

# ITFT

## FINISHING SCHOOL

### LIFE MANAGEMENT SKILLS

"EMPOWERING EDUCATION - TRANSFORMING HUMANITY"

Whatever  
**HUMAN MIND**  
can  
**CONCEIVE & BELIEVE**  
can  
**ACHIEVE**



**India's First Service Industry Finishing School  
FOR EMPOWERING TEACHERS & YOUTH**

# PREFACE

*“All Power is within you, you can do anything and everything as strength is life” -Swami Vivekananda*

## **Whatever Human Mind Conceives and Believes Can Achieve**



*Life is a beautiful journey comprising of good and bad moments. It is also the biggest challenge that we all undergo. No doubt, there are many pleasant situations in life but it is as hard to make it and as easy to take it but much depends on the state of mind of the human being. Living purposefully, meeting our daily needs, and fulfilling all our aspirations, that is what one wishes to achieve in life. However, there is always a lag between what we aspire and what we achieve and if not handled in the right perspective shall result in the diminishing of core abilities leading to a more complex individual with a number of limitations and insecurities. Here come the Life Management Skills (LMS) which are direly needed during every phase of life and go by the name of self-motivation, confidence, goal setting & decision making. We require these skills while representing one-self, in various events or situations, sitting for a job interview, surviving the current job, or profession or business etc. This Life Management Skills venture shall be an ultimate guide resolving those recurring problems and issues of life which demand attention and solution for quality living. This book has been compiled by a team of Trainers and specialists who took a challenge to present rich ideas in a form of a journey. The life management skills process has been defined in six phases starting from*

(i) **Life Assimilating skills**- the beginning of one's active life (post high school) where the individual is gradually becoming aware and is concerned with the "me" as others see me. This is the impression I make on others, my "look," my social esteem or status, including my identity. It is the time when all ethical, moral & spiritual values learnt so far, come into play (ii) **Life Making Skills**- the second phase where the individual is struggling through the understanding of self, relationships, career, and social interaction, it shall incorporate all the necessary set of skills that are indispensable and have to be possessed to cope successfully. (iii) **Life Steering Skills**- the third phase will steer one towards growth in all spheres and equip the individual with confidence, high self-esteem and courage to visualize himself as a winner. (iv) **Life Stimulating skills**- This phase motivates you to unlock your potential. This phase is especially for Individuals who are not content with leading just an average life and seek stimulation and passion amidst all the routine and mundane activities of life. Life stimulating skills will spur you into achieving the unachievable. (v) **Life Balancing Skills**- this phase prepares you to balance your life while learning and managing various skills because you never know when the journey called life could send you for a toss. This is what this phase of the book aims at and will push one through all cumbersome situations. (vi). **Life Mastery skills**- last phase will test one's skill base and ready one to survive situations at work, personal situations, relationships, maintaining a self-coordinated balance in life.

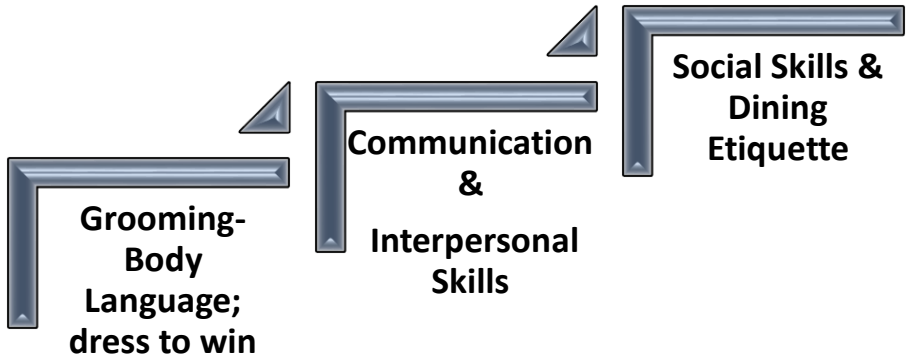
## Stage 1

### Life Assimilating Skills



## Stage 2

### Life Making Skills



## Stage 3



## Stage 4

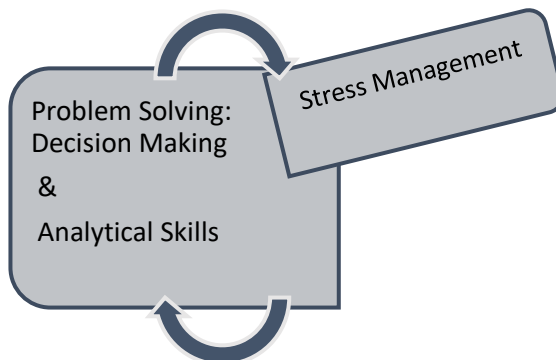


## Life Stimulating Skills



## Stage 5

## Life Balancing Skills



## Stage 6

## Life Mastery Skills

## Attracting Success with Mind Power

### Leisure, Recreation, Entertainment

*This book will act as a guide for all those who aspire to be distinct and innovative in their expression and solving complex problems. The book has covered all aspects of personality development through skills, making one digitally empowered and providing a fulfilling life, meeting one's goals, performing distinctly and emerging as a new self with wider mental horizons and potential. Hope you make the best out of this book.*

**Happy Reading!** 

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# 1- ART OF THINKING

**“There is nothing on earth that you cannot have-once you have mentally accepted the fact that you can have it.”**

**-Robert Collier**

We are a bundle of thoughts, attitudes, yearnings, images, doubts, hopes, opinions and ambitions, each of them constantly changing, sometimes from second to second. We do not believe what we see, but rather we see what we already believe.

If we can keep our mind clearly focused on what we want, and refrain from thinking about what we don't want, we will attract everything we need to achieve our goals, exactly when we are ready. Change your thinking and you change your life.

Human being is considered as a rational being because he/she is capable of thinking and reasoning. His superiority over other animals in learning and adjustment lies in his/her capacity for better thinking.

Thinking is a mental activity that is used to resolve doubt about what to do, what to believe, or what to desire or seek. Thinking about what to do is decision making. Thinking about what to believe is part of learning. (Some learning, perhaps most, does not involve thinking but is, rather, an automatic consequence of certain experiences.) Other kinds of thinking about what to believe are scientific thinking, hypothesis testing, and making inferences about correlations or contingencies. Thinking is only one type of action, and only one kind of determinant of overt behavior, among many others.



In a broad sense, thinking includes all forms of cognitions, perceptions, imagination, memory and conception. Sometimes the term thinking is used to mean the process of problem solving.

Generally thinking occurs when we are confronted with a problem which demands solution or it occurs when something goes wrong with or around us. When everything is smooth the chances of thinking are rare.

In simple terms thinking may be defined as a 'sequential arousal of symbols', i.e. the symbols of objects, words or concepts flow in the mind in an order, one

after another. Thinking consists of the cognitive rearrangement or manipulation of both information from the environment and the symbols stored in long-term memory.

### **Can thinking be controlled?**

Indeed it can be. It would not be right to label this task as easy but I can reassure you that it is not impossible either. Although, the popular opinion is that thinking is an involuntary task, some of it is voluntary too. This means that you can control what you think by focusing on something. For example, I am concentrating on answering your question right now about thinking, whether it is voluntary or involuntary.

It is also true that innately we jump from one topic to another while thinking as our brains continuously seek pleasure. Our conscious thoughts mostly go towards things that amuse us or those that we find interesting. Therefore, it requires both effort and energy to sustain a certain kind of thought process.

### **How can thinking be made positive?**

Thinking isn't like a building you make but it has more to do with the raw materials you use to create it. By this I mean that thinking is not the output but the input.

Assume that a thought is a seed that you can sow and only when it gets the required amounts of sunlight, air and water, it grows. Consider the water here to be that positivity which you need. If the water is poisonous the seed may die, or the plant have a stunted growth. Similarly, negativity inhibits our growth or kills our thoughts and ideas. This positivity is available all around us just like the protons in an atom. But, remember that the electrons are there too. So what should you do?

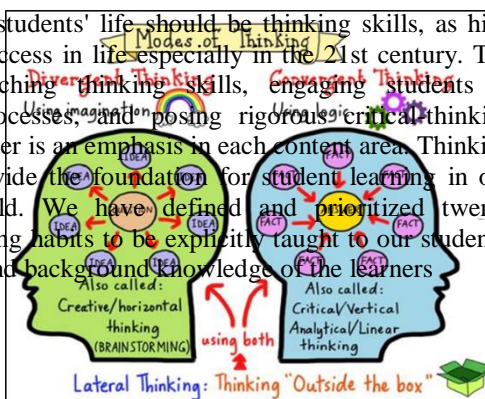
Positivity is something that you have to constantly look for. It is a conscious process of filtering out all that's negative. It is clearly an ongoing process. What's negative cannot cease to exist. Recall, the protons and electrons co-exist in an atom.

### **Is thinking any different today?**

Yes, the landscape has changed and it's because of the perpetually changing technology. The world that the students are navigating, negotiating and attempting to reconcile is fundamentally different. The way in which knowledge is gained, built and shared requires our students to think more than they've ever needed to think before. Education researchers, policy makers and private enterprise agree that, in addition to content knowledge, students in the 21st Century need to acquire particular skills to equip them for a modern world of work, one of which is the ability to think - and think well.

<h2 style="text-align: center;">The 21st Century Classroom</h2> <p style="font-size: small;">21st Century Skills are a combination of cognitive processes and the technologies that enable individuals to leverage these processes for the greatest impact. The 21st Century classroom is one that is student-centered, project based and focused on creating life-long learners.</p>			
Research & Information Fluency	Problem Solving & Critical Thinking	Collaboration & Communication	Creativity & Innovation
<p><b>Teacher:</b></p> <ul style="list-style-type: none"> <li>provides opportunities for students to develop and demonstrate essential skills.</li> </ul> <p><b>Students:</b></p> <ul style="list-style-type: none"> <li>select appropriate digital tools to assemble, evaluate, and utilize information.</li> <li>apply varied research skills to find and evaluate resources.</li> <li>use information and resources to accomplish real-world tasks.</li> </ul>	<p><b>Teacher:</b></p> <ul style="list-style-type: none"> <li>provides opportunities for students to develop and demonstrate essential skills.</li> </ul> <p><b>Students:</b></p> <ul style="list-style-type: none"> <li>use multiple resources to plan, design, and execute real-world problems.</li> <li>use technology to collaborate and solve authentic problems.</li> <li>develop and answer open-ended questions using higher order thinking skills</li> </ul>	<p><b>Teacher:</b></p> <ul style="list-style-type: none"> <li>creates structures, provides opportunities, and assesses student performances</li> </ul> <p><b>Students:</b></p> <ul style="list-style-type: none"> <li>Initiate communication in real and non-real time.</li> <li>communicate and collaborate with learners of diverse cultural backgrounds.</li> <li>form collaborative teams to solve real-world problems and create original works.</li> </ul>	<p><b>Teacher:</b></p> <ul style="list-style-type: none"> <li>provides opportunities for students to develop and demonstrate essential skills.</li> </ul> <p><b>Students:</b></p> <ul style="list-style-type: none"> <li>apply critical thinking, research methods, and communication tools to create original work.</li> <li>collaborate effectively with an audience beyond the classroom to create original work.</li> </ul>

A key focus for educators in students' life should be thinking skills, as high level thinking is critical for success in life especially in the 21st century. The importance of explicitly teaching thinking skills, engaging students in articulating their thinking processes, and posing rigorous critical thinking questions for students to consider is an emphasis in each content area. Thinking skills and thinking habits provide the foundation for student learning in our rapidly changing digital world. We have defined and prioritized twenty thinking skills and eight thinking habits to be explicitly taught to our students, depending on the grade level and background knowledge of the learners



Teachers can promote thinking in their classrooms by posing questions such as:

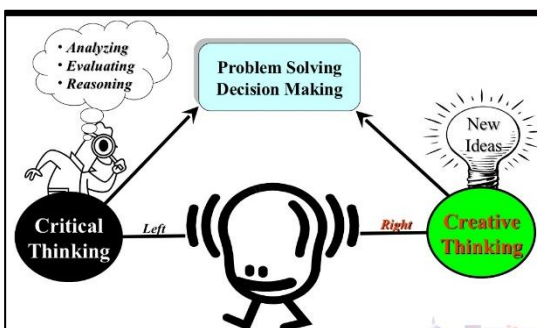
- What makes you think that?
- What evidence do you have for your position?



- What strategy did you use? Can you explain the steps you used?
- What other methods might you try?
- How would you explain this to someone else?
- Help us understand your perspective...
- How might you describe the author's message in this text?

## Learning to think critically

Let us not assume that students will learn to think critically just by learning the methodology of their subjects. Sure it will help, but it's not an explicit treatment of thinking and is therefore less transferable. A course that targets effective thinking need not detract from other subjects – in fact it should enhance performance across the board.'



Problem-based and inquiry-based learning programs, and concept-based curriculums with a focus on the big ideas at primary and secondary level have provided increased opportunities to focus on the teaching of generic skills. These interdisciplinary learning spaces have carved out time to teach thinking, to step out of the race to cover content and build the generic skills that students need.

Many familiar classroom practices and instructional strategies can be thought of as thinking routines if they are used over and over again in a way that makes them a core practice of the classroom. For example, (What do you know? What do you want to know? What did you learn?), brainstorming, pushing students to give evidence and to reason by asking them 'Why?', classroom arguments or debates, journal writing, questioning techniques or patterns that are used repeatedly, and so on.

Thinking routines are a major enculturating force for communicating expectations for thinking as well as providing students with the tools that they need to engage in that thinking.

Thinking routines help students answer questions they have:

How are ideas discussed and explored within this class?

How are ideas, thinking, and learning managed and documented here?

How do we find out new things and come to know in this class?

As educators, we need to uncover the various thinking routines that will support students as they go about this kind of intellectual work, or enact new ones if such routines are not readily present in our practice.

Scope and sequence curriculums that define thinking, programs that make time for the

teaching of thinking and routines and strategies that are employed to allow students to demonstrate their thinking are all progress towards recognizing the place of a ‘thinking curriculum’ in our schools.

## THINKING HABITS AND SKILLS

### Thinking Habits

Metacognition  
Thinking Flexibly  
Persisting  
Questioning  
Creating, Innovating  
Listening with Empathy  
Taking Responsible Risks  
Reflecting

### Strategies for Effectively Teaching Critical Thinking Skills

Teaching critical thinking skills is a necessity with our students because they’re crucial skills for living life. As such, every teacher is looking for interesting ways to integrate it into classrooms. But what exactly are critical thinking skills, and what are some of the best strategies for teachers to impart them to learners?

The term “critical thinking” is open to different interpretation, so let’s begin with a simple perspective. It’s more than just thinking clearly or rationally; it’s about thinking independently. Critically thinking about something means formulating your own opinions and drawing your own conclusions. This happens regardless of outside influence. It’s about the discipline of analysis,

and seeing the connections between ideas. However, it's also about being wide open to other viewpoints and opinions.

Teaching critical thinking skills doesn't require hours of lesson planning. You don't need special equipment or guest speakers either. In fact, all you need are curious minds and a few simple strategies.

## Following are the strategies for teaching critical thinking skills

### 1. Begin with a Question

This is the simplest foray into critical thinking. What do you want to explore and discuss? It shouldn't be a question you can answer with a 'yes' or a 'no.' You want to develop essential questions here, ones that inspire a quest for knowledge and problem-solving. They'll support the development of critical thinking skills beautifully.

Thinking Skills	
Goal Setting	Inferring
Observing	Finding Evidence
Making Connections	Problem Solving
Visualizing	Determining Point of View
Sequencing	Cause and Effect
Predicting	Fact and Opinion
Classifying	Decision Making
Comparing/Contrasting	Analyzing
Summarizing	Synthesizing
Determining Main Idea	Evaluating

*Learning locally, competing globally*

When you pose your question to students, encourage brainstorming. Write down possible answers on a chalkboard or oversized pad as a student reference. Having open discussions with students is a big part of defining the problem in Solution Fluency.

### 2. Create a Foundation

Students cannot think critically if they do not have the information they need. Begin any critical thinking exercise with a review of related information. This ensures they can recall facts pertinent to the topic. These may stem from things like:

- reading assignments and other homework
- previous lessons or critical thinking exercises
- a video or text

### 4. Use Information Fluency

Part of critical thinking is knowing when to pursue and when to discard information. Students must learn to amass the appropriate knowledge to inform that thinking. Teaching critical thinking skills can be supported by an understanding of Information Fluency.

Mastering the proper use of information is crucial to our students' success in school and life. It's about learning how to dig through knowledge in order to find the most useful and appropriate facts for solving a problem. Critical thinking is deeply embedded in the process of Information Fluency.

## **5. Utilize Peer Groups**

There is comfort in numbers, as the saying goes. Digital kids thrive on environments where critical thinking skills develop through teamwork and collaboration. Show kids their peers are an excellent source of information, questions, and problem-solving techniques.

## **6. Try One Sentence**

Try this exercise: form groups of 8-10 students. Next, instruct each student to write one sentence describing a topic on a piece of paper. The student then passes the paper to the next student who adds their understanding of the next step in a single sentence. This time, though, that student folds the paper down to cover their sentence. Now only their sentence is visible and no other, so each time they pass students can only see one sentence.

The object of the task is for students to keep adding the next step of their understanding. This teaches them to really home in on a specific moment in time. Additionally, they learn to critically apply their knowledge and logic to explaining themselves as clearly as possible.

## **7. Return to Roleplaying**

Roleplaying has always been an excellent method for exercising critical thinking. It's why actors do tireless research for their roles as it involves inhabiting another persona and its characteristics. Becoming someone else calls upon stretching both your analytical and creative mind.

Pair students up and have them research a conflict involving an interaction between two famous historical figures. Then lead them to decide which character they each choose to play. They'll each have opposite points of view in this conflict. Have them discuss it until they can mutually explain the other's point of view. Their final challenge will be to each suggest a compromise.

## 8. Speaking With Sketch

Though we are inherently visual learners, it can be challenging to effectively communicate an idea without words. Nevertheless, translating thoughts to picture form encourages critical thinking beautifully. It guides kids to think using a different mental skill set, and it's also a great way to get them truly invested in an idea.

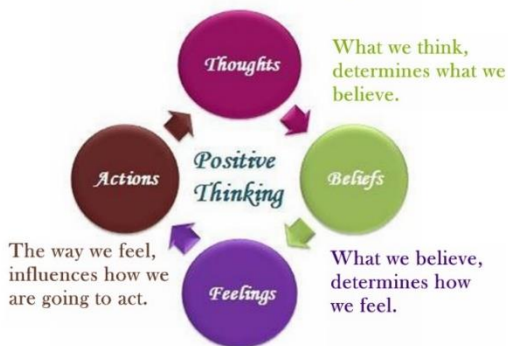
## 9. Prioritize It

Every subject offers opportunities for critical thinking, so put teaching critical thinking skills at the forefront of your lessons. Check understanding and offer room for discussion, even if such periods are brief. You'll begin to see critical thinking as a culture rather than just an activity.

## 10. Change Their Misconceptions

Critical thinking involves intensive work and concentration, but students should be left to themselves for much of the process. That said, it can be helpful to step in partway through their process. You can do this to correct misconceptions or assumptions. Students will benefit from practicing critical thinking. You'll offer richer lessons, deeper exploration, and better lifelong learning.

## WHAT WE THINK, WE ARE...



**You can't live a positive life with negative mind.**

**The Power of Positive Thinking**

Positive thinking is an optimistic state of mind that chooses to focus on solutions, progress, and achieving positive results. Positive thinking is a mental attitude that chooses to think about success, instead of failure, and about progress, instead of stagnation. It is an optimistic state of mind that visualizes what you want, not what you do not want, and focuses on thoughts, words and images that are conducive to growth, expansion and success. What we think will determine our mood, our attitude and our life. There are many benefits that come along with a positive attitude.

### **1. Mental health**

One of the biggest benefits is what this will do for your mental health. Positive thoughts will allow you to focus on the good in life, bringing more happiness and less sadness. Sometimes people don't realize all that they have been given because they are too focused on what they don't have or what could be better. A simple shift in your perspective will allow you to realize all that you have been given and all you have to be thankful for. Negative words will only cause you to feel poorly about yourself. Remind yourself how wonderful you are and how beautiful the world is. Happy thoughts will lead to a happy soul.

### **2. Motivation**

It is important to remain positive even when times are tough. Even when you think you can't do something, keep telling yourself you can. The more you doubt yourself, the more frustrated and angry you will become, leading to negative results. When you believe you can, you increase your motivation and dedication. Positive thinking will lead to more positive events. Remind yourself that you are capable of anything you set your mind to because you absolutely are. Stay positive and you will be rewarded with positive outcomes.

### **3. Attraction**

Positivity attracts others. People will be addicted to your infectious attitude and it may even rub off on them. Think about it: no one wants to spend all of their time with someone who is miserable and negative all the time because that will only cause this person to feel bad as well. A positive attitude will make you someone everyone enjoys being around. Smiling more will instantly make you appear more attractive and people will be drawn to the glimmer in your eyes.

A simple change of perspective could completely alter your life. Even when things might not be going your way, remember to always look on the bright side. There is always something out there to be thankful for and to be happy about. Remain optimistic, smile more, and let your positive outlook shine through.



## 2 - The Positive Self



As Swami Vivekananda says, “Talk to yourself once in a day otherwise you may miss meeting an excellent person in the world.”

So a person must talk to herself or himself once in a day so that he or she can realize his/her own potential because it all starts with you. Most of the time we underestimate ourselves a lot. For example, if one of our assignments is not getting done, we start doubting ourselves without realizing our own unlimited potential. As it is well said that “Iron is tempered by fire to become steel, which can then be forged into a magnificent sword”. The same is true of people. It is actually to our advantage to undergo hardships and struggles in life. So that we overcome obstacles and setbacks and earn triumph at the end. Someone has rightly said that tough times don’t last, tough people do.

### **‘I’ am more important than ‘others’**

A person must appreciate himself or herself in all the times and circumstances. It has been observed that most of the times, we start judging others instead of improving ourselves. We should invest time in working on ourselves as we have the inner power to do so, but we do not realize it. What we are required to do is to tap that power so that the real person inside us comes out. This can be possible if we follow 3 steps that are:

1. Perseverance
2. Perseverance
3. Perseverance

NEVER EVER  
EVER  
GIVE UP!



Once we are fully aware of ourselves, the happenings out there in the world do not affect us as much. Life is full of miseries, sufferings, problems and we cannot run from these situations. But when we spend some time with ourselves, we understand how to face the problems because there shall be circumstances when people may start blaming, criticizing and doubting us. There shall be no body with us at that crucial time, but we are self sufficient to support ourselves. As we know that our heart is at peace due to which the outer world is not going to affect us. Thus, inner peace shall always keep us happy and at peace.

Most of the people spend their entire life in searching for happiness and peace. A few of them might say ‘When I have my own child, I shall be happy’. A few may say, ‘When I get married, I shall be happy’. Some may say ‘When I get my dream car, I shall be happy’. But in reality, even after getting all these things, people may not find themselves to be happy because happiness is within and not outside.



### **Happiness: a state of mind**

Happiness is of two types- one is Relative Happiness and the other one is Absolute Happiness. Relative happiness is the happiness of a comfortable life or good health or improving the standard of living. Relative happiness can be adversely affected by others. On the other hand, Absolute Happiness cannot be disturbed or hampered by others as it is away from the materialistic world. No one can change the circumstances but of course, one can change the outlook on has. Once your perspective about a thing changes it does not cause as much grief or sorrow. Someone has rightly said that ‘The Soul’ always knows what to do to heal itself. The challenge is to silence ‘The Mind’.

### **Realizing your true potential**

There are 3000 realms in a moment, which means, a person changes his or her mood every second. In these realms, we get angry, react on situations and get irritated. The reality is that nobody can control what is happening outside our mind, but we can always, definitely control what is going in our inside. For example, a person gets stuck up in some very



difficult situation, he/she goes to his/her friends and family members but does not get support from anybody, and he /she shall is susceptible to getting demotivated. He/she shall feel that nobody is standing with him/her in that hour of need. At this time, the person should realize that his/her inner potential is enormous, which can make him come out of the trouble. It shall still be easier if we remain happy under all the situations and circumstances, because happiness makes us strong enough to face any situation.

We can illustrate this with the help of an example: Life is just a journey from letter B to letter D and in between, there is letter C. Here B stands for Birth, D for Death, C is for Choice. C is the most important letter because we have the choice how to live our life. We have the choice, if we wish to be sad for something or happy for the other. A person should always try to improve upon himself or herself and not to prove to anybody. When a person tries to improve, he/she lives by excellence. A small difference between Arjun and Karan, the two characters of Mahabharata, was that although both Karan and Arjun had the same powers but Karan always wanted to prove that he was the most powerful. On the other hand, Arjun always wanted to improve himself, due to which he defeated Karan.

Thus, a person should always try to improve himself or herself but not to prove it to anybody else. When we live by excellence, we automatically prove our mettle to the world. We should always try to **grow** through life and not to **go** through life. There is need to take some steps enumerated below:

1. Always be committed to life-long learning process.

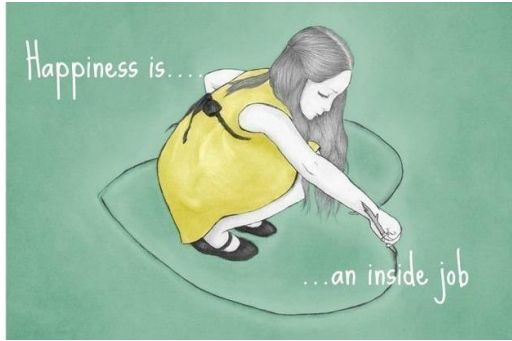
2. Always make the circumstances congenial, conducive and supportive for facing adverse circumstances and situations.
3. Always connect with others in a mentor relationship
4. Always enjoy and celebrate the good times
5. Always live life to its fullest extent.

When we follow these steps we develop in our self the life-long process of being happy and at peace.

In a nutshell, life is too short, a person must know himself or herself. Each one of us must spend some time alone to realize the inner potential. We have the capacities and capabilities for doing anything and everything. On daily basis, we must polish ourselves so that the real ‘us’ comes out.

**NOW ANSWER THESE QUESTIONS TO YOURSELF-**

- What am I feeling right now (body and emotions)?
- What am I thinking?
- What do I need now?
- What am I doing now?
- Who’s in charge right now – my true self or “someone else”?



To know more about your personality, scan the following QR code and attempt a test online:

### 3. The Power of Positive Attitude

#### THE SCULPTOR'S ATTITUDE

*"I woke up early today, excited over all I get to do before the clock strikes midnight. I have responsibilities to fulfill today and I am important. My job is to choose what kind of day I am going to have.*

*Today I can complain because the weather is rainy or I can be thankful that the grass is getting watered for free.*

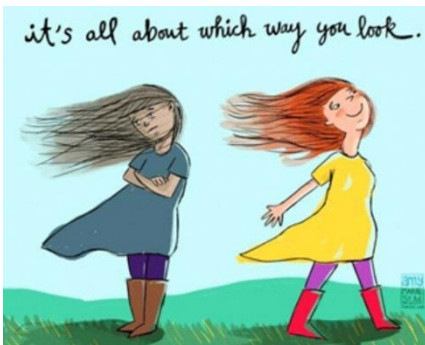
*Today I can feel sad that I don't have more money or I can be glad that my finances encourage me to plan my purchases wisely and guide me away from waste.*

*Today I can grumble about my health or I can rejoice that I am alive.*

*Today I can lament over all that my parents didn't give me when I was growing up or I can feel grateful that they allowed me to be born.*

*Today I can cry because roses have thorns or I can celebrate that thorns have roses.*

*Today I can mourn my lack of friends or I can excitedly embark upon a quest to discover new relationships.*



*Today I can whine because I have to go to work or I can shout for joy because I have a job to do.*

*Today I can complain because I have to go to school or eagerly open my mind and fill it with rich new tidbits of knowledge.*

*Today I can murmur dejectedly because I have to do housework or I can appreciate that I have a place to*

*call home.*

*Today stretches ahead of me, waiting to be shaped. And here I am, the sculptor who gets to do the shaping.*

*What today will be like is up to me. I get to choose what kind of day I will have!*

*What will you choose to do with 'Today'? Have a Great Day...unless you have other plans."*

This poem depicts the true picture of choices that we have on day to day basis. Choices that we make. It's our choice whether we decide on positive or negative attitude. Positive Attitude or being optimistic helps one to achieve the most ignored but very important aim of our life "to be and remain happy."

It avoids anxiety, stress, negative thinking, etc. and helps one to see that silver line which appears in the clouds. Success has not come easily to anyone in this world, more over obstacles do help us in becoming tougher, stronger and stoic. To give up, on any situation, is quite easy, but facing it, like a rock is quite difficult.

Saying is a lot easier than doing. Positive Attitude or mindset cannot be developed overnight. Only practice can make a man perfect. Let us look at some of the ways of doing the same:

1. **Meditation-** Meditation allows one to talk to oneself. When we converse with ourselves, we find answers to various thoughts running in our mind and are capable to find out a solution to our various problems.
2. **Reading Positive Books** – When we are trying to put a nail inside wood with hammer and hitting it again and again, ultimately the nail is fixed in the wood. Similarly, if we keep on putting positive thoughts in our mind again and again, it will start accepting those thoughts and slowly become part of our habits.
3. **Know that we can Control our Reactions-** Yes we can. Know that we are the master of our mind and body. The best course of life is to develop the habit of listening, analyzing and answering. This practice will develop a positive attitude in us and we shall not abruptly react rather shall give convincing answers to satisfy others.
4. **Love Yourself-** Embrace and Love yourself. Accept the good and the bad that we have in us. All days cannot be perfect, but still everybody can be happy. That is possible, if we have positive attitude and find the solution even when we are in adversaries.
5. **Positive Self-Talk-** We must indulge in positive self-talk daily and also analyze how we feel when we have a positive thought and when



our thought is negative. Appreciate yourself whenever we think that we are able to shift our outlook from negative to positive even in an adverse situation.

## **BENEFITS OF POSITIVE ATTITUDE**

1. **Law of Attraction-** This has been the much talked about topic in our recent past. Those who practice it, believe that it is going to really happen. Whatever a mind can conceive, it has the capacity to achieve. If we focus on positive aspects, positivity shall come back to us.
2. **Good Health-** Only a sound mind can lead to healthy body. Positive attitude makes us healthy, treats and heals us from within. It is aptly said that bye-bye to all diseases that occur because of over-thinking, negative-thinking etc.
3. **Stress Free Life-** Positive attitude helps one to enjoy stress free life. The reason for stress is to be too ambitious and that to with negative attitude. We can overcome stress free life, if we develop capacity to solve our problems which are complex in nature but with patience and cool mind, we can find solutions.
4. **Sound Relationships-** When a person is in a positive frame of mind, he or she can nurture the relationships in a more effective manner. Being positive, that person tries to pull out other people from pessimism and look into the bright side of life.

*In a nutshell, though, we are losing our value systems and ethics and are becoming more and more success oriented, but the sooner, we shall realize that adherence to these positive tenets of life can make our lives happier, more peaceful and better. Also, positive attitude is not a luxury that we may have or may not, rather it is more of a necessity.*

### **Answer the following to check your understanding:**

1. **What are ethics?**
  - a. Morals and Values
  - b. Rules
  - c. Guiding Principles
  - d. All of the above
2. **The term \_\_\_\_\_ refers to principles, values and beliefs that define right and wrong behaviour.**
  - a. Customer satisfaction
  - b. Empowerment
  - c. Innovation
  - d. Ethics

3. \_\_\_\_\_ is a personality attribute that measures the degree to which people believe they control their own fate.
- Focus of control
  - Culture
  - Values
  - None of the above
4. Positive Attitude can lead to\_\_\_\_\_.
- Happy Life
  - Healthy Life
  - Peaceful Life
  - All of the above
5. Which values are a must have in an individual?
- Honesty
  - Integrity
  - Faith
  - All of the above

**Answers:**

- d
- d
- a
- a
- A

**Unnecessary Doubts-a short story**

A boy 'n a girl were playing together. The boy had a collection of marbles. The girl had some sweets with her. The boy told the girl that he will give her all his marbles in exchange for her sweets. The girl agreed. The boy kept the biggest 'n the most beautiful marble aside 'n gave the rest to the girl. The girl gave him all her sweets as she had promised. That night, the girl slept peacefully. But the boy couldn't sleep as he kept wondering if the girl had hidden some sweets from him the way he had hidden his best marble.

If you don't give your hundred percent in a relationship, you'll always keep doubting if the other person has given his/her hundred percent.

## 4–WELLNESS and Holistic Healing



**Health** is a complete state of physical, mental and social well being and not just the absence of any ailment or sickness. On the other hand, **wellness** is an artless moment of peace to sit back, feel gratitude and embrace the new one in oneself. Both have a significant importance in our today's lifestyle, which require special consideration to improve the life endurance.

The decisions that we make each day, have impact on our body and mind. The present regime of people is playing a very crucial role. Decisions related to one's job or personal relationships are on a toss. People are in trap of confusion and trauma of expectations which is taking a toll on their health and wellness. We need a few important healthy etiquette to re-learn for well-being of self and others. It is very essential to observe the following :

- Taking 6-7 hours of comfortable sleep each night
- Starting a day with a healthy breakfast with 5 punches to each morsel carrying with it, the Carbohydrates, Protein, Vitamins & Minerals, Fiber and Good Fat
- Maintaining a healthy weight
- Avoiding venomous intake of tobacco, liquor and other harmful drugs
- Shunning stress
- Activate the body by 30 to 60 minutes of walk, brisk walk or jogging or running every day or 5 days a week at-least

- Eat a variety of nutritious foods each day.
- Meditate for 10 to 15 minutes daily, if possible extend it to as per choice and capacity



**Mom Remembrance!!**

*My mom went to her friend's daughter's birthday party. After the cake cut, her bubbly five years old came bouncing up to mom with a piece. She, however, did not eat confectioneries, so she said to her, " Darling, it is your birthday, Why do I not feed you some?"*

*The little girl wagged a finger at Mom, "Auntie I am diabetic. I do not touch that stuff."*

*She was amazed by her dedication and firm ability to stay off something other kids of her age were going mad about. Mom suggested me to **learn to say NO.***

Mind it, time is always correct when the mind is ready. Let us do away with unhealthy lifestyle and Re-learn Healthy Etiquette!



**SWEAT OUT WITH SPIRITUAL HEALING**

Amazingly strange to understand this fact, but interestingly, billion tons of dust of dead skin exists in the atmosphere. Our skin naturally sheds 50,000 dead

skin cells every minute, so why can we be not able to intentionally shed accumulated extra fat, which carries a number of diseases? Cutting your hair, does not affect in any way the rate of hair growth, nor its texture. Likewise, if we cut down our negative thoughts, it shall never change our positive outlook, attitude, and beliefs.

Balance cannot be taken for granted, it must be maintained — both in mind and body. In one of the interviews, **Deepika Padukone, a film actress** stated, *“People talk about Physical fitness, but mental health is equally important. I see people suffering, and their families feel a sense of shame about them, which of course is not correct. One needs support and understanding.”*

As our body carries toxic waste which we detoxify every day, our destructive attitude also acts venomous which we need to flush out. Number of people inquire about the lack of interest in meditation because of distractions which spoil the concentration. **Maxwell Maltz**, who was a Plastic Surgeon concluded in his research that 21 days of practice of anything leads it to becoming a habit. So it is better to rehearse it!

It is a fact that the more we help our body, the more our mind shall be healed. Physical activity intensifies the flow of oxygen to the brain. It also increases the volume of “feeling good.” Chemicals in our brain are known as Endorphins. That is the reason that it is not surprising that people who have good physique or body also tend to relish a higher level of mental agility.

So right next to workout schedule, our calendar for mental fitness is also

### ***Mom Remembrance!!***

*I still recollect the time when innocence was at its best. My Mom is a spiritual Lady. My day used to start with her morning hymn, with sleepy-eyes I always tried to escape the exercise which she constantly lectured us to practice and after taking a bath, praying in a meditating position for at least 10 minutes and getting ready for the school. I never realized the benefits of doing that, but see the life’s irony; it intentionally pulled me into this genre.*

essential as well. From this beautiful life, if we can give something in return to Almighty, certainly it shall provide good health and positive mind.

## **Body Mass Index (BMI) AND BALANCE DIET FUNDAS**

### **What is BMI?**

BMI expansion is Body Mass Index which helps us to define whether we are in a healthy weight range for our stature. BMI also helps in determining or examining a patient. It is calculated by dividing weight in kilograms by height in metres squared of a patient. If the BMI of a patient is:



- Less than 18.5, it is measured as underweight
- Between 18.5-25, it is measured to be a good body weight
- Between 25-30, it is measured to be overweight
- Between 30-40, it is measured to be obese
- Above 40, it is measured to be very obese

BMI Value	NORMAL WEIGHT					OVERWEIGHT					OBESE						
	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35
Height feet (inches)	Body Weight (kilograms / kg)																
4ft 10in (58")	41	44	45	48	50	52	54	56	59	61	63	65	67	69	72	74	76
4ft 11in (59")	43	45	47	49	52	54	56	58	60	63	65	67	69	72	74	76	78
5ft (60")	44	46	49	51	54	56	58	60	63	65	67	69	72	74	76	78	81
5ft 1in (61")	45	48	50	53	55	57	60	62	65	67	69	72	74	77	79	82	84
5ft 2in (62")	47	49	52	54	57	59	62	64	67	69	72	74	77	79	82	84	87
5ft 3in (63")	49	51	54	56	59	61	64	66	69	72	74	77	79	82	84	87	89
5ft 4in (64")	50	53	55	58	61	64	66	68	71	74	77	79	82	84	87	89	93
5ft 5in (65")	52	54	57	60	63	65	68	71	73	76	79	82	84	87	90	93	95
5ft 6in (66")	54	56	59	62	64	67	70	73	76	78	81	84	87	90	93	95	98
5ft 7in (67")	55	57	61	64	66	69	72	75	78	81	84	87	90	93	95	98	101
5ft 8in (68")	57	59	63	65	68	72	74	78	80	83	86	89	92	95	98	101	104
5ft 9in (69")	58	61	64	68	70	73	77	80	83	86	89	92	95	98	101	104	107
5ft 10in (70")	60	63	66	69	73	76	79	82	85	88	92	95	98	101	104	107	110
5ft 11in (71")	62	65	68	71	75	78	81	84	88	91	94	98	101	104	107	110	113
6ft (72")	64	67	70	73	77	80	83	87	90	93	97	100	103	107	110	113	117
6ft 1in (73")	65	68	72	75	79	83	86	89	93	96	99	103	107	110	113	117	120
6ft 2in (74")	67	70	74	78	81	84	88	92	95	99	102	106	109	113	116	120	123
6ft 3in (75")	69	73	76	80	83	87	91	94	98	102	105	109	112	116	120	123	127
6ft 4in (76")	71	74	78	82	86	89	93	97	100	104	108	112	115	119	123	127	130
Height feet (inches)	Body Weight (kilograms / kg)																
BMI Value	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35
	NORMAL WEIGHT					OVERWEIGHT					OBESE						

After understanding about BMI, to control or streamlining the weight in better fashion, the balance diet is what one must look for. A balanced diet is one which helps our body to function correctly by providing nutrients. In order to get the appropriate nutrition from the diet, it should also obtain the majority of daily calories intake from- fresh fruits, fresh vegetables, whole grains, legumes, nuts, lean proteins etc.

Daily Calorie Requirement of Teenagers, whether it is a female child or a male child, it must be understood with the Level of Activity. Today's Teen group are obsessed with technology so they majorly come in the category of Sedentary Lifestyle groups and only few number of young boys and girls come in Active group. It has been seen that the daily calorie requirement of teenagers ranges between 1600 to 2600 calories

Gender	Sedentary Lifestyle	Active Lifestyle
Teenage Girls	1600 calories	2400 calories
Teenage Boys	1800 calories	2600 calories

### Diet Plain for Indian Young Bloods (Teenagers)

**Mom Remembrance!!**

*My mom is an expert cook and became a dietician. She has notorious kids, I and my sis, who are fond of packed juices. She also guides us, "it's better to eat a whole fruit, than having juice, and packed juices contain lots of sugar. The pulpy part of the fruit is also a source of fibre and nutrients."*

<b>EARLY MORNING</b>	<b>A glass of milk and 2 Biscuits</b>
BREAKFAST	A bowl of scrambled eggs and 2 bread toasted pieces/ A bowl of porridge / A sandwich prepared with brown bread and raw vegetables
MID-MORNING	1 fruit
LUNCH	A bowl of soup 2-3 wheat roti A vegetable preparation A pulse preparation A small bowl of yoghurt.
EARLY EVENING	2 -3 biscuits A glass of fruit juice
LATE EVENING	Vegetable cutlets and cold coffee
DINNER	A bowl of rice A cup of yoghurt vegetable and pulse preparation Fruit custard

We need to be disciplined and concentrate on our goal of healthy life. A little preparation before the beginning of the program will make it easier for us to stick with the diet in the long run and help us lose or gain weight faster and keep it at desired level.

# EATING WELL IS A FORM OF SELF RESPECT- AN INSIGHT FOR YOUTH

Health is not merely to live happy, wealthy, successfully and absence of disease but it is a state of mind and body that can survive in worst condition.

Health is a complete state of physical, mental and social wellbeing and not just the absence of any ailment or sickness, whereas Wellness are an artless moment of peace to sit back, feel gratitude and embrace the new you. Both have a significant importance in today's lifestyle, which require special consideration to improve the life endurance.

Wellness is the integration of many different components (mental, social, emotional, spiritual, and physical) that expand one's potential to live (quality of life) and work effectively and to make a significant contribution to society.



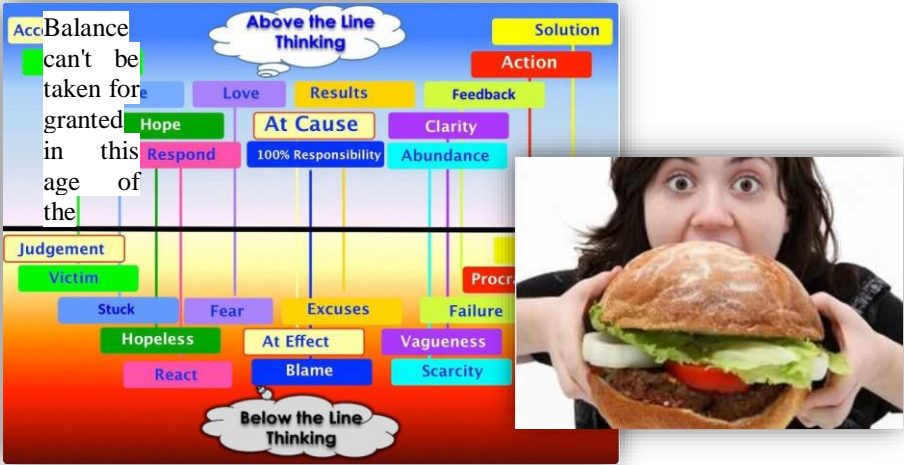
The decisions you make every day affect your body and mind. The present regime of people playing a crucial role. Decision related to one's job or personal relationship are on a toss. People are in trap of confusion and trauma of expectations which is taking a toll on their health and wellness.

**The Soul always knows what to do to heal itself. The Challenge is to silence the mind**

## Positive Outlook and Above the Line Thinking

Amazingly strange to understand this fact, but interesting, Billion tons of dust of dead skin exist in the atmosphere. Our skin naturally sheds 50,000 dead skin cells every minute. So why can't, we'll be able to shed intentionally

accumulated extra fat, which carries a number of diseases? Cutting your hair does not affect in any way the rate of hair growth, nor its texture. Likewise, if you cut down your negative thoughts it will never change your positive outlook, attitude, and beliefs.



generation where our lifestyle becomes so perilous; it must be maintained — both in mind and body.

As our body carries toxic waste which we detoxify every day, our destructive attitude also acts venomous which we need to flush it out. Number of people inquired about the lack of interest in meditation because of distractions which spoil the concentration. It is found that 21 days of practice of anything become a habit. So rehearse!

**Break the Habit of Emotional Eating Beast for Good**

Weight gain is a major issues these days in India. A healthy lifestyle involves many choices. Among adolescent, choosing a balanced diet or healthy eating plan. So how do you choose a healthy eating plan? A healthy eating plan that helps you manage your weight includes a variety of foods you may not have considered.

❖ **What is a balanced diet for you?**

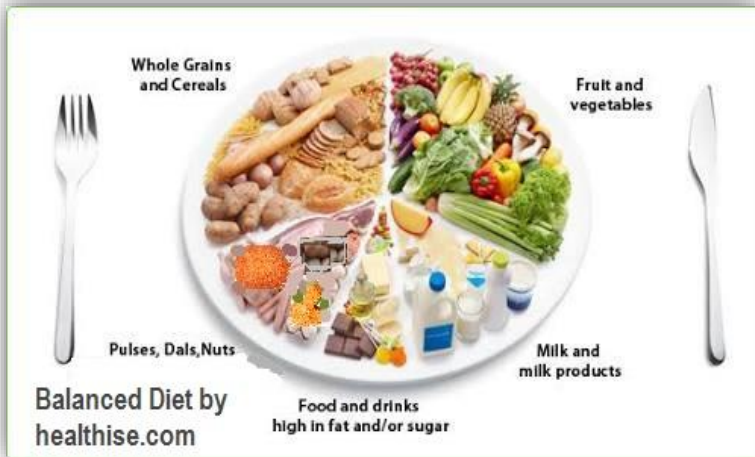
**Carbohydrate contents in fruit**

Type of Fruits	Serving size	Carbohydrate Content
Green Apple 1 (medium)	1	9.1 g
Red Apple (small)	1	13.1 g
Banana (small)	1	22.9 g
Guava (small)	1	20 g
Orange (small)	1	10.4 g
Star fruit (small)	1	10 g
Durian	1 pc	27.9 g
Rambutan	4-5 pcs	13.9 g
Grapes	8 pcs	16.3 g
Papaya (small)	1 slice	7.1 g
Watermelon (small)	1 slice	6 g
Avocado (medium)	1	0.5 g

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You will be able to achieve a balanced diet through a regimented intake of carbohydrates, proteins, fats, vitamins, mineral salts, and fibre. For a healthy body weight, you have to take correct proportions and increase regular physical activity.

- Carbohydrates are considered as the main source of energy
- Proteins, allow you to build



muscle for growth and repair

- Fats are important as some of these contain fat soluble vitamins
- With mineral salts, your teeth, bones, and muscles are strengthened
- Fibre is important as it corrects the functioning of your intestines

### ❖ **Balanced diet and regular exercise**

Overeating will have detrimental effects upon your health and lead to weight problems. To combat this, you must eat a variety of foods. Nowadays; people make unhealthy lifestyle choices, increasing their intake of junk food. However, consuming more fruits, grains, legumes and vegetables will

undoubtedly have a positive effect. Try to cut down on portion size and keep it moderate especially when consuming high calorie food. Ordinarily, the trend in restaurants is to serve large portions, however you should try to avoid supersized portions of food. While selecting your diet, try to limit the intake of food containing high levels of sugar, salt, or refined-grain products. Once you have begun your healthy diet, try to combine it with regular physical activity for more effective results. A fundamental dieting tip concerning healthy eating is to monitor your diet.

- Try to eat slowly so that you get the time to chew food properly. When we rush meals we lose the ability to taste it.
- You should be relaxed while eating food. If you stressed, it can affect the digestion process
- You should avoid overeating once you are full
- Never skip breakfast
- You should eat healthy and small meals throughout the day

### Taking Control of your Digital Life

The comfort that technology affords us unfortunately turns us into couch potatoes. This dependence on technology has created such an unhealthy lifestyle that create problems once only affected older individuals, but now people in their early ages facing these issues. But it’s possible to avoid these problems by correcting regular regimen of exercises, mental relaxation and

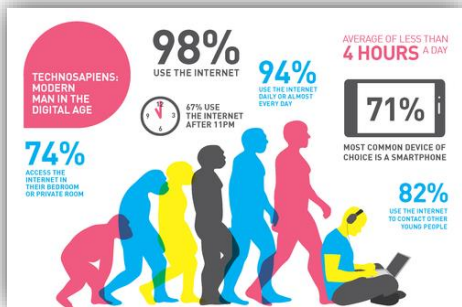


healthy eating habits.

As you can see the Red line depicts that **mobile phones** have become more and more unescapable and such a common part of our daily lives and people never

think twice to carry them on their body all day long. It's a well-known fact that cell phones are dirtiest things.

In each square inch of your cell phone contains roughly 25,000 germs, making it one of the filthiest things you come in connection with on a daily basis. Even the



Electromagnetic radiation can have thermal effects and our bodies react inversely to several wave frequencies. Study has shown that dominant electromagnetic radiation at rates similar to those of mobile phones can heat human tissue.

The impact of these mobile emission radiation on children are more as compare to adults. It's certainly unavoidable object but for healthy and better life we should try reduce the usage and sanitize our hands before consuming anything. Little vigilance towards well living will definitely help us to survive in this planet healthily.

*In a **Nutshell**, this Chapter encapsulates the importance of making health and wellness an integral part of our life. For a fit lifestyle, one should relearn the healthy etiquette which helps us to revive our physical strength and give us mental stability. It makes a sarcastic remark on today's working life-style. People must involve themselves, they need to get time to sweat-out and have the stability of mind with spiritual healing. It has become a core necessity. As the youth becomes habitual to fast food, eating healthy is also the main concern which a balanced diet can stabilize.*

**Answer the following to check your understanding:**

1. What is BMI? What is the scale of BMI for overweight?
2. How many days of practice are needed to put yourself in a good habit?
3. Name the Hormone which makes you 'feel good'?

## **5- GROOMING -BODY LANGUAGE, DRESS TO WIN**



### **How does grooming relate to positive thinking?**

The simple answer to this question lies within you. Take a moment here and ask yourself. Have you ever walked into a party or a meeting room and made a quick opinion of someone in your mind based on how someone is dressed or groomed?

If the answer is yes, you already know why are grooming and dressing oneself well important to give out the right, first impression. Clearly, you did not think positively about certain individuals.

Delve a little further, and ask yourself, has someone's grooming prompted you to not shake hands or introduce yourself to them. If it's a yes again, then you know exactly what kind of grooming or dressing drives you to take a step back from knowing someone or acknowledging their presence. Similarly, you trigger a positive or negative thought in someone else's mind with your grooming and dressing.

### **What all does grooming include?**



There are several aspects of **grooming** that includes personal hygiene like hair-styling, nail-cutting, fresh-breathing, body-odour, and washed and ironed clothing.

### **Grooming Tips for Men**

- Business suit in neutral shades of black, gray or dark blue. It should be in solid color or with pinstripes for formal business-wear.
- The shirt should be a light color or a crisp white when the suit is dark. Do not roll up shirt sleeves as it can look untidy.
- Ties should be made of silk or a similar material and should be in contrast when viewed against the shirt and blazer.
- Choose socks that match the color of the trousers or shoes. They should reach the height of the calf.
- Shoes should be formal and always cleaned with a good shoe polish. Choose black leather shoes with laces since they can easily go with most styles.
- The style of the belt should not be flashy or with big buckles .It should complement the material and style of the shoes.
- Keep haircuts well maintained, and always shave facial hair.
- Accessories for men should generally be minimum limited to one ring on each hand at most, and a formal style watch. Avoid any earrings and necklaces.
- Choose a light body spray. For colognes, either use a small amount or none at all. Make sure that the fragrance is not overpowering.

### **Grooming Tips for Women**

- A smart well fit suit with a skirt or pants, or a business dress is acceptable for women's wear.
- Skirts should be till the knees but can also be just a little bit above or below. Make sure that the skirt is not too tight or loose.
- The color and pattern of the top should be subtle and complimentary to the skin tone. Avoid garish or loud colors.
- When wearing a skirt, always wear stockings in neutral shades underneath.
- Choose a light perfume or a fresh body spray.
- Make-up should be a light and minimal. Keep nails well-trimmed and manicured.

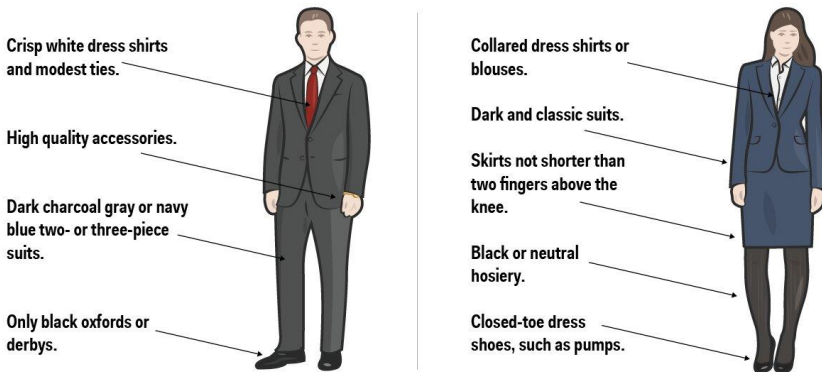
- Carry a smart handbag which is not flashy.
- Shoes should be flat or with low heels that are clean or polished. Avoid wearing sandals and evening shoes with open toes.
- Accessories should be minimal such as scarves or belts and should be simple and chosen to compliment the look.

Keep the jewellery simple, non-flashy and sober.

### **Dressing: A Guide for Corporate Attire and Apparel:**

The look of a person whether in Casual or Business attire, plays a very significant role in giving the initial impression about him or her. This aspect is beyond clothing and forms part of grooming and unconscious body language. Impression formed by the first look of a person has impact on thoughts about personality, diligence and intelligence. When it comes to work and business, it definitely plays a vital role in the career of an individual in an organization.

## **General Dress Guidelines and Tips**



- Dress and accessories should be neat and clean, smart and subtle. This applies to hairstyle and perfume which is worn by the person. Showy or tacky colours which take too much off attention should be avoided.
- Hairstyles should also be well-groomed and tidy.
- Too much of body piercings should be removed.
- No tattoos if any, cover those with clothing or with concealed makeup.
- Clothing should be properly laundered and ironed.

- One should make sure that the clothes fit the person suitably and properly.

## Does the body speak a language?

When we express something through our body without uttering a word, it is referred to as Body Language. This happens when somebody assigns meaning to the act that is being carried by others. Every sign or gesture that you make carries a specific meaning just like the spoken words in a language. It is worth considering that all these signals that a person sends, are not intentional but they are often not picked up or interpreted in its true spirit. Also, non-verbal communication is complex, subtle, and multi-dimensional. This may vary from one state to another and definitely from one country to another.

According to **Deborah Bull**, “Body language is a very powerful tool. We had body language before we had speech, and apparently, 80% of what you understand in a conversation is read through the body, not the words.”

## How does your silence speak?

Body language provides clues which signify the attitude and state of mind of a person. It is significant not only for communication but also for relationships. It is relevant for various areas like management, leadership, organizational behaviour in business. It can also be relevant at work place both inside as well as outside of the complex. Although body language is a non-verbal communication process yet, it reveals great amount of information about our feelings and what we mean to convey to others and also how others reveal their feelings towards us. Body language sends signals to both the conscious and unconscious mind and it is vital for successful personal relationships. It acts as a secret to enable many people to manage or handle others. Some individuals have the knack of interpreting body language and master their body language and modulate their voice accordingly. Hence, it leads to self-control and a more

## IT'S WHAT YOU DON'T SAY THAT COUNTS!



effective communication processes.

### **Types of Body Language and Non Verbal Communication:**

**Facial Expressions:** The human face is highly expressive as it can express abundantly without uttering a word. Facial Expressions are also very common like non-verbal communication, for example the facial expressions for happiness, sadness, anger, fear, disgust or surprise are the same and it is easily understandable across cultures.

**Body Movements and Posture:** The way people are sitting, standing, walking, moving, etc. gives perceptions of the person. The way in which, we move and carry ourselves, gives huge information to the world. Similarly our posture, bearing, stance, and subtle movements also provide plethora of information.

Let's get an overview of what these terms mean

**Gestures:** Gestures are part of our daily routine as we wave our hand, point our finger and use our hands while arguing or speaking to express ourselves with gestures generally without giving a thought or a pause. Yes of course perceptions and gestures are different across regions and cultures. That it is very essential that one should avoid any misinterpretation of the gesture, may be of the eye or hand.

**Eye Contact:** Visual appeal is the most dominant and expressive of nonverbal communication. The way, we look at another person, conveys so many things like our affection, attachment, enmity, etc. Eye contact is also important as it creates and maintains the continuity of conversation and keeps the other person absorbed.

**Touch:** Touch is a very effective tool of communication, for example, a weak and timid tap or hand-shake, soft tap on shoulder, a warm embrace, a thumping tap on the back, etc. communicates many things without uttering a word.

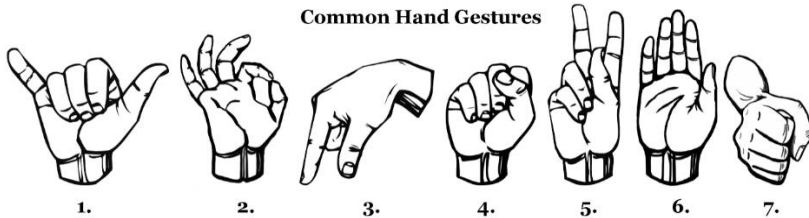
**Space:** We all require space, although it shall differ, depending upon the situation, relations, culture, closeness, etc. Physical space is also used to communicate many non-verbal messages like signal of affinity, hate and terror. There are various **Hand Gestures** which are frequently used to communicate messages and information among the people in an effective manner. They are simple but need to be used carefully as they have different meanings in different regions and cultures.

**Thumbs up Gesture:** It is used for motivating in some Nations and also treated as an insult in some other Nations, for example in Bangladesh, it is taken as an insult, and in the Middle East countries, it is a sign of offensiveness.

**The Horn Fingers:** It is also a gesture which is generally followed by rockers and it is a sign of approval in USA but in many Mediterranean and Latin countries, it is a suspicious sign.

**The Ok Sign:** It is a gesture which is used by English speaking population and sometimes also used in writing as well. It conveys that everything is fine, great or perfect, in Brazil, it is a rude gesture.

**The V-Sign:** It is a gesture of having two types, one with the palm faced outwards, and the other with the palm faced inwards. In America, both ways refer to tranquillity and victory, in England, Australia and South Africa, the gesture with back of hand facing the other person is treated as very insulting.



### **Advantages of Good Body Language and Grooming**

An effective and efficient body language plays a vital role in good communication and is a remarkable tool to give you a competitive edge over others. Here are a few ways in which it helps you:

1. To instil and boost up individual's confidence
2. To enhance the individual's participation both in personal and official life to provide better understanding and making a mark in all spheres of life
3. To boost cooperation, collaboration and teamwork for better work environment and personal relationships
4. To create and maintain positivity and also to connect instantly with the other person
5. For good impression, one should remain in touch with people
6. For success in both personal and professional areas, create positivity in and around the work place
7. To maintain healthy relationships and create stress free life
8. To help a candidate in succeeding in interview
9. To create a good, positive and pleasant image
10. It is a simple and easy way to communicate non-verbally

In a nutshell, “*Body Language is a communication process that is done without words. It happens when someone assigns meaning to an act done by others. Not all the signals, a person sends, are intentional and often they are not picked up or they may be misinterpreted. Non-verbal communication is a behaviour which is complex, subtle, and multichannel. Also, the appearance of a person plays a great part in forming the initial impression on others. This goes beyond clothing and includes grooming and unconscious body language. It has an impact on a person’s personal relations just as much as his/her professional life. Impressions formed by the first looks of a person impacts thoughts about their personality, diligence and intelligence.*”

**ANSWER THE FOLLOWING TO CHECK YOUR UNDERSTANDING:**

**Q1) Which of the following comparison of verbal and nonverbal communication is accurate?**

- A) Both verbal and nonverbal communication are formally taught.
- B) The sender has more control over verbal communication.
- C) More channels are used for verbal communication.
- D) The setting is more restricted in nonverbal communications.

**Q2) Non-verbal cues-**

- A) complement a verbal message.
- B) Regulate verbal communication.
- C) Both complement and regulate.
- D) Neither complement nor regulate.

**Q3) A key difference between verbal and nonverbal communication is that:**

- A) Verbal communication is nonlinear.
- B) Nonverbal communication is linear.
- C) Verbal communication is linear and nonverbal communication is nonlinear.
- D) There are no specific differences between verbal and nonverbal cues.

**Q4) Which of the following is NOT a characteristic of nonverbal communication?**

- A) It remains unaffected by its setting.
- B) It often operates at a subconscious level.
- C) It reveals feelings and attitudes.
- D) It may conflict with verbal messages.

**Q5) In a mixed message, the nonverbal communication is usually more reliable than the verbal message because**

- A) Verbal messages are more likely to show your feelings.

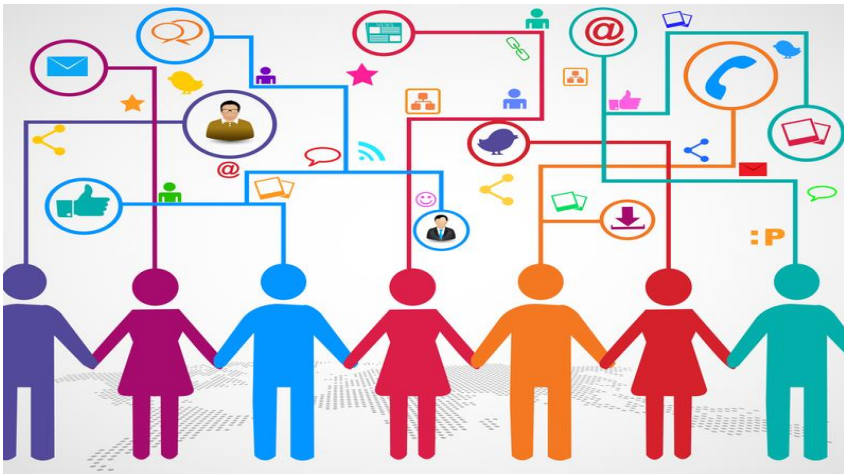
- B) The cultural setting has a greater impact on nonverbal communications.
- C) It is much harder to control and manipulate nonverbal communications.

All of the above reasons.

## 6 - SOCIAL SKILLS & DINING ETIQUETTE

### A. SOCIAL SKILLS

By Social skills, we mean skills which lead to a healthy and sound interaction. It facilitates communication with others. These skills are created and communicated both in verbal and nonverbal ways. It is hence, a process of learning social skills which means Socialization. Similarly, Interpersonal Skills are the acts of a person who uses it to interact with others and it is related to dominance Vs submission, love Vs hate, and affiliation Vs aggression. The Positive interpersonal skills include persuasion, active listening, delegation & stewardship. Thus, Social skills are the skills that we use to communicate and interact with each other verbally and non-verbally, through gestures, body language and our personal appearance. We all are social creatures and have developed several ways to communicate our messages, thoughts and feelings with others.





The essentials of social skills are enumerated below which include: 1. Maintain Eye Contact 2. Use Proper Body Language. 3. Assertive Vs Aggressive 4. Know your Channels 5. Be flexible 6. Accept Criticism 7. Remain Positive Always 8. Be Teachable 9. Show Respect 10. Be Human

### 10 Essential Social Skills

1. Maintain Eye Contact
2. Use Proper Body Language
3. Assertive vs Aggressive
4. Know Your Channels
5. Be Flexible
6. Accept Criticism
7. Remain Positive Always
8. Be Teachable
9. Show Respect
10. Be Human

#### **Characteristics of Social Skills:**

1. Social skills have definite goals.
2. Socially skilled behaviors are inter-related which means any person may have more than one type of behavior for the same set goal at the same time.



3. Social skills are appropriate as per the situation of communication. Of course, different social skills are used for personal as well as professional communication.
4. Social skills can determine the type of behavior which can help the individuals in judging their level of social skill.
5. Social skills can be taught, learned and practiced as well.
6. Social skills are under the cognitive control of the person and their learning involves a typical behavior.

### **How to work upon it?**

- Speak in the same volume as the one talking in front of you.
- Initiate with small talk and try to continue the same rhythm, always use open body language.
- Practice non-verbal communication at home in front of a mirror.
- Practice in public places where chatting with strangers is acceptable.
- Note what went well and what did not in past conversations.



## **SOCIAL SKILLS FOR ADULTS**

Science plays very important role in teaching us the true value of social skills, otherwise it shall carry no meaning and shall not be of very use. All those theories written in black and white form, need to be practiced on ground reality otherwise it shall remain only as academic interest. If we are busy person, we know that it is easy to give advices to others but it is very difficult to implement the same. No one can have any idea about MY LIFE because one is unaware of other's comforts and threats. We all have our own circumstances conditions, issues and habits that which decide our day to day routines. Any updated social skill has to be flexible enough to adjust in anyone's existing routine.

### **Advantages of Well-Developed Social Skills-**

#### **1. Healthy Relations:**

- Recognizing others leads to developing relationships further and at the same time helps to develop good friendship with others.

## 2. Understanding:

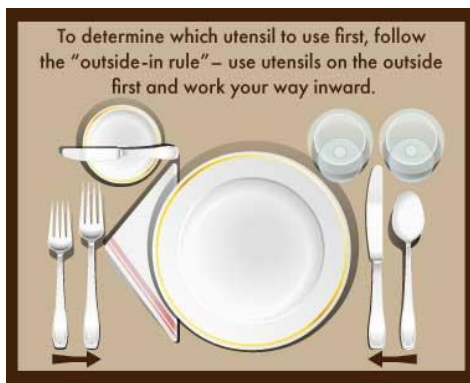
- By way of good communication, we can be a part of a group with similar interests

## 3. Excellent Efficiency:

- If we are good with others, others can easily avoid being with the people whom we do not like.

## 4. Enhancing Career:

- Obviously, every company looks for a perfect candidate for a given vacancy, the one with excellent social and communication skills shall be kept on the top of row.



## B. DINING ETIQUETTE

These days, every element of etiquette, whether it is social, communication or dining etiquette, is taken into concern with respect to one's professional and personal lifestyle. Earlier people used to consume meals in simple and straight manner without using much of cutlery, crockery and glassware. But now the trend has changed with a rapid pace stretching every minor concept of dining to a vast and major scale. This has happened because western culture is making tremendous impact on our Indian culture. The younger generation is now much more aware of the dining facts, the type on menus, cuisines and so on. Etiquette affects almost every aspect of dining. Dining etiquette rules apply before you take your seat and continue after you excuse yourself from the table. This dining etiquette reference is divided into six sections:

- Table Manners
- Table Setting
- Restaurant Etiquette
- Business Dining Etiquette
- Wine Etiquette and International Dining Etiquette

## TABLE MANNERS: THE BASICS

To start with the basics, one should have a good knowledge of basic cutlery, crockery and glasses. When it comes to a table layout, the waiters 'team is well aware of what is laid for which course but being a guest, we should know that all the knives and spoons come on the right side of dinner plate whereas all the forks go to the left side of dinner plate.



## Table Manners



The 1<sup>st</sup> cutlery placed on the plate's outer right side is the indication of first course to be served. For example, if you see a knife, then it is starter course, first followed by soup, fish, main course and sweets. Some of the other important issues relating to table manners are:

1. The water goblet is always kept on top of your dinner knife.
2. Never chew during your dining session.
3. Ashtray, cruet set and bud vase is always placed at the center of table.
4. Cover extreme left side is occupied by side plate and side knife.
5. Table with ashtray indicates that it is a smoking table where the guest is allowed to smoke.
6. The sweet course cutlery is always laid on top of the cover or we can say on top of dinner plate.
7. If the menu is served with wine then all the respective wine glasses are kept on the right side of water goblet.
8. All the pre-plated food is served from the right hand side of guest whereas the individual food service on plate is carried out from right hand side of the guest.
9. If the group is headed by the host then waiter's team pays special attention towards host.

10. During wine service, the wine waiter serves the wine to the host first and after his / her approval, only he serves the wine to ladies, gents and at last to the host.
11. The restaurant in modern era follows different patterns of F&B service; it could be American, Russian, English, Silver Service, Grill Room or Buffet Service.
12. The napkin kept on the table is either unfolded or laid by waiter or by the guest. If waiter is unfolding the napkin, he will reach the guest from right hand side.
13. In case, if the host is heading the group, the napkin is first unfolded for host and then for others by the waiter.
14. During high end silver service or well known as fine dine service, waiter brings the individual portion of food on the platter and then serves the food from left hand side of the guest. But in American service the food is served pre plated by the waiter from right hand side of the guest.
15. While during buffet service, which is the most popular form of food service, the guest helps himself for food portions and involves minimum assistance of waiting team.
16. If the food requires to be passed on, the host does this from his / her right hand side.
17. The waiters food serving pattern involves 95% approach from guest right hand side while only 5% from left hand side.
18. While giving food order to the waiter, make sure they repeat the order to avoid any kind of misunderstanding.
19. In order to rest your cutlery, one can use the following different styles which give clear cut indication to the waiting team, these are shown below:
20. While applying butter on the bread, make sure one does not use the common butter knife kept inside the bowl for everyone's use.
21. Always hold knife and spoons from right hand and the knives from left hand.
22. Glasses at restaurant are of different shapes and properties and always used for the specific purpose only. For example, the brandy balloon or snifter glass looks very bulky but is used to serve only 30 ml of brandy after meal whereas the white wine stem glass is of average capacity but is always filled till 1/4<sup>th</sup> of the total glass. Given below is picture

showing different types of glasses popularly used in fine dine restaurant.



### **Why is it important to know the basic Table Layout of Cutlery, Crockery & Glasses?**

1. In case of guest or boss visits your house, one can make sure that the cutlery and crockery set up is properly laid over the table which will definitely give a positive impact on others' mind. By this way, you can show your level of dining awareness to others.
2. If you are interviewed over the dining table where the employer is sitting on other side of dining table, you can make a good impression by showing your dining etiquette. This will enhance your confidence level and chances of selection.
3. If you are going out for dinner / lunch with your colleagues, friends or boss, your skills will save you every time for not committing blunders over the dining table. In many cases, it is seen that people no matter how they dress or talk usually fail at dining etiquette; especially in case of cross cultural etiquette, where two different cultures are followed at same time.

### **MEALS END**

At formal dining, the waiter's team serves and clears the guest table by getting a clearance indication from the group host but for the informal dining like buffet service, the guest himself clears his or her dish. So it shall totally depend upon the type of event you are attending whether it is a fine dine with total waiters assistance or buffet service with no or minimum waiters' assistance.

In a nutshell, *Social skills are one of the key factors in grabbing success and victory in one's life. It makes us aware of common ethics required to excel in every field and day to-day happenings. As far as dining etiquette is concerned, it is the basic skill required during social events and gatherings that makes your character look enlightened among others.*

**Answer the following to check your understanding:**

1. Best way to practice social skill is by:
  - a. Looking deep into opponent eye
  - b. Yelling at them
  - c. Start with small talks
  - d. Start ignoring people
2. Highlight benefit of social skills:
  - a. Healthy body muscles
  - b. Better job opportunities
  - c. Enhanced gambling skills
  - d. Poor mutual understanding
3. Water goblet is placed on top of:
  - a. B&B plate
  - b. Next to cruet set
  - c. On top of dinner plate
  - d. Tip edge of main course knife.
4. American service is?
  - a. Pre plated speedy service
  - b. Fine dine silver service
  - c. Host service
  - d. Time consuming service
5. A-la-carte menu is?
  - a. Restricted menu
  - b. No choice menu
  - c. Wide variety menu
  - d. None of the above

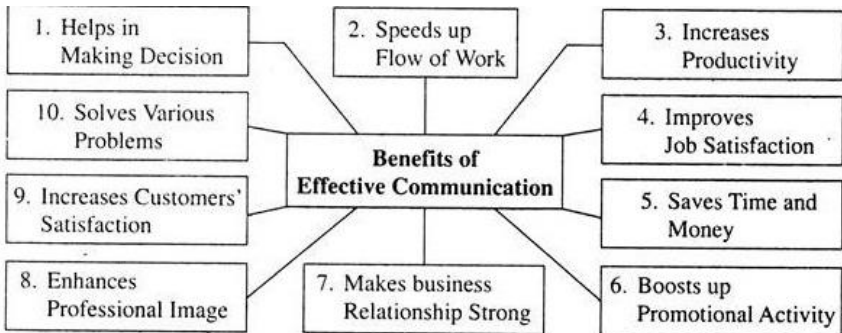
**Answers:**

1) C      2) B      3) D      4) A

## **7- COMMUNICATION SKILLS & INTERPERSONAL SKILLS**



## A. COMMUNICATION SKILLS



By Communication, we mean to exchange the information, ideas and feelings to arrive at a meaningful conversation. In simple words, we can say that communication is the way of understanding thoughts, words, feelings and actions of two or more than two persons. It is only Communication which begins from the day when we enter the world and it continues throughout our life span.

Communication is a continuous two-way process which involves language, gestures, postures, words and other mediums. We can define communication in four different ways or categories:

- **Spoken or Verbal Communication:** It is face-to-face, through telephone, through radio or through television and other media.
- **Non-Verbal Communication:** It is communicated through body language, gestures, posture etc.
- **Written Communication:** It is communicated through letters, e-mails, books, magazines, the Internet or via other media.
- **Visualizations:** It is communicated through graphs, charts, maps, logos etc. However, the most important Communication skills have been categorized as: **Listening, Reading, Writing & Speaking.**



**7Cs  
OF EFFECTIVE  
COMMUNICATION**

- ➔ **CLARITY**  
Be clear with your message, keep it simple
- ➔ **CONCISE**  
Least possible words is saves time for sender and receiver
- ➔ **CORRECT**  
Accurate facts and figures, proper use of grammar, spelling and language
- ➔ **COMPLETE**  
Must convey all the facts required by the receiver
- ➔ **CONSIDERATION**  
Consider the audience and their requirements
- ➔ **CONCRETE**  
Be definite and specific, not vague
- ➔ **COURTESY**  
Think about the receiver, their viewpoint and be respectful

### Why do we need Communication Skills?

Communication Skills are essential skills for individuals to effectively & efficiently impart information, thoughts & feelings from one person to another. An individual with good communication skills is known to possess a pleasing and acceptable personality. Communication skills are also one of the most important skill for an employer because an individual with effective communication skills are competent to showcase their understanding the issues handling them effectively and also emerge as people's person.

### How can one Enhance Communication Skills?

- Communication skills can be enhanced through four key components- Reading, Listening, Writing and Speaking.



- Communication skills can be enhanced through specific one or multiple languages. Of course, an individual is comfortable while speaking rather than knowing more languages in matter of communication.
- Communication skills can also be enhanced through practice of reading books, magazines, articles etc. These modes of communication add to the vocabulary of the reader due to which he can communicate better.
- Further for enhancing communication skills, one must listen to good speakers and orators, watch good movies etc.
- For better communication skills, one has to break the solid barrier of fear and indulge in communication wherever and whenever possible.
- Communication skills also be enhanced if we talk to like- minded people.

*I disagree, because...*



## **B.INTERPERSONAL SKILLS**

Interpersonal skills are required for maintaining a coherent relationship and also communicating effectively with friends, colleagues and society as a whole. These skills are personified as communication done through ethics, behaviour, and loyalty. It requires a great degree of assertiveness, problem-solving and decision-making.

Further Interpersonal relationships refer to social and emotional interaction



## Why Interpersonal skills needed?

To improve

- ❑ Relationship
- ❑ Working environment
- ❑ Leadership skills
- ❑ Productivity
- ❑ All round success
- ❑ Liking by others



between two or more individuals in a congenial environment.

### Why do we need Interpersonal Skills?

We need Interpersonal Skills for working effectively with other people. Interpersonal Skills are needed for the following:

- To Solve Problems
- Listening to others
- Showing Appreciation to others
- Flexibility in interpersonal relations
- The ability to Manage and Solve Conflicts
- To Fix Individual Responsibilities

### Personal Benefits of Strong Interpersonal Skills

There are several personal benefits that can be obtained by a person with strong interpersonal skills. These skills are highly valued at the workplace. It has been observed that a person with better interpersonal skills is respected the most and has greater value in the organisation.

In a nutshell, *Interpersonal skills are the essence of people skills that are needed to communicate, interact and build any relationship between two or more individuals in an environment.*

**Answer the following to check your understanding:**

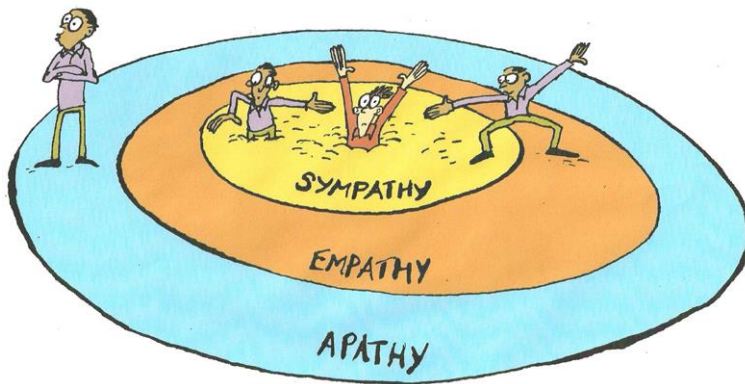
1. Listening to a lecture is
  - A. informative listening
  - B. evaluative listening
  - C. emphatic listening
  - D. none of these
2. Which of the following is not a successful communicator?
  - A. One who presents material in a precise and clear way
  - B. One who is able to adapt himself according to the language of the communication
  - C. One who knows a lot but is somewhat reserved in his attitude
  - D. One who sometimes becomes informal before the receiver and develops rapport
3. Which of the following methods of communication is the most effective?
  - A. presenting written material
  - B. presenting written material along with film projector
  - C. multi-media method
  - D. cannot be determined
4. The following is (are) non-verbal communication
  - A. Facial expression
  - B. Appearance
  - C. Posture
  - D. All of the above
5. Communication is the task of imparting
  - A. Training
  - B. Information
  - C. Knowledge
  - D. Message

**Answers-**

1. Information Listening
2. One who knows a lot but is somewhat reserved in nature.
3. multi-media method

4. All of the above Information

## 8 - EMPATHY AND NURTURING RELATIONS



*J.M. Nouwen, has aptly remarked, “When we honestly ask ourselves which person in our lives mean the most to us, we often find that it is those who, instead of giving advice, solutions, or cures, have chosen rather to share our pain and touch our wounds with a warm and tender hand. The friend who can be silent with us in a moment of despair or confusion, who can*

*stay with us in an hour of grief and bereavement, who can tolerate not knowing, not curing, not healing and face with us the reality of our powerlessness, that is a friend who cares.”*

In the present time, majority of people are technologically sound and digitally forward but emotionally dumb and deaf. In emotions-understanding, caring, sharing, etc. are drastically missing. The people are more interested in learning the skill of minting money and not interested at all in the learning of skills of caring, of belongingness, of understanding masses, etc.

These days, people are busier in connecting with each other through social media rather than connecting with others via their heart and soul. Of course we might be feeling pity on such people in such a situation but we hardly spare time to sit by their side to provide consolation and instilling confidence in them. A good human shall always feel committed to stand for such people in such a situation and provide all possible help and try to rebuild confidence in them. This scenario does exist in majority of our families particularly joint families.

Empathy has come from Greek word “Empatheia (from em- in + pathos feeling) which means what one feels for others and also connects himself with emotions of others. How much deep one can go into their problem, reflects the degree of sensitiveness for others. Empathy is both science as well as an art. As a science, it is considered as a science of psychology and as an art it is a connection and understanding with others. Thus, empathy is far deeper than sympathy.

To be specific, empathetic one does not need to judge other person but to understand and feel the situation of the other person. It generally happens when a person



has undergone such situation in the similar manner in which the other has already gone through. It is on account of this reason it is commonly stated that empathy is like 'standing in someone else's shoes' or 'seeing through someone else's eyes'.

## **Elements of Empathy**

**Daniel Goleman** has identified five key elements of empathy.

1. Understanding Others
2. Developing Others
3. Having a Service Orientation
4. Leveraging Diversity
5. Political Awareness

### **1. Understanding Others:**

This is perhaps what most the people understand by the term 'empathy'. **Goleman** has rightly stated, "sensing other's feelings and perspectives, and taking an active interest in their concerns", refers to empathy. The lesson that each one of us must learn that never criticize a person until and unless we have walked a mile in the same situation.

### **2. Developing Others:**

Rewarding and praising people on the accomplishment of their goals, training and mentoring them for engagement in different activities shall help them in building their bearing and personality.

### **3. Having a Service Orientation:**

By service orientation, we mean to put the needs of the customers on the first priority and also looking for ways and means to improve their level of satisfaction, commitment and loyalty. This is feasible in any industry or in any situation that one encounters.

# Empathy is...

seeing with the eyes of another,  
listening with the ears of another,  
and feeling with the heart of another.

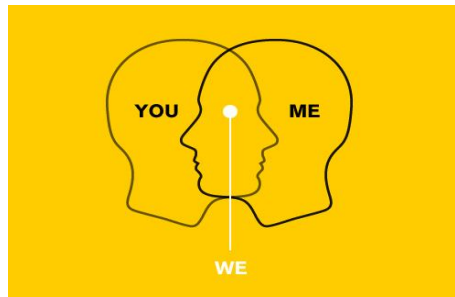
## 4. Leveraging Diversity:

By leveraging diversity, we mean to create and develop opportunities for different kinds of people because each human being is radically different in one

or the other situation. Leveraging diversity does not mean that we treat everyone in the similar way, but we tailor the way, we interact with others to fit in their needs, feelings and emotions.

## 5. Political Awareness:

By political awareness, we mean the sensing and responding to the attitude of the group and also to understand the relationship of each member with each other. It also covers the position and the actual power that each individual holds in the group.



## Why do we need Empathy?

We need empathy because the world without empathy shall be haphazard and uncivilized. Empathy creates a bond of trust, it gives a vision of what others may be feeling or thinking about others and also it helps in understanding the reasons for reacting to all such situations as

- Empathy helps us to connect with each other,
- Empathy means to care about each other and
- Empathy means to create a better world.

Thus as we connect with others and care for others, the whole world is bound to become a much nicer place to live in. The reason being Empathy is contagious in nature and has an unending process. All of us must 'Pass it on'!

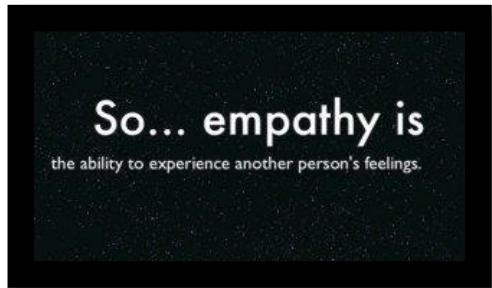
## The Benefits of Empathy:

The salient benefits of empathy are enumerated below:

- Empathy gives happiness and enhances the level of satisfaction.
- Empathy gives a way forward to our perceptions.
- Empathy improves harmony, provide better relations and end the blockage, if any.
- Empathy makes one more willing to help others even if it goes against one's own self-interest.
- Empathy enhances understanding.
- Empathy provides solution in conflict resolution.
- Empathy controls aggressiveness, short tempered nature, etc.
- Empathy boosts the attitude for doing selfless work for the betterment of others.
- Empathy strikes balance and mitigates the inequalities and social disparities.
- Empathy plays a pivotal role in an organization by creating congenial atmosphere to bring about higher level of employees satisfaction.

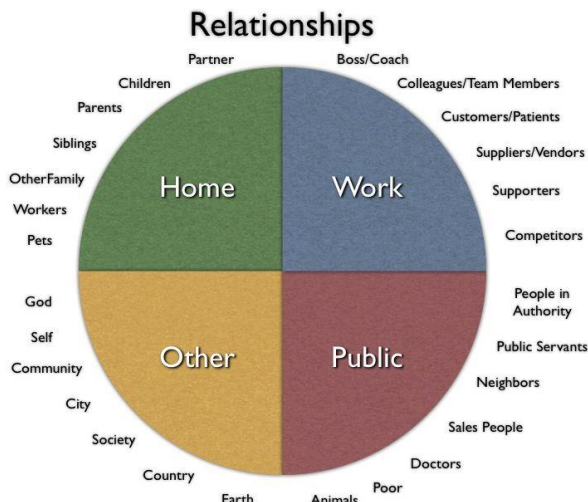
Thus empathy improves the quality of living and enriches one's life and gives a broader perspective of understanding the whole world. This creates an environment that is conducive for positive thinking. By stepping out of the existing day to day problems, emotional commitments and congenial atmosphere, we understand the significance of deeper level of commitment and become aware about the actual difficult happening in the world. To conclude, Empathy from doctors helps a patient in better recovery in health and emotional well-being.

## NURTURING RELATIONS:





*“Relationships are more important than life, but it is important for those relationships to have life in them.... Where can we go to find God, if we cannot see Him in our own hearts and in every living being?”*



Earth is the most beautiful place to live in. The manner of living on the earth makes all the difference. The root cause of all problems lies in human nature. The Golden Rule for good interpersonal relationships is: Do what you expect others to do. If we wish to be loved and respected by others, we need to love and respect them first.

A forgiving attitude and spirit of affinity is considered itself a bliss and a trait which can help us in maintaining and nurturing the relationships for longer period. It is because, we are by nature imperfect, so we really care for others and forgive and forget them as it is always better to live happily and also make others happy who live around you. Anger and revenge do not promote bonding of love and in fact blind us to the reality.

To nurture relationships, we are required to care for each other, to cherish and to let grow the bonding with our loved ones without any expectation. To be empathetic in all relations we care, nurturing each and every relation is the mantra for living healthy and happy which is vital at every stage of life.

Relationships are tender in nature and need much more care and compassion to blossom and grow. To nurture a relation, one must spare time for each other, communicate with each other, and be willing to listen, compromise and respect each other.

Time plays an important role in nurturing a relation. Proper communication shall help one feel heard, valued and shall shun all misunderstandings. By good communication, we mean good listening, paying attention and hearing the feeling behind the words. Compromise, on the other hand, is at the heart of any good relationship, may be in a situation of winning and losing. It is rather about caring selflessly and to feel satisfied.

### **Create and Maintain Effective Working Relationships**

In this service driven world, we all work with others to produce the products and services that we provide to our customers. That way, it is important to maintain happy relationship with all those persons with whom we work and we must ensure that our work has

been accomplished both effectively and efficiently and we are satisfied that our customers have received the services that they had aspired. Developing productive work relationship is of course important, as it helps the individuals to feel more satisfied at work and fosters a very positive environment at the workplace. Productive work relationships are built on trust which allows the individuals to share their ideas and innovations, which in turn create effective team building.

### **Importance of Relationships at the Workplace:**

The relationships at the workplace provide:

- Effective Teamwork
- Boosted Employee Morale
- Higher Retention Rates of Employees
- Enhanced Productivity both in quantity and quality

### **Determinants of positive workplace relationships; in Schools or Colleges or in any Organization:**

1. Warmth in sharing and caring with all those persons with whom we have interaction or contact or meeting.

**7 Principles\***  
**for Making Relationships  
Work at Work**

1. Learn what makes them tick
2. Give honor and respect
3. Create moments of connection
4. Share power
5. Cope with problems strategically
6. Move from gridlock to dialogue
7. Create a rich "work culture"

\*Principles derived from, *The Seven Principles for Making Marriage Work*

2. Positive speaking of the persons with whom we share platform, providing quality feedback and building trust.
3. To assist and support the persons in the accomplishment of their work.
4. Willingly taking help of others in accomplishing the task for that encouraging team work to reap the best possible results.
5. Always be appreciative and thanking others for doing any good job.
6. Taking initiative and be participative in conversations and making queries. Ensure that the persons working with you or in your contact do not feel let down or out of the place. Always make them comfortable and happy.
7. Always initiate repeated interactions and communication.
8. Always get involved in various activities along with others apart from the routine work.
9. Always share information so that others may also become equally aware and participative.
10. Be proactive and participate in all social ventures and events.

Thus to conclude, by Empathy, we mean a feeling of understanding and recognizing the situation and emotions, feelings of other individuals in a specific situation, etc. This phenomenon is also termed as stepping into the shoes of other person. In a nutshell, Empathy is persistently inherited, where positive attitude plays a tangible role for being empathetic. Nurturing relationships hence comes-forth with the realization of the other side of the picture and the selfless efforts put in to nurture it.

**Answer the following to check your understanding:**

1. What is the importance of good relationships at workplace?
2. Mention few tips to build positive relationships.
3. Mention the origin of the word 'Empathy'.
4. Which of the five key elements of empathy given by Daniel Goleman is of the most importance according to you?

## 9- CONFIDENCE AND ASSERTIVENESS



### **What is confidence and why is it important?**

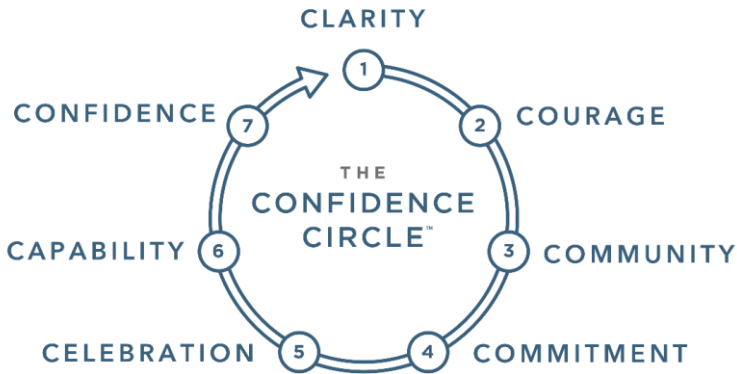
‘One is the creator of one’s own destiny’

Believing in oneself is the most secret ingredient of life but it is essentially the most important part of happy and successful life. Doubting the abilities in oneself is considered to be the biggest enemy as it triggers negative thoughts and lowers our level of confidence. Mind plays a very significant role because Confidence is the state of mind of an individual which has the ability to build or break an individual. This is why it is essential to know oneself well. It helps you acknowledge your strengths and have a positive opinion of yourself in your mind.

A small ray of hope and positive thinking can make you achieve what you really want to. If you do not believe in yourself, others are not going to believe in you either. Working hard and putting in 100 percent efforts shall multiply your confidence and empower you to perform better.

### **What is the confidence circle?**

For any venture, assertiveness can be possible only if one has in-built confidence in oneself through the efforts put in for achieving clarity. Once clarity is developed, the natural off-shoot is courage which means to take risk and initiative; in turn this process shall be beneficial for the community as a whole. Another ingredient of this circle of confidence which is commitment is inculcated and which becomes a source of celebration. Besides this it enhances the capability due to which the level of confidence goes up. This whole process can be exhibited through the following flow chart:



Therefore, confidence means how much one believes in one self and recognizes one's own worth, potential and power, irrespective of the situation in which one is. Perfection does not exist in this world but one can always strive hard to achieve near perfection by boosting one's level of confidence through the following:

- Positive thinking
- Knowledge
- Training
- Practice
- Sharing with other people

The first step on the ladder of confidence is to love oneself and not compare oneself with others, as each individual, has his own strengths and weaknesses.

## Does our self-esteem affect us?

Your self-esteem is how 'You' feel about 'Yourself'. It is like having an opinion about yourself in your own mind. The more this image of your 'self' gets affected by the view of others about you, the less expected you are to have a real opinion about yourself. You are quite likely to pretend to be someone you are actually not. Hence, you continue to live your life with no clarity about your skills or talents. Also, there's a bleak possibility that you would explorative or inquisitive.

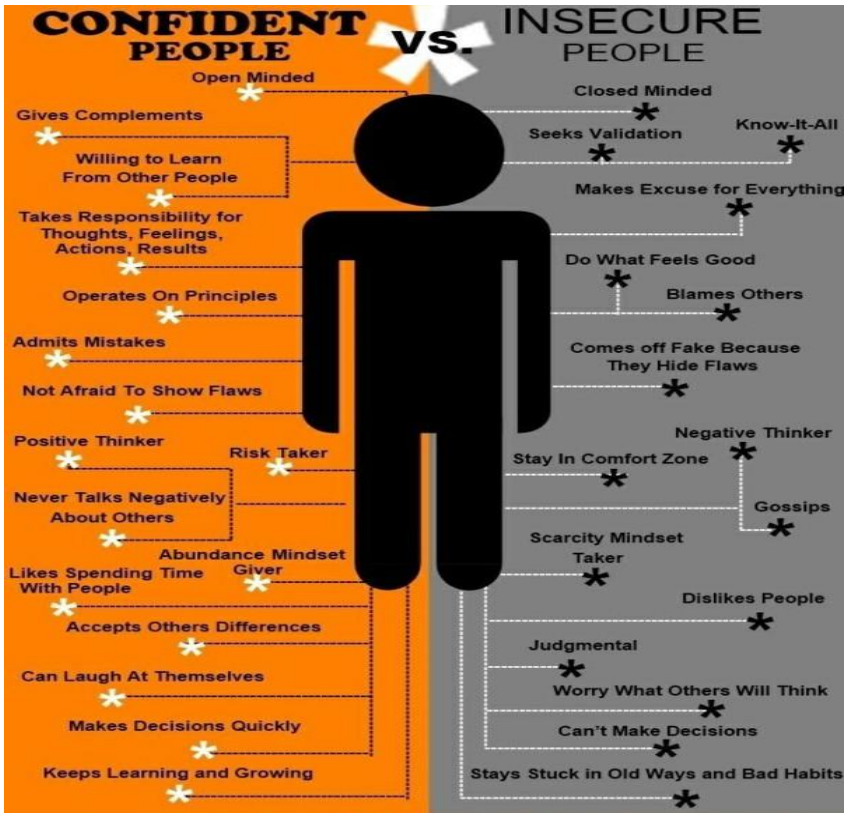


For that reason, one should always be the master of one's mind and command it with conviction so that it can accomplish any task. If one wants to achieve what one aspires, then that person has to develop the capacity to give a deaf ear to the criticism or negativity all around. There are several factors which can lower the level of confidence in an individual:

- Fear of the unknown
- Criticism
- Being unhappy with personal appearance
- Feeling unprepared
- Poor time-management
- Lack of knowledge
- Previous failures

## Does failure mean it is 'over'?

Failures in life are not an end, rather the beginning of one's journey of success. If one fails that means one should try again or do something else. Also, one should try to reattempt differently because if you continue to do what you did earlier, with no change at all, there's a high probability that you'll get the same result as before. One should take one's mistakes and failures in an optimistic manner. It has been observed that sometimes doing a job which brings one out of comfort zone, helps in bringing out the best in an individual. One needs to be confident and optimistic in one's day to day life to undergo all kinds of ventures, whether related to one's personal or professional set up.



The flow chart enumerated above exhibits the state of mind of confident people and insecure people. It is observed that confident people are open minded, give compliments, willing to learn from others, ready to take responsibility for thoughts, feelings, actions and results, operate on principals, admit mistakes, not afraid to show flaws, positive thinkers, risk takers, positive towards others etc. Such people have an abundance mindset, like spending time with other people, accept others' differences, can laugh at themselves, make decisions quickly and keep learning and growing in life.

On the other hand, insecure people are generally close minded, they seek validation from others, have a know-it-all attitude, make excuses, are irresponsible, blame others, come off fake as they hide flaws, negative thinkers, stay in comfort zone, love gossiping, have a scarcity mindset, dislike people, judgmental, worry what others will think, cannot make decisions and stay stuck in old ways and with bad habits.

## Ways and means for boosting Confidence:

- **The way one presents oneself**

One should always be ready to present oneself in such a way that one can always handle any situation well. For that one has to hold one's head high, sit up straight, and gently bring one's shoulders back to align one's spine. One should look directly at the other person by maintaining eye contact while interacting, and avoid a limp handshake.

- **The way one dresses up speaks a lot**

If one looks better, one feels better. If one chooses dress and accessories that are fit and suit well, and makes one feel good, that shall automatically enhance one's self-esteem.

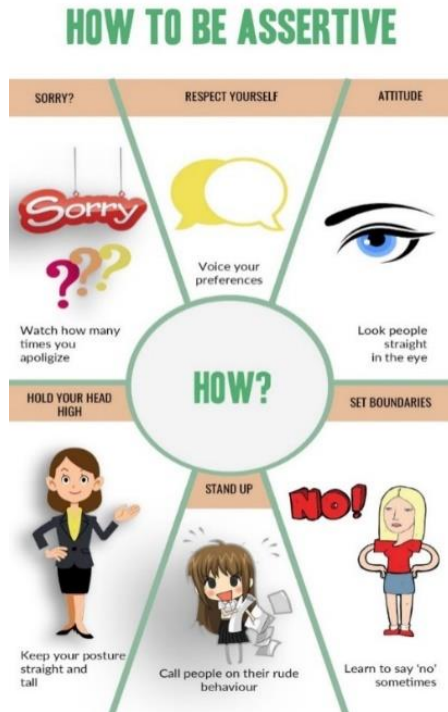
- **The way one speaks**

If one wants to be good speaker, one has to speak confidently, in a steady and rhythmic tone and tenor. Instead of the “ums” and “ahs” which interrupt flow, one should try to use pauses for emphasizing ideas.

One has to be assertive, but not aggressive, one should always try to manage one's pitch, remain balanced and avoid high-pitch voice. One must also avoid nervousness and giggles in one's speech. One should also remain calm and composed. People shall always listen more attentively when one is confident and firm in one's presentation.

- **The way one thinks**

If one thinks positive, it leads to positive outcomes, for that one needs to avoid negative self-talk which can make one less confident. Always be cheerful, smile, laugh and be in the company of happy and positive people. One shall develop more peace and confidence when one is in a grateful state of mind.





## ▪ **Planning and Practice**

If prior planning is done before venturing into any task, it shall definitely prevent poor performance. The more prepared one is, the more confident one shall be. One should always feel confident if one prepares comprehensively well before the presentation. One should always try to learn everything relating to one's own field, subject matter, and have good knowledge and understanding about the topic of conversation or discussion. The best analogy for the justification of the discussion is to follow the tenet:

### **Fake it 'till you make it'**

#### **The fine line between aggressive and assertive**

In this era of 'Skillful Communication', interacting well with others has become more of an art. Communicating with assertiveness at home or at work while being can always help one to express one's aspirations, desires, opinions and feelings in a very reasonable manner. One can and should always ensure that one is conveying his/her message effectively without sounding apathetic or rude.

Assertiveness means defending one's rights without hurting others. It is not always important what one says but how one says it. The best way of being assertive is to communicate without being over-confident or offensive. One must stand forth to present one's views on a particular issue, and also be ready to accept the mistakes when 'wrong'.

It's not easy to be assertive, but with time and practice that skill can be learnt and practiced. Of course, understanding is the first step towards gaining confidence for being assertive.

#### **Consider some points that make one assertive:**

- Understand yourself before trying to understand others.
- Try to have a positive approach and not to use words like: 'According to me', 'I think' or 'I disagree' and 'no you are wrong'.
- Practice what you want to say.
- Use proper body language.
- Control your emotions.
- Start with small conversations.
- Learn to say 'NO'.

To be assertive, one needs to be confident too. When one is making a point, one has to be logical regarding that point so that one may make one's point vividly clear on all grounds. Assertiveness shall be more effective, if it is communicated in a passive form.

With assertiveness, one can always develop confidence and abilities to work and one can also control one's own life and destiny. Assertiveness should be used in a positive manner so that it does not harm or hurt anybody. Confidence and assertiveness are complementary in nature, although these may differ in several ways. By being confident means to be well versed with your potentials and also being comfortable in your skin and all circumstances.

*In a nutshell, through confidence, one can create one's own destiny and also to exhale doubt and instil confidence. The feeling of being confident is one of the best feelings when one can really love oneself. One must appreciate oneself that one may remain alive and jovial in life. Assertiveness is earnestly defending one's rights but without hurting anyone else. Whatever one says is not always the important, but more important is how one conveys and presents it to someone. It shall be soothing if depicted in a positive manner.*

*Thus assertiveness and confidence are to believe, trust and love oneself. That means one must know oneself more and better than others.*

**Answer the following to check your understanding:**

**Q – 1. The most powerful way to build self-confidence is**

- a. Having done something before and succeeded.
- b. Hearing others tell you how good you are
- c. Comparing yourself to others who are better than you
- d. Finding a new job.

**Q – 2. Self-confidence is affected \_\_\_\_\_ by comparing ourselves to others**

- a. Positively
- b. Negatively
- c. Neutrally.
- d. None of the above.

**Q – 3. If something looks difficult, I avoid doing it.**

- a. Not at All
- b. Rarely
- c. Sometimes
- d. Often
- e. Very Often

**Q – 4. I believe that if I work hard, I'll achieve my goals.**

- a. Not at All
- b. Rarely
- c. Sometimes
- d. Often
- e. Very Often

**Q – 5. When I face difficulty, I feel hopeless and negative.**

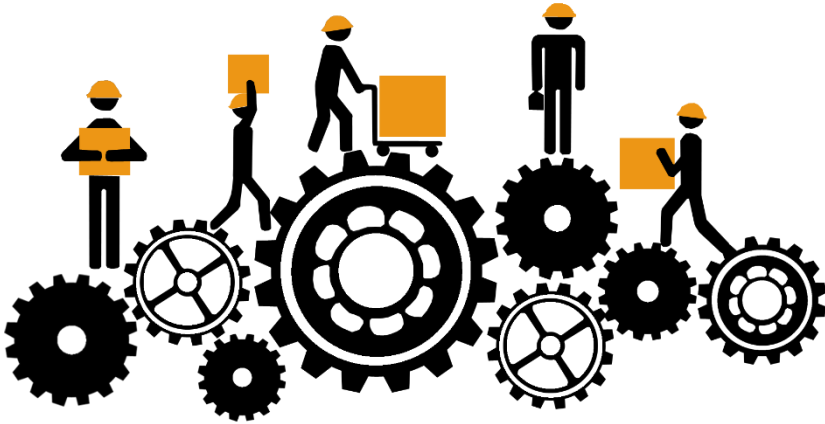
- a. Not at All
- b. Rarely
- c. Sometimes
- d. Often
- e. Very Often

### Self Confidence

A tired bird landed on a branch. The bird rested, enjoying the view from the branch and the protection it offered from dangerous animals. Just as the bird became used to the branch and the support and safety it offered, a strong wind started blowing, and the tree swayed with such intensity that it seemed the branch would snap in half.

But the bird was not worried for it knew two important truths. **The first truth** – even without the branch it was able to fly, and thus remain safe through the power of its own two wings. **The second truth** – it also knew that there are many other branches upon which it can temporarily rest.

## **10 - TIME MANAGEMENT & CONFLICT MANAGEMENT : TEAMWORK**



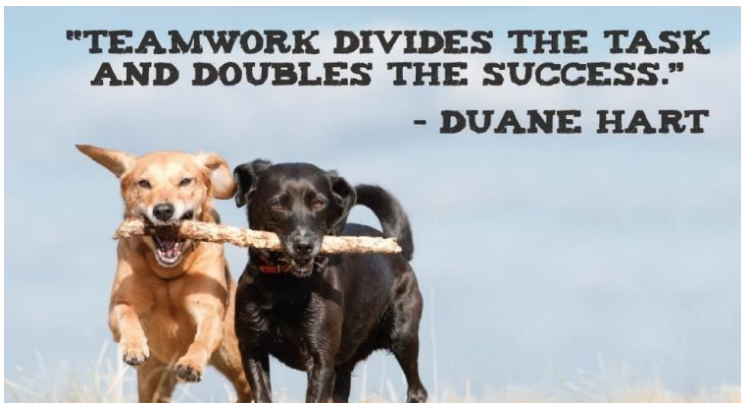
## **A. TEAMWORK**

Teamwork is a process through which we work together to achieve the best possible results for the efforts put in for accomplishing a particular job. During the course of life, each one of us has to work as a team whether at home or at workplace. In natural course it comes at first, and in our later life, we face situations where people have to work collaboratively to achieve some common targets. No human being can live in isolation. Since childhood, we experience several examples of teamwork. Working together in a family where each member has his/her own set of tasks where one has to contribute. All members work together to achieve one common goal that is to achieve happiness and fulfill all the necessities of life.

The Parents work for the better upbringing of their children and do all their duties to make them happy and comfortable. Mothers perform household chores to maintain hygiene, provide food to eat and create a systematic ambience at home. The Fathers work to provide financial assistance for the survival of the entire family. Sometimes both the parents are working and they divide the tasks accordingly for the smooth life of all family members. Children do help their siblings in their studies or sometimes even help the parents in performing various house related tasks. Thus, it is teamwork where each member has his important role to play and his/her contribution leads to a good and satisfactory life.

In this case misunderstandings, feeling of being over-burdened do become a bone of contention, but still the family members work together as they are emotionally and mentally connected to each other. Thus, we learn the art of working together, helping each other and maintaining a healthy environment by avoiding all unnecessary arguments, stress and strains. We also learn how to

manage conflicts which come naturally when people of different ages and different mindsets are staying together. Thus maintaining good relations with people, understanding others without disturbing one's own mental peace and adjustment, we all start learning from our home itself.



*'Teamwork refers to division of task to gain success more than efforts. The above picture is a testimony of joint effort or teamwork.'*

### **Teamwork at the workplace:**

Similarly we work as a team in our schools and colleges during our Sports & Cultural Functions, Annual Function & Convocation and Seminars, Conferences, Workshops, Extension and Guest Lectures etc. Similarly as we grow and start working in any organization, we perform several duties to work as a team for accomplishing any assigned job or fulfill the targets fixed by the organization. Thus we find that teamwork is the crux of efficient performance of an individual and group as a whole.

In a family, we perform many tasks because we are emotionally connected and take it as a responsibility without which we cannot survive. But at a workplace, we do not have personal, emotional or mental connections with our colleagues, but we develop all those traits like understanding, mutual respect and sense of belongingness at the workplace in due course of time. Here too, we get into a situation where we are required to work as a team. At the workplace, all team members including managers and other designated personnel who work collaboratively are expected to achieve organization goals and targets which in turn help them fulfill their own goals. Thus, teamwork is not a matter of choice. One cannot choose to be aloof at all times. It is true that some jobs or positions allow you or need you to be working on a task alone, but that does not mean that your individual inputs will not affect the larger company goal.

Hence, being a good team player is a 'should have' trait and continues to hold great importance in the minds of most recruiters. One has to clearly understand that in any organization he/she is a mere peg in the jigsaw puzzle and not the puzzle itself. So, having an attitude of 'I am the be-all' kind does not help one grow fruitfully.

### **Attributes of working as a Team in an Organization**

In any organization, the entire work has to be divided and sub divided into different processes and each process has to be handled by a set of people, usually referred to as departments. By repeating the same work over and over again they become experts, or specialists due to which there are both quantitative and qualitative improvements in their performance. When different set of people are combined and they supplement the work of each other, they constitute a team. An exposition of teamwork has been shown below:



### **Pre-requisites for Team Work:**

- Strengths and weaknesses of all members of the team have to be analysed, not for judgement, but for the optimum utilization of each and every member based on his/her skill set.
- In teamwork, we have to put our ego aside and have to be empathetic towards our team members.
- Need to have effective communication between Management and Team members, so that all the members of the team have a fair idea about the expectations of the Management.

- A healthy working environment has to be maintained by providing freedom to work to each member and also cheer them up for good work done and in case of deficiency, if any, proper advice may be rendered.
- Tasks should be result-oriented so that team remains pro-active and feel motivated to achieve the set goals and targets.
- The Managers and other high officials must judge their team members on the basis of their individual performance or contribution. This shall help in making good performers as the best ones and also help the weak performers to improve their work.
- Good work of efficient team members should be recognized and rewarded. A letter of appreciation, additional increments or any other tangible reward may be conveyed for the efforts made by them.

## B. TIME MANAGEMENT

Time Management means managing the time effectively and productively. It plays a very vital role in personal as well as in professional life. On a personal



front, it is more about individual time management where a person manages his/her time according to his/her commitments. On the other hand, on a professional front, it is both about an individual as well as team's

time management, where all team members work collaboratively to achieve desired results in a given set of time. In an organization, every task is tied with a time limit. The completion of a task is valued only if it is done in that specific period of time.

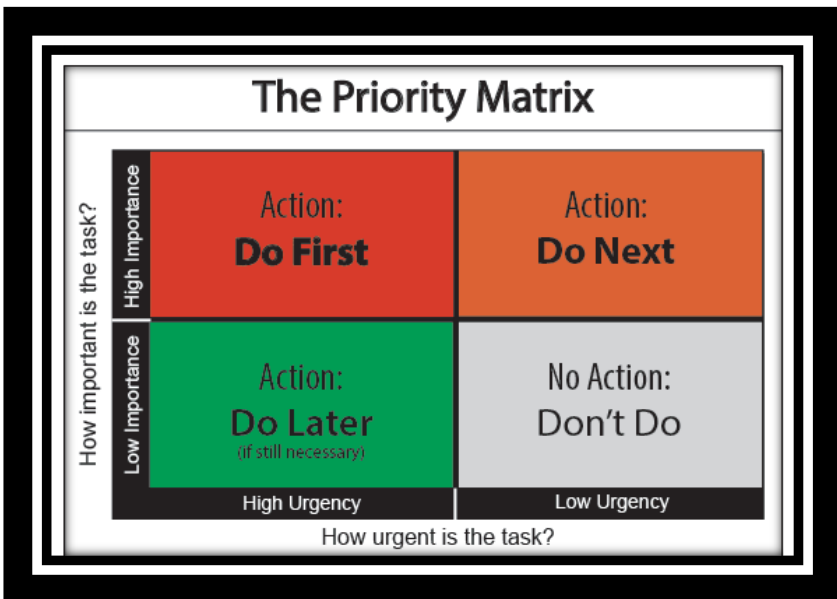
Time management is thus, not about keeping oneself busy all the time, focusing on too many tasks in a given frame of time and then looking forward to the desired results. In reality, it is about dividing one's time in such a way where one can work to achieve goals and one also has time for oneself, personal interests, family members and relaxation too. Effective time management requires a healthy mind and body, so rather than focusing only on working hours, one should also focus upon what keeps one happy and active.



*“The most efficient way to live reasonably is every morning to make a plan of one’s day and every night to examine the results obtained.”*

Alexis Carrel

The Priority matrix has been given below which reveals, ‘How important is the task?’ and also ‘How urgent is the task?’ For a high urgency task, one must take an immediate action but for a low urgency task, an action can be taken later.



### CHARACTERISTICS OF TIME MANAGEMENT

- In the time management, planning is the most important ingredient of time allocation in a productive manner.
- For efficient time management, decision making is another important aspect. One must be in a position to decide the path which has to be



followed and also measures that have to be taken to achieve the desired goals.

- In the time management, it is also to be seen that the organization delegates all tasks based on the skill set of people.
- For time management, first, create a list of activities and divide the time according to the number of tasks to be completed in a specified time frame.
- In time management all tasks have to be prioritized on the basis of their importance and the requirement of a result.
- In time management, procrastination should be avoided. Conscious control over mind has to be exercised so that tasks may be done in time and avoid burden which comes as a result of procrastination.
- In time management, there should be an allocation for distractions also, because distractions do occur, as it is a human tendency to get distracted if one is focusing on something important for a long time. This cannot be avoided completely but can be managed by taking breaks in between the busy schedule.
- Further, in time management, all tasks should be result oriented rather than long working hours oriented.
- Next, in time management, it is essential to be disciplined which is the key to time management. Lethargic and putting off attitude should be avoided completely.
- In time management the other characteristic is to do the right things first with all focus and ensuring the best possible results.

## C. CONFLICT MANAGEMENT

By Conflict Management, we mean non-smooth functioning between the different set of people working for the same organization. It has been observed, so often that wherever two or more than two persons are working in an organization, difference of opinion, misunderstanding or some

### The Four Types of Conflict



conflict is bound to occur at one point of time or the other. In personal life too, we have conflicts within our family, acquaintances and friends which we generally settle after making some adjustments or cutting off or neglecting those situations. In professional life too, we have to adjust or learn to handle conflicts rather than cutting off from a person or persons. Conflict disturbs our mental peace, hampers our productivity and leads to negativity only. In order to avoid such situations, it is better to resolve conflict by talking to the person to find out the solution. We must exercise our mind to have control on our emotions so that, we are not affected by the negativity which is the outcome of conflict. We should also have the ability to see the real reason behind conflict, because it is not necessary that if other person disagrees in that case he shall be considered in the wrong. He/she can be right at his/her stance and may have valid point. Thus always taking conflict in a negative sense is not always a right decision. One has to have wisdom to find out the best out of a constructive conflict and avoiding the negative from destructive conflicts.

### **Role of Conflict Management in Teamwork**

A conflict arises when people fail to compromise with each other because of the difference in their thought process, opinions and interests. In some situations, conflict is resolved when people learn to adjust with each other rather than cribbing or fighting over trifle or insignificant issues. On the other hand, if not resolved, it leads to tension and negativity where people fail to reach on common grounds. Thus we see in our practical life, conflicts are inevitable and natural too.

At workplace conflict management is a normal feature. It occurs in almost every organization. Whenever any team, has to achieve common goals, conflict is inevitable, but the conflict should not always be negative. Several times, it provides opportunities as well. It shall definitely give different side of a situation which some people can observe while others may not. In such a case, the best solution to a problem can be found or good decision can be taken. At workplace, conflict has to be managed as it leads to negativity and stress which shall not build an effective team. All the problems that arise in an organization, must be re-dressed or resolved.



## CONSTRUCTIVE AND DESTRUCTIVE CONFLICTS

**Conflicts are of two types:**

**1. Constructive Conflicts:** Constructive Conflicts exist when people are resilient and have the ability to adjust with the situations. It is not about accepting wrong things, but keeping oneself positive even if situations are against or not able to control them effectively. In order to make conflict management constructive, one must have the ability to take out positive things from the conflict. Even if one does not agree with the other, it does not testify that you are right and the other person is in the wrong. Rather than putting efforts to score and win every situation, one must analyze both sides of the conflict and drive what can be done in a constructive manner. Constructive Conflict, thus, helps in creating a positive ambience in teamwork and enhances efficiency. It is because in this case the focus is to make best out of everything rather than being negative and create rivalries.

**2. Destructive Conflicts:** Destructive conflicts exist when people are not able to resolve the problems and reach on common platform. It is destructive conflict because, it is not result oriented and creates negative energy among the team members. This de-motivates team members and creates negativity which hampers their collaborative performance.

For overall teamwork and for building positive teams, we require both the art of Time Management and Conflict Management. A famous saying “Unity is Strength” which is the core of teamwork. In order to maintain unity and creating strength, each person has to work with dedication, positivity, humility and zeal to perform as a team. In this case, our mental strength and resilience play important role. One has to be mentally strong so that he/she be in a position to control in various situations. First of all one has to control oneself and stay positive while working with others. Sense of togetherness or “WE” come only if we are committed to work as a team.

## TIME MANAGEMENT & CONFLICT MANAGEMENT

Time Management & Conflict Management are two significant ingredients of teamwork. For building teamwork we cannot neglect Time Management & Conflict Management, because efficiency and success cannot be achieved if time is not managed properly and also not used effectively. Effective time management is the key to attaining desired results in a given frame of time. In addition to this, there is one more significant aspect of working in a team which is termed as Conflict Management. In this world, no two individuals are similar in all respects, each one has his/her own way of handling affairs, mindset and thinking pattern. So, when people with different thought processes work together in an organization or in personal life, they tend to disagree with each other. This leads to jealousy, debate, disputes and objective disagreements. Thus, if a team is working to achieve some common goal, the entire team has to work in harmony and coherence. It is because conflict among team members shall hamper their performance and waste time in unnecessary events which emerge as a result of conflict. Although conflict can be constructive and may produce better results, but in any case, conflict has to be resolved and managed for smooth working of team members.

### Tips and Tricks to Being a Successful Student

#### Utilizing 24 Hours of a Day

The important thing to remember is that there are 24 hours in every day and that is the same for everyone. Because no student has more time than another, sometimes good time management can make all the difference in achieving great exam results. This is another skill which we are not taught as we grow up, but now it's time for you to learn how to control your time – and how to spend it wisely. If you can achieve this, you will be able to make sure that the time you spend studying gives you the maximum amount of learning possible.

Although it may sometimes feel like a waste of time, you will actually gain huge time savings when you take a few minutes to plan out your day. Below are some of the many reasons why you may want to learn how to plan your everyday life and get organized in your studies:

It helps prioritize – good timetabling helps you take care of the important and urgent tasks first.

<ul style="list-style-type: none"><li>• It helps with being realistic –Timetabling shows you how long you spend on common tasks such as essay writing and</li></ul>	<ul style="list-style-type: none"><li>• It helps you be more productive – you should know exactly what you will study before you sit down at your desk.</li></ul>
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problem solving.	
<ul style="list-style-type: none"> <li>It helps give you more freedom – when you plan ahead, you know that you’ll be finished at a certain time. Students who don’t plan well often find themselves working all evening without realising it.</li> </ul>	<ul style="list-style-type: none"> <li>It helps reduce guilt – if you know that you’ve achieved your goals for the day then you can spend your free time without your studies on your mind.</li> </ul>
<ul style="list-style-type: none"> <li>It helps you track your progress – stick to your timetable and you know that you are on course to get everything done.</li> </ul>	<ul style="list-style-type: none"> <li>It helps you plan for the long-term – good organization removes the uncertainty from your study and helps you focus on getting the best results possible.</li> </ul>

**Perseverance**  
Persevere when things don't go right. Develop strategies for dealing with pressure such as taking regular exercise. Take a positive attitude towards failure: you learn most from mistakes.

**Take regular breaks**  
Get up and move around at least once an hour if at the computer to refresh your mind.

**Avoid distractions & interruptions to your work**  
Keep your desk tidy. Check email at set points in the day, rather than when it comes in. Turn off Facebook and Twitter!

**Share tasks or problems with others**  
But say no to others when short of time.

**Time Management**  
Bruce Woodcock, University of Kent  
bw@kent.ac.uk

**Avoid procrastination**  
The best time to do something is usually now: taking action generates the impetus for further action. Organise your work to meet deadlines. Reward yourself for achieving goals.

**Create Habits**  
Try to do tasks at the same time & in the same location each day.

**Action Planning**  
Set clearly defined goals. Break tasks down into steps & do one task at a time. Goals must be realistic & achievable

**Use a time log**  
Write down everything you do in a week to identify areas of your life where you waste time & the times when you're most productive: schedule demanding tasks for these times.

**Prioritise**  
Do urgent & important tasks first not the easy things. Have a reminder system. Efficiency and effectiveness are **not** the same: effective people focus on the important tasks.

**Keep a to-do list**  
Update this every day. Write down deadlines. Emphasise key points.

**Review your progress**  
Revise plans as appropriate. Map out several routes to your goal. Have a contingency plan.

Good planning is the key to getting the most from all of your activities. This discipline also helps create a good study-life balance and will benefit you in many areas of your life for years to come.

### **Be organized**

The best approach to be one which breaks your goals up into three different types: short, medium and long-term. A great way for students to describe these would be as daily, weekly and term goals. You can record these in your study planner, with daily goals being quite detailed and term goals being more general and giving you an overall understanding of your studies:

- Your daily plan can hold a day by day account of your assignments and areas of study. The best time to prepare your study plan is in the evening time, when you have finished studying and know what needs to be done the following day, so make a to-do list or list of short-term goals for the next day then.
- Your weekly plan can be used to give you an overall plan for the week, a list of approaching tests and tasks to be achieved over the seven days.
- Your term calendar gives you a broad view of your semester and helps you to plan ahead. Use this to mark all school assignments, tests, and activities (along with due dates) so that you don't overlook them by mistake.

### **Have a realistic schedule:**

Remember, when it comes to study, a realistic timetable is really important. A timetable which is too demanding will cause stress for you and work will pile up before you know it. So keep it simple and plan according to the time you have available – make sure you don't overload yourself. You will become a better, more productive student as a result.

Take the following tips into consideration when putting together your timetable:

- Do the groundwork! Spend time on planning and organising yourself.
- Set SMART goals.
- Prioritize your goals and allocation of time.

**Use a to-do list every day: prepare it the night before**

- Be flexible – adapt your timetable if something unplanned comes up.
- Consider at what time you are at your best.

- Start as you mean to finish – in control and successful.
- Avoid being a perfectionist – if something does not work, start again, see what went wrong and approach it differently.
- Don't tackle big projects all at once, but break them into manageable chunks.
- Don't forget to break up your study time and don't study longer than an hour in one go, taking at least a five minute break between study periods.



- Try to develop and stick to a regular study routine which helps prevent procrastination.
- Don't forget to reward yourself, giving you the motivation to make the extra effort.

### How much should I study?

This is a question which every student asks at some point in their studies. It's easy to be worried by classmates who claim to be up all night studying. You must remember that it's not the amount of time spent studying, but rather the quality of the study that counts. It's also important to note that there is no one answer for everyone. Some students study more effectively than others and will not need to spend as long studying. Each student will find some subjects more difficult than others and have to spend more time mastering those. As always, it's best to focus on your own needs and abilities. Your goal should be to improve your study methods so that you maximize the results of your work.



In a nutshell, while integrating the three aspects that is teamwork, time management and conflict management, we find that Teamwork is a phenomenon which every individual experiences during the course of time. Working collaboratively to attain common goal is the motive of teamwork. For teamwork, we require skilled, dedicated, united people who are

conscious of time management, conflict management, motivation and positive attitude. The two most important ingredients to build an effective team are- **Time management & Conflict Management**. Every task has its value only if it is completed in a given frame of time. So, managing time in an efficient

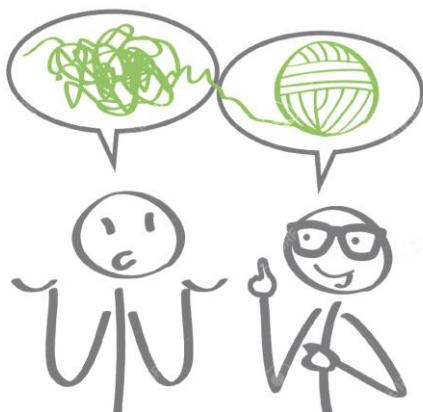


manner shall help in achieving the target within the stipulated time frame. Time management may refer to personal or team time management. In both situations, the time has to be managed to achieve desired results in specific time. In this world, no two individuals are similar rather each one has his/her own opinion or thought process. When people with different mindsets and thought processes work together as a team, they tend to disagree with each other on some or the other issue which may result into conflict. Conflict management, on the other hand, is equally important in building an effective team so that it does not hamper the productivity and create negativity among the team members. Rather it has to act as a catalyst to bring about motivation and sense of togetherness.

**Answer the following to check your understanding:**

- Q.1.** What are the most important ingredients of teamwork?
- Q.2.** What are the different types of conflicts?
- Q.3.** What is the role of time management in creating an effective team?
- Q.4.** Give some examples of teamwork which you have experienced at different stages of life?
- Q.5.** What are the main qualities that a manager should possess to ensure good teamwork?

# 11 - PROBLEM SOLVING, DECISION MAKING & ANALYTICAL SKILLS



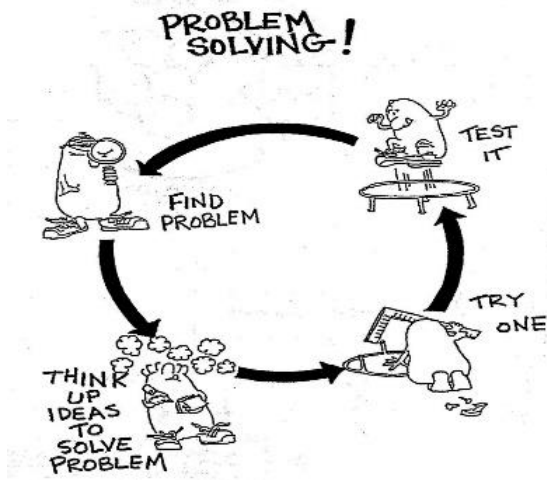
Human beings are involved in the process of problem solving since their very existence. To begin with human beings discovered food when they felt hungry. Prior to this, they used to eat raw food. Fire was discovered later and they started cooking food on the fire. Fire also helps the human beings to save themselves from wild animals and also to keep their bodies cozy and warm. Further, they discovered wheel which was another milestone in evolution of

human life. With the discovery of wheel, they started moving from one place to another and make their lives easier and comfortable. Further, they built houses to save themselves from various weather vagaries. Hence, since beginning, human beings are finding solution to the various problems that they have been facing. In this chapter, we shall be covering A-Problem Solving, B- Decision Making and C- Analytical Skills.

## A. PROBLEM SOLVING

Problem solving is a systematic approach to define any problem, its causes, creating number of possible solutions and in the end examining whether these solutions are effective or not. The whole process may include mathematical, operational and critical analytical and thinking skills.





*“Imagination is more important than knowledge”- Albert Einstein*

Effective problem solving usually involves working through a number of steps or stages, which are outlined below-

**Step 1: What is the problem-** The first important step is to know the problem before handling it. In other words, it is

essential to know the problem in hand or in question. Once the problem is identified, only then one can take steps to provide solution.

**Step 2: Why is it occurring-** The second important step is to know as to why a problem is occurring. In other words, one is required to know the reasons behind the occurring of the problem.

**Step 3: What are we going to do about it -** The third important step after two steps of knowing the problem and occurrence of the problem, it is important to know in what way it is going to be tackled to resolve it.

**Step 4: Is it working-** The fourth step after knowing the problem, knowing the reason for its occurrence and what steps are going to be taken for solving the problem, it is essential to know whether it is still working or not

The four steps are essential for solving problem anywhere and everywhere. We shall now take up the four steps in case of the youth of India.

### **Youth and their Problems**

In the present times the youth is facing numerous problems while dealing with their lives. The most common problems are broadly listed below-

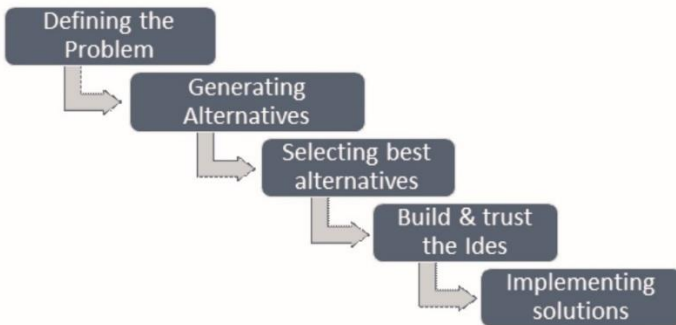
- **Peer-Pressure & Competition-** There is chaotic competition and pressure on the minds of youth. First of all, after passing out their minimum qualified examination at school level, they have to prepare for various entrance tests for getting admitted in the courses of their choice. Once they complete their required qualifications, the next important question is how and where to be placed. Again the youth has to undergo a lot of stress and strain to be placed, even though it may or may not be his/her first preference. Once he/she is placed then the competition comes from the peer group where leg pulling has become the order of the day.

- **Low Self-Esteem** - It is unfortunate that due to polluted economic environment, the youth in the present times is compromising with all obnoxious situations which has adversely damaged his self-esteem.
- **Stress** –Due to demonstration effect and the yawning gap between haves and have not’s, the youths has undergone great stress and strains. The cost of living has gone up exorbitantly whereas the sources of income are quite low. This stress is reflecting on the performance of the youth.
- **Depression** – Continuous peer pressure and competition stress, low level of self-esteem and continuous stress has polluted the minds of the youth and a large number of them have been engrossed in depression that has rendered them jobless and their prestige both at home and outside has been at its lowest ebb.
- **Cyber Addiction-** Within a decade or so the entire youth has become cyber addicted, due to which he has lost interest in productive work rather has become slave to social media and what not.

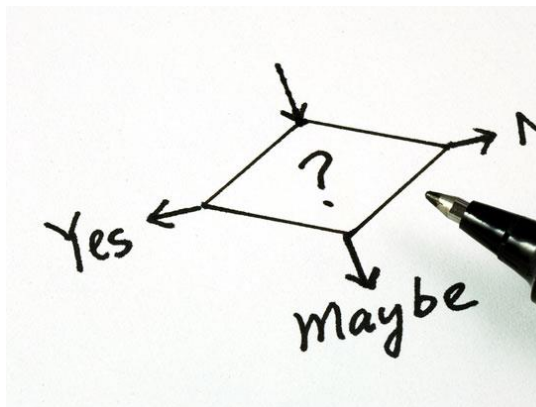
In a nutshell, we can conclude that there is urgent need to give positive direction to our youths by providing them the best possible environment both at home and the workplace.

For solving any problem, the basics steps have been- defining the problem, generating alternatives, selecting best alternatives, build and trust the ideas and implement the solutions. This has been shown in the form of steps as enumerated below:

**Basic Steps involved in Problem Solving-**



**B. DECISION MAKING**



Since Problem Solving process involves critical analytical skills, one of the most essential factors in deciding the effective problem solving process, is the **Decision Making**. Decision Making is a process of selecting a right decision making from the various available alternatives. For example, if a person decides to take a good decision, he/she has to weigh up the positives and negatives of each option, and then critically mull over all the alternatives to select the best one. For effective decisions, a person must have the ability to forecast the outcomes or results of each option available. Based on all these considerations, decision making determines which alternative is the best for a particular situation.

Decision-making is an integral part of modern management because it is essential for making rational decisions which are also considered to be the most important function of management. Decisions making, thus, plays imperative roles as these determine both the organizational and managerial aspects. Decision making is a continuous and indispensable component of management, organization or business activities which are made at every level of management i.e. from top level to the lowest level to achieve organizational or business goals. Further, effective decisions ensure the smooth growth of organization and drivability in terms of services and products offered.

### Steps involved in Effective Decision Making Process-

For taking Effective Decisions in the organization, several steps are required to be taken: (i) Identify the need for the decision.(ii) Collect information or data (iii) Identify various available alternatives. (iv) Analyze through the evidences (v) Select the best decision out of the various alternatives. (vi) Implement the decision. (vii) Last but not the least to take feedback of the decision taker. This is shown as below:

## C. ANALYTICAL SKILLS

After a thorough discussion on Problem Solving and Decision Making, Analytical skill is the third most important ingredient of this chapter. It refers to ability in a person to visualize, articulate & solve both complex and uncomplicated problems, concepts and take decisions that are sensible and based on available information. These Analytical Skills include demonstration of the ability to apply logical thinking to gather and analyze information, design and evaluate solution to problems and accordingly formulate the plan. This type of thinking, also requires, one to compare sets of data from different sources, identifying possible cause and effect relationship and also to draw conclusion from these data-sets for arriving at proper and suitable solution.

### Pre-requisites for better Analytical Skills-

For better analytical skills, the following factors play a significant role while analyzing any data. Some of the significant points must be kept in mind while undertaking analytical skills. (i) First of all, right questions have to be asked so that the information that we collect, is as per the spirit of the analysis that we wish to carry on a specific topic. (ii) It is also essential that one must realize what one does not know so that analysis done is as per requirement (iii) The researcher should not take anything as per its face value, rather he/she should go into depth to collect the appropriate data. (iv) The researcher, for critical skills has not to worth on any assumptions rather it must reveal the true picture.

Thus, the main tips for analytical skills are given in the sequence as below:

- Ask the right questions
- Realize what you don't know
- Don't take what you see at face value
- Make no assumptions
- Turn Information into knowledge

**In a nutshell**, Problem Solving, as its name implies, is related to various solutions to handle a particular problem. It is a technique through which, a group or an individual tries to do something really positive when encountering a problem. Decision making, on the other hand, is a process which is used repeatedly while solving any problem at hand. This is considered a key which helps in arriving at a correct conclusion, while solving a problem. Problem solving is more like an analytical aspect of thinking which provides various alternatives for the solution of the problem. In the Decision making, we use our analytical skills to check the pros & cons of a decision.

**Answer the following to check your understanding:**

1. Last step in process of problem solving is to
  - A. Implement the solution
  - B. Define a problem
  - C. Organizing data
  - D. Build & Trust the Ideas
  
2. Thing to keep in mind while solving a problem is
  - A. Input data
  - B. Output data
  - C. Stored data
  - D. All of above
  
3. Decision making is described as which of the following?
  - A. Deciding what is correct
  - B. Checking the Preferences
  - C. Choosing best among alternatives
  - D. Processing information to completion
  
4. In identifying the problem, a manager \_\_\_\_\_.
  - A. compares the actual state of affairs with the targets he want to achieve
  - B. expects problems to be defined by neon lights
  - C. looks for discrepancies that can be postponed
  - D. will not act when there is pressure to make a decision
  
5. \_\_\_\_\_ includes conveying a decision to those affected and getting their commitment to it.
  - A. selecting an alternative
  - B. evaluating the effectiveness of the decision
  - C. implementing the alternatives
  - D. analysis of alternatives

**Answers:**

- |      |      |      |
|------|------|------|
| 1. A | 2. D | 3. C |
| 4. A | 5. C |      |

**Walk out before you need to jump.**

Once the frog fell in a vessel of the hot water. The Water was still on a gas stove. The frog still did not try to jump out of the vessel, instead just stayed in it. As the temperature of the water started to rise, the frog managed to adjust its body temperature accordingly. As the water started to reach the boiling point, the frog was no longer able to keep up and manage its body temperature according to the water temperature.

The frog tried to jump out of the vessel but with water temperature reaching its boiling point, the frog was not able to bear it and couldn't make it. What was the reason that a frog couldn't make it? Will you blame the hot water for it?

Moral: The frog couldn't make it due to its own inability to decide when it had to jump out. We all need to adjust according to the situations but there are times when we need to face the situation and take the appropriate action when we have the strength to do so before it's too late. Walk out before you need to jump.

## 12 - STRESS & STRAIN MANAGEMENT

Whenever we talk about stress, the first question that comes to our mind, why does stress occur and why is this topic debatable for the professionals. Even the Human Resource Professionals are very keen to know how can stress be handled. In the present times, work-related stress is the biggest threat around the whole world which affects not only the health and well-being of employees but also adversely affects their productivity and hence that of the organization.

Each one of us aspires to be successful and the path to success is not an easy job. In the present world, there

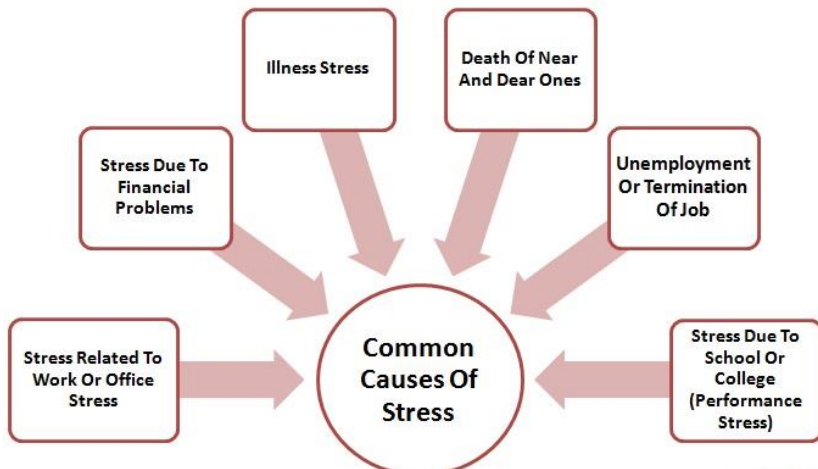
is hardly anyone who has not struggled during his life to reach at the top. Luck is not always support everybody. One has to get up and remain active. Even the most successful persons in this world, have faced failures and become successful after a lot of struggle and hard work. There are some famous celebrities who also have faced depression. One name that comes to our mind is *Deepika Padukone*. She is not only a very famous Actress but has also fought a long period of depression. She opens up her mind to explain the struggles that she has undergone and having lived with it. In fact, she took her





right foot forward established a Center for Mentally sick people. The basic idea is to help those persons who are suffering from depression or mental ailment which she had once.

According to experts, stress occurs because of the fear of failing. Fear of failure creates pressure in our mind and resists us from moving forward. Even we stop trying, after experiencing setbacks and failures because we believe that we were unsuccessful in the past and shall always be unsuccessful. We can say, **Stress is the feeling of being under too much mental or emotional pressure.** Pressure turns into stress which we are unable to cope up. Stress, not only affects our mental health but also affects our body.



Chronic stress like long working hours, stressful situations at work or having arguments at home etc can adversely affect our brain size, its structure, and functioning. For Instance, if we cannot hold the glass of water straight for a long period of time, how can we hold stress for long period of time? Obviously, it will lead to health problems because our body is not built to take the chronic stress. Every person reacts to stress in different ways and means and it is also possible that the situation which is stressful to one person may be motivating to the other person.

Stress is not always bad as it can also help one work hard but continuous stress actually changes our body and mind. Some of the psychological experts say that when we are performing the best at our own level, during that time we are motivated by stress which testifies that stress does not always have to be negative if it is handled in a right way.

Stress begins with something called the Hypothalamus Pituitary Adrenal Axis (HPA).When our brain detects stressful situation then HPA instantly gets

activated and releases the hormone called Cortisol which makes the body to instant reaction.

## Types of Stress:

There are two types of stress, one is **Eustress** and other is **Distress**.

- **Eustress** is good for the growth of a person. Even the most difficult tasks become possible when the person is under Eustress because it motivates the person and improves his/her performance. When we are in danger, eustress helps us to respond quickly, for example playing competitive sports, speaking in public etc.
- **Distress** is not good for growth of a person, if it is a long term stress. It decreases the performance of a person and harms him/her mentally and physically, for example the death of someone in the family, illness, accident etc.

## Sign and Symptoms of Stress

There are lot of Mental and Emotional Disorders which are related to stress including Cardiac Disorders, Hypertension, Immune System, Disturbance etc. There may be Cognitive Symptoms, Emotional Symptoms, Physical and Behavioural symptoms.

### Cognitive symptoms

- People have negative feelings all the time
- People are less focused on the work
- People have poor judgement and are unable to concentrate
- People are affected with bipolar disorder

### Emotional symptoms

- People feel frustrated and irritated
- People feel fatigue
- People find difficulty in tracking things
- People change their sleeping and eating habits

### Physical symptoms

- People feel discomfort in chest and their heartbeat becomes erratic
- People suffer from continuous headache
- People suffer from diarrhea, constipation, nausea etc.
- People find difficulty in swallowing because of dryness in their mouth

## Behavioral symptoms

- People start using alcohol, cigarettes, or drugs
- People develop the habit of nail biting and shaking hands
- People start withdrawing from others
- People have mood swings

## Measures to control Anxiety and Stress:

In the present times it is very difficult to remain Stress-Free. Lot of work, family pressure, and other commitments need attention of the people. One has to give time to improve one's mental and physical health. There are some ways and means through which one can manage stress and anxiety. These are broadly given below-

- These are some important techniques that one should learn to reduce stress. The most important method of reducing stress is to sit in peace or meditate or observe one's breathing. In other words for controlling stress, Yoga should be practiced daily, apart from it music therapy for some or social media f

### Five Habits of Managing

- Know how to relax
- Eat right and exercise often regularly
- Get enough sleep
- Manage time effectively
- Have a good sense of humor



or other may control their stress or strains.

- Healthy food also plays an important role in one's stress-free life. The best advice is not to skip any meal and keep energy-boosting snacks on hand for filling gaps. Meals must contain vegetables, fruits, whole grains and lean protein for energy. Junk food should be prohibited to the people who wish to control stress because it has a very low nutritive value.
- Always maintain a positive attitude and also make an effort to replace negative thoughts with positive ones. Is your glass half-empty or half-full? This question may reflect your personality to show whether you are

optimistic or pessimistic — and it may even affect your health accordingly. Some studies show that these personality traits - optimism and pessimism can affect one's health in many ways. The positive thinking usually comes with optimism which is the key to control stressful life.

- If one is under stress, one requires additional sleep and rest so that he/she gets the required sleep which is the requirement of body. When we sleep, our body regains energy and we feel happy, active and relaxed.
- Daily exercise helps one to feel good and relaxed in the stressful situations and maintain one's sound health. During stress, our muscles shrink get tired and we start feeling agitated which can enhance our stress further. So one should go for exercise daily for at least 30 minutes to help ourselves to control stress.



- Acupressure reduces stress and anxiety. It relaxes a person, improves one's sleep and helps develop a growing sense of inner calm and control which flows over into all areas of one's life.
- Relax one's muscles when the person is under stress because during stress our muscles get tense. Under this situation, receiving good massages and taking a hot bath or shower help one to control stress.
- Sometimes, we get stressed due to small issues, in that case, we have to find ways to handle it. The present world is under great stress because people are very busy and livelihood has become so difficult that one is always working extra time to get sufficient money to run their house nicely but this extra effort puts extra mental and physical burden due to which people are under stress.
- People must allocate time for their hobbies. They must do something each day so that they may feel good to get relief from their stress.
- It is also essential that people must have sufficient free time for themselves in every week as there is need to break the monotony of doing a particular job throughout the week.
- If things are bothering one then one should talk to one's family members, friends, doctors, or a therapists.
- Laughing is the best therapy to reduce stress.

## Positive Effects of Laughter:

- **Hormones:** Laughter reduces the level of stress hormones like cortisol and adrenaline.
- **Physical Release:** The “laugh until you cry” syndrome.
- **Internal Workout:** Works the abs. “Laugh until it hurts” syndrome.
- **Distraction:** Laughter brings the focus away from anger, guilt, stress and negative emotions.\*
- **Perspective:** We view stressful events as either a “threat” or a “challenge.” Humor can help us view these events as “challenges,” making them less threatening and more positive. See *cognitive reframing*.\*
- **Social Benefits:** Laughter connects people, just like smiling or kindness. Laughter is also contagious.

### What’s causing Work Stress?

When pursuing a career or entering the workforce, you can expect to deal with all sorts of stress – and it comes from all sides. You might face stress from your boss, your coworkers, the corporation or business itself, and much more. Here’s a rundown of the stress that most people face in their career or work situation.

• DIFFICULT PEOPLE	• UNREASONABLE DEMANDS
• JOB LOSS & FINANCIAL STRESS	• STRESSFUL JOBS BY NATURE

### How to Bust Work Stress?

Every job is going to be stressful at some point. Whether you are working on a tight deadline or facing a make-or-break situation, here are a few ways that you can alleviate stress, at least to some extent.

• MAKE THE MOST OF WORKDAY BREAKS	• HAVE A PLACE TO VENT
• WALK AWAY	• STAY REASONABLE.

### Resources and Tools for Stress Management

Each person has different types of stressors. What bothers one person might not bother another. What seems overwhelming to one might be perfectly manageable to another. But when it comes to your particular kind of stress, you know when you feel it – and you know when it’s becoming serious. These stress reduction techniques can help anyone, no matter the situation. Relaxation

1.	Acknowledge your feelings and keep a journal – not a formal one but one where you can keep notes and thoughts.
2.	Prioritize and tackle the easiest things first. This makes the list shorter.
3.	Break it down into pieces. Set realistic and manageable goals.
4.	Breathe, deeply.
5.	Take a break and focus on something else for a while.
6.	Do something that you enjoy – draw, write a letter, cook, or call a friend
7.	Workout – go for a run, a walk, or take an exercise class
8.	Meditate – just 3-5 minutes can help change your perspective
9.	Think positive, reframe the negative.
10.	Visualize a place where you feel calm.

Techniques and Tools.

### **Managing student behaviours**

Positive student behaviours are best developed and supported through:

- relationship-based whole-school practices
- classroom practices
- clearly communicated behavioural expectations.

Some students present challenging behaviour and require extra support and interventions to address this behaviour and to develop positive behaviours. Behaviour expectations, approaches to promoting positive behaviour, and consequences for breaching behavioural expectations should be set out in a school’s ‘Student engagement policy’.

### **What’s challenging student or employee behaviour?**

Schools have the ability to define their own set of behavioural expectations, so there is no common set of behaviours that can be universally regarded as challenging. In most schools and for most teachers, challenging behaviour can

generally be understood as something that either interferes with the safety or learning of the student or other students, or interferes with the safety of school staff.

**Examples of challenging behaviour include:**

<ul style="list-style-type: none"> <li>Withdrawn behaviours such as shyness, rocking, staring, anxiety, school phobia, truancy, social isolation or hand flapping</li> </ul>	<ul style="list-style-type: none"> <li>Disruptive behaviours such as being out-of-seat, calling out in class, tantrums, swearing, screaming or refusing to follow instructions</li> </ul>
<ul style="list-style-type: none"> <li>Violent and/or unsafe behaviours such as head banging, kicking, biting, punching, fighting, running away, smashing equipment or furniture/fixtures</li> </ul>	<ul style="list-style-type: none"> <li>Inappropriate social behaviours such as inappropriate conversations, stealing, being over-affectionate, inappropriate touching or masturbation.</li> </ul>

**What influences on student behaviour**

There are many potential influences on student behaviour, and many factors that can lead to behaviour that is challenging for schools to deal with. These include:

- biophysical factors, such as medical conditions or disabilities
- psychological factors, including emotional trauma or lack of social skills
- behavioural/social factors, including where a student’s problem behaviour has been learned through reinforcement, consequences or adaptation to social practices.
- student group dynamics, such as bullying and teasing, cliques or student apathy or hostility.
- environmental factors, for example the level of classroom noise or classroom seating arrangements
- classroom organization issues, such as inconsistent routines, inadequate materials or obliviousness to cultural differences

In many cases, there is no single “cause” of challenging behaviour, but it is the result of several factors operating in combination.

In a nutshell, *one has to control stress by controlling one's too many desires or choices. For that, a little practice and effort has to be made in our life. But once we start, we may get surprising results. We must therefore remember that without obstacles, we cannot learn lessons in our life. People who are successful today also face several obstacles during their times. So the crux of the problem is that next time when we feel stressful in our life, it is better to remind ourselves that sometimes failures are just the first step towards achieving success.*

**Answer the following to check your understanding:**

1. **Stress cannot only affect your health, but can also affect other aspects of your life. What else can be affected by stress?**
  - a. Family relationships
  - b. Work performance
  - c. Your attention to safety
  - d. All of the above
2. **Which of these is an effective way to deal with stress?**
  - a. Meditation
  - b. Exercise
  - c. Talking with friends
  - d. All of the above
3. **Stress is defined as**
  - a. Negative thoughts and feelings
  - b. Reaction to outside stimulus
  - c. Ups and downs in life
  - d. Increased energy and heightened awareness.
4. **Stress management is about learning**
  - a. How to avoid the pressures of life
  - b. How to develop skills that would increase our body's adjustment when we are subjected to the pressures of life
  - c. Both 'A' & 'B' are true
  - d. None of the above
5. **Which of the following are the physical symptoms of Stress**
  - a. Racing Heart
  - b. Sweaty palms
  - c. Flushed cheeks
  - d. All of the above

**Answers:-D 2. B 3. B 4. D**



## 13 - PASSION & GOAL SETTING

### A. PASSION

**Passion** is an eager interest for a proposal, cause, discovery, activity or love – to a feeling of un-usual excitement, zeal or compelling emotion, a positive affinity or love, towards the subject that gives one a sense of satisfaction and happiness. That way, passion is a very robust feeling that drives one’s creativity and has love for it. Passion could be anything, may be relating to person or any material item, may be any activity or may be career but an intense emotion, a compelling enthusiasm or desire for something to know more about it and pursue it.

In a layman’s language, passion can be defined as an intense love towards an item, person or subject for which the individual can go to any extent for achieving it. Without passion, success can never be achieved. In order to excel in life, one has to be passionate. History shows that only passionate people have tasted success in life. In all the fields like Music, Movies, Science, Technology, Business, Sports and various professions, the mantra for success is ‘**Passion**’.

In today’s chaotic or cut-throat competitive world, to reach and remain on top, one has to be passionate about the work as one can not reach the zenith of success by adopting half-hearted approach. All these people and people like them had one thing in common i.e. they were all extremely passionate in their respective field and they had a burning desire to work more and more in the field of their passion and to excel . They were all visionaries and had the ability



to work against all the odds only because the fire of passion in them made them to achieve and learn more for excellence.

Passionate people always look at the brighter side of life. When the going gets rough, they keep going and they keep trying till they succeed.

Some people realize their passion at a very young age, set a benchmark while others realize their passion by seeing or experiencing as a life changing event, for example, meeting an influential or successful person, reading an inspirational book or watching a motivational movie etc.

Passion means getting mad about a particular objective or activity or profession. Passionate people walk that extra mile to pursue what they love and strive for it. They work round the clock and believe in the fact that ‘Where there is a will, there is a way’. There are no fixed working hours for them. They do not consider their work as hard work because they enjoy every bit of it. Passionate people are full of ideas and they have a very fertile brain. They either do new things or they do existing things in a new way. They have thus, limitless energy and can go to any extent to achieve their set goals.

Passionate people are never afraid of taking initiative and risk. They plunge into uncertainties of this dynamic world and come out with a success by resorting to innovative techniques. They tread into those areas where even angels fear to go. They are not bogged down by failures and are always self-motivated. Further, passionate people have open and flexible mind. They support others and are not ashamed of taking help from others because their basic objective is to succeed.



## A. GOAL SETTING

**Goal Setting** is considered as the first step in the long journey towards success. It plays a pivotal role in the success of an individual or an organization. Goal is considered as a destination where people or organizations must reach in order to achieve success. Goals also define one’s milestone for future endeavours but these have to be set smartly and must be quantifiable, correct, reasonable, genuine and time bound. After setting the goals, one must push one’s all energies out to achieve the goals. On the completion of goal, one should not become complacent and must not rest one’s past glory or laurels. In fact, one should make a sincere analysis of the results derived and also put in efforts to

identify the shortfalls, if any and then should try to remove them and march to the next step.

Goals are required to be set up by every individual and organization for success. As it guides the people and the organization so that it takes them towards the right direction. Without setting goals, any individual or organization is bound to suffer and remain in the vicious circle of problems.

That way, goal setting or target setting is the first step which should be followed in every field of life and also help the organization in performing its functions in terms of staffing, directing, coordinating and controlling.

### **Steps for Goal Setting:**

Let us now study the steps for goal setting and their importance that an individual or organization takes while performing economic activity or a piece of work. The main steps are:

- 1. Environmental Scanning:** The Goals of an individual or organization should not be ambiguous, unrealistic and unachievable because these shall result into disappointment and misery if not achieved. In case of failures the confidence level of the individual or of the organization shall be adversely affected. While performing any economic activity or carrying any piece of work, the individual or the organization must analyse the environmental aspect or go for environment scanning before taking any venture into hand.
- 2. Goal Setting:** The Goals of an individual or organization should be objective and to the point so that these may be easily understood by all. While fixing goals, the element of ‘flexibility’ should be its inherent part. It is very important because both individuals and organizations work in an ever-changing and extremely complex environment.
- 3. Implementation:** The next step after goals setting is the implementation of these goals by allotting time frame. We know that environment changes as per demographic features, technological advancement, social setups, political climate and legal framework. Under these environments, there are several Domestic, National & International factors also which are interdependent in nature and have serious impact on the environment and consequently on the working of the individuals and the organizations which are operating in these environments.
- 4. Evaluation & Control:** The next step in goal setting is to ensure that proper monitoring and supervision is done to ensure the achievements of goal. There should be regular evaluation cum appraisal of the

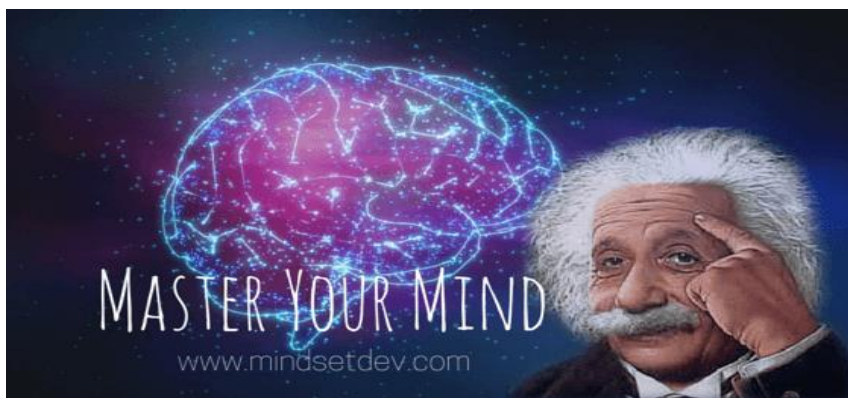
project and also to control and command as and when required for the smooth working of the project and to obtain desired results.

- 5. Designing Modified, Revised & Flexible Goals for Next Stage:** Last but not the least for future development the individual and organization should continue designing, modified, revised and flexible goals. So, if our goal is not flexible enough to incorporate the changes in the above mentioned environments, then we are bound to fall straight and will be thrown out of the competition.

### **Meaningless Goals.**

A farmer had a dog who used to sit by the roadside waiting for vehicles to come around. As soon as one came he would run down the road, barking and trying to overtake it. One day a neighbor asked the farmer “Do you think your dog is ever going to catch a car?” The farmer replied, “That is not what bothers me. What bothers me is what he would do if he ever caught one.” Many people in life behave like that dog who is pursuing meaningless goals.

## 14 – ACHIEVING SUCCESS WITH MIND POWER



Human mind is a complex being in the human body which has the ability to restore, imprint and implement everything that we visualize. Every instruction passed to the brain/human mind acknowledges it and works towards it.

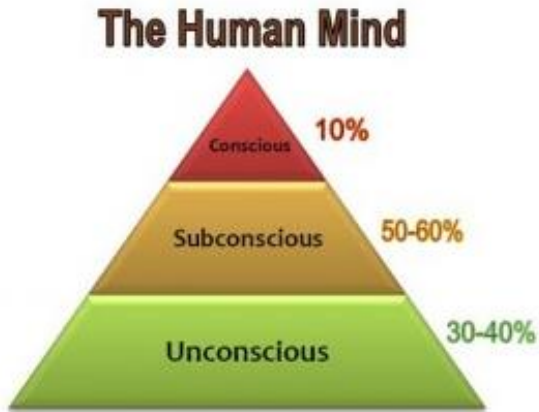
The human mind plays a very important role in achieving success in day to day life. To achieve anything it is important to use the mind power and to know exactly what it is, how it is and what an individual wants. In order to focus your mind and give a direction to work on an individual's needs specific goal that works like an instruction to the brain to perform and assimilate certain tasks.

Mind power is one of the strongest and most valuable powers we possess. This power consists of our thoughts. The views that pass through our mind are accountable for everything that happens in our life. Our major thoughts sway our behaviour and attitude and govern our actions and reactions. As our thoughts are, so is our life.

Mind works like a manufacturing unit whatever input is given to it, it starts to work and make things concrete without making a judgement of good and bad. All that matters is the input, product and production process.

The concept of three levels of mind is nothing new. Sigmund Freud, the famous Austrian psychologist was the first to propagate it into mainstream society as we know it today.

The best way to demonstrate the concept of the three minds is by using a triangle. If you see at the very tip of the triangle is our conscious mind. It inhabits only a small portion of space at the top, a bit like an iceberg where only a fraction of it is showing above the water. It most likely represents about 10% of your mind capacity.



Below this is a somewhat bigger section that Freud called the preconscious, or what some refer to as the subconscious. It is much larger than the conscious mind and accounts for around 50-60% of your brain proficiencies.

The section below this is the unconscious mind. It subjugates the whole width of the base of the triangle and fills out the other 30-40% of the triangle. It is vast and deep and largely inaccessible to conscious thought, a bit like the dark depths of the ocean.

The following analogy may help to clarify the concept of how the three minds work a little more.

If you imagine you mind is like a computer ...

Our conscious mind is best symbolized by the keyboard and monitor. Data is entered on the keyboard and the results are thrown up on the monitor screen. Likewise, our conscious mind works – data is taken in via some external or internal stimulus from our surroundings and the results are thrown up rapidly into our cognizance.

Our subconscious is like the RAM in our computer. Some of us we do not know about RAM, It is the place in a computer where programs and data that are currently in use are kept so they can easily be reached quickly by the CPU. It is much faster than other types of memory, such as the hard disk or CD-ROM. Our subconscious works in the same way. Any new memories are stored there for quick recall when needed, for example, the name of a person you just met. It also holds your current programs that you run every day, such as your current recurring thoughts, behavior patterns, habits, and feelings.

Our unconscious is like the hard disk drive in our computer. It is the long term

storage place for all our memories and programs that have been installed since birth. Our unconscious mind then uses these programs to make logic of all the data we receive from the world and to keep us safe and ensure our existence. The rationality of these two minds is that if it worked in the past and we survived, then it will help us get through similar situations by the same means, no matter how painful, and contrary the results may be personally in the external world.

“Mind is not only daily made, but hourly made. In every minute it changes its colour and shape like a chameleon. It is very wavering and unsteady (**Chanchalam and Asthiram**)” by **Sri Swami Sivananda**

**The Power of Subconscious Mind:** If we want to experience the fullness of life, we must change our design. To change our design we must control our subconscious mind so we can re-design our old limitations and beliefs.

We are all born with tremendous power. That power is in the subconscious mind. We must develop positive thoughts and beliefs to support our goals with the help of the power of subconscious mind. This is very important. Without strong positive thoughts and beliefs our subconscious mind won't react and we won't be able to reap the benefits of functioning mind power. By carrying strong, supportive beliefs, you re-train your mind and you train the power of your subconscious mind to attract more positive situation.

Negative thoughts lead to negative beliefs which in turn lead to attracting negative energy towards us. By thinking negative thoughts we direct our subconscious to attract negative situations towards ourselves, that attracting the positive.

Always believe that we can and we will. Our mind power will lead us towards success if we believe in it. We should never give up and never stop believing in ourselves. Success is never too far only when we believe in it.

Another aspect of mind which help us to attract success is visualization that is too creative visualization.

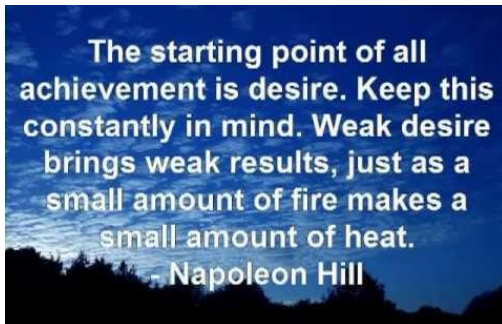
**Visualization** is the process of purposefully creating intense mental imagery in order to affect beneficial psychological changes. It is a kind of rehearsal that is continuously performed in the mind. We can recall most of these memories by visualization of sceneries of certain goal and your subconscious mind acts upon it. The reason for this is that your subconscious mind is unable to differentiate both real world experience and imaginary situation.

**Creative visualization** is an unbelievable yet powerful technique. It can be observed as a rehearsal that we repeatedly conduct in our mind. In doing so, it

helps us to use our imagination to induce positive changes in our life. If adapted precisely, the power of visualization can transform our life. It will aid us in attracting to our life what we have ever dreamt of.

### **The Power of Creative Visualization**

It can guide us to lead our thoughts and to drive all our actions towards one goal. That will lead us to live our life with more certainty, focus & purpose. Visualization is an unbelievable technique to use the creative force of our thoughts. It enables us to drive this powerful force to improve every aspect of our life. Every individual who is happy visualizes it, be it unconsciously or consciously. This will introduce us to the magnificent power of creative visualization. It shows us what visualization is and how we can use it to induce beneficial changes in our lives. Hence, one must use creative visualization to transform life!



### **Visualize success:**

Visualizing success can be extraordinarily powerful for pursuing goals. It is something that top performers habitually do before pursuing their goals. Many of them visualize in detail that they intend to succeed long before they start action. If you

visualize it to be the greatest, it provides impressive results.

### **Four Steps of visualizing success-**

1. Break or subdivide the goal in smaller segments.
2. Once you divided your goal in smaller segments then complete each segment successfully. For example, to become a doctor, you first have to clear your 10<sup>th</sup> then +12 and then further examinations.
3. Let us visualize the outcome of the first Sub-Goal. To visualize success, it is significant to create a strongly detailed experience. Visualize each & every little detail. Don't only see yourself winning; rather visualize your full domain. Visualize the people around you react, perform and behave. Illustrate every action of the entire situation. Visualize the complete event from start to end.
4. You can spend visualizing each goal for about 10 to 15 minutes, or longer. After you've finished visualizing one goal, start with the next one.

**Creative visualization uses the supremacy of the mind, and is the power**



## behind every victory

Creative visualization leads to its outcome of success. It helps to channelize the thoughts into one direction. Before you act just visualize the situation. You will get the possible outcomes of the situations and therefore you know how to react. One of the special skills of the great leaders is that they visualize the situation before they act. That makes them different from all others. So visualization is the most powerful asset if used in positive manner. One can change the life by applying it into their day to day life.

### In Nutshell:

*To achieve or accomplish any task, it is important to use mind power and proper focus on goal. Always believe in 'we can & we will'. Develop positive thoughts and beliefs to support your goal. Creative visualization leads to outcome of a path success. Visualization is key to open the lock of success. It acts like a blueprint of our thoughts which helps to have more focused and practical life. The visualization has a very positive impact on our day to day life. It has been very effective method to lead propose life. Visualization will help one in attaining what he/she has ever dreamt of. So develop positive thought and believe that you can do it and you will definitely achieve it.*



### Fill in the blanks to check your understanding:

1. Conscious of mind is awareness of \_\_\_\_\_moment.
2. The mind can spend visualizing each goal for about \_\_\_\_\_minutes.
3. The \_\_\_\_\_mind is a powerful tool containing important information.
4. The \_\_\_\_\_mind is very powerful and can attract positive energy.

#### **The False Human Belief**

**As a man was passing the elephants, he suddenly stopped, confused by the fact that these huge creatures were being held by only a small rope tied to their front leg. No chains, no cages. It was obvious that the elephants could, at anytime can break away from their bonds but for some reason, they did not.**

**He saw a trainer nearby and asked why these animals just stood there and made no attempt to get away. "Well," trainer said, "when they are very young and much smaller we use the same size rope to tie them and, at that age, it's enough to hold them. As they grow up, they are conditioned to believe they cannot break away. They believe the rope can still hold them, so they never try to break free." The man was amazed. These animals could at any time break free from their bonds but because they believed they couldn't, they were stuck right where they were.**

**Like the elephants, how many of us go through life hanging onto a belief that we cannot do something, simply because we failed at it once before?**

## 15 – INNOVATION TO IMPLEMENTATION

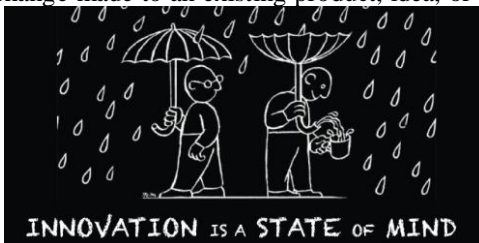
All humans who think and imagine the craziest of ideas are creative. But how many of these imaginations are turned into innovation, it is a matter of concern. Only a few of them which we consider as Creativity. Creative thinking, thus provides an un-orthodox solution to the problems or situations with fresh perspective and presenting that perspective in such a way that brings out a meaningful result. This skill teaches a variety of skills that can be applied to any situation in life which calls for reflection, analysis and planning.

Many people think that in this eventful world, they do not have the time for creativity. But in reality, the brain is continuously on thinking process. One does not need extra time to think creative. Inventing innovative ideas does not take a lot of time but it requires a bit of focus. People should know how they can utilize their free time in an appropriate manner. The moment, we start questioning ourselves, creativity is fired up. When we are trained to work creatively, the best ideas shall occur in our mind whereas we expect the least. Being able to pay close attention is much more important than devoting a lot of time.

We cannot force anyone to think creative. Idea can strike anybody at anytime and anywhere, but important aspect is to register that idea. The creative process starts with design, brain-storming, sessions, thinking, resorting to research through vision and ideas and inspiration. All these aspects are inter-dependent on each other.

### INNOVATION

Before we discuss innovation, it is imperative to draw distinction between Inventions and Innovations. These two terms appear to be *synonymous but in reality these two have different meaning. In other words, these two terms overlap semantically but are quite distinct from each other.* Innovation, for its part, refers to something new or a change made to an existing product, idea, or field, to which we call invention. One might say that the first telephone was an invention, however the first cellular phone and the first smart-phone shall be called as an Innovation. Studies have confirmed that all businesses want to be more innovative.



One survey identified that almost 90 per cent of businesses believe that innovation is a priority for them. Talking about innovation, we can take the example of food industry. We all like to dine at 5 Star or 7 Star Hotels or Restaurants as compared to normal eating Joints. But what is the difference!!! It is nothing but the innovative way of presentation of food that gives us pleasure in seeing it before we actually taste it. With their innovative ideas of presentation, they sell their dish for a much



higher price. Hence, innovation can act as a very strong marketing strategy as well. To be specific if idea is added by creativity and further added by execution, it becomes Innovation. Thus, **Idea + Creativity + Execution = Innovation**. Bill Bernbach, Co-Founder, Doyle Dane Bernbach has aptly remarked *“An idea can turn to dust or magic, depending on the talent that rubs against it.”*

By Creativity, we mean thinking up new things whereas **Innovation** means doing new things. Innovation may be defined as exploring new ideas, leading to the creation of a new product, process or service. Innovation also means discovering new technology and employing out-of-the-box thinking to generate new values and to bring significant changes in society.



**While creativity is about new ideas, innovation is the profitable implementation of these ideas.**

*In a nutshell, it is very rightly said that if we are not failing that means we are not doing things innovatively. Hence, in today's competitive world, if one wants to survive and excel in life, one must do things creatively. Further, implementing the creative idea is more important than thinking something*

*creatively as it has no value till it gets implemented. So, be creative and innovative in your approaches to life.*

## **16 - IDEA TO REALITY– ENTREPRENEURSHIP**

An Entrepreneur is different from a producer or an organizer. The organizer is running venture by hiring various factors of production without taking any initiative or risk. In other words, he/she is running his/her venture on traditional principles.

On the other hand, an Entrepreneur or enterprise is a person who is pro-active and has the potential to take initiative to set up a business or businesses, has the capacity to takes risks in the dynamic world of uncertainties. Further, an entrepreneur is a versatile and seasoned leader of the entire team of enterprise, who has comprehensive knowledge and willing to introduce, innovations with latest technology in the venture. Last but not the least, the entrepreneur takes rational decisions with assertiveness and ensure profitability in his/her venture.

Now the question arises, how to differentiate between a businessman and an entrepreneur? This can be understood with an example. We plan to go out on a journey in our car, how can we plan it? One option is to be more cautious, secured, following a very smooth road and driving on a normal speed. The other option is take risks, choosing an adventurous path, driving fast and venturing into unknown routes to make one's own route and reach earlier. This example fits in business profession as well where one can either choose a secured known path by adopting the old pattern or be more risk-taker by introducing new ideas and strategies. The first attitude shall represent the typical businessman's point of view while the second one, shall truly express the entrepreneur's soul.

## Mission Success

India is a country with tremendous opportunities and success stories. A poor child grew up in India with insufficient food to eat and used to sit all through night looking at moon, wondering how people, can ever go over the moon. This child had no idea that one day with 500 dollar in his pocket, he will make it possible to enter a place which is unknown to him. A boy, who is not one of them, a boy who does not speak their language, finally entered the world of



space. That Indian boy has set milestone by setting up the first ever private company to be landing on the moon. The boy in the story is **Naveen Jain**, a Business Executive, Entrepreneur, Founder and Former CEO of Info Space and Co-Founder of Moon Express, where currently he is a **Chairman**. Info Space has become one of the largest internet companies in the American Northwest. During one of his TED Talk speech, Naveen said “Leave better children for your country rather than leaving better country for children”.

But, before we step into the world of entrepreneurship, we need to address a few questions:

How to get started if we are one of the above?

### 1) Bootstrapping:

Collecting funds for oneself or ourselves, also known as bootstrapping. It is an effective way of start up financing, especially when one or we are just setting up a business. New entrepreneurs have very often trouble getting funds. So, either one or we can invest from our own savings or can borrow money from our family members or friends.

### 2) Crowd funding:

It is one of the newer ways of funding a new idea/ startup. It is just like taking a loan, pre-order, contribution or investments from more than one person/company at the same time.

**3) Get Angel Investors:** Angel Investors (**AI**) are persons who have abundance of money in surplus. These Angel Investors work in groups as well to screen the proposals together before investing money. Angel Investors have helped Google, Yahoo and Alibaba in starting up the businesses. This form of

investment generally exists in a company's early stages of growth in which investors expect upto 30% equity.

**4) Venture Capital (VC)** are professionally managed funds who invest in companies with huge potentials. They usually invest in a business against equity and exit when there is an IPO or an acquisition. Venture Capital provides expert opinions, advice, mentorship and acts as a litmus test of where the organisation is going, evaluating the business from the sustainability and scalability point of view.

#### **5) Business Incubators & Accelerators:**

It can be considered as a funding option available for businesses at an early stage in the form of Incubator and Accelerator programs. These programs help thousands of start up businesses every year and are found in every major city of India. There are a few fundamental differences between the two. Incubators act as parent to a child, who nurtures the business providing shelter tools and training and network to a business, and also help, assist, nurture a business to walk. On the other, accelerator helps in running and taking a giant leap.

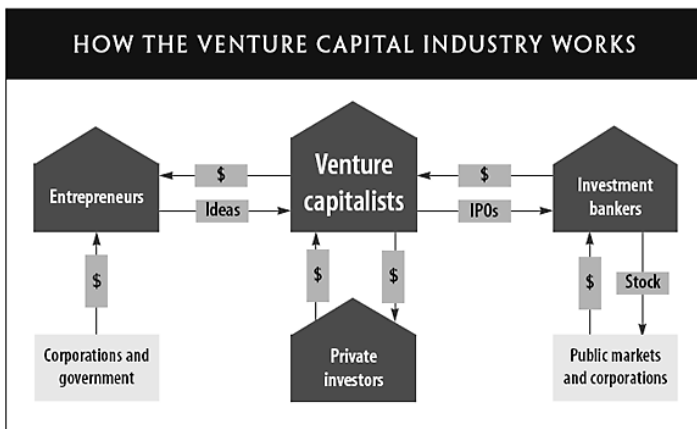
#### **6) Bank Loans:**

Usually, banks are the first place to which the entrepreneurs approach when planning about funding. The bank generally facilitates business customer with two types of financing or funding. One is working capital loan, and other is funding. Working Capital loan is the type of loan required to run one complete cycle of revenue generating operations, and the limit is usually decided by hypothecating stocks and debtors. Funding from bank would involve the usual process of sharing the business plan and the valuation details, along with the project report, based on which the loan is sanctioned.

#### **7) Loans from Microfinance Facilitators or Non Banking Financial Companies (NBFCs):**



What is the other option if one does not qualify for a bank loan? There is still an option and that is Micro Financing or Non-Banking Financial Companies. In simple sense, it is access to financial services to those who would not have access to conventional banking services. It is becoming popular for those whose requirements are a few and credit ratings are not favoured by bank.



### 8) Government Programs That Offer Startup Capital:

Source: <http://techcircle.vccircle.com/2015/10/14/indian-startups-benefit-from-rapid-surge-in-investor-count/>

### a) MUDRA (Micro Units Development and Refinance Agency Limited)

In order to extend benefits to around 10 lakhs, Small Scale Enterprises (SMEs), the scheme starts with an initial corpus of Rs. 20,000 crores. The approachable institutions for this program are as follows:

1. Scheduled Commercial Banks (Public/Private)
2. Regional Rural Banks (RRBs)
3. Scheduled Urban Co-operative Banks
4. State Co-operative Banks
5. Micro Financial Institutions- MFIs (like BNFCs, Societies, Trusts)

### Mudra Card

Mudra Card, is similar to the credit card. The limit of one's Mudra Card will be 10% of the loan one has been granted.

### b) Startup India:

Startup India is another initiative to promote entrepreneurship among SCs, STs and Women by providing finances to them from Rs 10 Lac to 100 Lacs in their establishing new Business.



Source: <http://taxguru.in/finance/startup-india-whats-startups.html>

### How to Raise Money for Business

Besides above, there are a few more channels from where we can raise funds for business.

- **Product Pre-sale:** Selling one's products before it is launched is an often-overlooked and highly effective way to raise the money needed for financing one's business. Remember how Apple & Samsung start pre-orders of their products well ahead of their official launch? It is a

great way  
to improve cash  
flow and prepare  
oneself for the  
consumer demand.



- **Selling**

**Assets:** Selling

assets is not that  
easy step to raise

funds for the business. For a businessman, it may be a last resort. Even if funds are raised by disposing of assets, the businessman can meet only cash requirements for short period. It can never be a solution in business for long period. It is also suggested that by selling assets you can meet your crisis and soon as your financial position becomes comfortable, one may buy back the assets.

- **Credit Cards:** A Business credit cards are among the most readily available method to finance a start up and is the quickest way to get instant money. If one is a new to a business and does not have to incur with expenses, one can use a credit card and keep paying the minimum payment. However, keeping in mind that the interest amount or cost on the cards can add up quickly, and carrying that debt can be detrimental to a business owner's credit.

*In a nutshell, we can conclude that India has tremendous opportunities and success stories. Setting up a business or businesses, taking on financial risks in the hope of profit is termed as Entrepreneurship which has to answer a few questions. That is initial requirement of market analysis and financial management. This analysis carried above also explain the ways and means to collect funds for start-ups like Bootstrapping, Venture Capital, Bank Loan, Crowd Funding, Angel Investors, Start-up India schemes etc. Stand up India is aimed to promote entrepreneurship amongst Scheduled Castes, Scheduled Tribes and Women entrepreneurs by providing finances ranging from Rs 10 Lacs to 100 Lacs for establishing new business. With such growing entrepreneurship culture, a supportive new pro-active Government, availability of finances in India, the world's biggest democracy etc. all these factors combined together or poised for robust economic performance.*



## 17- EMPLOYABILITY SKILLS

The rise in literacy rate and the standard of education of the general masses has widened the knowledge, skills and above all mental horizon of the people which has led to the increasing popularity of various jobs amongst the younger generation. Throughout the world, large number of people has achieved higher academic qualifications and skills. The point of differentiation among them is due to individual competitive advantage that how a person has developed better employability skills and suitability to a particular job. Only a few people believe that it is important to develop employability skills. Once they have a job at hand, they are not worried for developing employability skills. Now what is the meaning of the employability skills and why are these important?

**Employability Skills are defined as the transferable skills needed by an individual to make himself/herself 'employable'. Along with good technical understanding and subject knowledge, employers often outline a set of skills that they want from an employee.**

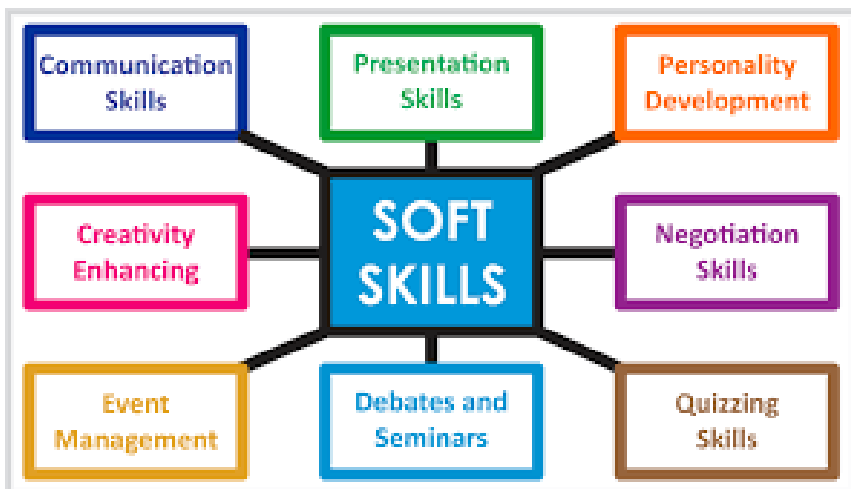
Employers are often looking for skills that go beyond qualifications and experience. Although our educational qualifications and experience may make one eligible to apply for a job, but weather to be successful in that job, we need to exhibit a mix of skills- i.e.- 'Employability Skills'. That means the role of soft skills is not less than that of specialized technical skills associated with different roles.

Employability skills framework is exhibited below stating that commercial awareness and enterprise skills can be enhanced through effective planning and organizational abilities which can further be facilitated through working under pressure for accomplishing the job by meeting the deadlines. It is further dependent on team work, communication and interpersonal skills which can be enhanced by analyzing and problem solving techniques including valuing diversity, individual differences and global awareness.

At present, in Global Job market, jobs are no longer guaranteed for life and employees have to develop their employability skills, if they wish to remain in the market. Seeking opportunities through on-the-job learning or through training and development experiences are critical for maintaining high employability opportunities while in job. The benefit of maintaining and continuation in the job enhances the chances for promotion and financial stability. A high level of employability is related with higher level of performance which is one of the most valid job security strategies that an employee can have and due to which he/she can achieve success. Although, there are no guarantees in this world regarding the continuation of job in an

organization, but whenever an organization decides to shunt out the services of some employees, obviously a weak performer shall be the first one to leave. Consciously, developing employability skills is an important process which is not a cup of tea for many people. Some time in our work-place, we often hear from an employee that, “I am just a management assistant” or “I am just working at a pizza shop.” After observing many people working in different jobs, it is not incorrect to say that there is never a situation where what we are doing is ‘just a job’.

If we closely observe, what does a degree in Business Administration from Indian Institute of Management, Indian Institute of Technology etc. speaks when we compare the same degree from some other universities, definitely the first preference shall go to IIM (Indian Institute of Management) or IIT (Indian Institute of Technology) rather than a gold medalist from any University. What does it reflect about the ability, values or skills of the Graduate? Is the said degree, is an indication of the employability of a person? The employer shall always give preference to the Intelligence, perseverance and conscientiousness and not only exam taking skills?



Parents spend liberally on the education of their wards so that after schooling, they may go to reputed institutions of higher education. Recently, many Graduates have obtained degrees - considering it a major life milestone, but it does not make any one to be ready for career. What does “career ready” really means? What core competencies, one must master to step into one’s first real role after college or university and make a difference? It means how important is the awareness in the professionalism, leadership qualities, team Skills etc.

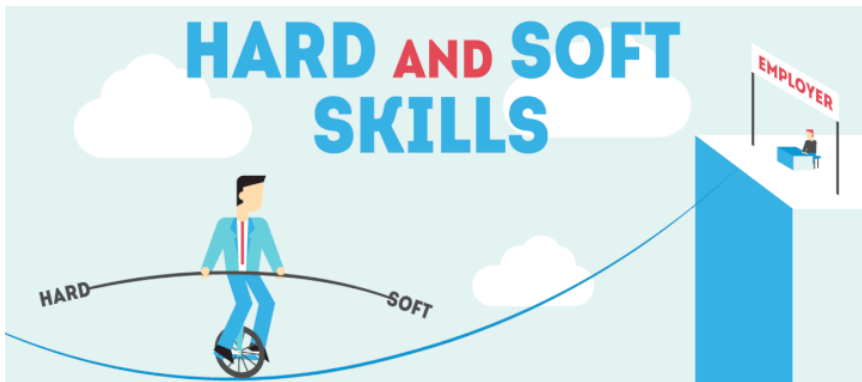
## What employers are looking for



The ability to collaborate and solve problems through analytical thinking etc. shall check it out whether one has mastered the set of skills competencies or not. Another question also comes in mind to ask oneself, *Am I really prepared to start my career?*

*Around us and among organizations, the world of job opportunities is evolving at a rapid pace and a career landscape that looks so different because it demands a fresh set of skills.* For several people today, a career for life is no more than an option. Most people hold jobs with numerous of employers and move across different employment sectors through their working life span. We all need to be flexible in our working patterns and be prepared to change jobs or sectors, if we believe that there are better opportunities elsewhere to remain in competition. In order to be flexible, we require a set of 'transferable skills' – skills that are not specific to one precise career path but are generic across all employment sectors. To many employers, getting the right people means finding people with the right skills and qualities to fulfill the role and contribute to the organization's success. Candidates may have the qualifications and 'hard skills' to be able to manage the job capacity but, without a well-discerning set of 'soft skills', employers are less interested to hire any person. Educational qualifications are just one aspect of a person's assets which they may bring to the place of work. There are a couple of important fundamental issues in considering a young person's employability which can be better polished as – one is selected for skills and attitude and train skills.

Further, there is a question of hard or soft skills. The opposite of hard is not easy. Can someone teach a techno scholar "emotional intelligence?" Relevant is the question about motivation. How passionate are we? Who is ready to sacrifice to climb the corporate ladder? Do we understand how competitive this world is? What employers want in their employees is not difficult to define.



They want them to be hard-working and productive, the work ethics and conscientiousness. The employers want their employees to be honest, reliable, and dependable. They want them to be self-motivated who can be trusted to do what is asked for. They want them to be willing employees and shall have capacity to learn. Some managers treat this motivation and they have despair about the younger generation which seems to be unable to hold the fact that migrants are going to take all their jobs. Productive people are organized and ambitious, prudent and worldly-wise, adapted and realistic. It takes a great deal of efforts as well as ability to achieve certain goals: success in educational and sporting arenas. It is pretty easy to detect the above mentioned traits for employability. Employers want employees to be smart; bright, curious, quick-learners not plodders. People who are inquisitive, widely-read, interesting in understanding stuff are always preferred. It is not that difficult to assess intelligence, as being bright and hard-working is not enough. Emerging from the gilded cage of an ancient university or college clutching a certificate is still not enough. There are other important features that make a person employable. Foremost is the concept of rewarding. This is more than emotional intelligence and social skills. It is about being warm and reliable; about being sensitive and well adjusted; about being sociable and sufficiently altruistic. The arrogant and the socially inept are neither worthwhile to work with or for, or indeed be served by. Otherwise rewarding means they are a pleasure to be with. Their



attitude, spirit, charm is remunerative. No amount of brilliant degrees can compensate if this is missing! Even at the beginning of any career, employers look out for signs of being leader-like or fully engage in specifically assigned task. That means being able to make decisions for which they are accountable and have good judgment. It is about taking the interest and initiative, as well as the strain when it counts. Most jobs have a career structure from technical expert, through supervision and junior management to positions of power and influence means senior or top management. Being a leader means being able to inspire the confidence of others: peers, superiors and customers. It means not only being a team player but possibly a team leader. Finally, employers often want people who have the bigger clear picture concept and have global minded appeal. People who look ahead, those who notice opportunities and see trends, who look forward and Worldwide generic employability skills are important because the labor market is intensely competitive, and employers in private, public, government sectors are looking for people who are responsive, take the lead and have the ability to undertake a variety of tasks in different environments. Employability skills are not as narrowly prescribed and defined as in the past and generally they are more service accustomed, making information and social skills increasingly important e.g. the worldwide trend towards an increase in service sector jobs such as business, finance and retail sectors needs people to have interpersonal skills – staff who are able to explain things and solve problems in response to client needs. The use of standardization of computer based packages in many insurance, banking and call centers highlights the significance of communication skills and attitudes such as confidence, judgment and personal organization. Employability results from various factors – a foundation of core skills, access to education, availability of training opportunities, motivation, ability and support to take advantage of chances for continuous learning, and recognition of acquired skills – and is critical for enabling workers to attain decent work and manage change and for

enterprises to adopt new technologies and enter new markets.

Employability skills are those skills necessary for getting, keeping and being

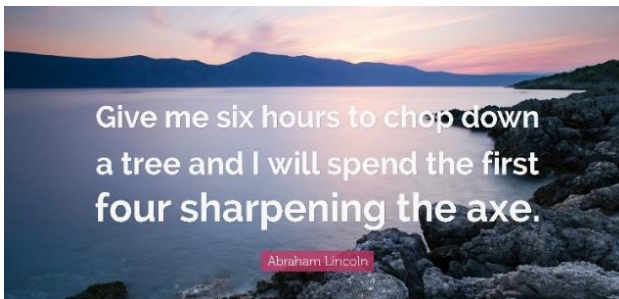


successful in a job. These are the skills and attitudes that assist employees to get well with their colleagues and to make critical decisions, solve problems,

develop respect and ultimately become strong ambassadors for the organization. These are the foundation base of one's career and they are frequently mentioned in the media as lacking in school-leavers, graduates and those already in employment. Organizations spend a lot of time and money training staff, not only in job specific areas but also in general and basic skills. In times of high unemployment, employers have more choice of applicants and will favor those with well-rounded employability skills. Different job roles require different skill sets and abilities. While there will always be job-specific skills that an employer is looking for, most employers will also want their employee to have some general skills i.e. "employability skills".

They can also help to remain in a job and work one's way to the top. If one scores a job interview, chances are one shall be asked questions about your job-oriented skills and your employability skills. Generally speaking, there are some common skills that employers want one to have, no matter what industry one is working in: communication, teamwork and co-ordination, problem solving, initiative and enterprise, planning and organizing, self-management, learning and understanding, technology use.

For employers, it involves creating a working environment that can provide opportunities for personal and professional growth, within a management environment where it is implicit that talented growing people mean talented growing disposition. For many employees, the new contract would involve movement towards a greater commitment to continuous learning and development, and towards an acceptance that, in a climate of steadfast change and uncertainty, the will to develop is the only hedge against a changing job market. Talking about India, even Governments of States and Centre are focusing on skills development for employment. They are running various schemes and assistance programs e.g. *Pradhan Mantri Kaushal Vikas Yojana*. The aim of this scheme is to ensure a large number of Indian youth to take up industry relevant skill training that will help them in securing a better livelihood.



This is true in our daily life. Although, some people are always busy with their work. They do not find time to rest or sharpen their mind. But one must need to and can sharpen their axe of skills level for an effective job role advantage.



This subject is often quite complex, if go through available statistics reports there are so many reasons of

un-employability in society such as standard of education, financial problems, lacking of government initiative or other personal circumstances. There are a number of barriers that typically have to be overcome before people re-enter the workplace. As approach of methods, one cannot put all the eggs in one basket to unlock the opportunity potential. To tap, it needs a well-defined system in place. Keeping the gravity of matter and present trends in mind, use of latest friendly Digital Tech tools e.g. mobile applications and balanced information data can play crucial role to serve the purpose and establish position of task assignment quality by enhancing essential employability skills of individuals. Even if one has good job skills for the position, creating relevant job skills and ground reality checklist prior to the interview can help one fine-tune one's skills and make them important values for the position one is applying for. Research, prepare and go through the check-list of skills, selecting anyone that one feels one already has or would like to update. Ignore those skills that one feels are not relevant to one. Every job position has a list of necessary skills to do. While some skills are job specific in nature, many can float from one position to another. It is easy to emphasize on these in a manner which makes them look like they are related to a particular job.

*In a nutshell, all youngsters need a set of skills and attributes that shall prepare them for both employment and further learning to progress in their job. The Employability Skills Framework includes what employers think, makes a good employee. Youth need to understand the term 'employability skills' in relation to the world of job work and to realize that certain skills are common to many types of work. We need to develop a mechanism. If one is self-doubting as to whether one has good job skills for the position, research, prepare a job skills checklist prior to the interview which can help one to fine-tune one's skills and make them relevant to the position one is applying as well as to remain on job growth front in the organization.*

## **18- EXISTING IN THE DIGITAL WORLD**

## (FOCUS ON SOCIAL MEDIA & ONLINE GROUPS)

### **Digitization of Education - Possible at Anytime and Anywhere**

The vision of digitization is to digitally empower the Citizens of India and to ensure intensive internet penetration in all areas. In the present time, we find that digitization and technology have engulfed every aspect of growth in each sector. Digital technologies are being used from private retail stores to government offices which provide platform to collaborate, share and discuss information. Access to real-time information has leveraged the learning process among students as well. With the advent of digitalization, the students have the access to any type of information at anytime and anywhere. Digitization in education industry has completely revolutionized the learning and the teaching process to a greater extent .

The one step solution to ease the teaching and learning process is to acquaint one with digital tools which can be used in the classroom. The teachers must implement digital teaching solutions to make the classroom atmosphere more broad and participatory. In the present times, Digital technologies include cloud collaboration which has emerged as a catalyst for enhancing teaching and learning process across the Globe. The educators must use digital techniques, say Google in classroom and google drive to curate the teaching material by collaborating with the students.

### **Digital Dibba for Collaboration**



### **Digital Groups**

Digital groups are creative, engaging and effective collaborative peer learning groups in an Online Environment. Collaborative learning online environment increases skill acquisition and better learning outcomes among students. There are many ways to create effective collaborative learning groups. Online

collaborative environment offer the opportunity to create a highly active engagements for example, student-faculty interaction, peer-to-peer collaboration and active learning.

On the other hand, social learning environment is characterized by participation and interactivity for both students and instructors. Social learning or collaborative learning is an important way to help students to gain experience in collaboration and develop important skills in critical thinking,

self-reflection, co-construction of knowledge and transformative learning. The opportunities to collaborate on social media are endless.



## Google Groups

- Google Groups is a free, online service from Google and is a personal learning network that helps groups of people easily share information and discuss effectively.
- Groups can be public or private portals where members can share files, post ideas, and conduct discussions via email.
- This tool keeps teachers and students motivated, empowered, inventive, organized and engaged.

## Steps to create Google Group:

### 1. Create a Google Group:

Google


## Groups

[CREATE GROUP](#)

My groups  
Home  
Starred

▼ Favorites  
Click on a group's star icon to add it to your favorites

[Privacy](#) - [Terms of Service](#)

 [Browse all](#)

All of your discussions  
Organize with favorites, follow along via email, and quickly find unread posts.

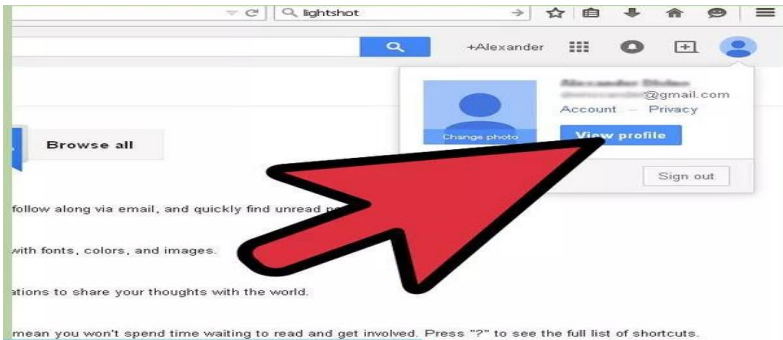
Express yourself  
Use rich-text editing to customize your posts with links, colors, and images.

People power discussions  
Use photos, nicknames, and automatic translations to share your thoughts with the world.

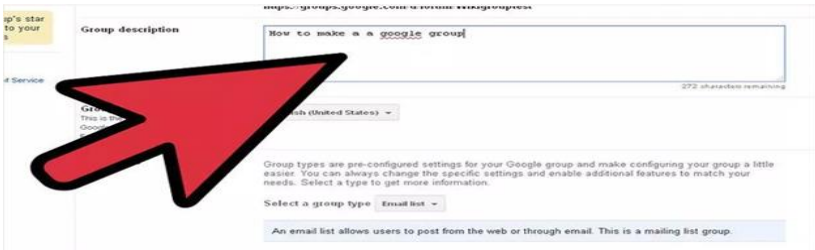
Speed matters  
Keyboard shortcuts and a streamlined design mean you won't spend time waiting to read and get invc

Mobile friendly  
Access Groups from anywhere using your mobile device with our optimized site.

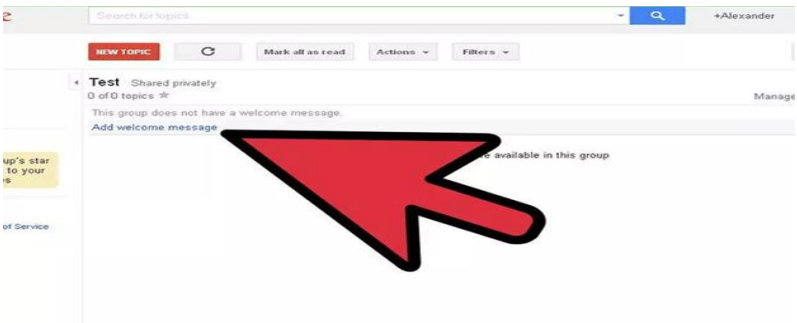
## 2. Manage your Profile:



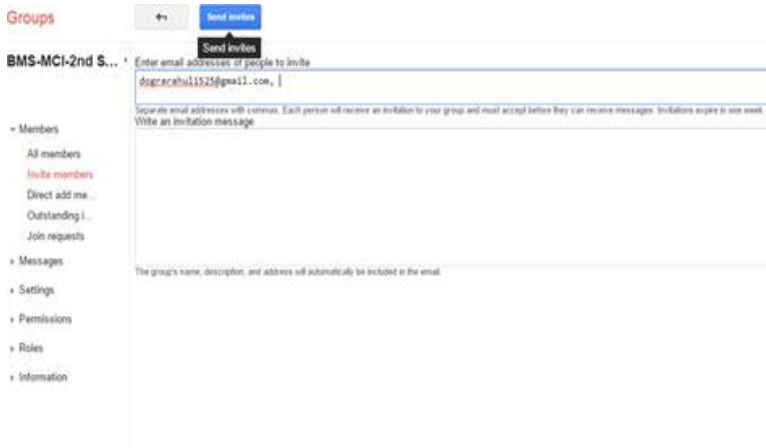
## 3. Design your Group:



## 4. Adding a Welcome Message in your Group



## 5. Invite people to your Group. Click Send invites.



### Advantages of Google Groups to Students:

- Writing skills of students can be enhanced by participating in discussion forum.
- Students can also be encouraged to search about their subject area in any google group.
- Students can learn to solve some of the commonly encountered problems by networking or discussing with the peers, and can also learn how to collaborate and communicate in the virtual environment.

### Facebook Groups

- Educators can create Facebook page for their class to curate information and collaborate with their students. They can share online learning resources e.g. Website URL's, video links related to their coursework to the students. It enhances online discussion related to subject area. Teacher can grade the online submitted assignments on the group.

### Advantages of Facebook Groups to students:

- Facebook study groups for entire class can be created without students even having to be friend with each other.





- Students can discuss news feeds relevant to their course material in order to keep current information flowing through the class.
- Facebook Groups have a wiki-like feature called “Docs” so the members can create text documents within Facebook itself.

## **Social Media Platform**

As we all know that social media had started out as a fun way to connect with friends, but it has evolved to become a powerful tool for education and business. Sites such as Facebook and Twitter and tools such as Skype are connecting students to learning opportunities in new and exciting ways. Whether you teach an elementary class, a traditional college class, or at an online university, you will find inspirational ways to incorporate social media in your classroom

## **Facts about Social Media**

- On internet, more than 3.75 billion People are online today
- There are 2,789 billion active social media users
- Internet users have an average of 5.54 social media accounts
- Social media users have grown by 176 million in the last year
- 1 million new active mobile social users are added every day. That is 12 in each second
- Facebook Messenger and WhatsApp handle 60 billion messages a day.

## **Social Media – Learning for Earning**

We all know that internet is growing so fast now-a-days and social media sites are the backbone of internet. On these social networks, we know that tons of people are connected to each other from different Cities, Area and Nations. Hence, it will be great to work with these networks and earn money. Now, we shall start to learn how to make money from Social Networking Sites. Earn Money through Social Networking Sites like:

1. Facebook
2. You Tube

### **Earn money through Facebook**

- To make money from social networking site



Facebook, you need to have account on it.

- To earn money from Facebook you can do advertisement.
- The different ways to earn money from Facebook is by creating pages and making them popular.
- Selling your product or services, you can earn money from Facebook too.

## **Make Money on Facebook Using Your Own Fan Page:**

### **Method-1**

Fan page is a good way to earn money on Facebook. There are a lot of marketers who have popular Fan page where there have few millions of pages likes, and they are making more than \$1000 every single day just promoting their own products, services, offers, affiliate product etc. If you have a popular Fan page you can also make money like them. So first you need to create Fan page, then post some valuable and informative content like articles, videos and tutorials etc. on it and share these posts to relevant groups and you can create paid campaign to boost your post, increase engagement such as likes, share and comments.

If you can post good contents to your Fan page and share it to related groups, you will see the rapid increase of likes on Fan page automatically day by day. But it works slowly, for faster result you must create paid campaign on Facebook account. When you reach a certain amount of likes such as 10,000 or 20,000 likes, then you can promote your products, offers, services, Certified Practicing Accountants/affiliate products. And when you reach 20,000 likes, you can earn \$200-\$300 per month' sometimes more and when you reach 1,00,000 likes of you Fan page' you can make over \$1000 per month easily and automatically. So the more you can earn money from Facebook.

## **Make money on Facebook with affiliate marketing:**

### **Method-2**

One easy way to make money on Facebook is promoting associated products on Facebook Group's Pages. Lots of people, all over the world, are promoting different affiliate products like click bank products on Facebook groups regularly and generate thousands of dollars every day. You will see thousands of members are available on each Group. So if you join some relevant group or groups and start promoting your affiliate product daily, you will get a huge traffic and sales with simple work.

You need 3 things to post your related products on Facebook groups, first one is tempting title of your product, second is a short description and 3<sup>rd</sup> thing is an eye-catching and attractive/creative photo or image. The above three things must be created by yourself. Don't copy other marketers, text, description and photos.

You should be creative and be unique for other wholesalers. But initially you can follow them how they are promoting their products. When you follow them after few times, you will get a lot of unique and creative ideas. You should change your post title, description and photos every time when posting or promoting products on Facebook groups. It is the most effective way to get a lot of leads and sales. People always prefer new and newest things, so you must change the above three things every day. One important thing is to create attractive photos of your official products, you can use Photoshop and there are also a lot of banner making software/tools online by using that you can easily create attractive and eye catching banner of your selected size within a few minutes without having any knowledge of Photoshop and graphic design. You can use few of them shown below:

[www.bannersnack.com](http://www.bannersnack.com)

[html5maker.com](http://html5maker.com)

[www.canva.com/create/banners](http://www.canva.com/create/banners)

[banner.fotor.com](http://banner.fotor.com)

The above banner making tools are really helpful for our own marketing. You do not need to pay anything for creating banner. Just login with your email account and start making unique banner online.

When you post your related products daily with different style/ unique banner title & descriptions, it definitely helpful to you to get sales & leads.

### **Make money with YouTube**

Get the idea on how monetization works on YouTube and ways you can make money via your YouTube Video.

- Earn Money via YouTube

Discover the different ways to get paid for what you love to do - on and off YouTube.

### **Audience before Income:**

The key ingredient for a profitable YouTube channel is its Audience. Similarly loyal, engaged community and a steady stream of great videos in your YouTube Channel are also being required. So before you can earn money with your channel, you first need to grow your audience and make consistent videos that you and your viewers love to watch. Then, start working on monetization.

## **Setup your own YouTube Channel**

### **Get your channel ready to earn:**

- **Step 1:** Enable your YouTube channel for monetization.
- **Step 2:** Connect YouTube channel to an Ad Sense account in order to earn money and get paid.
- **Step 3:** Keep in mind that what kinds of videos you can monetize and the different ad formats you can use.
- **Step 4:** Select “monetize with ads” option for your videos and choose which ad formats and videos you want from Creator Studio mobile app and in video manager in desktops.
- **Step 5:** Focus on videos that your community loves to watch.

## **Way to earn money with your YouTube Channel-**

### **Ads**

Once you have enabled monetization and also enabled all formats to maximize, ads should run on your videos. Keep in mind:

- YouTube connects your channel to paying advertisers. In most cases, you get paid when viewers watch ads.
- You can also earn money from YouTube Red subscriptions because the members of YouTube Red pay a recurring fee for special benefits like watching YouTube videos without ads. The amount you can earn from YouTube Red is calculated based on time the members spend watching your content as compared to other content.

### **Working with brands**

Generally, Brands and ad agencies are always looking for ways to promote their products and services. They can be eager to work with creators when the target audience for their product is similar to a creator’s channel audience.

## Crowd funding

In Crowd funding, community of fans contribute money to your project. You can raise funds to support your channel by launching a crowd funded campaign.

### Events

Schedule live appearances in places to engage your most vibrant audiences.

- These Ways, give you an idea to monetize your You-Tube activities or to earn money on YouTube. But it is better to predict and plan for your YouTube channel's future by setting monetization goals and using analytics to measure them. Formal monetization goals, help you to lay down the foundation for your success.

## Digital Toolkit- Part I

### Social Media Tools for Education

The use of social media in education provides students with the ability to get more useful information, to connect with learning groups and other educational systems that make education convenient. Social network tools afford students and institutions with multiple opportunities to improve learning methods.



Social media is a platform to enhance the education of students. Social media is defined as "a group of Internet-based applications that allow the creation and exchange of user-generated content."



### Social Media Tools

#### YouTube

- **YouTube for Classroom**

The modern Internet has forever changed how we conduct business, engage with other people and how

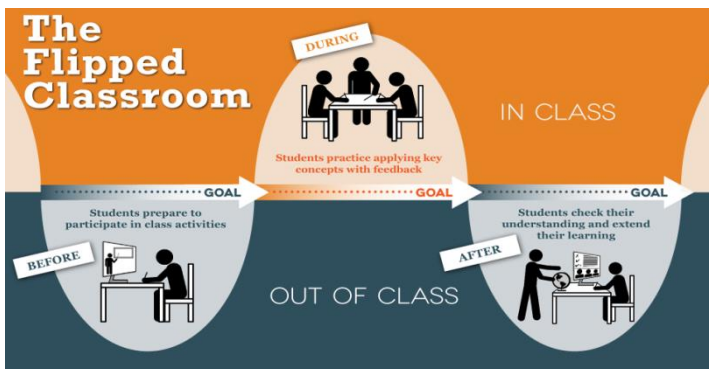


we learn. Our lives are now connected to the World Wide Web to such a degree that children are growing up with video lessons in schools as educators increasingly understand how to teach new generations. Videos are now used for classroom lectures, institutional promos, bulletins and newsletters, and teacher training, with YouTube leading the charge as the most versatile medium for disseminating video content in the classroom and beyond.

The implementation of YouTube video into classrooms -- particularly science and math classrooms -- has contributed to much greater flexibility in instruction. Not only can teachers display accurate charts and graphs, but they can use video to show students how mitosis actually works or feature a lecturer from one of YouTube's education channels. Remarkably, YouTube offers entire courses from top-tier Ivy League institutions. The possibilities for augmenting education with the wealth of knowledge available in online video are vast.

There are four main ways YouTube can be leveraged in your classroom:

1. **Flipped Instruction.** Do you want students to learn about something before coming to class the next day? Do you want to give students a resource they could use to learn outside of the class? Find (or create your own) videos on YouTube that address the material you need, and give the links to your students.



2. **Supplemental Information.** Let's say you want students to have some extra information that you don't have class time to commit to. Share the interesting links with students. Students could benefit from

- some additional video resources to help them when they're working outside of class.
3. **Self-Directed Learning.** Depending on your curriculum, you can direct students to YouTube as a resource to find the information interesting and relevant to them. If students are working on a more self-directed project or have an individual passion they want to explore, encourage them to take advantage of YouTube.
  4. **Classroom Enhancers.** Videos can illustrate ideas and engage students far more substantially than textbooks, lectures, pictures, or other activities. When possible, turn to this free resource for building more effective lessons during class time

### Existing YouTube Channels for Students

- **Keep Educating Yourself – chemistry**  
<https://www.youtube.com/channel/UCkQSM4b38cYvXJ4m-SLm2RQ>
- **cbseclass videos – Maths**  
<https://www.youtube.com/channel/UCXw0dnfXICMExVOUpK-iOWg>
- **Economics on your tips – Economics**  
[https://www.youtube.com/channel/UCUpHeFrAvoqcdGgl\\_W83x6w](https://www.youtube.com/channel/UCUpHeFrAvoqcdGgl_W83x6w)
- **e-Vidyalaya by Abhishek Mishra - for Class X - XII students**  
<https://www.youtube.com/channel/UCJmT5QCUEUHf4ycqALKTww>
- **Pradeep Kshetrapal- For physics ,Chemistry, Maths**  
<https://www.youtube.com/user/PradeepKshetrapal>
- **ExamFear Education**  
<https://www.youtube.com/user/ExamFearVideos>
- **English Academy**  
<https://www.youtube.com/user/englishacademy1/videos>
- **Khan Academy**  
<https://www.youtube.com/user/khanacademy/playlists>
- **cwt educational channel**  
[https://www.youtube.com/channel/UC-NE\\_uTEsveVd9HcipFFa6w](https://www.youtube.com/channel/UC-NE_uTEsveVd9HcipFFa6w)

- **Edu Class 12 – For Political science , History**

<https://www.youtube.com/playlist?list=PLfvJvDHT9sWpztJuJtZRmA0Fs5zdKoUjt>

- **Statistics Learning Centre**

<https://www.youtube.com/user/CreativeHeuristics>

- **mathematicsonline**

<https://www.youtube.com/user/mathematicsonline/videos>

- **Accounts Adda**

<https://www.youtube.com/channel/UC8oozlFrNYYprZlYLmdRtgg>

- **Mind your own business – For Commerce Students**

<https://www.youtube.com/channel/UC2JNrw4j7Eo4R5cZXXn8rNw>

- **Ella Joshi Classes – For Computer Science**

<https://www.youtube.com/channel/UCnI3wvnO4r35qyj6OihsfyA>

## Create your own YouTube Channel

### Steps to Create a YouTube Channel

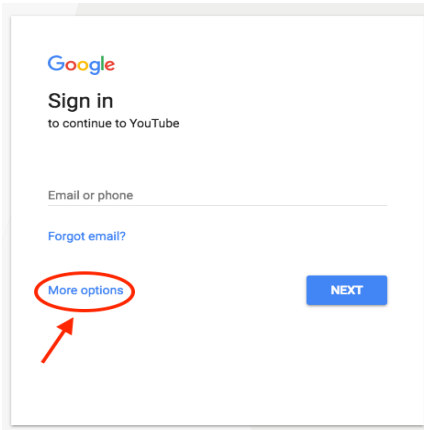
#### 1. Create a Google (if you don't already one).

To watch, share, create, comment on YouTube you'll need a Google account.

*If You Don't Already Have Google Account*

Go to [youtube.com](https://www.youtube.com) and "sign in" in the upper hand corner. From there, you'll be taken to a Google sign-in page. Click "more options":

Then, click "create account":

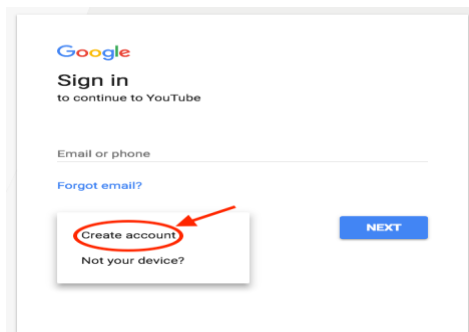


account have

and content,

a

click right-



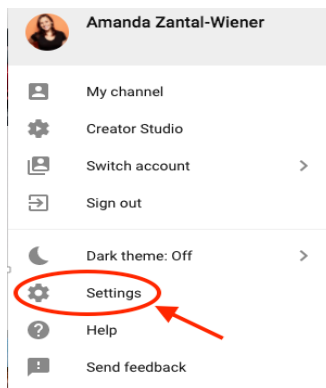


From there, you'll be asked to follow a few steps to create a Google account. Once you've completed them, proceed with the steps below.

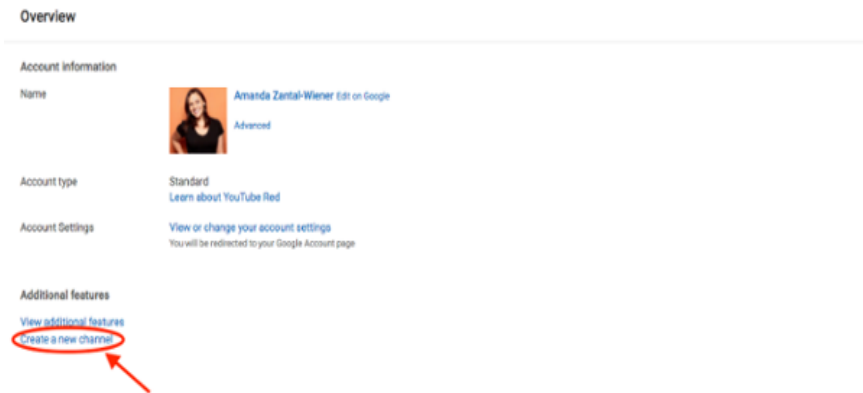
### *If You Do Already Have a Google Account*

Go to youtube.com and click "sign in" in the upper right-hand corner. From there, you'll be taken to the same Google sign-in page above. If you have multiple Google accounts, be sure to select the one you want to be associated with the YouTube channel.

Once you're set up with and signed into your YouTube account, it's time to create a channel. Back at youtube.com, click your user icon in the upper right-hand corner. You'll see a drop-down menu, where you'll want to click "settings."



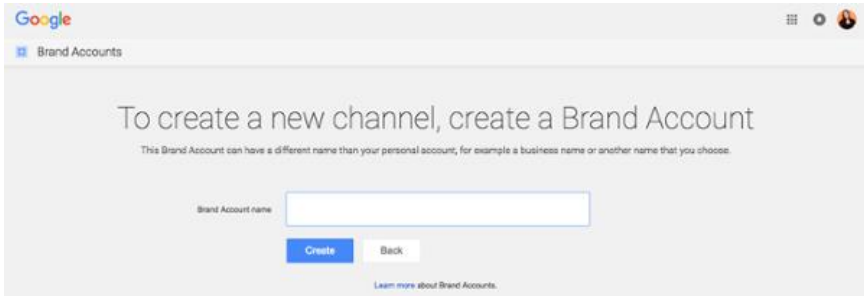
From there, you'll be taken to your account overview. Under "additional features," click "create a new channel."



The first step is to create a Brand Account. It can be whatever name you want, and doesn't have to be the same name that you used to create your Google account -- but we do recommend that it reflects the brand the YouTube Channel will represent.

After you enter the Brand Account name, you might be asked to verify the account via text message or voice call. If that happens, enter the code you receive from the option you choose.

Once you've verified your Brand Account, you'll be taken to the dashboard for your channel. Now, it's time to start customizing it.

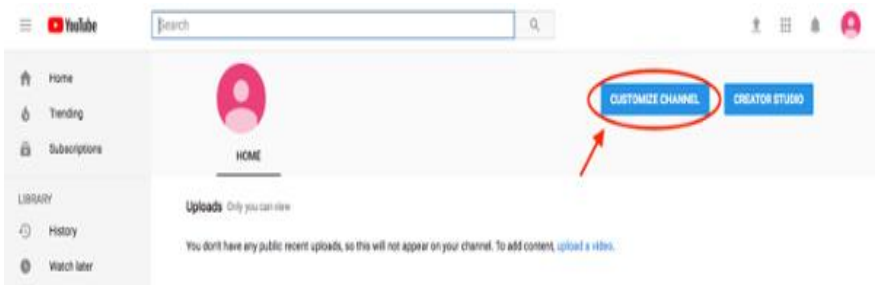


### 3. Customize your channel.

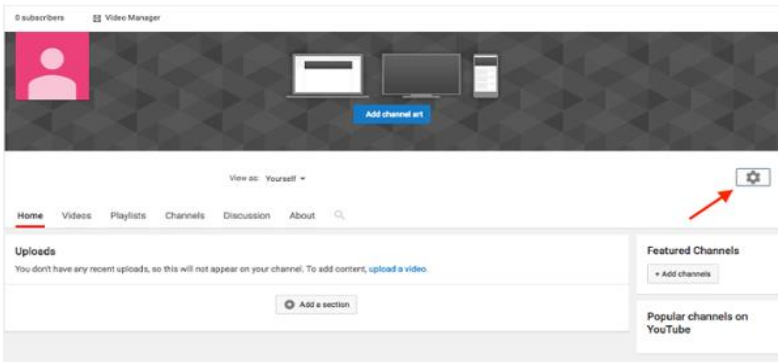
There are two elements of customization for a new YouTube channel: descriptive details, and visuals.

#### *Descriptive Details*

From your channel dashboard, click "customize channel."



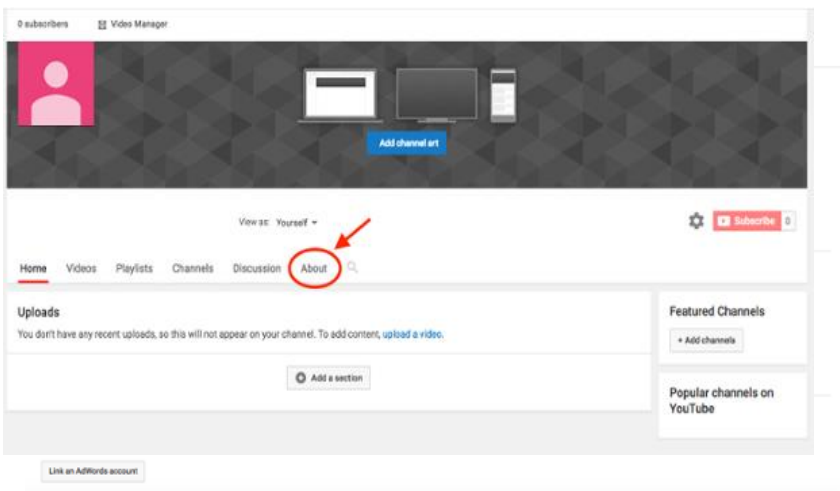
We'll start with the fundamental details about your channel. After you click "customize channel," you'll be taken to your basic channel page, where you'll see a cogwheel on the right.



Click that, then click on the section that says "advanced settings."

Here's where you'll enter some basic information about your channel, like the country where it's based, as well as optimize it for discoverability by adding keywords that describe what it's about and selecting whether or not you want it to appear as a recommended channel on other account pages. It's also within these settings that you can link an AdWords account, add a Google Analytics property tracking ID and make advertising selections.

Next, you'll want to add your channel description and links. Back on your channel customization dashboard, click on the "About" tab.



There, you'll be asked to fill in such details as a channel description, which you can optimize for discoverability -- more on that later -- as well as contact information, and links to your website and social media channels. Up to five links can overlay your channel art, meaning that the banner on your profile page will contain icons for the links you choose to overlay on this list.

For example, if you wanted to overlay your banner with a link to your Facebook Page, it might look like this:



We'll start with the fundamental details about your channel. After you click "customize channel," you'll be taken to your basic channel page, where you'll see a cogwheel on the right.

**Educational Benefits of Facebook**

**Facebook can be an Educational Tool**

Social networking systems were not designed specifically to build and manage learning experiences. However, these can provide great support to the new social orientation of educational processes because they allow a human connection more personal and motivating than other platforms.

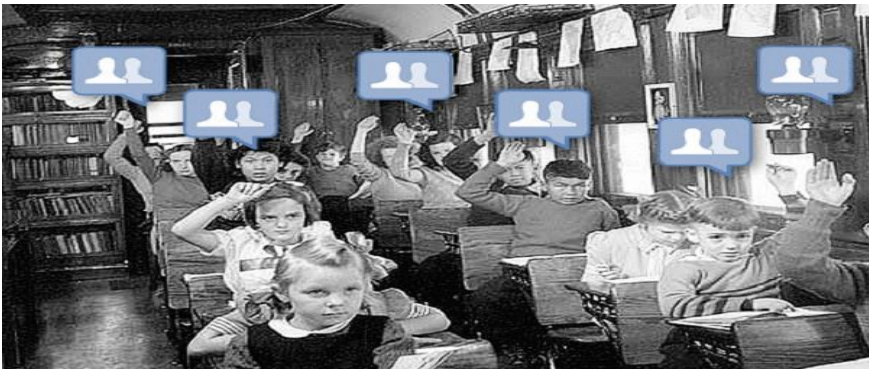
The teachers should recognize the importance of using these tools that meet



connectivity requirements of today's digital natives. A modern teacher requires new strategies and tools for teaching and capturing students' imaginations. Teachers need to adapt to students' thinking patterns and socialization habits motivated by their use of the Internet. On the other hand,

Web 2.0 tools can make easier for teachers to create collaborative learning environments, by placing learners at the center of the learning experience and teachers in their role as mentors guiding the process.

The schools who restrict or block Facebook are missing out on a great opportunity to use social networking to inspire children to learn and share using technology in transparent manner. Educators should embrace ICT tools like Facebook as a medium to excite and educate students. A rare feat in the modern educational experience.



### **1. Language Development**

Facebook requires students to express themselves and communicate in a written format. While it might not be proper writing, its at least writing something. And before we stifle learners with spelling and grammar rules (of which, I'm still ignorant of many) we should excite them with the possibilities that proper written communication can bestow.

### **2. Interpersonal Communication**

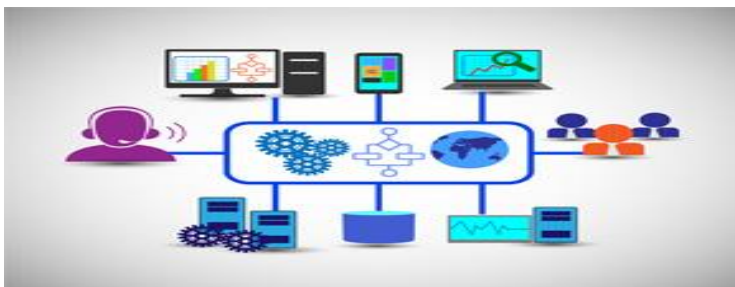
What is Facebook but a forum for interpersonal communication – a key skill for personal development and future employment. We should encourage interpersonal skills in every format possible, from written digital formats like Facebook, to in-person skills in other environments.

### **3. Group Collaboration**

By engaging with “friends”, Facebook users are honing the ways in which they can collaborate with others in groups. Schools should harness this to develop group collaboration skills and even project based learning activities that span subjects and grade levels.

#### **4. ICT Skills**

With the draw of Facebook to encourage them, students learn ICT skills without the need for boring step-by-step instruction. They gain skills through peer learning as well, feeding back into interpersonal communication and group collaboration. Or put it another way, with Facebook there is no need for



introduction to computers course – the students will teach themselves.

#### **5. FB for Running Debates**

Teachers can implement online discussion within their classes by using the online discussion tool: Facebook Group. They indicate that the teachers played a passive role, pulling threads with rare appearances, by creating an armored profile with no personal information, and only showing a professional image. The results highlight the fact that FB provides an unmatched level of comfort that attracts many college students. It also helps them feel more connected with their peers, exchange information, and improves the classroom community.

#### **Educational Benefits of LinkedIn**



1. How students, school leavers, college and university graduates can take advantage of LinkedIn
2. Learn about the different career options that are out there
3. Read up about companies operating in their field of study, potential employers, their background and history
4. Study the details of job specification, role requirement for vacancies for the type of skills the industry is after
5. For graduates, put yourself out there by completing your Profile page on LinkedIn as this will act as your resume
6. And find the job you want by setting up job alerts
7. Connect with others in your field of study, network and ask the right questions to find out more about working for certain companies
8. Access the Student portal for college student internship and jobs for graduates, according to LinkedIn, over 200,000 college students sign up to their network every month
9. Connect with your friends after leaving school, college or university and continue to keep in touch
10. Look for mentors on LinkedIn especially in your field to help you with your career
11. Connect with your teachers or lecturers and get them to endorse and recommend you, they can be called upon to give a reference later when you are considered for employment
12. Give yourself more exposure by participating in groups and posting questions
13. Opportunity to work abroad with multi-national companies hiring on LinkedIn

Students, college or university graduates will want to look at completing their LinkedIn profile as best they can. Once this is ready, start making an effort to network with people in your field and make a good impression.

### **Educational benefits of WhatsApp**

The underlying purpose of WhatsApp is to facilitate communication, and at its most basic level, education is nothing but communication. WhatsApp can



provide a channel through which teachers can

achieve faster and more seamless communication with their students. It can also increase the level of communication between students and create another venue for learning Education Strategies for WhatsApp.

Here are some basic strategies that educators can utilize to take advantage of the core abilities of WhatsApp:

1. Use the Group Chats feature to create learning and study groups
2. Create audio lessons that can be sent directly to students
3. Stay in contact with students outside the classroom
4. Send out problems or assignments to students even when they are not in class
5. Stay in contact with parents
6. Send videos to students
7. Send graphics such as pictures or charts directly to students
8. Send report cards directly to the parents' phones
9. Facilitate real-time communication between students and teachers.
10. Facilitate real-time communication between teachers and parents.
11. Teachers can also maintain communication with students.

## **Digital Toolkit- Part II**

### **Tech Tools for Education- Streamline Your Classroom and Engage Your Students**

Advances in educational technology have changed the way educators teach and shaped the way children learn. As new products continue to be introduced at a rapid pace, teachers are becoming more reliant on it to engage learners and keep them hooked. In addition, 7 in 10 teachers felt educational technology allowed them to “do much more than ever before” for their students. Every year, so many new technology tools for teachers and Students are launched into the market that it can be nearly impossible to keep up with them all. In order to keep you up-to-date with the latest and greatest educational tech tools, this document will guide you to choose best Tech tools for Teachers and Students.

#### **Best Tech Tools for Teachers and Students:-**

- **Google Classroom:**

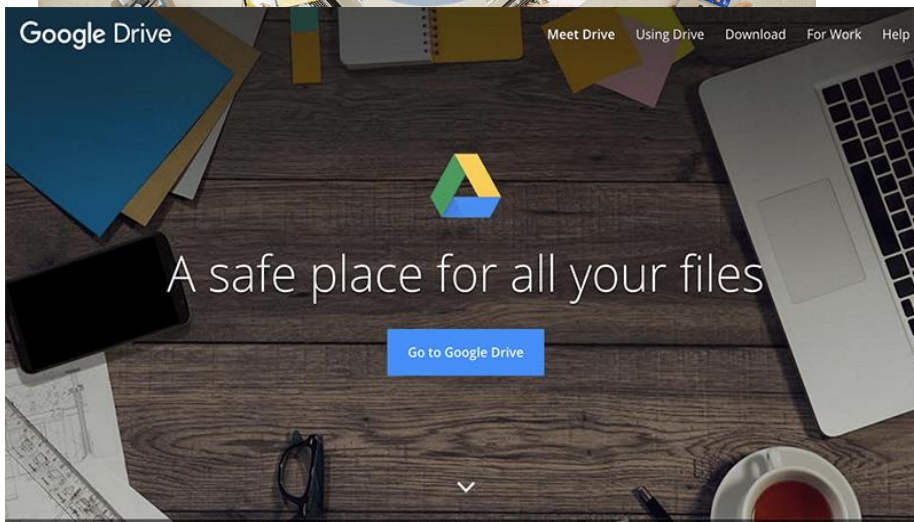


Google Classroom is the ultimate online hub for your classroom. Use it to publish assignments, create classes, make announcements, and organize digital files for your classroom. It allows you to communicate with your students via email, without even leaving the app. You can also start a conversation with one, several, or all students within the same interface.

- **Google Drive**



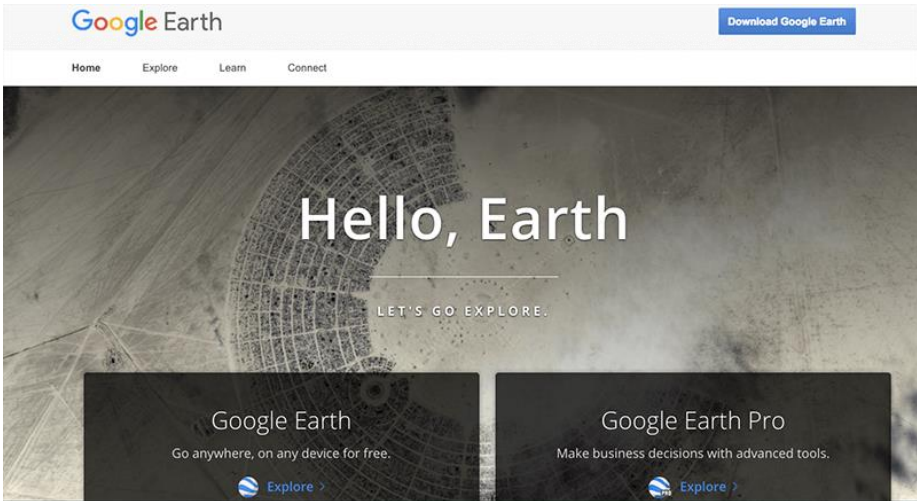
It is  
a



Platform to store all your files in the cloud for easy access (up to 15GB space for Free). With Google Drive, you can store many different file types, including PDF files, audio, images, Word documents, videos, and more. This Tool is also available in offline mode to allow us to access stored content without internet connectivity.

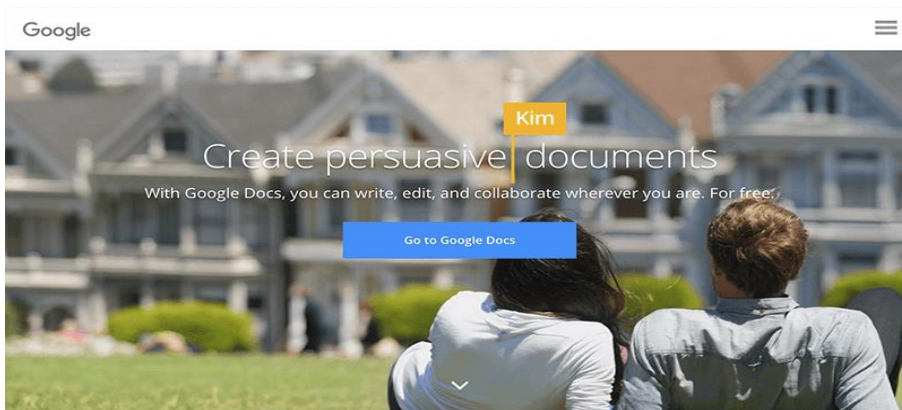
- **Google Earth**

Google Earth is one of the more fascinating tools available through Google. Use this app to explore the earth in 3D. This is especially useful in geography and social studies but can even come in handy during history explorations. Take your students on a virtual field trip to the farthest reaches of the globe. Download the desktop version of Google Earth or download the Google Earth plugin to view on the web. You can even access Google Earth through your mobile device.



- **Google Docs**

Google Docs is a word processing tool that you can use to create word documents. It is strikingly similar to Microsoft Word with two exceptions: Google Docs is free and it's cloud-based. You can also use Google Docs in a collaborative assignment where a group of students work on a writing project together. Google Docs comes with a built-in chat module for real time teamwork.



- **AutoDraw**

AutoDraw is a new kind of drawing tool that pairs the magic of machine learning with drawings from talented artists to help everyone create anything visual, fast. It converts your rough scribbles and doodles into beautiful, symmetrical icons, clipart that you can download for free. It works on your Phone, Computer or Tablet and uses artificial intelligence to guess and suggest a more polished icon or symbol to replace your drawing.



- **Insert Learning**

It is tool to Insert instructional content into any web page.

It utilize primary sources and supplement current curriculum with high interest content that your students can connect with.



Embedded discussions help share their ideas while

all student reading. Students can annotate any web page and share what they think is important.

This tool also provide Time Assessment and Intervention methods to monitor student responses and annotations during class. In a blended or flipped classroom, you can respond when students need help the most.



Coaches teach athletes how to improve. But they don't simply yell, "Play better defense!" What would that "feedback" really tell the player?

As teachers, we are our students' coaches in the classroom. Providing vital, quality feedback is essential to helping students improve. Just as a coach has to show players how to box out under the hoop on the basketball court, teachers must model and explain to students how to improve their work.

I still recall sitting in a professor's office to conference about my write. He always provided examples of sentences to improve my work, often punching the keys of his typewriter so I could take the examples with and use them. I often thought to myself, "This is awesome—the guy rewrites my assignment for me and I get an A." What I didn't realize was that he was teaching me how to write through meaningful, engaging feedback.



Real-



Question: when do you think the time is best to give feedback?

Edward Miller 8/16/14 2:13pm  
Most of the time, it is physically obvious to see when a student is no longer engaged in your feedback session with them that's when I stop and put it back on them.

AbhiMansuri 8/16/14 2:13pm  
Cool question, I think, with writing a little bit of modeling is necessary at first. But then you gotta have the kid do the same

- Duolingo

Duolingo is the world's most popular way to learn a language. It's 100% free, fun and science-based. Students can Practice online on webportal or on the App. It is a freemium language-learning platform that includes a language-learning website and app, as well as a digital language proficiency assessment exam.



## Duolingo poured Gamification into every lesson.



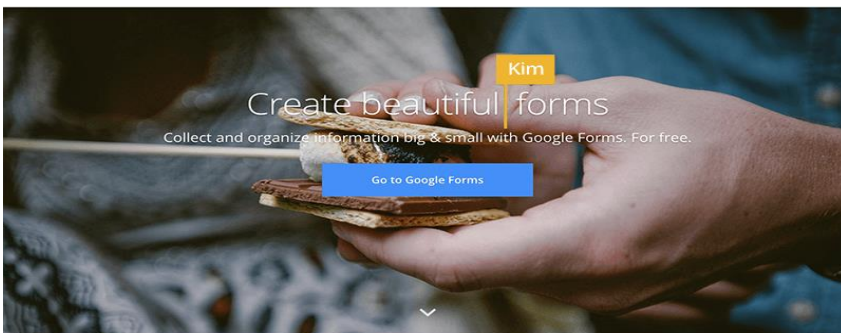
The infographic features a central laptop displaying a Duolingo lesson interface. Four callout boxes with icons point to specific elements: a magnifying glass for 'Read, Listen, Speak', a green checkmark for 'In-Lesson Grading', a flame for 'Streak Count', and a red heart for 'Hearts'.

- Read, Listen, Speak**  
Each lesson includes a variety of speaking, listening, translation, and multiple choice challenges.
- In-Lesson Grading**  
Instantly see which answers you get correct. When you miss a challenge, we'll quickly show you how to improve.
- Streak Count**  
Duolingo motivates you to stay on track by recording how many days in a row you spend learning a language.
- Hearts**  
Hearts keep your lessons alive! You lose them when you answer incorrectly. When you're out of hearts, start over and try again.

- **Google Form**

This tool is to create quizzes and other assessments. The beauty of Google Forms is that these tests are self-grading.

To set up a self-grading assessment, you'll start by creating a new Form in Google Drive. (Navigate to New -> More -> Google Forms) Then, you'll populate your test and create an answer key. To make it fully functional, you'll need to install Flubaroo as an add-on. (Navigate to Add-ons -> Get add-ons...).



### Links of TedTalks on “*Role of Technology in Education*”

- [https://www.youtube.com/watch?v=l0s\\_M6xKxNc](https://www.youtube.com/watch?v=l0s_M6xKxNc)
- <https://www.youtube.com/watch?v=o0TbaHimigw>
- <https://www.youtube.com/watch?v=U0INhayjJVE>

- <https://www.youtube.com/watch?v=ZdHhs-I9FVo>

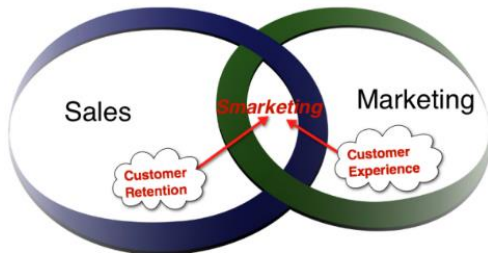
**In a nutshell,** *Digitization in education industry has completely revolutionized the learning and the teaching process to a very great extent. It is found that students learn best when they learn from each other. Social media and digital groups have become a powerful tool for education. Google Groups and Facebook groups are free, online and personal learning network that helps groups of people easily share information and discuss effectively.*

**Answer the following to check your understanding:**

- Q1. \_\_\_\_\_ is used to hide your page on Facebook ?  
a. Edit  
b. Create  
c. Privacy  
d. Share
- Q2. Press \_\_\_\_\_ button to manage your Profile on Google Group?  
a. Starred  
b. Account  
c. Sand  
d. Manage
- Q3. There are \_\_\_\_\_ ways to Add members on Google Groups ?  
a. Five  
b. Seven  
c. Three  
d. Two
- Q4. There is more than \_\_\_\_\_ billion People using internet today?  
a. 3.75 billion  
b. 5.7 billion  
c. 7 billion  
d. 2 billion

## 19 – ART OF PERSUASION – PR, SALES & MARKETING

Sales and Marketing are two sides of the same coin. One's the product is ready, now the objective is to sell the product and for that we have to resort to marketing. For sales personnel, it is really difficult and challenging situation when they are required to convince the right people to buy their product at the right time. This persuasion is a science of convincing and attempting to



influence one's beliefs, attitude, and intentions of selling the product.

**Sales** are carried exclusively for enhancing the revenue of the producer and on the other hand, customer satisfaction to the consumer.

**Marketing**, on the other hand is a process through which goods and services transfer from one person to another. In marketing, the customer gets experience about the product and its inherent qualities. Marketing is based on viewpoint of



the business in terms of buyer's needs and their satisfaction level. Marketing is different from selling because selling basically deals with the tricks and techniques of getting customers to exchange their cash for your product. In other words, marketing has very less to do with getting people to pay for your product as marketing develops a demand for that product to fulfill the customer's needs.

Both sales and marketing are inter-dependent which are in-dispensable both for producers and consumers. Marketing includes the coordination of basically four elements to which



### **Skills required for Successful in Sales and Marketing:**

If any person asks the other person that what kind of skills he/she shall need to succeed in sales and marketing. Obviously, some of them may say, “**Passion for their product**”, some of them may say “**Good communication skills**” and some of them may say “**Be flexible**”. But there are some concrete, sales-specific skills that are required to succeed:

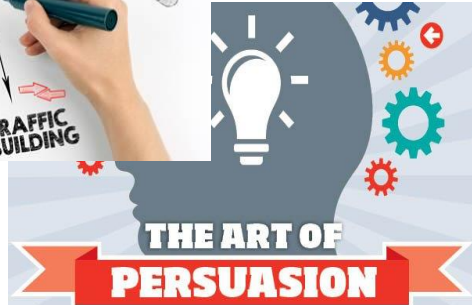
- Be updated with the technology that we encounter in this digital age, where technology acts as a liaison between a company or product and the customer or consumer. As such, one needs to understand everything that technology has and acts as a means of communication through which we can reach the target market and the targeted customers.
- Be in touch with newest trends. Make sure that one is in touch with current trends which are prevailing in the market and in the marketing world at large.

**Hence, it is essential to be clear on the following:**





➤ Knowing which clients stick to the product and how



to reach and engage such clients, by keeping the product up-to-date. The wide world of marketing can be intimidating. This can be achieved by attending workshops and engaging in active research.

- Giving the personal touch in current scenario which is required for flourishing on digital platforms, but the in-person communication skills shall be a vital skill in building the career of a salesman. We should understand the importance of personal interaction with the clients and colleagues. Strong interpersonal skills shall support our personal rapport with the prospect and also enhance online communication with the prospects. Hence the rule of sales strategy is how one can help one's client, not what one can sell.
- One has to be very precise. Many marketing and sales roles require expert knowledge. The sales persons are required to have an expert knowledge of the product or the services that are being offered. Hence, the precise knowledge about the related product is essential.
- Adaptability is another essential skill for any individual if looking to make a career in sales and marketing. The Individual should show willingness to learn and also show it to employer that he/she is able to absorb the critical information.
- In order to attract market by engaging, informative text and entertaining in multiple forms of media, the writing power should be appealing, but concise. Any role of sales or market requires strong presentation skills with confidence. Hence both spoken and written words should be positive and persuasive for the audience.

## Basic Sales Skills: How Effective are you at Selling?

The Sales Skills Equation			
Product Knowledge	Sales Techniques	Soft Selling Skills	Strategy/Process
Specific Customer Values ↓ Benefits ↓ Features	<ul style="list-style-type: none"> <li>• Questioning Skills</li> <li>• Handling Stalls &amp; Objections</li> <li>• Listening Skills</li> <li>• Presenting Solutions and Value Proposition</li> <li>• Negotiation Skills</li> <li>• Telephone Skills</li> </ul>	<ul style="list-style-type: none"> <li>• Behavioral Styles</li> <li>• Communication Styles</li> <li>• Rapport &amp; Relationship Building Skills</li> <li>• Ability to Read Buying Modes</li> </ul>	<ul style="list-style-type: none"> <li>• Territory &amp; Account planning</li> <li>• Account Influencers</li> <li>• Relationship Strategy</li> <li>• Negotiation Strategy</li> <li>• Sales Process/Pipeline Management</li> </ul>

### Skills of Active Selling

There are seven skills which are effective for sales person:

#### 1. Knowledge of the Product

It is a requirement to have a complete knowledge about the products and services, so that one is well prepared in advance, but we must understand the following:

- What are the salient features of the product?
- What benefits it shall provide to the customers/ consumers?
- How these products are priced?
- What delivery mode can be adopted to offer the products?

Without this knowledge, one might mislead the customers by offering something that one cannot deliver.

#### 2. How to find a Prospect

It is very essential to learn how to identify prospective customers and also to understand how to qualify them.

- The Customers whose needs can be satisfied?

- 
- The Customers whose needs can be satisfied?
  - The Customers who can afford the product or the service?
  - Where can we find the prospects of selling/marketing the products?
  - When is the best period for the prospects to buy the products?
  - How can we facilitate the prospect to locate us?
- Customer Service**
- A - Always Great Your Customer
  - T - Treat Your Customer With Respect
  - T - Talk and Chart to Your Customer
  - I - Interact With Customers in a Relaxed Way
  - T - Turn up to Work With a positive Attitude
  - U - Understand Your Customers Needs
  - D - Discover The Impact You Have Around Customers
  - E - Excite Your Customers About Your Product

The thumb rule which is generally stated is that 1% of cold customers approach the buyer, about 30% of qualified and warm prospects shall feel convinced and would volunteer to buy the product. For remaining, search for the market has to be carried.

### 3. How to Approach a customer

#### 4. Found the Need

- Summaries what you hear the prospect needs are.
- Understand what the prospect has stated.
- As we become clear about our prospect's needs and desires, we are helping them to clear what value they want to pay for.
- Listen enthusiastically to what your customer is saying.

## 5. Presentation of the product

### Position your product as **the hero**

*Being so close to the product can be both a blessing and a curse. On one hand, you know everything there is to know about it, but on the other, you can find yourself in something of a mental silo when it comes to articulating its value to a specific audience.*

Your product should be the solution to a persistent problem that's a pain point for a significant number of people. It should be unique and differentiated from the competition.



## 6. Close the Sale

# Closing Techniques



## 7. Follow-up



What is selling, really? Ask ten sales people we shall get 10 different answers. Ask ten executive, we shall get 10 more different answers. But what is selling, really? According to IMHO, selling can be boiled down to the following basic principles:

- **Selling is basically, 60% listening to Customers/Prospects and 40% Talking.** When we are in a conversation with a customer, our main goal is always to figure out the need of the customer and find out how

can we help that customers. This is not possible when our mouth is open.

- **A sales message includes two sentences.** 1) Why should our customers hire us? and 2) why do we, what we do, better than anyone else? If we cannot get the sales message down to these two short sentences, we shall not in a position to sell.
- **Customers care about themselves, not about us.** Every sales conversation should be focused on the customers' perspective rather than from our perspective. It is never "my product is the best." It is always "here is how can I help you."
- **Our reputation always precedes before us.** In today's world, we can assume that everybody who might possibly buy anything from us knows exactly who are we? Even if we are calling out of the blue, our life history is just a search away.
- **Selling is all about relationship-building.** Selling is basically about creating a bond with our customers.

## Digital Marketing – The Marketing Tool Today



Digital Marketing is a growing career option today in India. Digital Marketing is making a strong impact in the world of Marketing and Advertising with great striking features like instant response, cost-effectiveness, flexibility, convenience effectiveness. From last few years, digital marketing overtaking the traditional marketing methods by utilizing the digital space like social media, search engines, SEO friendly contents which drove huge traffic.



Most of the companies are adopting this medium while many top brands have already rolled their digital marketing campaign. Seeing the large amount of

youth population in India and the rising technology savvy generation, corporate will be more than happy to engage the target audience and spread their products & services among them via digital media. Thus there will be a big change in coming future.

- 34% of the companies already had an integrated digital marketing strategy in 2016
- 72% marketers believe that traditional model of marketing is no longer sufficient and this will make the company revenue to be increased by 30% by the end of 2017.

### Digital Marketing Tools for SMEs and Startups



- Digital Marketing Industry is growing high in India with 50% growth rate.
- India is now the 2<sup>nd</sup> largest market for YouTube.
- India has approx. 998 million mobile subscribers including 264 million subscribers with internet enabled mobile phones.
- The Online advertising market of India is growing at the rate of 50% per year.
- The total spending on digital marketing is predicted to grow 12% in the next year, while cost for traditional (non-Internet) advertising will fall 2%.
- Total spending on web advertising or Internet advertising is predicted to grow 12.9% in year (2017).
- At present the industry has approx. 8 lacs job options and is looking forward to grasping higher impressions within the coming years.

### Digital Marketing jobs in various portals

JOBS AVAILABLE				
Naukri.com	Shine	Times Job	Monster	Digital Marketing Jobs
3,00547	2,01461	2,29539	65,041	796588

With growing technology, Digital Marketing has become the most important part of job requirement. So, to fulfill it, there is a three years UGC approved degree course in Mobile Computing and Internet which will give the depth knowledge of mobile computing and digital marketing concepts. It gives great opportunity to students for their better future.

**5 Digital Advertising Topics for 2018**

- 1 AI goes mainstream**  
 Artificial Intelligence will continue to redefine advertising in 2018 and beyond our industry by delivering more intuitive personalized experiences.
- 2 GDPR takes effect**  
 The General Data Protection Regulation (GDPR) comes into force in the European Union on May 25. It's the biggest overhaul of privacy regulations in 20 years!
- 3 The blockchain revolution continues**  
 Speaking of fraud protection, keep an eye on blockchain this year as it could become a potent weapon against scam artists.
- 4 The transparency debate: next round**  
 The debate will continue this year as advertisers and publishers are pushing for more transparency within the programmatic ecosystem.
- 5 Ads become augmented**  
 Our smartphones are finally sophisticated enough to deliver genuine augmented reality. For mobile marketers, this technology opens up a whole new landscape of possibilities.



## 5 Underlying digital marketing trends



1

**Purchase funnel has been blown to bits**

Customers have moved from a discrete linear purchase path to moving at their pace when and wherever they want to.



2

**CRM is dead**

It's the customer who manages the relationship.



3

**The Rise of big data**

Collect it intelligently to move customers along their path.



4

**The Rise of big content**

According to Gartner surveys, content is the most important thing marketers can do and yet they're unequipped to take it on from a skills and sourcing level.



5

**The Experience Economy**

Think less in terms of discrete steps for a standard campaign and instead think of every interaction over time as the experience.

## RETAIL MANAGEMENT

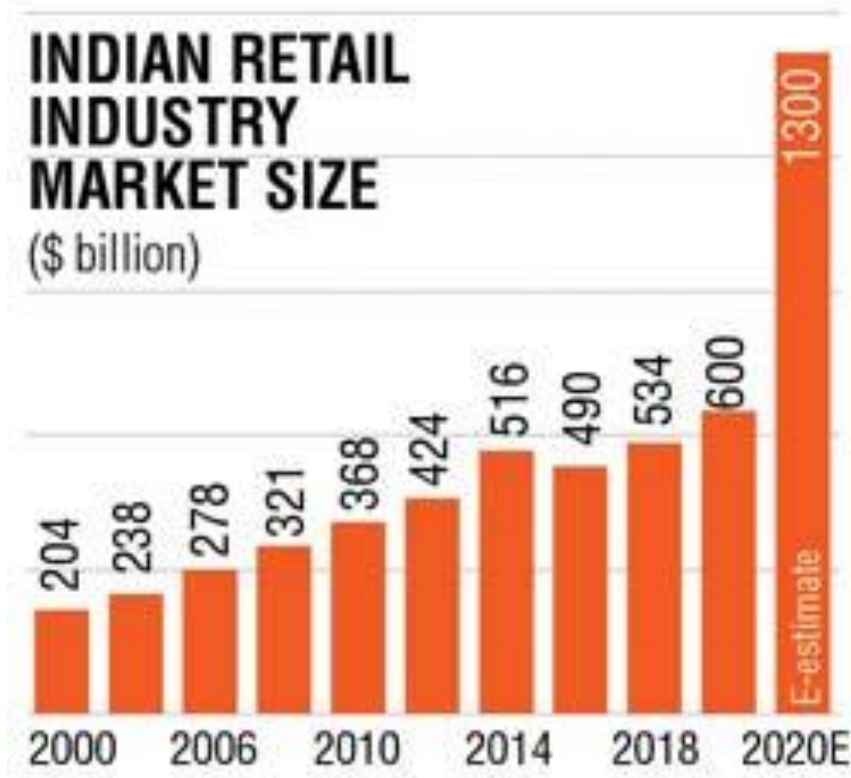
### INDIAN RETAIL INDUSTRY



#### Introduction

The Indian retail industry has emerged as one of the most dynamic and fast-paced industries due to the entry of several new players. It accounts for over 10 per cent of the country's Gross Domestic Product (GDP) and around 8 per cent of the employment. India is the world's fifth-largest global destination in the retail space.

Indian Retail Industry has immense potential as India has the second largest population with affluent middle class, rapid urbanization and solid growth of internet.



#### Investment Scenario

The Indian retail trading has received Foreign Direct Investment (FDI) equity inflows totaling US\$ 1.14 billion during April 2000–December 2017, according to the Department of Industrial Policies and Promotion (DIPP).

With the rising need for consumer goods in different sectors including consumer electronics and home appliances, many companies have invested in the Indian retail space in the past few months.

- Department of Industrial Policy and Promotion (DIPP) approved three foreign direct investments (FDI), Mountain Trail Food, Kohler India Corporation, and Merlin Entertainments India in the single brand

retail sector and two FDI proposals of over Rs 400 crore (US\$ 62.45 million) within the retail sector.

- With 2017 being a successful year for herbal-ayurvedic brands, new Indian organic labels in hair care, cosmetics, food and apparel are belting up to carve an organic niche in the growing herbal segment.
- Investments by private equity firms and wealth firms in Indian retail sector reached US\$ 800 million in 2017
- India's retail sector attracted Rs 9.5 billion (US\$ 147.40 million) investments in FY18, at a growth rate of 35 per cent year-on-year from Rs 7 billion (US\$ 104.34 million) in FY17.

### Government Initiatives

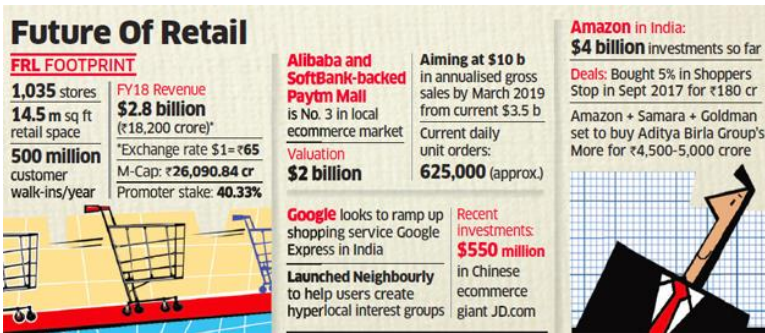
The Government of India has taken various initiatives to improve the retail industry in India. Some of them are listed below:

- The Government of India may change the Foreign Direct Investment (FDI) rules in food processing, in a bid to permit e-commerce companies and foreign retailers to sell Made in India consumer products.
- Government of India has allowed 100 per cent Foreign Direct Investment (FDI) in online retail of goods and services through the automatic route, thereby providing clarity on the existing businesses of e-commerce companies operating in India.

**Cheer For Retailers**

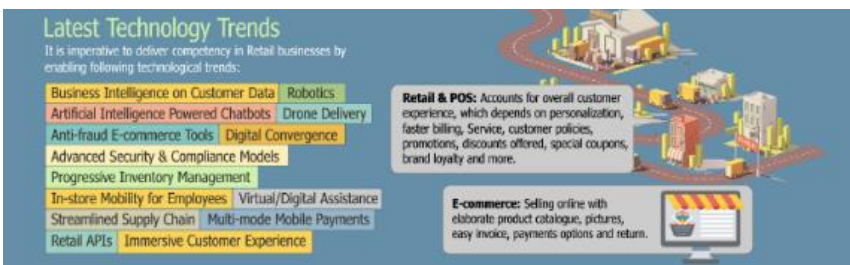
**100%**  
FDI in single-brand retail under automatic route

Global sourcing can be offset against 30% local sourcing norm for **5 YEARS**



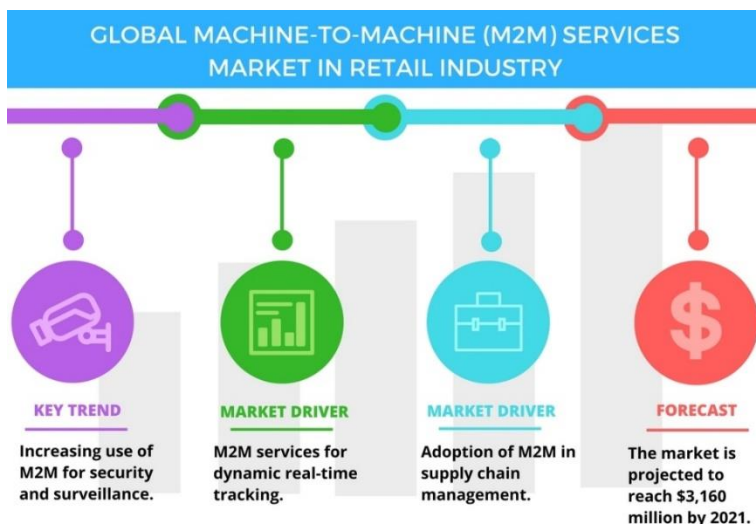
- India has occupied a remarkable position in global retail rankings; the country has high market potential, low economic risk and moderate political risk
- India is expected to become the world's third-largest consumer economy, reaching US\$ 400 billion in consumption by 2025, according to a study by Boston Consulting Group
- India is ranked first in the Global Retail Development Index 2017, backed by rising middle class and rapidly growing consumer spending
- India's retail market witnessed investments worth US\$800 million by Private Equity (PE) firms and wealth funds in 2017.
- Department of Industrial Policy and Promotion (DIPP) approved three foreign direct investments (FDI), Mountain Trail Food, Kohler India Corporation, and Merlin Entertainments India in the single brand retail sector.

### Emerging Retail Industry Trends



The retail industry is going through an enormous amount of change. Customer behavior is changing, and their expectations are higher than ever. It is important for retailers to understand some key industry trends in order to ensure that their businesses are successful now, and for years to come. Here are

5 retail industry trends retailers are embracing in order to keep their companies thriving.



## 1. Invest in Omni-channel Retail Strategies:

One of the most important retail industry trends is investment in Omni-channel retail strategies. Research shows that the average digital consumer owns 3.64 connected devices and tends to consult these devices prior to making a purchase. Consumers may look at an item on their mobile and complete the purchase on their iPad, or they may search for an item on the web and pick it up in the store later. The ubiquity of connected devices means that consumers demand a seamless experience across multiple touch points.

Part of this seamless shopping experience starts with a mobile-first approach. Gartner estimates that by 2017, mobile commerce will equal approximately 50% of all digital commerce in the U.S. Therefore a focus on mobile is a strategic move for retailers, as it allows them to take advantage of one of the most used purchasing devices and supplement its usage with other systems, channels, and devices.

Some retailers are already tapping into mobile shopping in innovative ways. For example, Dixons Car phone – one of our customers – is Europe’s leading

specialist electrical and telecommunications retailer. They wanted to create a unique shopping experience for their customers, one that is seamless and free of any friction. They used Mule Soft's Any point Platform™ to develop honeybee, a platform that sales associates can use on mobile tablets to provide an interactive customer journey. Through the application, customers can navigate through a consistent journey alongside sales associates—from exploring purchasing options to comparing services and products.

## 2. Provide a Personalized Retail Experience:



<https://www.smartinsights.com/ecommerce/web-personalisation/types-ecommerce-personalisation/>

## 3. Attend to the Growing Culture of Immediacy:

The rise of technology has led to a prevalent cultural and retail industry trend: impatient consumers. According to [research](#) on impatience commissioned by KANA Software, today's generation of consumers want to receive a communication response in 10 minutes, compared to previous generations which expected a response in 10 days.

Today's consumers want immediate results and retailers need to both speed up and expand their services in order to respond to the culture of immediacy. Some of these services include: presenting and updating inventory in real-time, restocking stock quickly, offering same-day delivery services, setting-up delivery-lockers, and providing scheduled deliveries. However, these services are challenging to incorporate, as retailers must have an efficient [supply chain](#) in order to support them.

## 4. Embrace the Digital Mobile Wallet:

One emerging fintech and retail industry trend is the use of mobile as a payment method. A study commissioned by [Bank of America](#) surveyed 1,000



of its adult customers that own a smartphone. The study found that the overwhelming majority – 91% – viewed their smartphones as an “indispensable companion” in daily life.



Therefore, to better thrive in the industry, retailers must ensure that they provide flexible payment methods such as mobile payments. A [Forrester report](#) found that 21% of adults in the U.S. already use mobile wallets or are interested in using it in the near future. Clearly, those that incorporate mobile payment services will be able to better thrive in the industry by fulfilling an unmet need.



## strategy+business

# The New Ways to Win in Emerging Markets

Three critical capabilities for leading global growth

# 1

## Operational efficiency

- Develop more short-term and flexible business strategies
- Build efficient supply chains through technology and local partnerships
- Optimize footprint by reevaluating manufacturing presence

# 2

## Innovation

- Find new ways to reach untapped markets
- Adopt a continuous, step-wise approach to innovation
- Design localized products for the emerging market consumer

# 3

## Go-to-market excellence

- Enable presence across multiple channels and price points
- Build an ecosystem of partners to navigate the complex environment
- Develop a strong local organization; cross-share global best practices

### Future of retail workforce management

There is buzz in the industry today that the retail scene will change more by 2020 than in the last 50 years, and it's for good reason. By 2020, it will not just be millennials that retailers will need to cater to, it will also be Gen Z, who, in just a few years' time, will have significant power to shift trends in retail.



In fact, by 2020, Gen Z will be the largest group of consumers worldwide. These new shoppers will have tools at their fingertips and access to shopping across channels like no generation before. Also, like no one else before them, they will

find the best price points and, at the same time, ensure that the retailer they're supporting is socially-conscious.



- Artificial intelligence (AI) and machine learning technologies can provide the predictive capabilities and valuable insights retailers need to produce stronger business outcomes.
- Revolutionary employee scheduling solutions that help supervisors create schedules employees will love but are still cost-effective for the company's bottom line.
- Mobile workforce management applications and technology that let employees and managers work the way they prefer — wherever, whenever, and however they choose.

Together or separate, these workforce management solutions will significantly improve retailers' abilities to manage staff, generate new sales and revenues, and run the entire business as effectively as possible to protect bottom-line profits.

### Career as Retail Manager

# Why Retail?



## Defined Career Paths

■ District Manager Trainee

■ District Manager

■ Advance District Manager

■ Developmental District Manager

■ Division Coordinating Manager

■ Region Manager

■ Divisional Vice-President

■ Senior Division Vice-President



■ Fleet Sales

■ Treasury

■ Pricing Coordinator

■ Marketing

■ Training & Development

■ Sales Accounting

■ Finance

■ Information Technology

■ Human Resources

■ Customer Relationship

■ Safety & Security

■ Diversity & Culture



## Best Shopping Apps in India



## Job Opportunities in Retail Management



## 20 - FINANCIAL LITERACY – MANAGING FINANCIAL MATTERS DIGITAL WAY

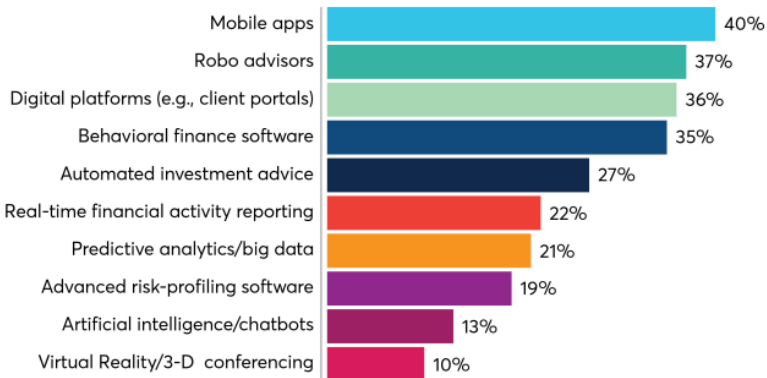


Financial literacy is “the ability to use knowledge and skills to manage one’s financial resources effectively for lifetime financial security.”

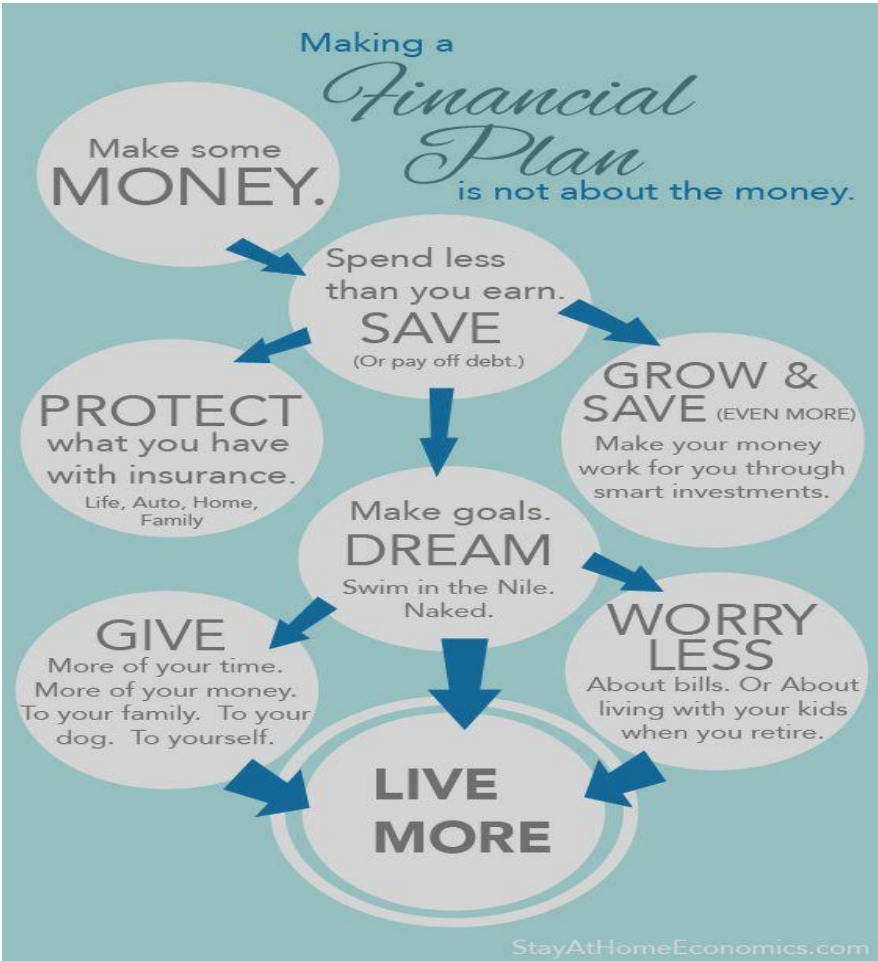
### The Importance of Financial Literacy

Financial illiteracy affects all socio-economic levels and all ages in a very systematic manner. Those who understand the subject, should be able to answer several questions about purchases and also to know whether an item is necessary or not, whether it is affordable or not and whether it is an asset or a liability. On the other hand, the lack of knowledge of financial literacy shall lead to large amount of debt and making poor financial decisions.

### Tech That Will Change Wealth Management



Source: *Financial Planning Tech Survey*, 2017



**Digital Financial Management** does not have a separate entity within the frame of the company because everyone has access to all the relevant information, which can be used efficiently in all aspects of business. By using expertise, the accountants can bring a much-needed financial perspective to the business and decision-making processes. We have to forget endless piles of paper as several common tasks can be performed faster or even automated altogether with the click of a mouse. Receiving and sending invoice is a good example of such tasks, it means one can focus on important tasks at lower costs.



### ELSS Mutual Funds

#### Why:

- ⊕ High interest
- ⊕ **Small amounts** can be invested
- ⊕ No major impact on spending patterns



## BEST INVESTMENT OPTIONS FOR MILLENNIALS IN 2017



### Life insurance

#### Why:

- ⊕ Good to achieve **long-term goals**
- ⊕ Tax exemptions on payments up to ₹ **1.5 lakhs**



### Unit Linked Insurance Plans (ULIP)

#### Why:

- ⊕ Provides **risk cover** to investors
- ⊕ Eligible for **tax savings**



### Fixed Deposits

#### Why:

- ⊕ Higher **rate of return** than savings account
- ⊕ Encourage habit of savings



### Employee Provident Fund (EPF)

#### Why:

- ⊕ Good alternative to the **capital market**
- ⊕ Good investment for post-retirement fund

### Benefits of Digital Financial Management:

There are several benefits of Digital financial management which are enumerated below:

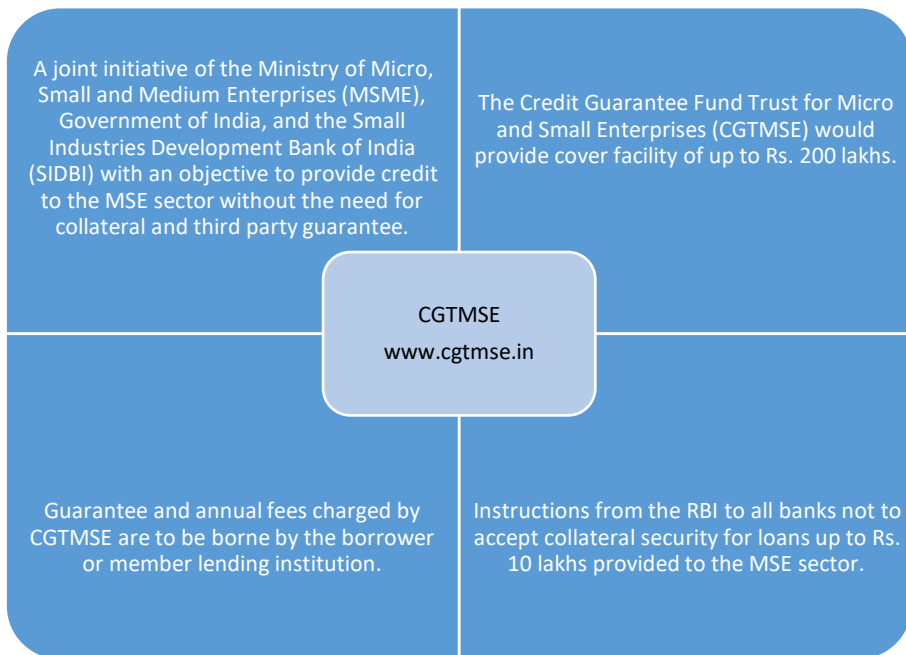
1. Not to Print and Store Paper Documents
2. Better for Decision-Making
3. Access to Real-time Information
4. Transparency of Information
5. Mobile Working
6. Ease and Efficiency
7. Integration of Financial Management into other Business Operations

- 8. Flexibility
- 9. Convenience
- 10.Environmental Friendly

## Entrepreneurship Knowledge for Students

**Loans without collateral? Yes, it is possible!**

### **Credit Guarantee Trust**



✓ Eligible	✗ Not Eligible
<ul style="list-style-type: none"> <li>○ Micro and Small Enterprises</li> <li>○ Service and Manufacturing Industry</li> <li>○ Lending value upto 200 lakhs/2 crore.</li> <li>○ New and Existing units.</li> </ul>	<ul style="list-style-type: none"> <li>○ Retail Trade, Educational Institutions, Agriculture, Self Help Groups (SHGs), Training Institutions etc.</li> <li>○ Loans covered under MUDRA scheme.</li> </ul>



## General Credit Card (GCC)

### Safety tips:

#### DO THIS...

- **Do** sign your plastic cards with permanent ink immediately upon receipt.
- **Do** memorize your card PIN.
- **Do** remember that your credit cards and check cards are as good as cash.
- **Do** carry only the cards you plan to use.
- **Do** store unused cards in a secure, locked place.
- **Do** review all plastic card transactions carefully, and immediately report anything you find unusually
- **Do** inventory all plastic cards and keep a listing separate from where
- **Do** notify the post office to put a hold on your mail when you're out of town
- **Do** routinely check your credit report for any unusual or unrecognizable activity.
- **Do** routinely check your credit report for any unusual or unrecognizable activity.



A GCC is issued as a smart card/debit card (biometric smart card compatible for use in the ATMs/handheld swipe machines and capable of storing adequate information of entrepreneur's identity, assets and credit profile, etc.). Wherever accounts are not digitized, the GCC may be issued as a card/passbook or a credit card-cum-passbook incorporating the name, address, photograph of the holder, particulars of borrowing limit, validity period, etc., for the time being which will serve as an identity card as well as facilitate recording of transactions on an ongoing basis.

The limit on the card will be fixed by the bank on a case-to-case basis based on a risk assessment. The rate of interest on the loans obtained through GCC will be decided by the bank. As an entrepreneur, you are expected to know how much the bank charges on your loan.

CREDIT CARD	DEBIT CARD
Inculcates a financial discipline to repay the debt within a stipulated time period	It does not prompt the user to deposit the amount back
Offers an interest free credit period of 45 to 60 days depending on the card company	Does not allow to make payments over and above the balance available in the bank account
Allows withdrawal of cash from the ATM in case of emergency	Allows cash withdrawal only if you have that amount in the bank account
Allows greater cash backs and reward points on spending	Lesser cash back offers in comparison to credit cards
Can be used as a tool to improve the credit score	Does not impact the credit score

## Loan Application Process

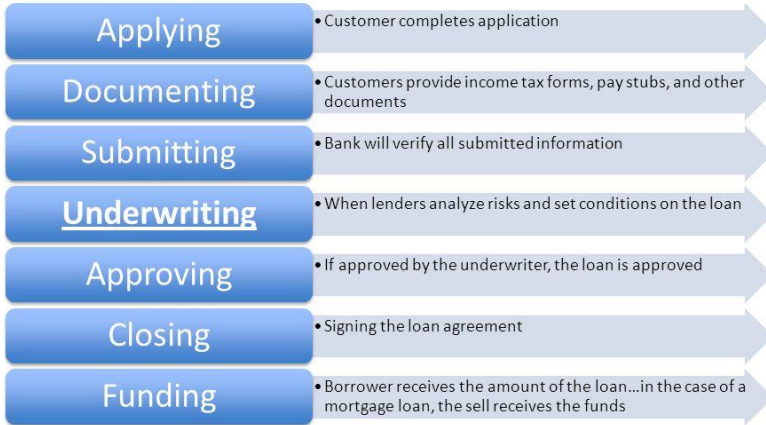
### Timelines as Prescribed by BCSBI for Disposal of Loan Applications

The Banking Codes and Standards Board of India (BCSBI) has prescribed timelines for disposal of loan applications that are complete in all respects and are accompanied by documents as per the ‘checklist’ provided. The banks which are members of the BCSBI have to adhere to the following:

MSE loan application for a credit limit or enhancement in the existing credit limit of up to Rs. 5 lakhs: 2 weeks

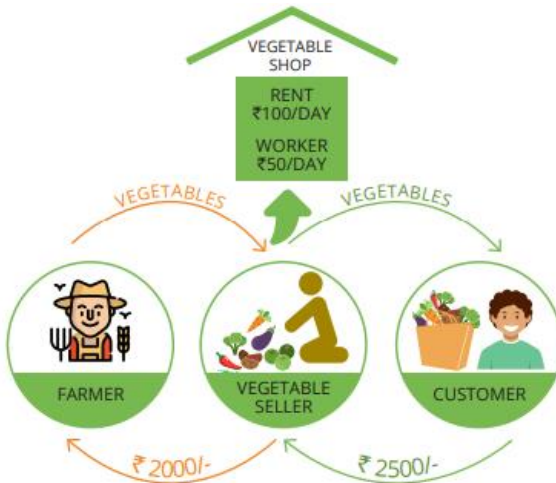
- For credit limit above Rs. 5 lakhs and up to Rs 25 lakhs: 3 weeks

# Loan Application Process



The Code does not replace or supersede regulatory or supervisory instructions issued by the Reserve Bank of India (RBI) and banks will comply with such instructions/directions issued by the RBI from time to time.

## Must-know Finance Terms for Entrepreneurs



## Scenario 1: Financing with Own Capital

**STEP 1** Prepare your business plan and funds requirement estimate

**STEP 2** Get a loan application number and acknowledgment for the application.

**STEP 3** Respond to all queries from the bank/portal on the application promptly; wait for their decision.

**STEP 4** Track your application to check whether the loan has been sanctioned or rejected.

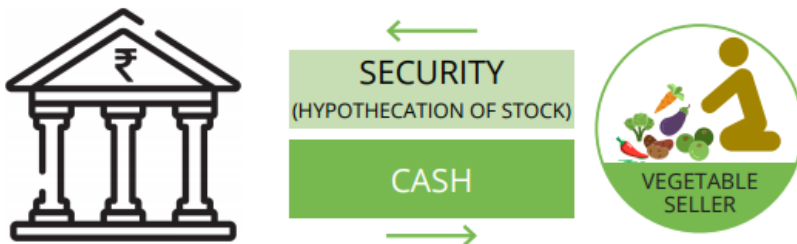


Vegetable seller puts in his own capital of Rs. 2,000 and buys vegetables from a farmer. He pays Rs. 100 in rent per day and Rs. 50 in wages per day to a helper. He sells the vegetables for Rs. 2,500. The Rs. 100 in rent and the Rs. 50 in wages paid are called 'Operating Expenses'. The Rs. 2,000 spent on buying vegetables for selling is the 'Cost of Goods Sold'. The profit in this case is computed thus:

$$\text{Profit} = \text{Selling Price} - \text{Cost of Goods Sold} - \text{Operating Expenses} = 2500 - 2000 - 150 = \text{Rs. } 350$$

## Scenario 2: Cash Credit against Hypothecation of Stock

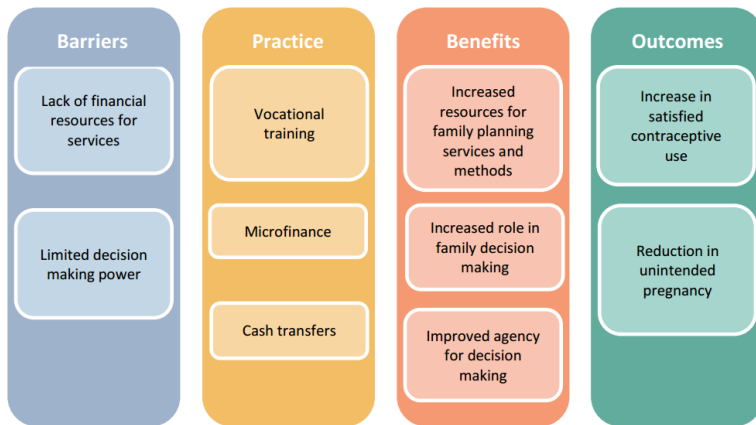
Suppose the vegetable seller does not have his own capital to buy all the vegetables he requires or he wants to expand his business. In such a scenario, he can take a loan from the bank by offering the vegetables to be purchased as security. This type of financing is called cash credit where the bank lends against self-liquidating security. The whole amount of the bank loan need not be drawn, only the amount needed based on current requirement. The interest on this type of facility is charged only on the outstanding and not on the entire loan limit.



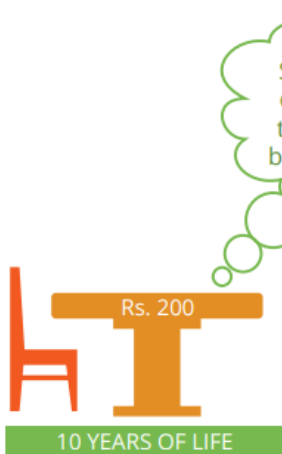
### Scenario 3: Receivables Financing

In business, it is often necessary to provide credit, which means to accept payments from customers on a future date as per agreement. When that happens, there is not enough money to buy supplies for the next day and pay for other obligations like rent and wages. The payments that are to be received at a later date as per agreement are called receivables and the customer who is expected to pay at a later date is called a debtor. In such a situation, when money from sales is delayed, business need not stop for want of funds. The vegetable seller can go to the bank and request lending against receivables. The bank provides finance against the amount of receivables after reduction of margin. Interest on the loan is charged only on the outstanding amount of the loan.

### Financial Empowerment of Youth



**Scenario 4: Purchasing Fixed Assets and Accounting for them** Now that the



profits have increased, the vegetable seller decides to buy a table and chair for the shop. Suppose he buys furniture for Rs. 200. He is now in a dilemma. Should he reduce this entire cost of Rs. 200 from this year’s profit, even though he will be using the furniture for the next ten years? If he does, his profit will reduce by Rs. 200. So, instead, the vegetable vendor decides,

since the life of the furniture is ten years, that for this year he will allocate funds towards only 1/10th of the cost. When he does this, the amount to be charged to the current year as expenses is called depreciation. Items bought for running the business that are going to be used for more than one year are called Fixed Assets. Examples of fixed assets include land, building, machinery, equipment, etc. Depending on the life of the fixed asset, every year the value of the fixed asset has to be reduced. This reduction is effected by setting apart the reduced amount as an expense which is called depreciation.

**Scenario 5: Long-term Loans**

As the business grows, the vegetable vendor realises that since vegetables are perishable, he had to throw away a fair amount which is not bought by customers. This in turn was eating into his profits. He feels that if he had a cold storage system he may be able to increase the life of the fresh vegetables and cut down on wastage. He makes enquiries for a freezer; a good freezer will cost him about Rs. 20,000. The vegetable vendor learns that he can avail a loan through [http:// udayamimitra.in](http://udayamimitra.in) and applies. His loan is sanctioned at an interest rate of 10 per cent per annum. With the loan money he buys a freezer and is now able to keep the vegetables fresh for an additional two days. This, in turn, lead to an increase in profits for the vegetable vendor.

**Terminologies:** Term Loan Loans that are availed for a specific purpose and are to be repaid over a long period (one year and above) are called ‘Term Loans’.

### Business Summary

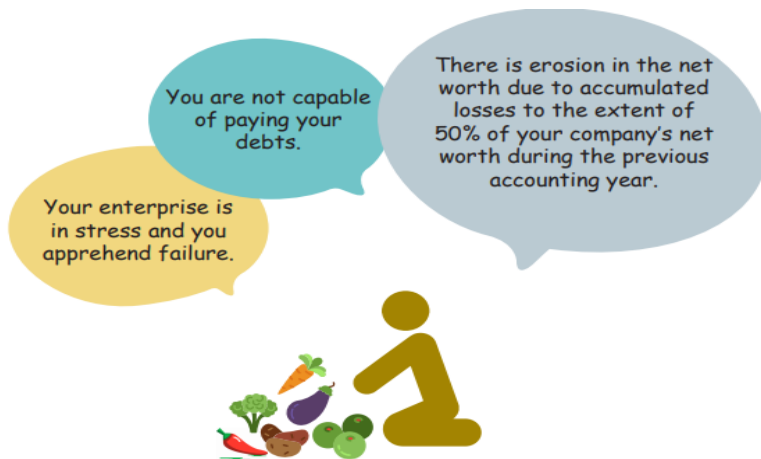
The vegetable vendor’s total sales figure was Rs. 10 lakhs and the cost of goods sold was Rs. 8 lakhs. The vegetable vendor thus made a gross profit of Rs 2 lakhs. He paid Rs. 36,000 and Rs. 18,000, respectively, on rent and wages (assuming 360 days in a year). His cash credit outstanding was Rs. 2,000 at the end of the year. For simplicity in understanding, assuming the outstanding was Rs. 2,000 each day of the year, he paid a total interest of Rs. 200 on the cash credit outstanding. He repaid Rs. 6,000 towards the term loan on the last day of

Profit and Loss Statement		Balance Sheet	
Sales	: Rs. 10,00,000	<b>Assets</b>	
COGS	: Rs. 8,00,000	Cash	: Rs. 1,39,100
Gross Profit	: Rs. 2,00,000	Receivables	: Rs. 2,500
Operating Expenses		Fixed Assets	: Rs. 18,180
Rent	: Rs. 36,000	Total Assets	: Rs. 1,59,780
Wages	: Rs. 18,000	<b>Liability</b>	
Operating Profit	: Rs. 1,46,000	Cash Credit	: Rs. 2,000
Interest	: Rs. 2,200	Term Loan	: Rs. 14,000
Depreciation	: Rs. 2,020	Owners Capital	: Rs. 2,000
Profit before Tax	: Rs. 1,41,780	Retained Profits	: Rs. 1,41,780
		Total Liability	: Rs. 1,59,780

the year and the term loan outstanding on the balance sheet is Rs. 14,000. An amount of Rs. 2,000 was charged as interest for the year on the term loan. So, the total interest paid for the year is Rs. 2,200. A depreciation of Rs. 2,000 on

the freezer and Rs. 20 on the furniture was claimed as expenses for the year amounting to a total depreciation of Rs. 2,020 (depreciation rate of 10 per cent assuming a ten-year life for both freezer and furniture). The fixed assets net of depreciation is Rs. 18,180 (Rs. 20,000 – Rs. 2,020).

### **Be Proactive and Approach the Bank in Case of Stress**



Your enterprise is in stress and you apprehend failure.

You are not capable of paying your debts.

There is erosion in the net worth due to accumulated losses to the extent of 50% of your company's net worth during the previous accounting year.

### **Summary of Financial Terms**

#### **Recent Initiatives for MSMEs**

##### **Trade Receivables Discounting System (TReDS)**

Do you face the problem of delayed payments from your buyers? If yes, you can discount your receivables through TReDS. Three entities licensed by RBI, viz. RXIL, Mynd Solution and A.TReDS, operate the TReDS platform.

##### **Certified Credit Counsellors**

Are you hesitant to apply to banks for MSME loans due to lack of knowledge on preparing business proposals, maintaining financial documents, etc.? You may approach Certified Credit Counsellors (CCCs) who are registered by SIDBI.



## Basic Terminologies

**Profit & loss statement:** A statement showing income and expenses of the company. This is prepared for a particular period (usually 1 April to 31 March).

**Balance sheet :** A statement showing the position of assets and liabilities of the company as on a particular date.

**Revenue :** Amount received by way of sales of products and services. This includes both cash and credit sales.

**Equity capital :** Shareholder's capital which represents ownership interest in the company.

**Term loan :** A long-term loan generally taken to buy fixed assets and which is repaid in installments over a period of time.

**Cash credit :** Working capital loans to finance current assets and manage day-to-day running of the business.

**Fixed assets :** Assets that are used for the long term and which are not sold during the normal course of the business.

## 21 - LEISURE, RECREATION & ENTERTAINMENT – LIFE MANAGEMENT

It is commonly heard, people saying each other, what is being generally done by them in their spare and idle time. Now the question arises, what do we actually mean by the term leisure time? In simple words what is the actual meaning of the word leisure.

By **Leisure**, we mean experiencing the quality of spare or idle time. It is the time which is not spent while doing any daily or necessary work like job, household chores, study etc. but spending time in some basic activities like eating, sleeping, hobbies, recreation etc. It is non-bounded time spent on passion and hobbies. Leisure is when we spend time doing what we may like to do the most. Another term that originates from the same place is recreation.

The purpose of recreation is not to waste time, but to make full use of life and enjoy quality time with oneself. It is not to make any person busy, but to refresh him/her and to relax. Recreation does not escape us from the work but to discover new dimensions of life.



*“It is in his pleasure that a man really lives; it is from his leisure that he constructs the true fabric of self.”*

**Recreation** means relaxing our body and mind from our busy & hectic schedule of work. It means involving in the activities that give us pleasure, excitement and improve our quality of life. Leisure is thus, related to our state

of mind, whereas recreation is always said to be connected with physical work or activities which have positive impact on our mind as well as our body.

If a person does not have any leisure time or does not spare time for recreational activities, he/she is bound to develop a state of boredom in his/her mind which is difficult to overcome. On the other hand, if he spares time for leisure or recreation, he/she is bound to enhance the quality of work that a person has in life.

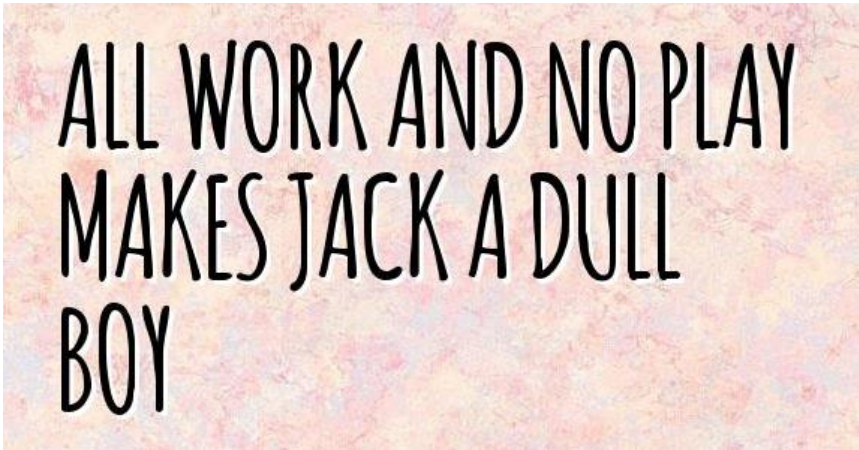
### **Leisure & Recreation: The Real Value of Life**

Leisure and recreation develop excitement in a person which enhances his/her productivity, efficiency and happiness index. Now-a-days, life has become so busy and mechanical that each one of us needs some quality time to rejuvenate and produce quality output. Leisure and recreation allow a person to interact with oneself to enjoy the feeling of ecstasy. It gives him/her time to indulge into activities of our choices which are not imposed on us. Thus, making us feel pleasure, happiness and also gives us a positive outlook towards life.

With the advancement of technology, the options for entertainment have increased manifold. Everybody needs entertainment to fulfill his/her desires to enjoy life. The invention of gramophone in 19<sup>th</sup> century gave people a new dimension for entertainment in their leisure time. With the advent of internet and also web services, now there are a lot more areas available for pleasure & entertainment.

All the recreational activities depend on a person's personal interest what he thinks is appropriate for his/her pleasure. These activities have favorable impact on human health also. A person who is more involved in physical and mental activities for relaxation, is always more active than the person who only sits and works for routine jobs. Leisure and recreation thus, have contributed towards human being's overall development, growth and well-being.

Work and leisure have to go hand in hand. A human being feels burdened when he/she is only working. For releasing the burden and stress, he/she needs free time and relaxation. There is a very beautiful rhyme which we have been reciting as kids, "All work and no play made Jack a dull boy."



The human mind is always like an electronic gadget. It gets discharged after long hours of work. It also needs to charge up to be ready for the next work so as to give proper quality output.

Now-a-days companies have started adopting this concept of offering leisure, recreation and entertainment activities for their employees. They believe that it increases their capabilities and make them to love their job. Many MNCs have come up with the idea of having game zones, swimming pools, TV viewing and other entertainment zones in the offices. It gives their employees an opportunity to have fun and relaxation while working. Employees can enjoy gaming and other entertainment options available in their office whenever they feel tired and over-burdened.

*"Life is best enjoyed when time periods are evenly divided between labor, sleep, and recreation...all people should spend one-third of their time in recreation which is re-building, voluntary activity, never idleness."- Brigham Young*

Leisure, recreation & entertainment activities are those which are done only for the enjoyment purpose and not for any routine work. These activities can be divided into two categories- Passive and Active.

### **Types of Leisure and Recreational Activities**

- **Sports & Gaming**
  - Solo Games like Swimming, Gymnastics, Athletics, Badminton, Chess, Table Tennis, Yoga, Aerobics etc.
  - Group Games like Cricket, Football, Basketball, Volleyball, etc

- **Art & Entertainment**
  - Dancing
  - Painting
  - Writing
  - Reading
  - Singing
  - Playing Musical instruments
  - Watching TV
  - Listening to Music
  - Internet surfing
- **Adventure Sports**
  - Cycling
  - River Rafting
  - Bunji Jumping
  - Camping
  - Underwater diving
  - Para-gliding
  - Sking
  - Skating
- **Other Hobby related activities**
  - Gardening
  - Stamp Collection
  - Photography
  - Home-making and Cooking

### **Benefits of Leisure & Recreation**

All those persons who do not spare time for their personal fun, enjoyment and relaxation, are bound to suffer from mental sickness, physical illness, or depression.

*The Impact of Music Therapy- The original Story*



Life is beautiful. You have to be thankful that we are living. Wherever you look is beauty. I know about the bad things, but I look for the good things.

— Alice Herz-Sommer —

AZ QUOTES

*Alice Herz-Sommer, a renowned concert pianist who was believed to have been the world's oldest Holocaust survivor, after she died in London at the age of 110.*

*She was born into a German-speaking Jewish family in Prague at a time when it was part of the Austro-Hungarian Empire, and endured the city's Ghetto following the Nazi invasion of Czechoslovakia. She then spent two years in Theresienstadt (Terezín) concentration camp, where nearly 35,000 prisoners perished.*

*In an extraordinary life, which was the subject of film nominated for the best short documentary at next Sunday night's Academy Awards, she counted Franz Kafka as a family friend when she was young and carried a devotion to music that sustained her in the camp.*

Leisure and Recreation both are an integral part of our life and its benefits can be reaped easily. Sports, games and other physical activities provide leadership qualities, physical fitness and active body. Good hobbies keep a person creative and make his/her mind fresh. Thus, it is proved that spending some time in the activities that a person enjoys shall help him/her in reducing the signs of early aging and provides pleasure which may further develop a positive attitude and the person may be capable of fighting with illness. A few more benefits of indulging into recreational activities are enumerated below-

- It shall improve our immune system
- It shall keep our body fit and fine.
- It shall enhance our memory
- It shall reduce the level of stress and strains
- It shall improve quality of sleep

In a nutshell, *Leisure means experiencing the quality of spare time which is not spent in doing daily and necessary work like job, household chores, study etc. Recreation, on the other hand means relaxing our mind and also our body from hectic & busy schedule that gives excitement and improves the quality of life. Leisure and recreation, thus work for the overall development, growth and well-being of all human beings. Sports and other physical activities provide leadership qualities, physical fitness and active body.*

**Answer the following to check your understanding:**

1. What type of accommodation would be appropriate for recreational activities on a holiday?
  - A. A resort with lots to do.
  - B. 5 Star Resort
  - C. Romantic Log Cabin
  - D. Campaign site
2. What are benefits of leisure and recreation in life?
  - A. Improves memory
  - B. Improves Health
  - C. Increases flexibility
  - D. All of the above
3. What is Recreation?
  - A. Refreshment of one's mind or body after work through activity that amuses or stimulates;
  - B. A specific activities which fill this leisure time.
  - C. It is a physical activity.
  - D. All of the above
4. Which of the following is an indoor activity?
  - A. Dancing
  - B. Swimming
  - C. Football
  - D. None of the above

**Answers:**

1. A
2. D
3. D
4. A





## 22-SELF ASSESSMENT TEST

### LINKS FOR VARIOUS PSYCHOLOGICAL TESTS

<https://www.psychologytoday.com/intl/tests/health/depression-test>

<https://www.psychologytoday.com/intl/tests/health/mental-health-assessment>

<https://www.psychologytoday.com/intl/tests/health/anxiety-test>

<https://www.psychologytoday.com/intl/tests/personality/big-five-personality-test>

<https://www.psychologytoday.com/intl/tests/career/career-personality-aptitude-test>

<https://www.psychologytoday.com/intl/tests/iq/multiple-intelligences-learning-style-test>

<https://www.psychologytoday.com/intl/tests/iq/analytical-reasoning-test>

<https://www.psychologytoday.com/intl/tests/personality/self-esteem-test>

<https://www.psychologytoday.com/intl/tests/personality/anger-management-test>

<https://www.psychologytoday.com/intl/tests/health/happiness-test>

<https://www.psychologytoday.com/intl/tests/personality/adventure-quotient-aq-test>

<https://www.psychologytoday.com/intl/tests/relationships/interpersonal-communications-skills-test>

<https://www.psychologytoday.com/intl/tests/career/concentration-focus-skills-test>

<https://www.psychologytoday.com/intl/tests/career/leadership-style-test>

<https://www.psychologytoday.com/intl/tests/personality/emotional-intelligence-test>

<https://www.psychologytoday.com/intl/tests/personality/can-you-be-entrepreneur>

<https://www.psychologytoday.com/intl/tests/career/time-management-skills-test>

<https://www.psychologytoday.com/intl/tests/personality/motivation-needs-test>

<https://www.psychologytoday.com/intl/tests/relationships/social-skills-test>

<https://www.psychologytoday.com/intl/tests/career/burnout-test-service-fields>

<https://www.psychologytoday.com/intl/tests/personality/organization-skills-test-personal-life-version>

<https://www.psychologytoday.com/intl/tests/personality-0>

<https://www.psychologytoday.com/intl/tests/career/organization-skills-test-version-workers-students>

<https://www.psychologytoday.com/intl/tests/career/entrepreneurship-aptitudes-test>

<https://www.psychologytoday.com/intl/tests/career/entrepreneurial-personality-profile>

<https://www.psychologytoday.com/intl/tests/career/work-style-test>

<https://www.psychologytoday.com/intl/tests/health/nutrition-iq-test>

<https://www.123test.com/logical-reasoning-test/>

<https://www.123test.com/numerical-reasoning-test/>

<https://www.123test.com/verbal-reasoning-test-syllogisms/>

<https://www.123test.com/verbal-reasoning-test-analogies/>

<https://www.123test.com/deductive-reasoning-test-figures/>

<https://www.123test.com/spatial-reasoning-test/>

<https://www.123test.com/diagrammatic-reasoning-test/>

<https://www.123test.com/career-test/>

<https://www.123test.com/disc-personality-test/>

<https://www.123test.com/work-values-test/>

[https://www.queendom.com/tests/access\\_page/index.htm?idRegTest=3910](https://www.queendom.com/tests/access_page/index.htm?idRegTest=3910)

<https://online.campbellsville.edu/business/emotional-intelligence-test/>

General

<https://psychcentral.com/quizzes/sleepiness-quiz/>

<https://psychcentral.com/quizzes/loneliness-quiz/>

<https://psychcentral.com/quizzes/internet-addiction-quiz/>

<https://psychcentral.com/quizzes/facebook-addict-quiz/>

<https://psychcentral.com/quizzes/fomo-quiz/>

<https://psychcentral.com/quizzes/parenting-style-quiz/>

## 23-FREQUENTLY USED ENGLISH CONVERSATION

- Good Morning
- I want to go to the loo / Washroom / Restroom
- Please let me sleep for a while
- 5 Minutes more
- Please shut the alarm
- It's such a beautiful day
- What should I wear today?
- What's in breakfast today?
- I have so much work to do today
- I have nothing to do today
- Have a good day
- Hello! How are you?
- I am looking beautiful today
- How are you?
- Did you sleep well?
- I had a great sleep.
- I had a disturbed sleep.
- Somebody was watching T.V all night?
- What would you like for breakfast?
- Would you like parathas with butter milk?
- I will have a light breakfast.
- Can you please pass me the salt?
- I'll have bread and butter for breakfast.
- Where are my college books kept?
- Who has picked up my practical file from here?
- Where were you all night?
- We were studying in Sapna's room.
- Are you going to college today?
- No, I am feeling sleepy.
- Yes of course, it a test today.
- How was your weekend?
- It was really good; we had a lot of fun.
- Shall we move to the bus stop?
- What are you waiting for?
- I am waiting for the bus to come.
- So what is the plan for today?
- Nothing special' I'll study for the exams.
- So, good to see you

- How did you find the lecture?
- It was really awesome and knowledgeable.
- Are you going to canteen?
- Yes, would you like to join?
- No, I am working on the project.
- Can you bring me a coke from the canteen?
- Where were you during the lecture?
- I had gone to submit my migration at the office.
- Can you give me your notes so that I can copy?
- You are not feeling well today, is everything all right?
- I have been studying all night, now I am feeling sleepy.
- Would you like some tea?
- Sure, it will be good.
- I want to talk to the class teacher about the extra classes?
- I need to enhance my communication skills.
- Where will you go in Diwali holidays?
- I am not sure, but, I think I'll stay back and study.
- Have you completed revising your syllabus?
- Yes, but, I have many doubts.
- How was the college today?
- It was great, as usual.
- We did a lot of activities today.
- Canteen was full in the recess so we did not eat anything.
- I am starving, let's go for lunch.
- Sure, I was just waiting for you.
- I am just going to take a short nap and then we will study.
- Ok, I'll catch on some sleep too.
- Let us start revising from the chapter one.
- Ok, but first let us make a schedule.
- These questions are quite difficult.
- I am marking all these questions and will clarify from sir tomorrow.
- I need some tea.
- I'll go to the mess and see whether they are serving any.
- Ok, I'll come along.
- These people are creating a lot of trouble in the hostel.
- We all must complaint to the warden.
- Have you washed your clothes?
- No, I have a big bundle to wash.
- Come then lets do it, the bathrooms are free now.
- I will bring my bundle and the detergent.

- It is getting a bit cold here.
- Yes, we must take out our warm clothes.
- Where are you planning to go on the college trip?
- I am looking forward to go to Agra.
- I have not seen TajMahal.
- I think Jaipur is a better place.
- Let us see where the college takes us?
- Have you applied in all the companies coming for campus placements?
- No, I have selected some, according to my choice.
- Where do you want to work?
- I would love to go to Delhi.
- Yes, there are a lot of options in Delhi.
- I am going to join the tourism industry only, it is my main interest.
- Can you see whether the dinner is ready or not?
- No, the dinner has not arrived as yet.
- Ok, let's go to the terrace and have some fresh air.
- It is so beautiful from here.
- Everything feels fresh during this time of the day.
- I think it is going to rain in the tonight.
- Yes, it seems so.
- Rains will increase the cold soon.
- Let us shop for some warm clothes on Sunday.
- I will ask my roommates too.
- We will take the permission form the college.
- I think we should get one blanket too.
- The dinner was really good today.
- Are you going to study tonight?
- Yes, but first I will watch some T.V.
- I will go straight to bed, I am not feeling well.
- Ok, sleep well, I will study for an hour before sleeping.
- Where is Shobha today, I have not met her since morning?
- I don't know, maybe she has gone to her place, she was also not feeling well.
- Ok then I will go and sleep.
- Have some medicine if you want?
- Well, Good Night.
- No, I think I just need some rest.

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## **SERVICE INDUSTRY SECTOR – GLOBAL OPPORTUNITIES FOR YOUTH**

### **Airline Services**

- Cabin Crew
- Airport Ground Staff
- Airlines City Office Staff
- Commercial Pilot and Technical Crew

### **Travel & Tourism Services**

- Travel Agency
- Tour Operations
- Tour Excursions

- Tourist Guides & Interpretors

### **Hospitality Services**

- Hotels & Restaurants, Resorts
- Tourist Complexes
- Catering Outside/Corporate/Events
- Home Delivery

### **Health, Wellness and Spa**

- Hospitals
- Nursing Homes
- Medical Establishments
- Spas
- Sauna Centers
- Gym
- Beauty Parlours
- Dental Beauty Centers
- Herbal Massage & Treatment Centers

### **Media & Advertising**

- Newspapers
- Magazines
- Satellite Channels
- Radio (FM)
- Advertising-Outdoor,
- Public Relations
- Online Media, Print, Electronics
- (online services for both print & electronic media)

### **Entertainment & Leisure Services**

- Theme Parks
- Motion Pictures

- Video Parlours
- Discotheques
- Clubs / Health Resorts / Event Venues / Bowling Alleys / Pool Parlours

### **Retail Business**

- Retail Chains
- Showrooms
- Eating Joints
- Multiplexes

### **PR and Event Services**

- Conferences & Conventions
- Exhibitions
- Expositions
- Trade Fairs
- BTL Solutions
- Retail & Experiential Marketing
- Road Shows
- Contests
- Incentive Travels
- Brand Promotion events
- Product Launches
- Seminars
- Live Shows
- Concerts & Award Ceremonies
- Carnivals
- Theme Parties
- Wedding Management
- Beauty Pageant & Fashion Shows
- Sports Tournaments, Championships, Matches, Rallies etc

## **Banking/ Finance/ Insurance**

- Banks
- Financial Institutions
- Insurance Services
- Foreign Exchange

## **ITES & BPOs**

- Call Centers
- Customer Service
- Technical Support
- Human Resource (Pay Roll Processing employee records Maintenance)
- Finance & Accounting
- Transaction Processing
- Engineering
- Design
- Remote Education
- Market Research & Data Search
- Network Consultancy

## **Telecommunications & Communications**

- Mobile Phone Services
- Telephone Services
- Radio & TV Broadcasting
- Postal & Courier Services

## **Real Estate Services**

- Renting
- Investment Consultants
- Building & Real Estate Management
- Property Consultants

## **Transportation Services**

- Railway, Airlines
- Cruise Lines
- Local Passenger Transportation
- Water Transportation
- Helicopter Services
- Car Rentals
- Private Aircraft Services

### **Marketing Related Services**

- Marketing Consultancy
- Tele-Marketing
- New Product Development
- Sales Promotions
- Market Research

### **Business & Professional Services**

- Records Management
- Management Consultancy
- Meeting Facilities
- Office Management
- Secretarial

### **HR, Consultancy, Education & Research**

- Head Hunting / Placement Services
- Education / Training Service
- Consultancy Services
- Counseling Services
- Research & Development
- Related Services

### **Computer Services**

- Consultancy Services related to
- Software Implementation Services
- Installation of Computer Hardware
- Website Design & Hosting Services
- Data Processing Services
- Database Services

### **Construction Services**

- General Construction Work
- Installation & Assembly Work
- Building Completion & Finishing Work

### **Distribution Services**

- Commission Agent's Services
- Wholesale Trader Services
- Retailing Services
- Franchising

### **Others**

- **Interior Designing**
- **Fashion Designing**
- **Florists**
- **Translation Services**
- **Photography Services**
- **Coloured Photo Lab Services**
- **Packaging Services**
- **Printing & Publishing Services**
- **Social Services**
- **Old Age Homes**
- **Architectural Services**
- **Dry Cleaning Services**
- **Taxation Services**



- **Engineering Services**
- **Legal Services**
- **Medical & Dental Services**
- **Investigation & Security Services**
- **Accounting, Auditing & Book-keeping**
- **Utility Services**
- **Services (Electricity, Gas Water, Appliance Repair)**

**and many more...**