in Mumbai, where students have to complete 120 hours of mandatory social work.

Schools was employable. The report also highlighted the disparity amongst business schools in terms of infrastructure and overall quality of faculty.

A more holistic curriculum is thus important, not just from an academic point of view, but also so that students from different disciplines, including business, face less difficulties when searching for career opportunities. The increasing importance of AI in different spheres, as discussed earlier is likely to further disrupt the job market and also compel institutions globally to look at an even more modern, innovative and interdisciplinary approach towards teaching. 📌

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