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Teaching, Learning
& Development

JIGYASA

THE ENGINE OF ACHIEVEMENT

ISSUE
4

CTLD's Insightful Digest



TEERTHANKER MAHAVEER UNIVERSITY



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VISION & MISSION STATEMENT OF THE UNIVERSITY

Vision Statement

To be internationally recognized as a premier institution of excellence providing quality education, research and consultancy services to the global society.

Mission Statement

Our endeavour is to impart knowledge and develop critical skills necessary to succeed both in professional and personal life by promoting learning supported by world-class faculty, infrastructure, technology, curricula and collaborative teaching and research with premier institutions in India and abroad.

Quality Policy

Ensure Quality in Academic and Administrative Processes and Procedures





At Teerthanker Mahaveer University, we have always believed that true education extends beyond classrooms. It lies in nurturing curiosity, fostering critical thought, and inspiring a lifelong quest for knowledge. Jigyasa embodies this very spirit. It reflects our commitment to cultivating minds that are not only academically proficient but also inquisitive, creative, and resilient. Such initiatives strengthen the vibrant intellectual ecosystem that TMU has consistently strived to build.

It is a matter of great pride and satisfaction to witness the fourth edition of Jigyasa unfolding with such enthusiasm and dedication. I bless all participants, organisers, and mentors who have contributed to Jigyasa 4.0. May this platform continue to inspire young minds to explore fearlessly, learn tirelessly, and contribute meaningfully to society and the world at large.

May the light of knowledge always guide you towards excellence and service.

Shri Suresh Jain
Honourable Chancellor
Teerthanker Mahaveer University

FROM THE DESK OF MANAGEMENT



Reading Jigyasa 3.0 was truly gratifying. I was flipping through the pages witnessing the vibrant expressions of our youth through articles, poetry, and visuals which reaffirmed my belief in CTLD's mission to nurture communication skills among our students. Each contribution in Jigyasa 3.0 was meticulously structured and aligned with CTLD's overarching theme of 'Continuous Personal and Professional Growth'. I particularly loved one standout piece authored by Shaik Ameer Sohail which delved into the essence of authenticity elucidating its pivotal role in personal development. I am convinced that this special

publication serves as a valuable resource for anyone striving for self-improvement, rivaling traditional self-help literature. My heartfelt appreciation goes to the dedicated editorial team comprising students and CTLD trainers for their unwavering commitment to producing this magazine biannually. With the launch of Jigyasa 4.0, I anticipate even higher standards of excellence.

I extend my best wishes to the entire team for another successful edition.

Shri Manish Jain
Group Vice Chairman
Teerthanker Mahaveer University

The essence of true education lies in making individuals self-sufficient and self-reliant. It embodies the freedom to express ideas openly, to learn from diverse sources, and to explore beyond conventional boundaries. CTLD's Jigyasa has been instrumental in fostering this ethos. This compilation of researched articles by our students serves as a testament to the boundless nature of learning. The diverse perspectives and innovative insights shared by faculty, trainers, and students alike reaffirm our commitment to progressive education.



Personally, I found immense value in the interview with Mr. Ashish, GM-HR at Medanta Hospitals, which sheds light on industry expectations regarding the skills and attributes of graduating students. I commend the tireless efforts of the CTLD team and the editorial board for presenting this issue in its current form. I am confident that Jigyasa 4.0 will introduce us to remarkable authors and inspire us towards further personal and professional growth.

My best wishes to the entire team.

Prof (Dr) V K Jain
Vice Chancellor
Teerthanker Mahaveer University

FROM THE DESK OF MANAGEMENT



On exploring the various issues of CTLD's Jigyasa, I was delighted to find that this is a publication that underscores our university's commitment to scholarly excellence and knowledge dissemination.

"Knowledge is the currency of progress, and every nugget acquired is a valuable investment in the bank of personal growth. Like a well-tended garden, a mind cultivated with knowledge yields the fruits of innovation and the flowers of profound insight." These words embody the essence of Jigyasa.

Jigyasa 3.0 was a comprehensive showcase of the diverse and impactful talented blossoming within the academic corridors of TMU. My heartfelt congratulations to all contributors whose dedication have shaped Jigyasa. Articles like 'Navigating Life after College' by Abhinav Jain show the practicality of thought that our students carry in their intellectual exploration. Jigyasa 3.0, not only mirrors the collective accomplishments of our academic community, but also fosters a culture of continuous learning. I am confident that this edition, Jigyasa 4.0, will significantly contribute to the academic legacy of our beloved institution. I wish the team all the best.

Shri Akshat Jain
Executive Director
Teerthanker Mahaveer University



Jigyasa, much more than a mere publication, stands as a testament to the excellence exhibited by the contributors and editors. The thought-provoking articles and insightful pieces in the previous editions have undeniably enriched the magazine, creating a compelling narrative that reflects the depth of our academic community.

Going through the previous issues of Jigyasa, I found that it stands as a testament to the collective brilliance of our scholarly circle, showcasing commendable endeavour and labour.

My sincere appreciation goes to all contributors for enriching our academic discourse. I was especially excited to go through Q&A session with Mr. Aditya from Vivo and Mr. Ashish from Medanta. It is such articles that connect corporate with the campus. I encourage all the readers to learn from these and continue to be a part of the success journey.

My sincere gratitude to all who have contributed in making Jigyasa a remarkable showcase of intellectual vibrancy. Wishing you an enlightening and enriching reading experience and the very best to the entire team of CTLD and Jigyasa.4.0

Prof (Dr) Manjula Jain
Dean Academics

Teerthanker Mahaveer University

FROM THE DESK OF MANAGEMENT

As a passionate advocate for personal growth and intellectual exploration, I see myself as a catalyst for curiosity, inspiring others on their journey of discovery and self-realization. With each edition of Jigyasa Magazine, curated by the dedicated editorial board and Team CTLD, I strive to ignite curiosity in every reader. Through thought-provoking articles, insightful ideas, and engaging puzzles, I aim to guide individuals towards a deeper understanding of themselves and the world.

At CTLD, we envision building a community of thinkers, dreamers, and visionaries—united by their thirst for knowledge and commitment to growth. Students from all colleges participate enthusiastically in university-level events organized by CTLD, fostering overall development. Together, we push the boundaries of human understanding, embarking on a collective journey towards enlightenment and innovation.

The publication of Jigyasa by CTLD represents a step towards this goal. Students and Faculty members from various colleges volunteer to make JIGYASA an engaging and valuable resource for readers. I extend my heartfelt wishes for success to the editorial team for Volume 4.0 of Jigyasa Magazine.

Prof (Dr) Pankaj Kumar Singh
Director-CTLD
Teerthanker Mahaveer University



THE EDITORIAL TEAM

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Dr. Jasmine Stephen
Chief Trainer

SENIOR EDITOR



Ms. Anvesha Sisodiya
Executive Trainer

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Ms. Mani Saraswat
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Aarjav Jain
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B.Tech CSE

From the desk of the

CHIEF EDITOR

Welcome to the latest edition of Jigyasa 4.0, where we delve into the intricate world of professionalism and the immense importance of cultivating a professional image. In an era where technology reigns supreme, it's easy to get lost in the sea of digital expertise and forget the indispensable human touch. Professional skills, often overlooked but ever so crucial, are the cornerstone of personal and professional success.

As the Editor-in-Chief of Jigyasa 4.0, I am delighted to dedicate this issue to the exploration of such skills and the imperative task of **crafting a professional image**.

In this issue, we explore, how working on your skills such as communication, emotional intelligence, and adaptability, can propel you towards your goals. From navigating the intricacies of interpersonal relationships to mastering the art of effective collaboration, we provide insights and strategies to help you thrive in today's dynamic workplace environment. Remember, while hard skills may get you in the door, it's your soft skills that will pave the way to long-term success.

Your professional persona is not only just a polished resume or a well-crafted LinkedIn profile; it's also a reflection of your values, integrity, and commitment to excellence.

Whether you're attending a job interview, networking event, or simply interacting with colleagues, projecting a positive and professional image is paramount.



CHIEF EDITOR - JIGYASA
CHIEF TRAINER, CTLD

Through expert advice and real-life examples, we offer practical tips on how to cultivate a professional image that leaves a lasting impression. Furthermore, we shed light on the significance of creating a professional image.

As you peruse the pages of this magazine, I encourage you to reflect on your own skills repertoire and consider how you can enhance it to realize your full potential. Remember, the journey toward mastery is ongoing, and every effort invested in self-improvement yields invaluable dividends.

I would like to extend my heartfelt gratitude to all the contributors whose invaluable insights and expertise have enriched the pages of this magazine. Your dedication to sharing knowledge and empowering others is truly commendable. I would also like to express my appreciation to the hardworking team behind the scenes whose tireless efforts have brought this magazine to life. Your creativity, passion, and unwavering commitment to excellence are the driving force behind our success.

Thank you for joining us on this enriching exploration of skill enhancement and professional development. Together, let us embark on a transformative journey towards personal and professional growth.

Keep Sparkling and Persevere. Believe with every fibre in your body; Live... Hope... and Never Give in...

**Warm regards,
Dr. Jasmine Stephen**

CENTRE FOR TEACHING, LEARNING AND DEVELOPMENT

VISION STATEMENT - CTLD

To be a centre of excellence for Behavioural, Aptitude and Employability Skills training to students and adding value to education delivery through continuous employee development programmes.

MISSION STATEMENT - CTLD

- To foster a global mindset of the students to face real world challenges.
- To nurture & cultivate better cognitive, aptitude, social and behavioural skills in the students and employees to meet their professional goals.



ABOUT THE DEPARTMENT



TEACHING, LEARNING & DEVELOPMENT

The Centre for Teaching, Learning and Development (CTLTD) at Teerthanker Mahaveer University, Moradabad, was established in 2019 with a mission to cultivate essential personality and aptitude skills among students, faculty members and staff. The department fosters a comprehensive skill set that includes soft skills, quantitative reasoning, logical and verbal abilities, and overall personality development. By prioritising these areas, CTLTD aims to equip students to meet the demands of potential employers and lead successful, fulfilling lives. This objective is achieved through a combination of regular credit-based courses and intensive workshop-style training programs.

The CTLTD offers an extensive range of courses designed to enhance both soft skills and aptitude. Specifically, the department provides 37 soft skills courses and 10 aptitude courses at both graduate and postgraduate levels. These courses cover a variety of topics, such as "Managing Self," "Managing Work & Others," "Analyzing Self & Dealing with Others," "Self-Management for Teachers," and "Soft Skills for Management Executives" and others, within the soft skills domain. In the aptitude sphere, courses like "Fundamentals of Quantitative Aptitude" and "Advanced Quantitative Aptitude" are offered. These courses are meticulously designed to prepare students not only for campus placements but also for national competitive exams like CAT, XAT, MAT, NMAT, GMAT, UPSC, SSC, CTET, and TET.

Given the growing need for preparation for campus recruitments and competitive exams, these training modules play a critical role in preparing students for their future careers. The training focuses on developing interpersonal skills, enhancing communication abilities, and fostering a problem-solving mindset and teamwork, all while nurturing leadership qualities. For final semester students, the department offers specialized training tailored to specific recruiters who conduct on-campus and off-campus recruitment drives. This includes company-specific modules for national and multinational companies such as Infosys, Tech Mahindra, Cognizant, Max Hospitals, Fortis Hospitals, GlaxoSmithKline, Bureau Veritas, Byjus, and Hike Education. The department has witnessed a drastic increase in the number of placements, trained over 2000 faculty members in professional skills, and more than 300 staff members in essential competencies.

The CTLTD's approach is holistic, not only focusing on academic and professional skills but also on the personal growth and emotional intelligence of the students. Workshops and seminars are regularly conducted to address various aspects of personal development, including stress management, time management and effective communication. The department collaborates with industry experts and seasoned professionals to provide students with real-world insights and practical knowledge, keeping it relevant and impactful, and ultimately contributing to the overall development and success of its students.

Meet TEAM CTLD



Dr. Jasmine Stephen
Chief Trainer



(Dr.) Pankaj Kumar Singh
Director CTLD



Dr. Dilip Dutt Varshney
Deputy Director



Mr. Anant Bhardwaj
Master Trainer



Mr. Sagar Pratap Singh
Senior Trainer



Mr. Pradeep Panwar
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Ms. Mani Saraswat
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Mr. Prakash Jha
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Mr. Deepak Katiyar
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Mr. Chandrabhushan Sinha
Executive Trainer



Ms. Anvesha Sisodiya
Executive Trainer



Ms. Rachna Saxena
Executive Trainer



Ms. Praanshi Jadoun
Trainer



Mr. Saroj Kumar
Trainer



Mr. Paras Sharma
PA to Director



Mr. Arpit Sharma
Attendant



“

Your Brand is what
people say about you
when you're not in the
room.

-Jeff Bezos

”



Q&A *with*

Dr. M.S. Shekhawat

from

Hero MotoCorp



Dr. M.S. Shekhawat

HR Manager, Hero MotoCorp

1. Hello, Sir. We appreciate your consent to participate in this interview. We believe our students will greatly benefit from this interaction. To start with, could you please share your professional journey with us?

Certainly! My professional journey has been an enriching and dynamic one, spanning over two decades since 1999. I've had the privilege to work with esteemed Indian and multinational companies, each offering unique challenges and opportunities for growth.

My journey began with Hero MotoCorp, where I embarked on my corporate career focusing on Human Resources. Over the years, I've had the honour and high distinction to gain expertise to various facets of HR, including Talent Acquisition, Diversity & Inclusion, Talent Development, Talent Management, Organization Design & Change Management and Total Reward Mechanism.

One of the key aspects of my journey has been my ability to adapt to different company cultures seamlessly. This adaptability has allowed me to thrive in diverse environments, from the fast-paced automotive industry at Maruti Suzuki to the dynamic cement sector with JK Cement, Holcim, and Ultratech Cement.

Throughout my career, I've been dedicated to



driving high employee and company performance. I've undertaken critical projects and assignments in Industrial Relations, ensuring harmonious relationships with all stakeholders. These experiences have allowed me to make a significant impact on the organizations I've been a part of, contributing to substantial growth and success.

In essence, my professional journey has been shaped by a passion for HR excellence, a commitment to continuous learning and development, and a relentless drive to deliver results that positively impact both employees and the bottom line.

2. Can you briefly explain the student placement process at your company? How do you ensure a smooth transition for students from academia to industry?

At Hero MotoCorp, we prioritize sourcing talent from campus placements to ensure a continuous influx of fresh perspectives and skilled individuals into our workforce. Our student placement process involves several stages designed to identify and select candidates who demonstrate the potential to excel in our industry.

We conduct thorough research on best practices in campus placement processes, including interviews, group discussions, and aptitude tests. These processes help us evaluate candidates based on their technical skills, communication abilities, problem-solving aptitude, and overall fit with our organizational culture, which is always beneficial for the company.

We also recognize that transitioning from academia to industry can be challenging for students. To facilitate a smooth transition, we offer relevant training programs tailored to the specific needs of newly hired graduates. These programs cover a range of topics, including technical skills development, industry-specific knowledge and professional etiquette.

We also have a comprehensive college-to-corporate induction program in place to familiarize new hires with our company's values, goals, and expectations. This program includes orientation sessions, mentorship opportunities, and hands-on training to help students acclimate to their new roles and responsibilities effectively.

As the HR Head, my team and I play a pivotal role in overseeing the student placement process. We collaborate with hiring managers and campus placement coordinators to ensure that recruitment efforts align with our company's strategic objectives and talent needs. We also provide ongoing support and guidance to new hires as they navigate their transition into the workforce. Throughout the placement process, we communicate clear expectations to students regarding our company's values, work culture, and performance standards. We emphasize the importance of professionalism, teamwork, and continuous learning, empowering students to thrive in their new roles and contribute positively to our organization's success, innovation and growth in our company.

3. What qualities or skills do you look for in students and their resume when considering them for placement in your company?

When considering students for placement in our company, Hero MotoCorp, we prioritize certain qualities and skills that align with our organizational values and contribute to long-term success in our industry. Looking forward to the qualities always help us do a better selection, as we can identify the candidates easily. These qualities and skills include:

a. Technical Expertise: We value students who possess a strong foundation of technical knowledge and skills relevant to their field of study. Whether it's engineering, business administration, or any other discipline, a solid understanding of core concepts is essential for success in our dynamic and fast-paced environment.

b. Learning Agility: We seek candidates who demonstrate an eagerness to learn, adopt, and take on new challenges. In an ever-evolving industry like ours, the ability to quickly acquire new knowledge and skills is crucial for staying ahead of the curve and driving innovation.

c. Problem-Solving Mindset: We look for students who approach challenges with a proactive and resourceful mindset. Rather than simply identifying problems, we value individuals who can offer innovative solutions and take initiative to address issues head-on. Being able to think critically and creatively is essential for success in our company.

d. Resilience & Adaptability: We prioritize candidates who exhibit resilience and adaptability in the face of setbacks and changing circumstances. The ability to learn from mistakes, bounce back from failures, and embrace new opportunities is key to thriving



in our dynamic and fast-paced work environment. Additionally, we value candidates who can seamlessly integrate into our company culture and contribute positively to our team dynamic.

Overall, we look for students who not only possess the technical skills required for their chosen field but also demonstrate a willingness to learn, innovate, and adapt in a challenging and innovative setting within our company.

4. Many students might lack professional work experience. How do you evaluate their potential and determine their fit for your organization?

When assessing students who may lack professional work experience, we focus on evaluating their potential based on several key factors:

Firstly, we look for candidates who highlight **relevant projects from their academic studies, internships, or volunteer work**. Demonstrating transferable skills and real-world application through these experiences can provide valuable insights into a candidate's capabilities and potential contributions to our organization.

Secondly, we assess candidates' **enthusiasm and drive**, paying close attention to their alignment with our organization's core values and their passion for their chosen field. While lacking extensive work experience, candidates who exhibit genuine enthusiasm and a strong desire to make a positive impact can often outweigh this limitation.

Thirdly, we value candidates who possess a **growth mindset** and express a desire for continuous learning and improvement that can help them to grow further in life. The ability to adapt to new challenges, seek out opportunities for growth, and embrace ongoing development is indicative of a candidate's potential to succeed and thrive within our organization.

Lastly, we consider candidates' **consistency in performance** throughout their academic journey. While professional work experience is valuable, consistent academic performance can also provide valuable insights into a candidate's work ethic, determination, and ability to deliver results consistently over time.

By considering these factors holistically, we can effectively evaluate the potential of students who may lack extensive professional

work experience and determine their fit for our organization. We prioritize candidates who demonstrate a combination of relevant skills,

enthusiasm, a growth mindset, and consistent performance, as these qualities align with our values and contribute to our overall success.

5. What is the relevance of soft skills or interpersonal skills in a student's career? What soft skills particularly do you look for in a prospective employee in your organization?

Soft skills and interpersonal skills are integral to a student's career development and are highly relevant in the professional world. While technical knowledge is important, soft skills are often what distinguish outstanding candidates. In a dynamic and collaborative workplace, effective communication, teamwork, adaptability, and emotional intelligence are essential for fostering relationships, teamwork, and organizational success.

At our organization, Hero MotoCorp, we prioritize these soft skills when evaluating prospective employees. We look for candidates who demonstrate clear and respectful communication, both written and verbal, enabling effective collaboration and information sharing. Additionally, we seek individuals who are collaborative and supportive team players, capable of working effectively within diverse teams to achieve common objectives.

Adaptability is another key skill we value, as our industry is constantly evolving. Candidates who can navigate change, adjust to new circumstances, and build relationships across different teams and functions are highly regarded. Furthermore, we emphasize the importance of emotional intelligence, seeking candidates who exhibit self-awareness and empathy. These qualities contribute to building trust, managing conflicts constructively, and fostering a positive work culture based on mutual respect.

Overall, soft skills and interpersonal skills are essential for success in a student's career and are highly valued at Hero MotoCorp. By prioritizing these skills, we aim to cultivate a versatile and adaptable workforce capable of thriving in a dynamic and collaborative environment, driving innovation, and achieving collective goals.

6. How are advancements in AI and IT changing the job landscape for conventional branches like Mechanical and Production engineering? What suggestions do you have for the students in this regard?

The development of Artificial Intelligence (AI) and Information Technology (IT) is significantly reshaping the job landscape for conventional branches like Mechanical and Production Engineering. These advancements are bringing about transformative changes in how tasks are performed, processes are optimized, and products are designed and manufactured.

One major impact of AI and IT on Mechanical and Production Engineering is the increased focus on adaptability. Professionals in these fields need to stay updated on the latest trends, updates and

technologies that are redefining their industries. This includes understanding how AI algorithms can optimize production processes, how IoT devices can enhance machinery performance, and how automation technologies can streamline manufacturing operations.

Furthermore, the rise of AI&IT has emphasized the importance of data analytics skills. Mechanical and Production Engineers now need to develop an understanding of how data can be collected, analyzed and utilized as make

Informed decisions and optimize processes. Data-driven insights can lead to more efficient production processes, predictive maintenance strategies, and improved product quality. Collaboration has also become key in this evolving landscape. Mechanical and Production Engineers must learn to effectively collaborate with IT professionals, data scientists, and other stakeholder. By collaborating effectively, they can leverage each other's expertise to develop innovative solutions; implement cutting-edge

technologies and drive continuous improvement initiatives forward.

Overall, while AI and IT advancements are changing the job landscape for Mechanical and Production Engineers, they also present exciting opportunities for growth and innovation. By staying adaptable, developing data analytics skills, fostering collaboration, and seeking hands-on experience, students can position themselves for success in this evolving field.

7. Soft skills are crucial in a professional setting. How do you evaluate a student's communication, teamwork, and problem solving abilities during the placement process?

Soft skills are indeed crucial in a professional setting, and evaluating a student's communication, teamwork, and problem-solving abilities during the placement process requires a multifaceted approach.

Firstly, we assess a student's communication skills through various interactions during the recruitment process. This includes evaluating their clarity, articulation, and effectiveness in conveying ideas both verbally and in writing.

Through interviews, group discussions, and written assessments, we gauge their ability to communicate clearly, listen actively, and express themselves professionally.

Teamwork abilities are evaluated by observing how students collaborate with others during group activities or team-based assignments. We look for candidates who actively contribute to group discussions, respect diverse perspectives, and demonstrate a willingness to support and empower their teammates. Additionally, we assess their ability to work

collaboratively towards common goals and navigate interpersonal dynamics within a team setting. Problem-solving abilities are assessed through structured assessments such as psychometric tests and situational judgment tasks, as well as through case studies or real-world scenarios. These assessments provide insights into a student's analytical thinking, decision-making process, and ability to identify and implement effective solutions to challenges.

We look for candidates who demonstrate resourcefulness, critical thinking, and a proactive approach to problem-solving.

Furthermore, we also evaluate students' alignment with our company's behavioral competencies, such as strategic orientation, innovative thinking, customer focus, and collaboration. These competencies reflect the qualities and attributes we value in our employees and serve as benchmarks for evaluating candidates' suitability for our organization.

8. What mistakes should students avoid during the recruitment process?

During the recruitment process, students should avoid certain mistakes to present themselves in the best possible light:

Firstly, it's crucial to conduct thorough research

about the company and the role before the interview. Lack of preparation can demonstrate disinterest and lack of commitment, so students should avoid going into an interview without knowing the basics about the company's

background, values, and industry.

Secondly, students should pay attention to their attire and dress professionally for the interview. Dressing inappropriately can create a negative impression and indicate a lack of respect for the company and the interview process. It's important to dress in a way that's suitable for the industry and aligns with the company's culture.

Lastly, students should refrain from expressing negativity during the recruitment process. Making negative remarks about past experiences or employers can reflect poorly on their attitude and professionalism. Instead, students should focus on highlighting their strengths, achievements, and positive experiences to leave a favorable impression on recruiters.

9. How can a fresher create a professional online presence?

A fresher can create a professional online presence by leveraging technology and professional connection mediums effectively. This includes being active on platforms like LinkedIn and other professional social media networks. By creating a comprehensive LinkedIn profile that highlights their education, skills, experiences, and career aspirations, freshers can showcase their professional identity to potential employers and industry professionals. Additionally, they can join relevant LinkedIn groups, participate in discussions, and share relevant content to demonstrate their knowledge and enthusiasm for their field.

Furthermore, freshers can work on developing niche skills relevant to their field of study and

present them effectively using storytelling techniques.

They can showcase their projects, internships, or academic achievements in a compelling manner, highlighting how these experiences have helped them develop valuable skills and insights. By crafting a narrative that emphasizes their unique strengths and potential contributions, freshers can differentiate themselves and attract attention from recruiters and industry professionals.

By taking proactive steps to build their online presence, freshers can enhance their visibility, expand their network, and position themselves for success in their chosen field.

10. How much does English language proficiency matter in an interview and workplace while working?

English language proficiency holds significant importance both in interviews and the workplace. In an interview, strong English language skills can greatly impact a candidate's ability to effectively communicate their qualifications, experiences, and ideas to the interviewer. It allows candidates to articulate their thoughts clearly, express themselves confidently, and engage in meaningful dialogue throughout the interview process. Additionally, many multinational companies conduct interviews in English, especially for positions that require interaction with international clients or stakeholders.

In the workplace, English language proficiency is equally crucial for effective communication, collaboration, and professional growth. It enables employees to communicate with colleagues, clients, and partners from diverse linguistic backgrounds, fostering better teamwork, understanding, and cooperation. Furthermore, English is often the primary language used in business communications, including emails, reports, presentations, and meetings. Proficiency in English allows employees to navigate these communication channels seamlessly, ensuring clarity, and professionalism in their interactions.

Overall, English language proficiency is highly valued in both interviews and the workplace as it enhances communication, and also it always fosters collaboration, and enables individuals to thrive

in a globalized business environment. It not only opens up opportunities for career advancement but also equips professionals with the necessary skills to succeed in today's interconnected world.

11. Would you like to share some suggestions for the students who are fresh graduates and want to be impressive/impactful as professionals or have a goal to work with an elite organization like Hero?

For fresh graduates aspiring to work with elite organizations like Hero, here are some suggestions:

Thoroughly understand the industry, company, and role you're interested in. Research the latest trends and technologies, and showcase your understanding through relevant projects or experiences.

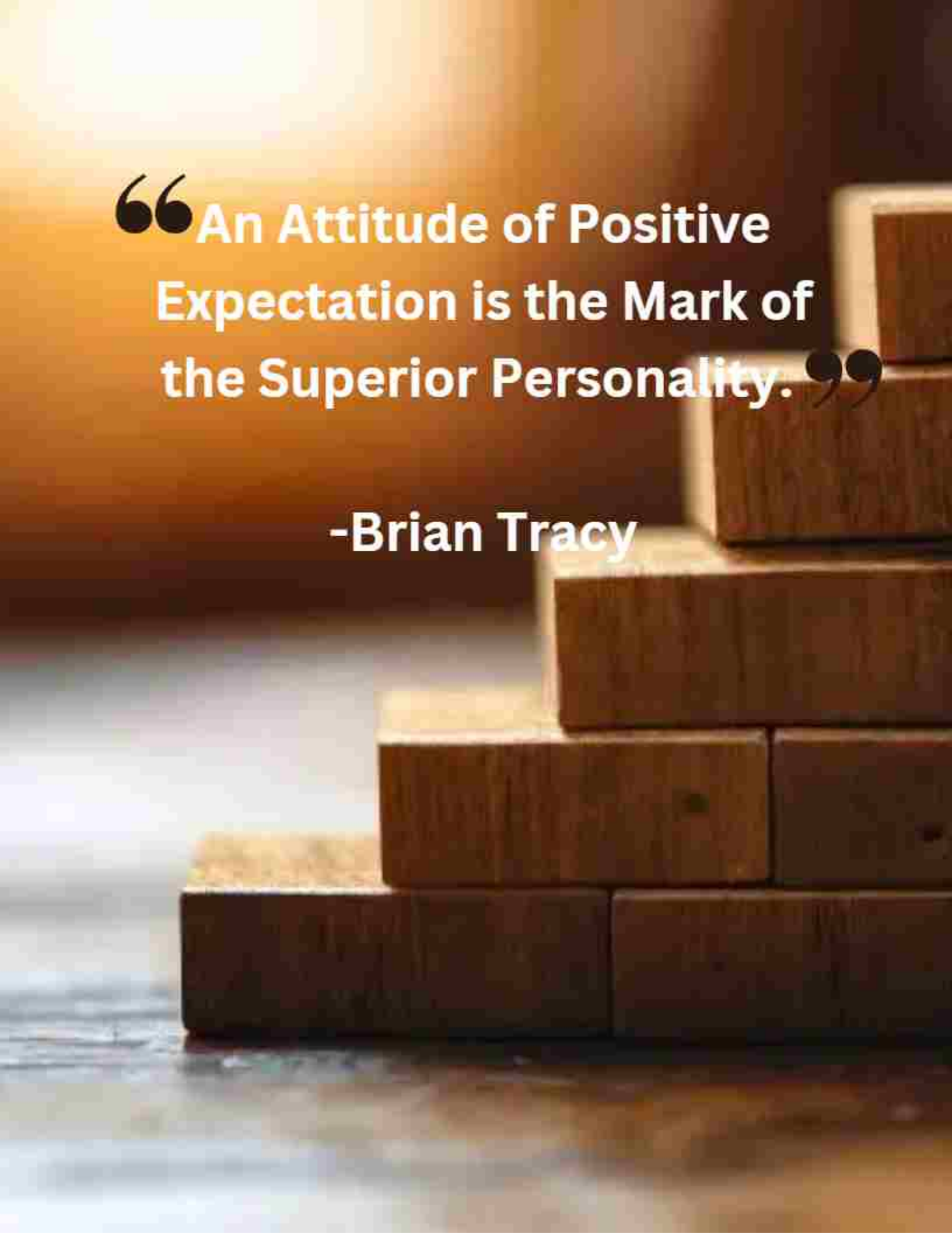
Strive for excellence in your academics to demonstrate your dedication and ability to achieve goals consistently. Consistent performance reflects your commitment to learning and improvement.

Embrace a growth mindset and be open to new ideas and experiences. Seek out opportunities for learning and skill development, both through formal education and hands-on projects.

Conduct yourself with integrity, reliability, and respect in all interactions. Pay attention to detail, meet deadlines, and communicate effectively to build a reputation for professionalism.

Understand the mission and objectives of companies like Hero, and demonstrate how your skills and goals align with theirs. Tailor your application materials and interview responses to highlight this alignment.

By demonstrating application knowledge, maintaining consistent academic performance, showing learning agility, exhibiting professionalism, and aligning with company goals, you can increase your chances of impressing elite organizations like Hero and achieving your career goals as a professional and identifying your potential.

A stack of wooden blocks is arranged in a staircase pattern on a wooden surface. The background is a warm, glowing orange and yellow light, creating a soft, inspirational atmosphere.

**“An Attitude of Positive
Expectation is the Mark of
the Superior Personality.”**

-Brian Tracy

Begin

From

The Beginning



Prof. (Dr.) Pankaj Kumar Singh
Director-CTLD

When I was a student, I was always confused about doing things the right way. It's quite normal for all of us to be confused. While our goals may be clear, the path to achieving them often isn't. With the right guidance, however, this confusion can be resolved.

Now that we've covered key aspects like communication, group discussions, personal interviews, and résumé building, one important question remains—where should our preparation actually begin?

The answer is simple: right from the beginning of your undergraduate journey. Just as your academic syllabus spans four or five years, your career preparation should follow a well-structured, semester-wise plan too.

Presented here is a proposed semester-wise roadmap to help you prepare for your dream job. Based on years of experience working with students across disciplines, this plan—called the One-Step Ahead approach—can be followed as is or adapted to suit your goals.

First Semester (Goal Setting and Self Management Skills)

The time when students join a college or university, transitioning from school and slowly settling into college life, is the best time to work on short-term and long-term goals. Students in their very first semester can begin with some fixed goals in mind. Setting up a goal at such an

early stage gives you enough time to prepare for it. Come up with a master plan and paste it like wallpaper in your study room or above your study table.

Goal Setting and Self-Management Skills comprises:

- Time Management
- Planning future workshops (to develop various skills), and
- Effective Stress Management.

If you can elaborate on the above points along with the time required to fulfill each task, consider that your plan is ready and you're ready for the next step.

Second Semester (Communication Skills) The time when a student is finally settled into the college or university atmosphere and is now ready to slowly indulge into a bit of multitasking, is the time to strengthen proficiency in the English language and eventually start working on communication skills.

If you know that your communication skills are weak, it is essential to improve them from the start. It's smarter to act early than spoil your chances by waiting until the last moment.

Communication Skills comprises:

- Improving fluency while speaking and presenting in English, and trying to speak using grammatically correct phrases.

- Concentrating on clarity of speech parameters like tone of voice, voice modulation, and mannerism of speech.
- Reading newspapers and journals.
- Using presentations, elocutions, debates for building communication skills.

Communication skills can be further enhanced by dividing them into two parts, as shown. This will help build clarity in your mind, and you can tick off each task when it is accomplished.



English Usage comprises:

- Practicing the use of correct and flawless words in sentences and passages.
- Practicing reading at an above-average speed with good comprehension ability.
- Practicing and learning to crack English usage questions of campus recruitment papers or any medium-level aptitude paper with ease

Presentations comprise:

- Story recitation
- Informal discussions
- Listening to English songs
- Participating in debates
- Participating in corporate quizzes

Third Semester (Personality Grooming)

By the third semester, students have completed a year of their degree and are more aware of their academic goals. With the destination in sight, this is the ideal time to focus on personality enhancement.

Personality Grooming comprises:

- Corporate Sensitization
- Learning corporate essentials like email etiquettes, telephonic conversations, and the basics of video conferencing.

Fourth Semester (Personality Enhancement and Verbal Training)

The personality enhancement program can be extended into the fourth semester by integrating it with verbal training. You are free to seek professional help to improve your verbal skills—such as joining virtual classes, learning from nationally acknowledged verbal trainers, teachers, mentors, or corporate trainers. This can also be achieved by forming a group of 4-5 friends, where each member contributes positively.

Speaking Program comprises:

- Role Plays
- Introductions
- Narration of assigned situations by students in a group of four, on various topics like a memorable holiday
- Public Speaking

If you've managed to reach here successfully, give yourself a pat on the back. You've created a strong foundation to enter campus recruitment training.

Fifth Semester (CRT - Campus Recruitment Training)

This is when students start feeling nervous — the academic syllabus is getting tougher, and campus placements are just around the corner. It's time to begin your campus recruitment training.

But there's no need to feel anxious. You're not like others who are just starting their preparation — you're already ahead with the 'one step ahead' approach.

At this stage, you'll either join the CRT program at your college/university or register with a professional CRT program outside. In either case, stay consistent with your preparation.

Authenticity

Reimagining Success



Dr. Dilip Dutt Varshney
Deputy Director, CTLD

Beyond Personal Branding

In a world where hashtags reign supreme and Instagram filters hide a multitude of sins, the concept of personal branding has become as ubiquitous as avocado toast at a hipster brunch.

Picture this: You wake up in the morning, bleary-eyed and bed-headed, reaching for your phone to check your social media notifications. As you scroll through endless posts of blessed influencers living their best lives, you can't help but wonder if there's more to success than perfectly staged selfies and carefully crafted captions. Spoiler alert: there is! Let's start by debunking the myth that personal branding is the only holy grail of success. Sure, having a strong online presence can open doors and attract opportunities, but it's not the be-all and end-all of achievement. In fact, some of the most successful people in history didn't have a personal brand - they had talent, determination, and a healthy dose of luck (and maybe a few questionable fashion choices).

What if I told you that success doesn't have to come with a perfectly curated Instagram feed or a LinkedIn profile that screams? Yes, my friends, it's time to strip away the facade and embrace the naked truth: success can be achieved without depending only on personal branding.

Now, I'm not saying that personal branding is completely useless. After all, it's nice to have a

LinkedIn profile that doesn't look like it was thrown together by a caffeinated squirrel. But, when we start prioritizing image over substance, we lose sight of what truly matters. Success isn't measured by the number of followers you have or the likes on your latest selfie; it's about making a meaningful impact and leaving a legacy that extends beyond the digital realm.

So how can we reimagine success without falling victim to the personal branding trap? It's simple: be yourself. I know, groundbreaking advice, right? But hear me out. In a world full of cypcats and carbon copies, authenticity is like a breath of fresh air - it's rare, it's refreshing, and it's totally underrated. So instead of trying to fit into the mold of what you think success looks like, embrace your quirks, flaws, and imperfections. After all, perfect is boring - give me messy, give me chaotic, give me real!

And while we're at it, let's not forget to laugh along the way. Life is too short to take ourselves too seriously, so why not inject a little humor into our quest for success? Whether it's cracking jokes in a job interview or making memes out of our LinkedIn connections, humor can be a powerful tool for building genuine connections and making memorable impressions. Plus, who doesn't love a good laugh?

Furthermore, authenticity goes beyond just

being yourself, it involves a deep understanding and acceptance of who you are. It means acknowledging your strengths and weaknesses and being comfortable with them. This level of self-awareness not only makes you more relatable but also more resilient. When you are true to yourself, setbacks become easier to handle because you are not constantly striving to maintain a facade. You learn to grow from your failures and celebrate your victories, no matter how small they may be.

Moreover, let's talk about the power of vulnerability. In a society that often equates success with invulnerability, showing your true self, including your fears and insecurities, can be incredibly powerful. It humanizes you and makes you more approachable. When people see that you are not afraid to show your true colors, they are more likely to trust and connect with you on a deeper level. This genuine connection is far more valuable than any polished image you could project.

In addition to vulnerability, it's important to cultivate a growth mindset. Success is not a destination but a journey, and a growth mindset allows you to appreciate this journey. It encourages you to keep learning, evolving, and adapting. By focusing on continuous improvement rather than a fixed definition of

success, you open yourself up to endless possibilities. This mindset shift can lead to more fulfilling and sustainable success, as it is rooted in personal development rather than external validation.

And let's not overlook the importance of humor in our pursuit of success. Humor is a great equalizer; it breaks down barriers and creates an atmosphere of openness and collaboration. A well-timed joke or a light-hearted comment can diffuse tension and make difficult conversations easier. Humor also fosters creativity and innovation, as it encourages a playful mindset where new ideas can flourish. By incorporating humor into your daily life, you can make the journey to success more enjoyable and less daunting.

In conclusion, success doesn't have to come with a perfectly curated personal brand. By embracing authenticity, valuing substance over style, and injecting a healthy dose of humor into our lives, we can redefine success on our own terms. So go ahead, put down the selfie stick and step away from the Instagram filters - success is waiting for you, naked and unfiltered, just the way it should be. Remember, the journey to success is as important as the destination, and by being true to yourself, you can make that journey a lot more meaningful and enjoyable.

“

*Success is not a destination but a journey,
and a growth mindset allows you to
appreciate this journey.*

”



**“YOU ARE NEVER TOO OLD TO SET
ANOTHER GOAL OR TO HAVE A
NEW DREAM.”**

-C.S. LEWIS

Personal Branding IMAGE MANAGEMENT



Anant Bhardwaj
Master Trainer

A Dynamic Toolkit for Success

In today's fast-paced educational and professional landscape, it's not just about acing exams or completing projects. It's equally essential to understand how to present yourself effectively and manage your image in the digital world. Let's dive into why personal branding and image management are essential for your journey:

- **Discovering Your Superpower:** Personal branding is like unlocking your own superpower. It's about recognizing what makes you unique, what you're passionate about, and where you want to go in your studies and career. Just as you tackle logical reasoning puzzles and employ critical thinking in your projects, personal branding helps you identify your professional identity.
- **Crafting Your Narrative:** Think of your experiences and skills as an exciting story. You want to tell it in a way that grabs attention and leaves people wanting more. Crafting your personal narrative is akin to design thinking—creating innovative solutions that showcase your talents and aspirations.
- **Harnessing Data Analytics:** In today's world, data is king. Whether in projects or personal branding, analyzing data about your skills, achievements, and industry trends can help shape your professional image effectively and efficiently.
- **Making Informed Decisions:** Decision-making is at the core of engineering and management. Just as you analyze data in your projects, you must assess your strengths and weaknesses to make informed decisions about your career path and personal brand.
- **Sharpening Analytical Skills:** Aptitude hone your arithmetical and numerical abilities, crucial for personal branding. Analyzing market trends and competitor strategies helps position you effectively in the professional arena.
- **Online Presence Matters:** In today's digital age, a strong online presence is indispensable. Social media and professional websites can showcase your achievements and connect you with mentors and peers.
- **Building Meaningful Connections:** Success thrives on relationships. Whether with classmates, mentors, or industry professionals, strong connections can open doors to new opportunities and experiences.
- **Ethical Conduct:** Integrity matters. Being honest and fair is always the best policy. When you're studying or working, it's important to do things the right way and treat others with respect.

This builds trust and shows that you're someone people can rely on.

- **Embracing Diversity:** Our world is diverse and embracing differences enriches your learning experience. Appreciate diverse perspectives and grow creatively in your studies and work.

By incorporating these principles into your academic and professional pursuits, you will not only perform well in your studies but also set the foundation for long-term success in an increasingly competitive world. Excelling academically is important, but true success comes from how you present yourself, communicate your strengths, and establish a distinct identity. Personal branding is not about constructing a false image or pretending to be someone you are not. Instead, it is about genuinely representing your skills, values, and aspirations in a way that reflects your true self and resonates with others.

When you consciously work on your personal brand, you are actively shaping how people perceive you in both academic and professional spaces. It helps you build credibility, making it easier for others—be it professors, employers, or colleagues—to recognise your potential and trust your abilities. A well-crafted personal brand enhances your professional presence, ensuring that you stand out in a crowded field

where technical expertise alone is no longer sufficient. Your personal brand becomes a reflection of your knowledge, skills, and values, allowing you to leave a lasting impression wherever you go.

Beyond credibility, an effective personal brand strengthens your ability to forge meaningful connections. Networking plays a vital role in career growth, and when your personal brand is well-defined, it makes it easier for like-minded professionals, mentors, and industry leaders to engage with you. The way you present yourself, whether through your communication style, professional conduct, or online presence, influences how people perceive and respond to you. When managed thoughtfully, personal branding becomes a powerful tool for creating opportunities and expanding your reach in your chosen field.

Embracing the process of personal branding and image management is essential in shaping your future. It is not a one-time effort but an ongoing journey that evolves as you gain experience and grow professionally. The way you present yourself—both online and offline—determines how effectively you can position yourself for success. By being mindful of your image and reputation, you can create a strong, credible, and impactful personal brand that not only reflects who you are but also helps you achieve your long-term goals and aspirations.





Sagar Pratap Singh
Senior Trainer

WORKPLACE RECOGNITION

Where Appreciation Fuels the Engine

Recognition within the workplace isn't simply a pat on the back; it's the engine oil that keeps the organizational machine running smoothly. Here's why it's crucial:

- **Turbocharging Engagement:**

Imagine an employee's dedication as a powerful engine. Recognition becomes the high-octane fuel, igniting motivation and engagement. Knowing their contributions matter propels them to push further, leading to increased productivity and innovation. It's not just about ticking boxes; it's about unleashing their full potential.

- **Lowering Turnover Turbulence:**

Recognition acts like a stabilizing anchor, reducing employee turnover, which can be a costly drag on any organization. Feeling valued fosters a sense of belonging and loyalty, encouraging employees to stay invested and committed. By appreciating their efforts, you create a workplace they're proud to call home.

- **Attracting Top Talent Magnets:**

In today's competitive talent market, recognition becomes a powerful magnet. Job seekers are drawn to workplaces that cultivate positive environments where contributions are celebrated. By fostering a culture of appreciation, you stand out as an employer who values people, attracting and retaining the best minds in the field.

- **From Soloists to Symphony:**

Building Teamwork: Recognition isn't a solo performance; it's a harmonious symphony. While individual achievements deserve applause, acknowledging team contributions strengthens the collaborative spirit. By highlighting both individual and group efforts, you encourage employees to work together seamlessly, creating a beautiful melody of success.

- **Unleashing Creativity's Fireworks**

When employees feel valued and supported, they become comfortable taking risks and experimenting with new ideas. This ignites a spark of creativity, leading to innovative solutions and propelling your business forward. Recognition becomes the launchpad for ideas that can truly transform your organization.

- **Building a Brand that Shines**

A strong recognition culture isn't just an internal affair; it radiates outwards. Employees who feel appreciated become brand ambassadors, singing your praises to the world. This builds a positive employer brand that attracts not only top talent but also potential customers and investors, creating a virtuous cycle of reputation and success.



Shine a Light on Your Work: Strategies for Workplace Recognition

Remember: Recognition isn't a one-size-fits-all approach. It requires genuine appreciation, personalized feedback, and rewards that resonate with individual values and contributions. By taking the time to tailor your recognition efforts, you fuel a positive work environment where employees thrive, and your organization soars to new heights.

While external validation can be motivating, remember that true fulfilment often stems from intrinsic satisfaction and exceeding your own expectations. However, strategically guiding your efforts can help your contributions get noticed and earn the appreciation you deserve. Here are some ways to do that:

Amplify Your Impact: Become a Go-to Problem Solver: Don't just wait for tasks; actively seek challenges. Anticipate issues, propose effective solutions, and demonstrate your analytical prowess. Be that resourceful teammate everyone turns to.

Collaborate with Impact: Don't work in isolation. Partner strategically, share your expertise generously, and contribute meaningfully to discussions. Showcase how your teamwork led to outstanding results.

Quantify Your Contributions: Translate your efforts into tangible outcomes. Did you streamline a process, saving time and resources? Did your suggestion boost sales? Highlight the impact your work has on the organization, using data whenever possible.

Be Seen and Heard: Become a Knowledge Hub: Don't just possess knowledge, share it! Write articles, participate in discussions, give presentations, or mentor colleagues. Establish yourself as a thought leader by actively sharing your insights and perspectives.

Network with Intention: Build genuine connections with colleagues, managers, and industry professionals. Attend events, join online communities, and actively engage with others. Make your presence known and cultivate a positive reputation.

Strategic & Patient Approach:

Align with the Big Picture: Understand your company's priorities and values. Gear your contributions towards those goals, demonstrating your commitment to the organization's collective success.

Celebrate Your Milestones: Acknowledge your achievements, both big and small. Share your successes with colleagues and managers, but do so with humility and a focus on the team's progress.

Trust the Process: Recognition often takes time and consistent effort. Be patient, focus on making meaningful contributions, and trust that your dedication will be noticed.

Remember:

Authenticity is Your Ally: Be true to yourself in your interactions and contributions. Avoid forced self-promotion that feels disingenuous.

Collaboration Counts: While individual recognition is rewarding, remember the power of teamwork. Celebrate collective successes and acknowledge the contributions of others.

Intrinsic Motivation Matters: What truly drives you? Remember that self-satisfaction is key for long-term fulfilment. Use external recognition as a boost, not a sole driver of your efforts.

By implementing these strategies and maintaining a genuine approach, you'll not only gain visibility but also showcase your value and position yourself for recognition within your organization. Remember, the journey to recognition is often about continuously improving and making a positive impact, and the intrinsic rewards along the way can be just as fulfilling as external validation. Good luck!



The Art of PRESENCE

Crafting Your Offline Branding



Mani Saraswat
Senior Trainer

In an increasingly digital world, where virtual connections dominate our daily interactions, the significance of offline branding often gets overlooked. Yet, the impact of our presence in real-life encounters remains unparalleled in shaping perceptions, fostering relationships, and ultimately, building a strong personal or professional brand.

In this article, we delve into the art of presence, exploring the intricacies of crafting an offline branding strategy that resonates authentically and leaves a lasting impression.

Understanding the Power of Presence

Presence encompasses more than mere physical existence; it embodies how we carry ourselves, communicate, and engage with others in various settings. It's about projecting confidence, authenticity, and professionalism in face-to-face interactions.

When it comes to branding, our presence serves as a tangible manifestation of our values, expertise, and personality. It's the handshake that conveys trust, the eye contact that signifies sincerity, and the posture that reflects confidence. In essence, our presence is our brand in action.

Building Blocks of Offline Branding

Crafting a compelling offline branding strategy requires a thoughtful approach that integrates various elements to create a cohesive and memorable experience. Here are some key building blocks to consider:

Personal Brand Identity: Before stepping into the offline arena, it's essential to have a clear understanding of your personal brand identity. What values do you stand for? What are your unique strengths and expertise? Your offline presence should reflect these attributes consistently. **Visual Branding:** Visual cues play a significant role in shaping perceptions. From your attire and grooming to your business cards and promotional materials, ensure that your visual branding aligns with your overall brand identity and communicates professionalism.

Communication Skills: Effective communication is fundamental to building rapport and conveying your message convincingly. Practice active listening, articulate your ideas clearly, and adapt your communication style to resonate with different audiences.

Networking: Networking is a cornerstone of offline branding, providing opportunities to connect with like-minded individuals, potential clients, and industry peers. Approach networking events with authenticity and a genuine interest in building meaningful relationships rather than focusing solely on self-promotion.

Public Speaking: Whether presenting at conferences, leading workshops, or participating in panel discussions, honing your public speaking skills can elevate your offline branding efforts. Confidence, clarity, and charisma are key ingredients for

engaging an audience and leaving a lasting impression.

Leveraging Offline Touchpoints:

In a digital-centric world, offline touchpoints offer a valuable opportunity to create memorable brand experiences and differentiate yourself from the competition. Here are some effective strategies for leveraging offline touchpoints:

- **Face-to-Face Meetings:** Whenever possible, opt for face-to-face meetings over virtual interactions. Whether meeting clients, partners, or colleagues, the personal connection forged through in-person meetings fosters trust and strengthens relationships.
- **Events and Conferences:** Attend industry events, conferences, and seminars to expand your network, stay updated on industry trends, and showcase your expertise. Consider speaking opportunities or hosting networking sessions to enhance your visibility and credibility within your field.
- **Community Engagement:** Get involved in community initiatives, volunteer work, or professional associations relevant to your industry. Contributing to meaningful causes not only demonstrates your commitment to social responsibility but also enhances your brand reputation within the community.
- **Branded Merchandise:** Thoughtfully curated branded merchandise such as apparel, stationery, or promotional items can serve as tangible reminders of your brand and create a lasting impression. Ensure that your merchandise reflects your brand identity and aligns with your target audience's preferences.
- **Client Appreciation Events:** Show appreciation for your clients by hosting exclusive events or gatherings tailored to their interests and preferences. Whether it's a networking mixer, a VIP dinner, or a

recreational activity, such events provide an opportunity to deepen client relationships and foster loyalty.

Authenticity: The Heart of Presence

At the core of effective offline branding lies authenticity – the genuine expression of who you are and what you stand for. Authenticity resonates with people on a deeper level, fostering trust, loyalty, and emotional connection.

To cultivate authenticity in your offline branding efforts:

- **Be Genuine:** Stay true to your values, beliefs, and personality in all interactions. Authenticity shines through when you're comfortable in your own skin and embrace your uniqueness.
- **Listen Intently:** Take the time to listen attentively to others, show empathy, and seek to understand their perspectives. Authentic connections are built on mutual respect and genuine interest in others.
- **Share Your Story:** Your personal journey, experiences, and challenges shape your brand narrative. Share your story authentically, highlighting the moments that have defined you and the lessons you've learned along the way.
- **Embrace Vulnerability:** Don't be afraid to show vulnerability or acknowledge your imperfections. Authenticity stems from embracing your humanity and being open about both your successes and struggles.

Here, you can connect with "Lavanya's Radiant Aura: A Story of Presence and Branding"

In the vibrant city of Bangalore, amidst the

bustling streets and the aromatic spice markets, lived a young girl named Lavanya. With her sparkling eyes and infectious smile, Lavanya possessed a radiant aura that captivated all who crossed her path.

Despite her humble beginnings, Lavanya understood the power of presence and how it could shape perceptions and forge connections. She believed that true branding wasn't just about logos and slogans; it was embodying authenticity and leaving a lasting impression.

From a young age, Lavanya exhibited a natural flair for communication and interpersonal skills. Whether she was engaging in casual conversations with neighbours or participating in school events, her warmth and sincerity resonated with everyone she encountered. As Lavanya grew older, she channelled her innate talents into crafting her personal brand – one built on integrity, empathy, and a genuine desire to make a positive impact on the world.

Her presence radiated authenticity in every interaction. Whether she was volunteering at local charities or networking at professional events, Lavanya approached each opportunity with grace and humility, leaving a lasting impression on everyone she met.

But Lavanya's offline branding efforts extended beyond her social interactions. She understood the importance of visual branding and how it could complement her personal brand identity.

With meticulous attention to detail, Lavanya curated her wardrobe to reflect her unique style and personality. From vibrant saris adorned with intricate embroidery to elegant business attire that exuded professionalism, her fashion choices were a testament to her refined taste and impeccable sense of self.

Moreover, Lavanya leveraged offline touchpoints to amplify her brand presence further. She actively participated in community events, hosting workshops on topics she was passionate about, and volunteering her time to mentor young girls aspiring to follow in her footsteps.

Through her unwavering commitment to authenticity and genuine connection, Lavanya's presence became synonymous with trust and reliability. People didn't just remember her for her outward beauty or her impressive accomplishments; they remembered her for the way she made them feel – valued, respected, and inspired.

And so, as Lavanya continued her journey, her radiant aura illuminated the lives of those around her, serving as a reminder that true branding wasn't about self-promotion or flashy marketing tactics; it was about embodying authenticity and leaving a positive impact on the world.

Conclusion:

In a world filled with digital noise, the art of presence is a powerful way to create a compelling personal or professional brand. By mastering the nuances of offline branding, cultivating authenticity, and leveraging offline touchpoints effectively, you can create meaningful connections, foster trust, and leave a lasting impression that resonates long after the initial encounter.

Remember, your presence is your brand in action – so step into the spotlight with confidence, authenticity, and purpose, and watch as your offline branding efforts propel you toward greater success and influence in your field.



NAVIGATING A LEAP: CAMPUS TO CORPORATE



Prakash Jha
Senior Trainer

"Your degree may get your foot in the door, but your soft skills will open the rest of the building."

The journey from campus life to the corporate world is one of the most exciting and transformative phases in a young person's life. One moment you're sitting in a lecture hall discussing theories, and the next you find yourself in a meeting room, presenting ideas to a client or collaborating with a team under tight deadlines. This shift isn't just about moving from one physical space to another — it's about evolving mentally, emotionally, and professionally.

Having worked with hundreds of students and corporate professionals, I've witnessed the challenges many fresh graduates face when they step into their first job. What often surprises them is that academic knowledge alone isn't enough. While your degree certifies your qualification, it is your mindset, communication, and adaptability that define your success. The real world places emphasis on how well you work in a team, how professionally you behave, how confidently you speak, and how gracefully you handle criticism and pressure.

One of the first changes to embrace is the shift in mindset. As students, you're used to having some flexibility — in deadlines, in attendance, even in accountability.

In the corporate world, expectations are firmer. Timeliness is not optional. Responsibilities are non-negotiable. You become a part of a larger system where your performance can affect your team, department, and even the organization as a whole. This requires a sense of ownership — a quality that should ideally be cultivated during your college years itself. Begin treating your assignments and college projects like real-world tasks. Meet deadlines, communicate clearly, and take initiative. These habits translate powerfully into the workplace.

Equally crucial is your ability to communicate effectively. It's no longer about impressing with vocabulary, but about expressing ideas clearly and confidently. Whether you are writing an email, giving a presentation, or engaging in a team discussion, your ability to communicate with clarity, respect, and purpose will set you apart. Listening, too, is a part of communication. Being able to understand perspectives, ask the right questions, and respond thoughtfully are skills that build professional credibility.

Another important aspect is collaboration. In a university environment, group projects are often seen as obligations, sometimes dreaded. But in the corporate world, teamwork is at the heart of everything. You may find yourself working with people of different personalities, beliefs, and work styles. Learning to cooperate, manage disagreements, and work toward a common goal is essential.

Respect for diversity, openness to feedback, and a willingness to compromise are the qualities that make a good team player — and a future leader.

While you're still on campus, this is also the right time to start building your personal brand. It's not just about how many certificates you collect, but about the impression you leave behind. Are you reliable? Are you proactive? Are you someone people trust to get things done? These subtle, consistent behaviors form your professional identity. Your attire, your social media presence, the way you interact with teachers and peers — all contribute to your brand. Start paying attention to these details now, because in the corporate world, perception matters as much as performance.

Many students overlook the value of feedback. In college, you're used to marks and evaluations, but in the workplace, feedback is often direct, continuous, and informal — from seniors, colleagues, or even clients. It's easy to feel judged, but those who grow treat feedback as a mirror, not a weapon. Receiving criticism constructively and responding with action rather than ego is a mark of maturity. Similarly, giving feedback with empathy and clarity is a powerful skill that earns respect and builds trust.

Adaptability is another defining trait of successful professionals. The corporate world is constantly evolving — with new technologies, new expectations, and often, new roles. The ability to learn continuously, unlearn old habits, and embrace change will help you stay relevant. Develop curiosity.

Read about your industry. Take up short courses. Attend workshops. The more you invest in yourself, the more valuable you become to any organization.

Above all, emotional intelligence is what helps you thrive. It's the ability to manage your emotions, understand others, stay calm under pressure, and maintain a positive attitude. These qualities are not taught in textbooks but developed through experience and self-awareness. Practice patience. Practice gratitude. Stay grounded, even as you aim high.

At Teerthanker Mahaveer University, we believe in preparing you not just for the job market but for life. Your time on campus is your training ground — use it wisely. Participate in activities that push you out of your comfort zone. Engage with people from different walks of life. Take feedback seriously. Ask questions. Say yes to new opportunities.

Remember, the transition from campus to corporate is not just a career shift — it's a transformation of identity. It's about becoming dependable, dynamic, and disciplined. As your Soft Skills Trainer, my advice is simple: **carry your knowledge with humility, your confidence with kindness, and your ambition with accountability.**

The world beyond the classroom is waiting for you — full of challenges, but also rich with opportunities. Step into it not with fear, but with readiness.

Wishing you a fulfilling journey ahead.





Deepak Katiyar
Executive Trainer

Power of **PERSONAL BRANDING**

for Startups

As startups work to establish themselves and increase their market share, entrepreneurs encounter several obstacles in the cutthroat business environment of today. Personal branding is one element of startup success that is frequently disregarded. The process of creating a unique identity and reputation for oneself that is independent of an organization is known as personal branding. This article will discuss the importance of personal branding for startup owners and how it may help their businesses succeed.

Establishing Credibility and Trust:

For founders of startups, one of the main benefits of personal branding is its capacity to establish credibility and trust. Being the company's public face, the founder's reputation and image have a big impact on how partners, investors, and customers view the business. These stakeholders are more likely to interact with the startup if you have a strong personal brand that helps build trust with them.

Uniqueness and visibility:

Personal branding can assist startup owners in standing out from rivals in a competitive market. Founders can make an impression and draw attention by exhibiting their distinct abilities, knowledge, and personality. In addition to increasing awareness, personal branding can help founders network, draw in talent, and create collaborations more easily.

Grabbing Opportunities and Talent:

Attracting great personnel to a business can also be facilitated by a strong personal brand. Prospective workers are more likely to be drawn to a business whose founder has a solid reputation and successful track record. Furthermore, personal branding can lead to additional chances that can further boost the growth and success of the firm, like speaking engagements, media appearances, and partnerships.

Building a Community:

Moreover, personal branding can assist founders in creating a community around their business. Founders can find people

Conclusion:

To sum up, personal branding is an effective strategy that entrepreneurs may employ to increase the success of their businesses. Founders can attract great people, stand out from the competition, create trust and credibility, and grab new development opportunities by developing a strong personal brand. Investing in personal branding is an investment in the startup's future growth as well as in oneself.



Rediscovering yourself

Why Authenticity Matters More Than Ever



Rachna Saxena
Executive Trainer

In a world where everyone seems to be trying to fit in, it's surprisingly easy to lose sight of who we really are. We scroll through social media feeds filled with perfect pictures, hear unsolicited opinions about how we should live our lives, and sometimes even get caught in the trap of comparing ourselves to people we barely know. In such a world, staying true to yourself can feel like swimming upstream. But here's the truth — being yourself isn't just okay, it's **essential**. It's the foundation of true happiness, confidence, and a life that feels genuinely fulfilling.

Let's take a moment to reflect with a simple metaphor.

Imagine you have a favorite color — let's say it's purple. You love purple because it speaks to something deep inside you; it makes you feel happy, alive, and expressive. But what if everyone around you insists that blue is the better color? Maybe they start questioning your taste, or subtly hint that blue is more acceptable. Over time, you might begin to doubt your love for purple. You may even start saying you like blue just to fit in — even though deep down, you still love purple.

Now pause. What's wrong with liking purple? **Absolutely nothing.** That's what makes you **you**. Just like your favorite color, your personality, passions, dreams, and quirks are what set you apart. They're not flaws — they're your magic. And when you try to hide them, you deny the world the brilliance of your true self.

Why Being Yourself Matters

Trying to be someone you're not is like forcing a square peg into a round hole. It never really fits. No matter how hard you try, it feels uncomfortable, off-balance, and draining. That's because it's not meant to fit. You weren't meant to be a carbon copy of someone else. You were meant to be **you** — wonderfully, wildly, and unapologetically.

On the other hand, when you start embracing your true self, life begins to feel more aligned. You stop second-guessing your every move, your confidence grows, and decisions become easier because they're coming from a place of authenticity. It's like finally breathing freely after holding your breath for too long.

You Are a Light

Being your true self is like turning on a light in a dark room. Suddenly, things start to make sense. Your unique ideas, talents, and quirks become tools for connection, creativity, and purpose. You begin to realize that the world **needs** people like you — not copies, but originals. Your authenticity can spark inspiration, your vulnerability can create trust, and your voice can make others feel seen.

The Right People Will Find You

Yes, being yourself can be scary — especially when you're different.

But here's something beautiful: the more you show up as yourself, the more you attract the **right** people. The ones who see your value, love your weirdness, and celebrate your success. You stop wasting energy trying to impress the wrong crowd and start building genuine connections that nourish your soul.

So, How Can You Start Embracing You?

- **Celebrate your uniqueness:** Whether it's your love for books, your offbeat sense of humor, or your obsession with animals, let it shine. These are the things that make you memorable and special.
- **Surround yourself with positive people:** Spend time with those who lift you up, accept you as you are, and encourage you to grow — not change.
- **Let go of comparisons:** Remember, someone else's path doesn't have to be yours. Trust your journey, even if it looks different from others.
- **Be kind to yourself:** You're allowed to have flaws. Perfection isn't the goal — authenticity is.
- **Do more of what makes your soul happy:** Whether it's painting, journaling, dancing in your room, or taking long walks — do it often. It reconnects you to who you are.

Your Journey is Yours Alone

One of the greatest truths in life is that no one else can live your story but you. You weren't born to follow someone else's script — you were born to write your own.

It doesn't matter how long it takes, how many times you pause, or how often you rewrite the pages. What matters is that it's your voice, your truth, and your heart guiding the way. The journey of self-discovery is never a straight path. It's winding, unpredictable, and deeply personal — and that's exactly what makes it worth taking.

Be Proud of Who You Are Becoming

Every step you take in embracing your true self is an act of courage. It's choosing honesty over perfection, growth over approval, and joy over fear.

Be proud of the person you're becoming — not because you've figured it all out, but because you're learning to love yourself through every high and low. You are not too much, too little, or not enough. You are exactly who you need to be, in this moment, on this journey. Keep going, keep glowing, and never stop being unapologetically, wonderfully you.

A Final Thought

At the end of the day, being yourself is the greatest gift you can give — to the world, and most importantly, to yourself. You are not here to blend in. You're here to **shine**, in your own beautiful, bold way.

So go ahead, love your purple. Speak your truth. Be the original that you are. And let your light shine bright — because the world needs exactly who you are.



THE BRAND

Within A JOURNEY FROM ACADEMIA TO PROFESSIONALISM



Praanshi Jadoun
Trainer

Once upon a time, in the bustling halls of academia, there was a young student named Maya. With dreams as vast as the universe, she eagerly absorbed knowledge, cradling her textbooks like treasures and chasing after wisdom like a shooting star. Maya was diligent, passionate, and filled with ambition. Yet, as graduation loomed on the horizon, a shadow of uncertainty whispered in her ear, reminding her that the journey from academia to the professional world was an odyssey fraught with challenges.

As Maya embarked on this new chapter of her life, she realized that her academic achievements were merely the first brushstrokes on the canvas of her career. In the sea of job applications and interviews, she soon discovered that a diploma alone could not carry her across the threshold of opportunity. It was then that she stumbled upon the concept of personal branding – the art of sculpting one's identity into a beacon that shines brightly in the darkness of anonymity.

With determination burning in her heart like a flame, Maya set out to define her personal brand. She embarked on a journey of self-discovery, navigating the labyrinth of her own strengths, passions, and aspirations. Like a miner panning for gold, she sifted through the sediment of her experiences, extracting nuggets of wisdom and insight. From the crucible of introspection emerged

the essence of her brand – a fusion of creativity, resilience, and a relentless pursuit of excellence.

Armed with her newfound clarity, Maya set out to cultivate her personal brand with meticulous care. She crafted a compelling narrative that wove together the threads of her academic achievements, extracurricular pursuits, and life experiences. Through her LinkedIn profile, she painted a portrait of herself as a dynamic and versatile professional, showcasing her skills and accomplishments with pride. On social media platforms, she curated a digital footprint that reflected her values and passions, engaging with peers and professionals alike in meaningful conversations.

And while we ponder the story of Maya – a young student who dared to venture into the unknown, armed with nothing but her dreams and her personal brand. For in the tapestry of her journey, we find a timeless truth – that in the vast expanse of the universe, it is not the brightest stars that shine the brightest, but those who dare to illuminate the world with the light of their own unique brilliance.



Achieving Personal & Professional Growth

through Aptitude and Reasoning Ability



Saroj Kumar
Trainer

Aptitude and reasoning abilities serve as the cornerstone for personal and professional development, empowering individuals to navigate challenges, make informed decisions, and achieve success. In this article, we'll explore the pivotal role of aptitude and reasoning in fostering growth, drawing insights from experts and real-world examples.

The Significance of Aptitude and Reasoning:

Aptitude and reasoning abilities encompass a broad spectrum of skills, including problem-solving, critical thinking, logical reasoning, and numerical proficiency. These skills are indispensable assets in both personal and professional domains, enabling individuals to tackle complex tasks, adapt to changing circumstances, and thrive in diverse environments.

As renowned psychologist Howard Gardner once remarked, "Your intellect may be confused, but your emotions will never lie to you." This underscores the importance of combining cognitive prowess with emotional intelligence, a synergy that aptitude and reasoning foster.

Personal Growth:

In the realm of personal growth, aptitude and reasoning play a pivotal role in shaping individuals' outlook, decision-making, and problem-solving capabilities. By honing these skills, individuals can enhance their self-awareness, resilience and ability to overcome challenges.

There is a popular saying worth considering here. "Aptitude and reasoning are the wings that lift you to new heights of self-discovery and personal fulfillment."

Example: Imagine a student preparing for a competitive exam. Through rigorous practice of aptitude and reasoning exercises, they not only improve their academic performance but also cultivate a growth mindset, resilience, and confidence to pursue their aspirations.

Professional Growth:

In today's dynamic work environment, professionals across all sectors must possess strong aptitude and reasoning abilities to excel in their careers. Whether it's analyzing data, solving complex problems, or making strategic decisions, these skills are indispensable for driving innovation and achieving organizational goals.

Remember this popular saying "Aptitude and reasoning are the compass and map that guide you through the maze of professional challenges, leading you towards success."

Example: Consider a project manager tasked with optimizing workflow processes. By leveraging aptitude and reasoning skills, they can identify inefficiencies, analyze data trends, and implement solutions that streamline operations, ultimately enhancing productivity and driving business growth.

Conclusion:

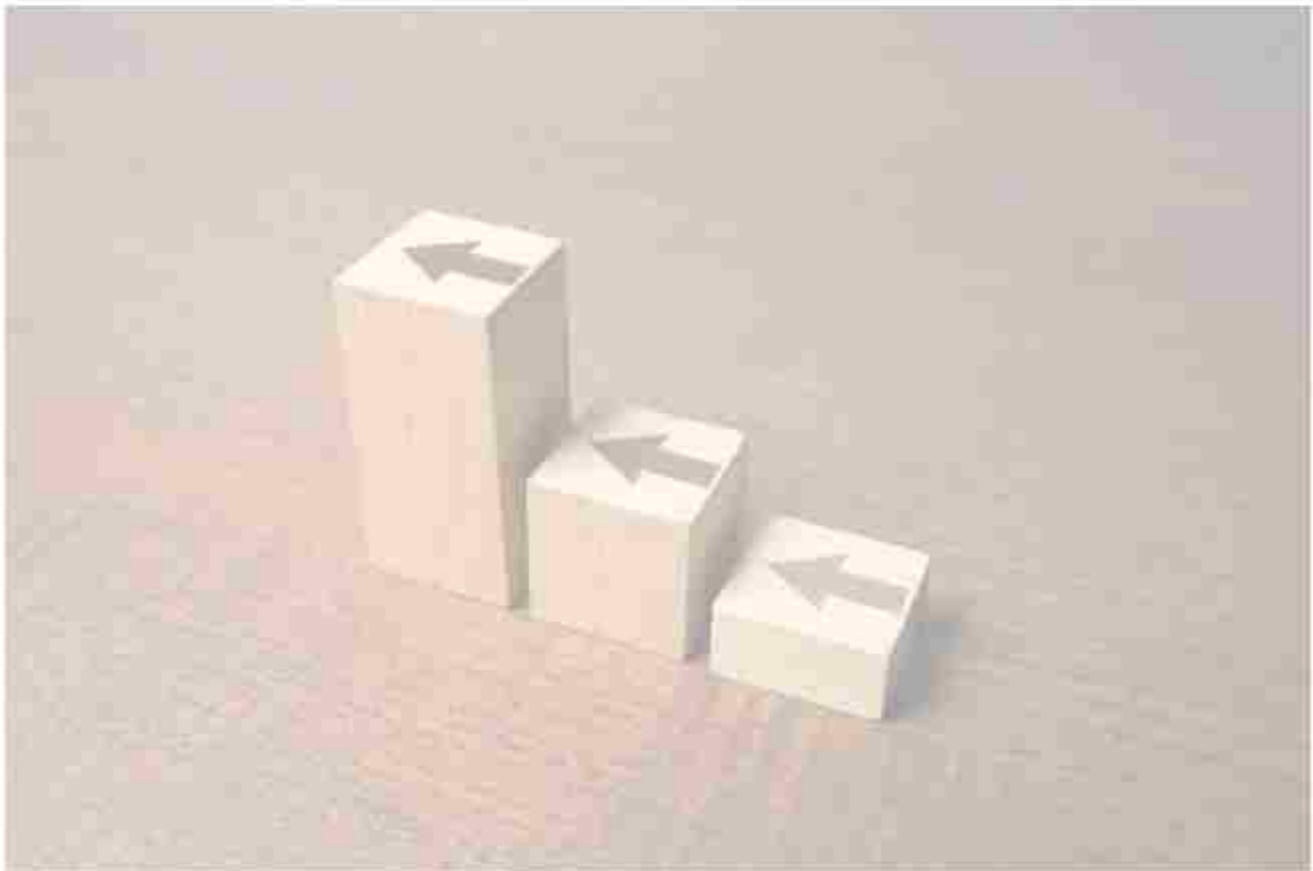
Aptitude and reasoning abilities are not merely academic pursuits; they are catalysts for personal and professional growth. By nurturing these skills, individuals can unlock their full potential, overcome obstacles, and seize opportunities for advancement.

As American author Napoleon Hill aptly stated, "The starting point of all achievement is desire." With a desire for growth and a commitment to

developing aptitude and reasoning, individuals can embark on a transformative journey towards realizing their goals and aspirations."

In conclusion, let us embrace the power of aptitude and reasoning as vehicles for continuous learning, innovation, and success, both personally and professionally. By harnessing these abilities, we pave the way for a brighter future filled with endless possibilities.

"Aptitude and reasoning are the compass and map that guide you through the maze of professional challenges, leading you towards success."



The Transformative Power of **Digital Literacy** Empowering Today & Tomorrow



Mohd. Saleem
Assistant Professor, CCSIT

Imagine a world in which you lack the technical skills to distinguish between phoney and authentic news, find it difficult to use the Internet for simple activities, or miss out on incredible opportunities. That would be the digitally illiterate world. But do not be alarmed, fellow pupil! This is your intensive exercise to master the digital world. Being technologically literate is becoming more than just a bonus in today's tech-driven environment; it's a necessary survival skill. Digital literacy is essential for practically every part of our lives, from using social media to doing research for assignments.

What precisely does being digitally literate mean, then? The ability to locate, assess, and make efficient use of online information is referred to as digital literacy. It goes beyond simply knowing how to operate a computer or smartphone to include being able to critically evaluate the legitimacy and dependability of the large amount of information that can be found online.

It is now essential to be digitally literate in order to navigate the technologically driven modern world. Digital literacy is evaluating internet content critically and knowing how to separate reliable sources from false information. In both academic and professional settings, proficiency with a variety of digital tools is essential. Protecting personal information online requires an understanding of cybersecurity fundamentals like password

security and spotting phishing scams. Digital literacy fosters creativity and curiosity by enabling people to express themselves using a variety of digital media, including coding, graphic design, blogging etc.

What Makes It Important?

In increasingly digital world, technological understanding is essential. Proficiency in digital literacy will:

- Enhance employability by acquiring sought-after digital skills.
- Accelerate learning through digital tools and internet research.
- Facilitate participation in society and communication with others.
- Ensure efficient access to and comprehension of news and information, aiding in staying informed.

How Can Someone Learn Digital Literacy?

Learning digital literacy is essential to advancing in the fast-paced, digital world of today. Students need to use digital literacy beyond the fundamentals of utilizing software and the internet to improve their professional image and employability. Do it is as follows:

- **Create an Influential Online Presence:** Having a professional online presence is crucial in the era of professional networking sites such as Job Portal, Social Networking Profiles and LinkedIn profiles. Students should be encouraged to set up and maintain professional accounts on websites such as LinkedIn, where they can

highlight their accomplishments, experiences, and abilities. Additionally, students can position themselves as thought leaders in their subject by taking part in pertinent blogs, forums, and discussions online.

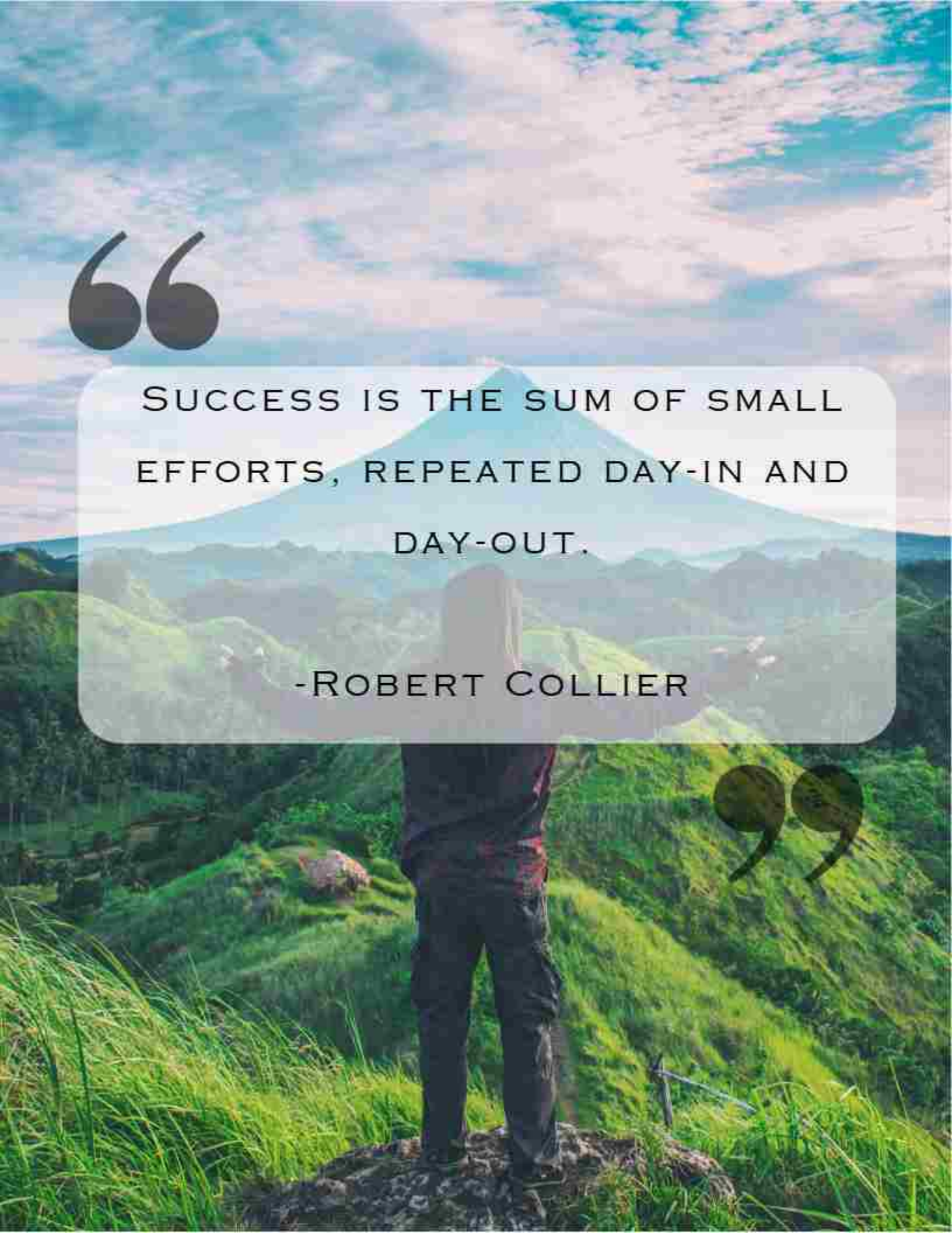
- **Develop Your Digital Communication Skills:** In today's digital world, using digital communication channels like email, video conferencing, and instant messaging is essential for effective communication in any professional context. Learners should practice their digital communication skills, being mindful of professionalism, clarity, and tone when interacting online.
- **Learn Digital Marketing Techniques:** Knowledge of the fundamentals of digital marketing will help students stand out from the competitors in an increasingly digital economy. Proficiency in digital marketing strategies can lead to a wide range of professional prospects, including social media content creation, search engine optimization, and targeted advertising campaigns.
- **Stay Updated with Technological Developments and Industry Trends:** The digital world is always changing, with new trends and technology appearing quickly. Students are suggested to follow relatable blogs, go to conferences and webinars, take part in online courses and certification programs, and generally keep up with industry trends. Being proactive in

picking up relevant skills and new technology shows flexibility and a dedication to one's career development.

- **Display Digital Projects and Portfolios:** Students can think about developing digital portfolios or exhibiting projects they've worked on in addition to conventional resumes and cover letters. Tangible examples of their work, such as a website they developed, a blog they wrote, or a digital marketing campaign they implemented, can give important insights into their abilities.
- **Develop a Professional Online Network:** In the digital age, online networking is just as important as traditional networking for job growth. Students are to actively look for mentorship opportunities, join industry-related forums and debates, and establish connections with people in their field on websites like LinkedIn. Gainful insights on industry trends, career possibilities, and mentorship can all be accessed through a robust professional network.

Students can position themselves for success in today's competitive job market by using digital literacy to improve their professional image and raise their employability. Learning digital literacy is crucial for prospering in the digital age, whether it's for creating a powerful online presence, honing digital communication abilities, or keeping up with market trends and technological advancements

*Digital literacy is the ability
to use technology to navigate,
evaluate, and create
information*

A person is standing on a grassy hill, looking out over a vast landscape. In the background, there are rolling green hills and a prominent mountain range under a sky filled with soft, white clouds. The person is wearing a dark jacket and pants, and their arms are slightly outstretched. The overall scene is peaceful and inspiring, suggesting a journey or a moment of reflection.

“

SUCCESS IS THE SUM OF SMALL
EFFORTS, REPEATED DAY-IN AND
DAY-OUT.

-ROBERT COLLIER

”

Mastering Personal Branding

Through Social Media: An in-depth guide



Naman Jain
B.Tech CSE

In the era of digital dominance, personal branding has evolved beyond conventional norms, finding new avenues in the expansive realm of social media. With billions of users actively participating on platforms such as LinkedIn, Twitter, Instagram, and more, social media has become an essential instrument for shaping and promoting one's professional identity. This article will explore the intricacies of personal branding via social media, delving into key strategies, best practices, and the transformative impact it can have on one's career.

The Influence of Social Media on Personal Branding:

Social media platforms act as dynamic hubs where professionals can exhibit their skills, expertise, and personality. These platforms provide unparalleled reach, enabling individuals to connect with a global audience, potential employers, clients, and collaborators. Harnessing the power of social media effectively can elevate one's brand to unprecedented heights.

Selecting the Appropriate Platforms:

1. LinkedIn for Professional Networking:

LinkedIn stands out as the primary platform for professional networking. Develop a compelling and detailed LinkedIn profile that showcases your skills, experiences, and achievements. Actively participate in your network by sharing industry insights, engaging in discussions, and seeking endorsements and recommendations.

2. Twitter for Thought Leadership:

Twitter, being a fast-paced platform, facilitates real-time conversations. Utilize it to establish yourself as a thought leader in your industry by sharing valuable insights, engaging with industry trends, and connecting with influencers. Craft a succinct and impactful bio that communicates your expertise.

3. Instagram for Visual Storytelling:

Instagram, known for its visual appeal, provides a unique opportunity to narrate your story through images and captions. Share behind-the-scenes glimpses of your professional life, highlight achievements, and showcase your personality. Maintain a consistent visual aesthetic that aligns with your brand.

4. Facebook for Personal-Professional Balance:

Although Facebook is often considered a more personal platform, it can still play a role in your personal branding strategy. Establish a professional page to share relevant content, updates about your career, and insights into your professional journey. Maintain a balance between personal and professional content.

Constructing a Robust Profile:

1. Optimizing Your Bio: Create a concise and impactful bio that communicates who you are, what you do, and what distinguishes you. Incorporate keywords relevant to your industry to enhance discoverability. Your bio should serve as a snapshot of your professional identity.

2. Professional Profile Pictures:

Invest in a professional and high-quality profile picture across all platforms. As your photo often forms the initial impression, ensure it aligns with your brand. Dress appropriately for your industry, projecting both approachability and professionalism.

3. Showcasing Your Work:

Leverage the unique features of each platform to exhibit your work. On LinkedIn, utilize the "Featured" section to display presentations, articles, or projects. On Instagram, create visually appealing highlights to showcase key accomplishments. Regularly update these sections to keep your profile current.

Strategic Content Approach:

1. Curating and Sharing Relevant Content:

Share content that aligns with your brand and industry. Curate articles, blog posts, and insights that illustrate your expertise and interests. This not only positions you as a knowledgeable professional but also keeps your audience engaged.

2. Creating Original Content:

Elevate your brand by generating original content. Write articles, record videos, or initiate a podcast to share your unique perspective. Consistent content creation establishes you as a thought leader and provides valuable material for your audience.

3. Engagement and Interaction:

Social media is a two-way street. Actively engage with your network by commenting on posts, responding to messages, and participating in relevant discussions. Interaction builds relationships and amplifies your visibility within your industry.

Consistency is Essential:

1. Unified Branding Across Platforms:

Maintain a consistent visual identity and messaging across all your social media platforms. This fosters a unified and memorable brand

image. Utilize a similar tone, color palette, and style to reinforce your brand.

2. Posting Frequency:

Establish a posting schedule aligned with the expectations of each platform. Consistency in posting ensures that you remain visible and relevant to your audience. However, prioritize quality over quantity to maintain a positive perception.

Privacy Management and Professional Boundaries:

1. Striking the Right Balance:

Achieving a balance between personal and professional content is crucial. While authenticity is prized, be mindful of the professional image you want to convey. Share personal anecdotes selectively, ensuring alignment with your overall brand narrative.

2. Privacy Settings:

Familiarize yourself with the privacy settings on each platform. Customize your settings to control who sees your content and safeguard your personal information. Striking the right balance between accessibility and privacy is imperative.

Analytics and Adjustment:

Utilizing Analytics Tools:

Most social media platforms provide analytics tools for tracking content performance. Monitor metrics such as engagement, reach, and follower growth. Analyzing these insights allows you to refine your strategy based on what resonates with your audience.

Iterative Approach:

Personal branding on social media is an ongoing process. Be open to evolving your strategy based on feedback and changing industry trends. Regularly assess your goals, adjust your content strategy, and fine-tune your online presence to stay current and effective.

Networking and Collaborative Efforts:

1. Connecting with Peers and Influencers:

Actively seek connections with peers, colleagues, and influencers in your industry. Engage with their content, share your insights, and foster meaningful relationships. Networking on social media can lead to valuable opportunities and collaborations.

2. Participating in Industry Conversations:

Join industry-specific groups and actively participate in relevant conversations. This not only expands your network but also positions you as an active and engaged professional within your field. Share your expertise and contribute to discussions to enhance your credibility.

Overcoming Challenges:

1. Handling Criticism and Negative Feedback:

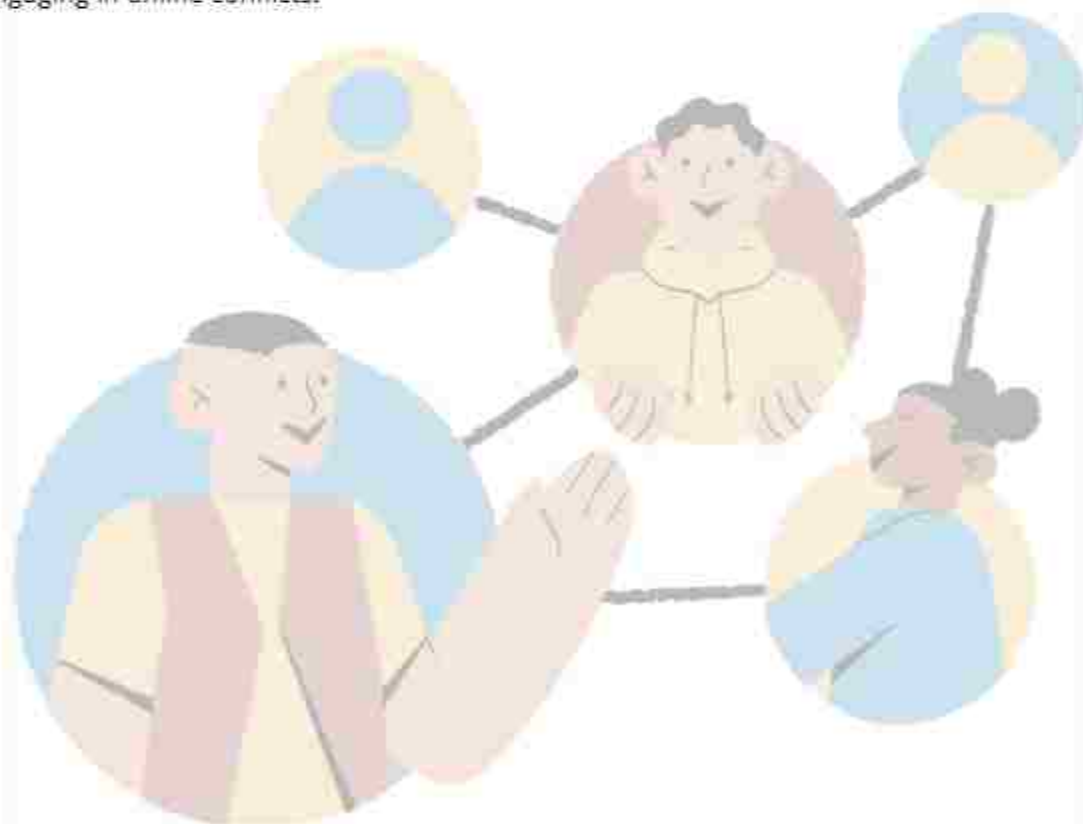
Social media exposes individuals to both positive and negative feedback. Approach criticism constructively, learn from it, and use it to refine your brand. Respond professionally and refrain from engaging in online conflicts.

2. Maintaining Authenticity:

Authenticity should remain a primary focus in personal branding. Strive to be genuine in your values. Authenticity builds trust with your audience and establishes a lasting connection that transcends the digital realm.

Conclusion:

Social media has revolutionized the construction and display of personal brands. Embrace the opportunities that platforms like LinkedIn, Twitter, Instagram, and Facebook offer to amplify your professional identity. By strategically curating your online presence, engaging with your audience, and staying true to your values, you can leverage social media to propel your career forward. Remember, personal branding is an ongoing journey of self-discovery and adaptation, and social media serves as your dynamic canvas for self-expression and professional growth.



Time management **THAT ACTUALLY** work for students



Kashish Singh
Bsc Nursing

"LET'S GIVE YOUR TIME, A CHANCE TO MANAGE"

Time management is a term to provide proper management to your time. It's a skill that every student needs but few master it easily. With the management of lot of work, students actually forget to perform or procrastinate a lot of work so there is a need to manage and plan the time properly. Managing time effectively is not about working hard but it means to perform all the task smartly. Time management is very important part of student's life as it leads to efficiency, balancing, reduce stress and productivity. With lot of assignments, exams, extracurricular activities and sometimes job, student feel lot of pressure but what if they pre-prepare each and every task properly. Time management is the key to achieve your goals and objectives to become the one you want to be.

Why time management?

Time management is very important skill that every student have because it is important to maintain:

- ▶ **EFFICIENCY:** Optimizing time use for maximum outcomes.
- ▶ **BALANCE:** Attain balance between work and personal life.
- ▶ **PRODUCTIVITY:** Achieving more with better quality.
- ▶ **STRESS:** Reducing stress through effective planning.

Strategies to be a better time manager

Time management is the skill that needs proper strategies:

1) Choose Specific Goals: Time management needs a goal or objective to actually reach to it by managing the time as per the goal. If we are able to set the goal then it's very easy for us to achieve our goals. There is a need to start by setting both short-term and long-term goals.

-SHORT TERM GOAL:

Complete all the assignments and projects by Saturday

-LONG TERM GOAL:

To achieve a certificate of academic excellence by getting top rank in the class.

2) Give planner or digital calendar to come in use: Planner, either physical or digital, is an essential tool. Use the planner for schedule classes, assignments, exams and personal activities.

Example:

8:00AM to 9:00AM: Breakfast

9:00AM to 10:00AM: Study

10:00AM to 10:30AM: Break

3) Task needs to be prioritized (by Eisenhower Matrix)

The Eisenhower Matrix is a tool to give priority to the work on first by dividing tasks into four categories:

- 1) **URGENT AND IMPORTANT:** Do these immediately
- 2) **IMPORTANT BUT NOT URGENT:** Schedule for later
- 3) **URGENT BUT NOT IMPORTANT:** Delegate if possible
- 4) **NEITHER URGENT NOR IMPORTANT:** Eliminate or limit.

4) Give chance to "breaks"

It's okay if you have a lot of work to do but it doesn't mean you work continuously without taking any break or perform multitasking. Time management also asks for the break to increase the focus and efficiency of the work. Focus on one task at a time. Use Pomodoro techniques: Work for 25 minutes, then take 5 minute break. After sessions, take a longer break. This method increases focus and reduce physical/mental fatigue.

5) Say Yes to the "NO"

It's the most difficult but essential task in time management is learn to say "No". Say no to the social invitations, club commitments or extra projects, as not every opportunity will fit into your schedule.

-Before agreeing to something new, ask yourself:

- 1) Does this align with my goals?
- 2) Do I have time for it?

6) Set the environment before setting goals

Doesn't matter how much you are focused or concentrated to any work, your environment matters a lot. Find free of distractions, quiet place or quiet cafe.

-Tips for creating productive environment:

- 1) Keep your space neat and tidy
- 2) Use headphones or focus playlists
- 3) Turn off all the notifications on the phone
- 4) Have all study materials ready before you begin

7) Evaluate weekly

As it's your time management planning so it's your responsibility to check or evaluate weekly. Ask yourself:

- 1) Did I meet my goals this week?
- 2) Where I waste my time?
- 3) What progress I can make next week?
- 4) What's going well?

8) Use technology smartly

Technology helps to manage the time properly but it's up to you make it your time-saver or time-waster.

Use it intentionally. There are several apps that helps to boost your productivity:

- 1) Notion or Evernote: for note-taking
- 2) Forest or focus@ will: To stay focused during study sessions
- 3) Google keep: For quick reminders and checklists
- 4) Trello or asana: for projects management

9) Make yourself stick to routine

Routine in time management helps to maintain consistency and proper decision-making. Try to set a daily routine that includes:

- Wake up early
- Take breaks
- Regular study periods

10) Encourage yourself to be healthy

Good time management needs a person who is mentally and physically fit. Poor Sleep, inadequate nutrition and lack of exercise can reduce your ability to concentrate and be efficient.

-Tips to maintain your health:

- 1) Sleep for atleast 7-8hrs at night
- 2) Eat balanced diet
- 3) Stay hydrated
- 4) Don't neglect mental health -take breaks, talk with friends
- 5) Exercise regularly, even if it's just a walk

11) Overcoming procrastination

Time management needs all your discipline, responsibility and focus towards your goal. So, if you already planned

to manage your time, never procrastinate your work for tomorrow. You can overcome procrastination by:

-understanding the cause: To overcome procrastination, there is a need to understand the cause of delaying.

-Use 2-minute rule: If task can be done in 2 minute, do it immediately

-Reward and consequences: Reward yourself for completing your tasks.

Why time management in student's life?

Students need time management because it helps them succeed both academically and personally. Here are key reasons:

- 1) **IMPROVE ACADEMIC PERFORMANCE:** It reduces last-minute cramming and promotes deeper understanding.
- 2) **REDUCE STRESS:** When students plan ahead and manage their schedules, they avoid stress of deadlines and unexpected workload.
- 3) **PROMOTE DISCIPLINES AND RESPONSIBILITY:** Students learn to build self-discipline and sense of responsibility for future career and personal life.
- 4) **BALANCE ACADEMIC AND PERSONAL LIFE:** Helps to balance school with hobbies, exercise, family, social. Life and rest leads to healthier lifestyle.
- 5) **BOOSTS PRODUCTIVITY:** Students can accomplish more in less time when they prioritize tasks and avoid procrastination.
- 6) **PREPARE FOR THE FUTURE:** Time management is a crucial skill in college, workplace and everyday adult responsibility.

"Either you run the day or day runs you."

-Jim Rohn

"Coordinate time and goals to discover the real you"

Mastering your skills to manage time

Your time needs to be managed. Mastering time management as a student isn't about filling each and every minute with work. It is about being intentional with your time, knowing time management techniques and creating a system that supports your goals. Time is an essential tool or resource to achieve your goals and it's management is a very dedicated skill to become someone unique from all.

Effective time management is crucial for boosting productivity and achieving a balance between work and personal life. Identify your priorities, plan effectively, manage distractions, reach your goals more efficiently. Student life is in more demand of time management skill because it's the starting stage of life, which needs to understand about time from today. So, it's up to you, save it or waste it.

Navigating Adversity

Essential Personal Branding Strategies for Crisis Resilience



Krati Jain
B.Tech CSE

Introduction: In the realm of personal branding, how you navigate challenges can significantly influence your reputation. Whether you're a professional, entrepreneur, or public figure, crises are inevitable. This article delves into the intersection of personal branding and crisis management, offering practical tips to not only endure but flourish when facing adversity.

1. Integrating Personal Branding with Crisis Management: Personal branding serves as a showcase of your uniqueness, but crises test the authenticity and strength of your brand. Effective crisis management becomes a vital aspect of your overall strategy during tumultuous times.

2. Preparing Your Reputation in Advance: Proactively dealing with crises begins with establishing a positive reputation beforehand. A robust personal brand based on authenticity, honesty, and solid values acts as a protective shield when challenges arise. Consistently engage with your audience, provide value, and maintain transparency to construct a favorable image.

3. Readiness for Crises: Anticipating and preparing for potential crises is a wise approach. Think of it as studying a map before a journey. Identifying possible obstacles, conduct a risk assessment, anticipate potential issues, and formulate a plan for when challenges emerge. Clearly define your values, messaging approach, and communication strategies during tough times.

4. Embracing Authenticity in Crisis Management: Authenticity serves as a secret weapon during crises. Remaining true to yourself, even in challenging situations, helps preserve the trust of your audience. Genuine individuals are often forgiven and supported. Let your brand be a platform for sincere communication during crises.

5. Open Communication Amid Uncertainty: In crises, uncertainty affects everyone. Brands that handle crises adeptly are those that communicate openly. Keep your audience informed, admit mistakes if they occur, and articulate your actions to rectify the situation. Transparent communication fosters trust and credibility.

6. Storytelling as a Crisis Ally: Storytelling is a powerful tool, especially during tough times. Utilize personal stories to convey resilience and lessons learned from challenges. Humanize your brand, enabling people to empathize and better understand your journey.

7. Timing Significance: Swift and thoughtful responses are crucial in crisis management. Quick and considerate actions demonstrate control. Delays or unclear responses can exacerbate a crisis. Act promptly, ensuring your actions align with your brand values.

8. The Strength of a Supportive Network: Your brand often intertwines with the people around you.

Cultivate a robust network of mentors, friends, and supporters who can guide and support you during tough times. A supportive network can help counteract negative messages and spread positivity.

9. Embracing Learning and Growth: View every crisis as an opportunity for learning and growth. Showcase setbacks as a testament to your resilience and commitment to improvement. Sharing your journey in overcoming challenges adds a positive dimension to your brand.

10. Rebuilding Trust Post-Crisis: Resolving a crisis involves more than immediate problem-solving; it's about rebuilding trust. Outline the steps you're taking to prevent future issues. Demonstrate consistent positive behavior aligned with your brand values. Trust, even when broken, can be restored with time, effort, and tangible change.

Conclusion:

In the realm of personal branding, crisis management is not just about survival; it's an opportunity for growth. The dynamic relationship between personal branding and crises requires alignment with your brand values. Proactively build a resilient personal brand, stay true to yourself, communicate openly, and leverage the strength of storytelling. By doing so, you won't just weather storms; you'll emerge stronger, solidifying your brand as one capable of withstanding the tests of time and adversity. In personal branding, crisis management is not just a challenge; it's a chance for growth and transformation.

“

When you have exhausted
all possibilities, remember
this: you haven't.

THOMAS A. EDISON

Why Communication Is a Lifesaver for Pharmacists



Chetan Sharma
Doctor of Pharmacy

A patient walks into the store, clutching a prescription like it's a secret treasure map. He squints at the medical jargon and asks, "Uh... so, do I take this before food, after food, or just whenever I feel like?"

That's where a good pharmacist with strong communication skills shines! Without clear instructions, medications become mysteries. They sound like riddles from a fantasy novel, and patients might interpret "take twice daily" as "once when I remember and once if I feel like it."

Pharmacists are the unsung MVPs of healthcare—translating complex drug names into plain English, preventing patients from mixing meds like they're conducting a backyard chemistry experiment, and ensuring Grandma doesn't accidentally drink cough syrup like it's fruit juice and fall into a deep nap that sends the whole family into panic mode. But communication isn't just about explaining dosage or frequency; it's about making healthcare human again. A patient may walk into the pharmacy confused, scared, or embarrassed about a health issue. And often, the pharmacist is the first—and sometimes only—health professional they talk to face-to-face. A kind voice, a reassuring tone, and a patient ear can do more healing than we realise.

Take the elderly, for instance. They may have multiple prescriptions, low vision, or memory issues. A pharmacist who takes the time to repeat instructions slowly, write clear notes, or even use

colour-coded labels is not just doing a job—they're protecting a life. Or consider a young mother trying to juggle a sick child, a prescription, and ten different worries in her head. A pharmacist who says, "You're doing great—here's exactly how to give this medicine, and when," can make all the difference.

Communication also involves active listening. Sometimes, patients reveal more in their hesitation than in their words. "Are you sure this won't make me sleepy?" might hint at a job involving machinery. "My friend took this and had chest pain" might suggest a deeper anxiety. A skilled pharmacist picks up on these cues, clarifies doubts, and empowers the patient with accurate, calm, and helpful information.

Let's not forget cultural and language barriers. Not every patient is fluent in medical terminology—or even in the local language. Clear, simple explanations, supported by visual aids or translated labels, can bridge critical gaps. Miscommunication in such cases isn't just inconvenient—it can be dangerous.

Pharmacists also communicate with doctors, nurses, and other healthcare professionals. When they spot a potential drug interaction, incorrect dosage, or missing information, their ability to articulate the issue quickly and clearly can prevent serious errors. It's not just about patient-facing interactions; it's about being a vital connector in the entire healthcare chain.

And in today's digital world, pharmacists also need to be skilled in telephonic and online communication—answering queries, explaining prescriptions remotely, and even guiding patients via chat apps or teleconsults. The medium may change, but the clarity, empathy, and professionalism must remain constant.

9. Embracing Learning and Growth: View every crisis as an opportunity for learning and growth. Showcase setbacks as a testament to your resilience and commitment to improvement. Sharing your journey in overcoming challenges adds a positive dimension to your brand. So, pharmacists, don't underestimate your words:

Your white coat may hold pills, but your true power lies in how you speak, explain, and connect. Communication is not a soft skill—it's a life-saving tool. It's the difference between a patient following instructions confidently and one going home uncertain and at risk.

Let your voice be the calm in someone's health storm. Let your explanations be the bridge between medicine and healing. Let your presence remind patients that they're not alone—they're understood, supported, and safe.

Because in the world of healthcare, your words can heal, guide, and even save lives. And that's something no prescription bottle can do on its own.



Body Language

What Are You Really Saying?



Amisha John Vincent
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Introduction: As humans, we communicate in various ways, and body language is one of the most significant forms of non-verbal communication. It conveys our emotions, intentions, and attitudes, often more effectively than words. Understanding body language can help you navigate social situations, build stronger relationships, and even advance your career.

The Power of Body Language Body language encompasses facial expressions, posture, gestures, eye contact, and tone of voice.

These non-verbal cues can:

- Reinforce or contradict verbal messages: Your body language can emphasize or undermine what you're saying. For instance, saying "yes" while shaking your head can send mixed signals.
- Convey emotions: Facial expressions, in particular, can reveal your emotional state, such as happiness, sadness, or fear.
- Regulate interactions: Body language can help manage conversations, signalling when you're interested, bored, or ready to contribute.

Types of Body Language

1. Open and Confident Body Language:

A - Uncrossed arms and legs

Uncrossed Arms: When someone keeps their arms relaxed at their sides, in their lap, or uses them freely while speaking, it typically suggests:

- Comfort in the environment
- Willingness to engage
- Trust and openness
- Lack of resistance or emotional withdrawal

Uncrossed Legs:

Sitting or standing with legs uncrossed often communicates:

- Physical and psychological availability
- Confidence
- A non-defensive, open mindset
- Willingness to connect

B- Direct eye contact

Direct eye contact typically indicates:

- Confidence – The person feels secure and self-assured.
- Honesty and sincerity – People often perceive someone who maintains eye contact as trustworthy.
- Engagement – It shows active interest and attention in the conversation.
- Respect – Particularly in Western cultures, making eye contact is a sign of respect and attentiveness.

C- Smiling and relaxed facial expressions

Smiling:

A genuine smile typically involves both the mouth and the eyes (often called a Duchenne smile), and it can signal:

- Friendliness and warmth
- Positive attitude
- Comfort and ease in the situation
- Openness to social interaction
- Willingness to cooperate or engage

A real smile helps put others at ease and builds trust quickly.

D- Relaxed Facial Expressions:

A relaxed face—free of tension in the jaw, forehead, or around the eyes—indicates:

- Calmness and composure
- Confidence
- Non-aggressiveness
- Emotional stability

This kind of expression shows that the person is not feeling threatened or defensive, which encourages more open and productive communication.

Tense or Forced Expressions May Suggest:

- Stress or anxiety (e.g., tight jaw, furrowed brow)
- Insincerity (e.g., fake smile with no eye involvement)
- Discomfort or disinterest
- Irritation or frustration

E- Purposeful gestures

Purposeful gestures are deliberate, natural movements that support what you're saying. They help:

- Clarify or reinforce verbal messages (e.g., using your hands to show the size or direction of something)
- Highlight key points (e.g., pointing upward when saying "this is important")
- Express enthusiasm or emotion (e.g., open palms to show sincerity or excitement)
- Keep the listener engaged (gestures make speech more dynamic and easier to follow)

Examples of Purposeful Gestures:

- Open palms – Honesty, openness, and non-threatening behavior
- Chopping motions – Emphasis or decisiveness
- Counting on fingers – Structuring points clearly
- Hand over heart – Sincerity or emotional truth
- Air quotes – Indicating irony or quoting others

Non-purposeful or Distracting Gestures:

- Fidgeting (e.g., tapping, rubbing hands, playing with jewelry) → Nervousness or lack of focus
- Over-gesturing → Can overwhelm or distract from the message
- Inconsistent gestures → May confuse the audience or suggest insincerity

2. *Closed and Defensive Body Language:*

A- Crossed Arms or Legs

In body language, crossed arms or legs are often interpreted as closed or defensive postures. These positions can suggest that a person is physically or emotionally "blocking" themselves off from others or from the conversation.

Common Interpretations:

1. **Defensiveness or Self-Protection**

Crossing the arms across the chest or the legs while seated often signals a defensive stance—as if the person is subconsciously shielding themselves. This might occur in situations where someone:

- Feels uncomfortable, criticized, or threatened
- Disagrees with what's being said
- Is emotionally guarded

2. **Disengagement or Resistance**

Crossed arms or legs can also indicate disinterest, resistance to new ideas, or emotional withdrawal. In a conversation, it may reflect a closed mind or a reluctance to participate.

3. **Insecurity or Nervousness**

Sometimes, people cross their arms or legs as a form of comfort, especially in unfamiliar or high-pressure environments. It provides a sense of safety and control.

B- Avoiding eye contact

In body language, avoiding eye contact typically refers to deliberately or unconsciously looking away from another person's eyes during interaction. It's one of the most telling nonverbal cues and can signal a wide range of emotional states or social dynamics.

Common Interpretations of Avoiding Eye Contact:

- *Nervousness or Anxiety:* People who are shy, anxious, or socially uncomfortable often avoid eye contact. It can be a self-protective behavior to reduce perceived threat or attention.
- *Dishonesty or Evasion:* In some contexts, breaking or avoiding eye contact may suggest someone is hiding something, being deceptive, or uncomfortable telling the truth. However, this is not a foolproof indicator—many honest people avoid eye contact out of nervousness.
- *Disinterest or Disengagement:* A lack of eye contact during conversation may indicate the person is bored, distracted, or not emotionally invested.
- *Submission or Low Confidence:* In hierarchical or high-pressure situations, avoiding eye contact can be a sign of feeling intimidated or inferior.
- *Cultural Norms:* In certain cultures, avoiding eye contact is a sign of respect, especially toward elders or authority figures. It is not a sign of weakness or deception, but of politeness.

C- Frowning or Tense Facial Expressions

In body language, frowning or tense facial expressions typically signal negative emotions such as discomfort, frustration, confusion, anger, or stress. These expressions are often involuntary and can reveal a person's true feelings—even when their words suggest otherwise.

Common Interpretations:

1. Disapproval or Disagreement

A frown—characterized by downturned lips, knitted brows, or a wrinkled forehead—often indicates that someone disagrees with what's being said or is emotionally reacting negatively.

2. Stress or Concentration

Tension in the face (e.g., clenched jaw, tight lips, furrowed brow) may point to mental strain, anxiety, or deep concentration. While not always negative, it often suggests the person is dealing with internal pressure.

3. Confusion or Uncertainty

Raised eyebrows combined with a tense or furrowed forehead can signal confusion or an effort to understand something. This often appears during complex or unclear communication.

D- Fidgeting or Restless Behavior

In the context of body language, fidgeting or restless behavior refers to small, repetitive, and often unconscious movements—such as tapping fingers, bouncing legs, playing with objects, or shifting in one's seat. These behaviors typically signal nervousness, impatience, discomfort, or lack of focus.

Common Interpretations:

1. Nervousness or Anxiety

Fidgeting is one of the most common signs of unease or stress. People may:

- Tap their fingers or feet
- Twist rings or play with hair
- Rub their hands together
- these actions serve as a physical outlet for emotional tension or nervous energy.

2. Impatience or Boredom

Restless movements, like repeatedly checking a watch, shifting in a chair, or sighing while moving around, can suggest disinterest, impatience, or a desire to end the interaction.

3. Lack of Confidence

Some individuals fidget when they feel uncertain, overwhelmed, or insecure—especially in high-stakes situations like interviews, presentations, or confrontations.

4. Emotional Body Language:

- Facial expressions: happiness (smiling), sadness (frowning), fear (wide eyes)
- Posture: slouching (low confidence), standing tall (confidence)
- Gestures: enthusiastic (expansive gestures), anxious (fidgeting)

Body language can vary across cultures and contexts. What might be considered confident in one culture could be seen as aggressive in another. Be mindful of these differences when interacting with people from diverse backgrounds.

Improving Your Body Language

1. Practice self-awareness: Recognize your own body language and how it might be perceived.
2. Use positive body language: Maintain eye contact, smile, and use open gestures.
3. Be authentic: Ensure your body language aligns with your intended message.
4. Pay attention to others: Notice the body language of others and adjust your approach accordingly.



*Your body
language, your
eyes, your
energy will
come through to
your audience
before you even
start speaking*

Body language is a powerful tool for communication, conveying emotions, intentions, and attitudes. By understanding and using body language effectively, you can build stronger relationships, navigate social situations, and achieve your goals. Remember to be aware of cultural differences and context, and strive to be authentic in your non-verbal communication.

How to Be Unique

by developing our skills



Amitesh Jha
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In this advanced era, everything depends upon your skill, and hence it plays an important role in everyone's life. As we know, today is the day of research, and in this globalized era, we all want to become successful and have a luxurious life. But think about those who haven't any technical or any other skill and how they manage their livelihood and their family. In this digitalized and globalized era, all should have their skill in their relevant field so that they can easily enjoy their life and make it successful as per their own needs. In an individual's life, the most important thing is to perform discipline regularly. Discipline comes from the Greek word "Disciple", which means "to obey". It doesn't only mean obeying the rules and regulations but also means how you are managing your time effectively and efficiently, more accurately, "time management". If any individual wants to develop him or herself then he or she must have to work on his personal development phase because personal development is a journey of self-discovery and growth. In my opinion, developing a skill for being unique needs lots of dedication to work, willingness as well as unlimited efforts for continuously learning or acquiring new things as well as you have to become "curious".

There are some key points which can help an individual to become unique by developing their skills :

Continuous Learning: By acquiring continuous knowledge from different modes of learning, you can boost your knowledge in different domains, which helps you to grow

faster than others. Not only reading books or taking online classes but following your passion can make you a different person, which makes you unique.

Specialization: By developing a skill in a particular domain, you can become an expert in that field, which makes you more valuable and through this, you can become unique.

Innovation: There is a well-known proverb, "Need is the Mother of Invention", which means whenever there is a need, there is a chance to innovate and this innovation is based on some facts that are very important for all of us in this globalized or digitalized world. So, by innovating something for the people, you can also be unique.

Creativity: Creativity is very important in our lives because it is the ability to originate new ideas, and approaches to tackle any problem effectively or efficiently, which surely makes you unique from others. It helps us to think in different ways by using various approaches, such as critical thinking, analysis, and problem-solving skills, which differentiate us from others, aiding in our faster growth and making us unique.

Adaptability: Adaptability is crucial in being unique by developing a skill because it allows you to learn quickly, innovate, be flexible, and persevere in the face of challenges. These qualities can help you stand out from others and become a more well-rounded and valuable individual in your personal and professional life.

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You just have to find that thing that's special about you that distinguishes you from all the others, and through true talent, hard work, and passion, anything can happen.

Versatility: Being adaptable makes you more versatile, and able to apply your skills in a variety of contexts, which can make you stand out in diverse environments.

Confidence: Doing different projects using different technologies can boost your confidence, and this will surely help your personality to grow faster, and you'll be unique.

*"Don't blend in, ascend.
Hone your skills to a
shine, and the world will
take notice of your unique
light."*

Leadership Qualities: There is a well-known word by Swami Vivekanand, "Leadership demands ability not age", which means if you are capable or can lead, then you can be a good leader. And if you can lead, then indirectly you are developing your interpersonal skills, and if you have the expertise, then definitely you will be unique.

*"The world
needs your
secret weapon.
Sharpen your
skills, unveil
your hidden
talents,
and become a
force unlike any
other."*

Conclusion

In conclusion, being unique is not only about developing the skill or acquiring knowledge in different domains or fields or being an expert in a particular field, it's actually about how you interpret yourself to others in various ways by showing your different qualities like leadership, adaptability, creativity, problem-solving skill, etc. If you have these qualities in your life and you can effectively perform these qualities whenever needed, you will be unique from others. There is a word in Hindi, "Jigyasa", which means curiosity or eagerness to learn. If you are curious to learn how to grow yourself, how to manage your time effectively, and if you have the quality to utilize your time by managing all your work, then definitely you are going to be unique from others. All you need is only to manage your time, positively perform actions, work on your weaknesses, and convert them into your strengths, and hence you will be successful and you will become unique.

The Art of **Listening** What people miss



Ishita Khanna
MBA

In a world full of noises – notifications, news experts, podcasts, advice, and opinions – we have somewhere lost the act of listening. We get so busy in our lives that we forget to even listen to the turmoil of our inner self. We not only forget to listen to what people are trying to express, but we also forget to listen to our body, our soul, and the battles we go through. The art of listening does not mean hearing. We often take listening as the part of hearing, and that is where we are wrong. We sit with a person and behave like we are listening, but in reality we are just hearing them as we are preparing ourselves by thinking, What advice or opinion should I give to him/her? Whereas the person does not want any advice or opinion; they just want you to listen to them, understand their voice, and understand their emotions.

Real listening does not mean staying quiet and just being present there for the sake. It is about being present not only physically but emotionally and mentally too. What people often miss is the other person's silence. The tone, the voice, the emotions, the unsaid words. Listening is all about understanding other emotions and feelings that we often miss to understand. It is about understanding the pain behind their smiles, the worry lines on their foreheads, their choked voices, and the pain behind every 'I am fine.' The biggest mistake we make while listening, and we should be guilty of it, is interrupting the person who is speaking.

Whether it is giving them advice and opinions without even letting them finish or completing their sentence. Sometimes we also shift the focus to ourselves without realizing what a big mistake we are making and how we are giving more pain to the other person by making them feel that whatever they are saying is not important or they are not important to you.

Most children who become extra emotional or go through depression do so not only because of career and education stress but also because they feel like there is no one to listen and understand their emotions, pain, and what life is giving them and how they are going through it. Those children feel unattached, and it becomes hard for them to express their emotions because people are not ready to listen to them which makes them feel unwanted, and it leads to harm. Listening also plays a significant role in relationships. Whenever there is argument, fights, misunderstanding, or ego creating a presence in the relationship, then listening plays the most important role. When people feel heard, communication deepens, trust builds, and solutions comes more naturally.

We frequently struggle to listen effectively because we are fixated on making things right. We naturally solve problems. When someone confides in us about their difficulties, we automatically want to provide answers or comfort. Despite its good intentions, this can prevent further in-depth dialogue. Sometimes people seek connections more than answers.

They want their voices heard without bias and without interruption. They need room to process, feel, and be human in front of someone who is just present.

Healing is maybe the most powerful effect of listening. A basic human need is to be heard. We are made to feel seen when we are listened to with presence and empathy. When we listen deeply, we hold space for others to express their truth without fear of judgment. Our sense of validation is heightened. It serves as a reminder that we are not alone and validates our value. In a society where many individuals lack genuine connections, listening skills are among the most potent gifts you can provide.

Listening requires patience and empathy. It is the willingness to listen to people without judgment and see the whole world through someone else's eyes. Great listeners not only make people feel heard, but they also make them feel valued. In relationships, friendships, and the workplace, it is listening and understanding rather than not speaking that builds trust.

In the end, developing a mentality is more important to the art of listening than perfecting a technique. A way of thinking that prioritizes comprehension over correctness, presence over production, and connection over control. In a world that moves quickly, it urges us to sit down and give each other the rarest gift that people can give, i.e., their undivided attention.

It takes practice to become a better listener, not perfection. Be mindful of your body language. Ask questions that will help you understand. Above all, give it your all, not just physically but emotionally and mentally too. Although it is not assessed by productivity apps or taught in schools, listening is one of the most important life skills. Sometimes listening is the most radical thing we can do in a society when people are anxious to be heard.

When done well, listening is a loving act. As with all forms of love, it requires practice, patience, and time. However, if done well, it can improve understanding, change relationships, and subtly alter the world— one discussion at a time.

Fear *to* Fierce

The Public Speaking Comeback



Varsha Agarwal
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Have you ever felt your heart race, palms sweat, and thoughts vanish the moment you're called to speak or command the room? Guess what? You're not alone, and that fear has a name!

"Public speaking" one of the most common fears around the world, often ranking above heights, darkness, and even spiders. Yet, ironically, it's also one of the most vital soft skills in today's personal and professional landscape.

Every confident speaker you admire once stood nervous, shaky, and unsure.

From TEDx icons to college fest anchors, nobody was born holding a microphone with flawless confidence. What sets them apart is not natural talent, but the courage to keep showing up and speaking up. Public speaking isn't a magical gift—it's a skill you build. And the more you build it, the more powerful it becomes in shaping your future.

Stage Fright: The Monster Under the Mic

Let's call it what it is—glossophobia. Sounds like a spell from a Harry Potter book, right? But it simply means "fear of public speaking." It's a perfectly normal reaction to the idea of being seen, heard, and possibly judged.

You might find yourself thinking:

- What if I forget my words?
- What if people laugh at me?
- What if I faint on stage?

Spoiler alert: you won't.

These fears stem from our very human need to be accepted

and not make mistakes in public. The funny part? Audiences are far more forgiving than we assume. Most people are rooting for you—they want you to succeed. That realization alone can flip your nervousness into energy.

But if stage fright is left unchecked, it can become a silent career blocker. Students often avoid competitions, interviews, and class presentations, missing golden chances to build confidence and visibility.

Public Speaking as a Power Skill to be in spotlight:

Think public speaking is only for politicians or teachers? Think again. In today's fast-paced world, your ability to communicate effectively can elevate every aspect of your life, whether you're in law, management, science, or the arts.

Here's where public speaking shows up:

- During class presentations or viva voce exams.
- When you're pitching ideas in competitions or group projects.
- While facing interviews or internships.
- When you're leading teams or conducting sessions.
- Even at weddings when someone randomly hands you the mic and says, "Say a few words!"

In short, public speaking enhances your confidence, clarity, persuasion, leadership, and charisma—all pillars of powerful soft skills. Companies today don't just want talented people; they want professionals who can speak, lead, and influence.

From Terrified to Terrific: Your Speaker's Transformation Toolkit

“

Never let the fear of
striking out get in your
way.

1. Accept the Fear

It's okay to be scared. Even veteran speakers feel the jitters. Instead of seeing fear as a weakness, treat it like preparation fuel.

2. Prepare Like a Pro

Preparation is your best friend. Know your content thoroughly. Structure it well: a catchy opening, a strong middle, and a memorable close. Rehearse aloud. Talk to the mirror, your dog, or even your plant. Just speak.

3. Practice Makes Progress

Start small. Raise your hand in class. Speak in group discussions. Join clubs or participate in activities that nudge you out of your comfort zone. Record yourself. You'll laugh at first, then improve. Growth often begins in discomfort.

4. Focus on the Message, Not the Mirror

Stop obsessing over how you look or sound. Your audience isn't solely focused on your accent or outfit, they care about your message. Ask yourself: What value can I offer? Speaking is about sharing, not showing off.

5. Let Body Language Do the Talking

Your words matter, but so does how you carry yourself. Maintain eye contact. Use hand gestures naturally. Smile (even if your teeth are chattering inside). Your body language often speaks louder than your script.

**Be still when you have nothing
to say; when genuine passion
moves you, say what you've got
to say, and say it hot - D. H.
Lawrence.**

*“One had to take
some action
against fear when
once it laid hold
of one.” —
Rainer Maria
Rilke*

6. Learn from the Pros

Watch TED Talks, news anchors, and your professors. Observe their voice modulation, pauses, and storytelling techniques. You don't have to mimic them, but absorb what works and build your own unique style.

7. Ask for Feedback

Don't shy away from feedback. Ask a friend or mentor: How was I? Note their suggestions, then work on them. Improvement isn't about perfection, it's about progress.

5 Fun Tips to Start Today

1. Speak up in class – Even one line a day helps.
2. Record a short 1-minute video on any topic.
3. Give a toast at family dinner (they'll love it).
4. Talk to your mirror self like you're on stage.
5. Read tongue twisters or poetry aloud for voice clarity.

Conclusion: Your Voice Is Your Superpower

Public speaking isn't about being perfect—it's about being real, relatable, and ready to share your thoughts.

So, the next time someone hands you the mic, don't panic. Take a deep breath, smile, and remember: your voice deserves to be heard. The spotlight isn't just for stars—it's for speakers who dare to step up.

Go ahead—speak like everyone's listening.

The Art of Personal Branding

Crafting Your Unique Identity



Aarjav Jain
B.Tech CSE

Personal branding has become more crucial than ever in today's hyper-connected world. Whether you're an entrepreneur, a job seeker, or a professional aiming to climb the corporate ladder, your brand can significantly impact your success. It goes beyond just having a LinkedIn profile or a personal website; it's about strategically shaping how others perceive you. Let's delve into the art of personal branding and explore how you can craft a unique identity that sets you apart.

Understanding Personal Branding:

At its core, personal branding is the process of managing and optimizing how you present yourself to the world. It involves defining your values, strengths, and passions and then communicating them effectively. Your brand is not just about what you do but also about how you do it and the unique qualities that make you stand out.

Authenticity is Key

The foundation of a strong personal brand is authenticity. People are drawn to genuine individuals who are true to themselves. Before you embark on the journey of personal branding, take the time to reflect on your values, interests, and aspirations. Identify your unique strengths and what makes you different from others in your field. Authenticity breeds trust, and in a world saturated with information, building trust is a valuable asset. Be transparent about your experiences, share your successes and failures, and showcase the real you.

When your brand aligns with who you are, it becomes a powerful tool for building meaningful connections.

Building an Online Presence:

In the digital age, your online presence is pivotal in shaping your brand. Start by optimizing your LinkedIn profile – the professional network where recruiters and employers often first encounter you. Ensure your profile is complete, featuring a professional photo, a compelling headline, and a well-crafted summary that highlights your unique value proposition (UVP). Additionally, consider creating a personal website or blog to showcase your expertise and share your thoughts on industry trends. This not only establishes you as an authority in your field but also provides a platform to express your personality and values. Social media platforms can be powerful tools for personal branding when used strategically. Tailor your content to reflect your professional identity, engage with industry influencers, and actively participate in relevant conversations. Consistency is key – maintain a cohesive online presence that reinforces your brand message.

Crafting a Personal Brand Statement for Your Resume :

Your resume is often the first document employers review, and it's an excellent opportunity to showcase your brand. Begin with a concise personal brand statement at the top, summarizing your unique value

proposition (UVP) and highlighting what sets you apart. This statement should encapsulate your skills, expertise, and the impact you bring to any role. For example: "Results-driven marketing professional with a passion for leveraging data analytics to drive strategic campaigns. Known for innovative problem-solving and a proven track record of boosting brand visibility and engagement."

Tailoring Your Professional Summary on LinkedIn: Your LinkedIn profile serves as your digital resume and an interactive representation of your brand. Craft a compelling professional summary that mirrors the essence of your resume's brand statement. Highlight key achievements, skills, and your overall career narrative.

Ensure your LinkedIn summary is engaging and approachable while maintaining a professional tone. Use keywords relevant to your industry to enhance discoverability and attract the attention of recruiters and hiring managers.

Showcasing Achievements in Your Experience Section: In both your resume and LinkedIn profile, the experience section is a crucial component for reinforcing your brand. Rather than listing job duties, focus on quantifiable achievements that demonstrate your impact. Use the CAR (Challenge-Action-Result) method to structure your bullet points, showcasing how you've tackled challenges and delivered tangible results.

Utilizing the Skills Section Strategically: LinkedIn's skills section is a valuable tool for reinforcing your brand. Curate a list of skills that align with your professional strengths and the expertise you want to be recognized for. Encourage colleagues and connections to endorse these skills to add credibility to your profile.

On your resume, strategically incorporate relevant skills within the context of your experience. This not only reinforces your expertise but also helps automated Applicant Tracking Systems (ATS) identify your qualifications.

Seeking Recommendations and Endorsements

On LinkedIn, recommendations and endorsements provide social proof of your capabilities. Request recommendations from colleagues, supervisors, or clients who can speak to your strengths and contributions. These testimonials not only add depth to your profile but also serve as powerful endorsements of your brand.

Conclusion

In the competitive landscape of today's professional world, personal branding is not a luxury but a necessity. Your brand is a powerful tool that can open doors, attract opportunities, and build a network of valuable connections. By authentically defining your unique value proposition, cultivating a strong online presence, and consistently delivering on your brand promise, integrating personal branding into your resume and LinkedIn profile is not an isolated task but a holistic approach to presenting your professional identity. By crafting a compelling personal brand statement, emphasizing achievements, maintaining visual consistency, strategically using the skills section, and seeking endorsements, you can create a powerful narrative that resonates with employers and connections alike. Remember, your resume and LinkedIn profile are not just documents; they are dynamic tools that can propel your brand forward in the competitive world of professional networking and job seeking.



Why Emotional Intelligence Is the real super power?



Muskan Mazeed
MBA

Introduction

In a world where technological advancements continue to redefine industries and AI threatens to automate many hard skills, one ability remains firmly rooted in human hands: emotional intelligence (EI). Often overlooked in the race for degrees, certifications, and technical know-how, emotional intelligence is emerging as the soft skill that truly sets individuals apart.

Whether in a corporate boardroom, a bustling classroom, or a creative space, emotional intelligence quietly plays a big role in success, satisfaction, and sustainable growth.

What Is Emotional Intelligence?

Emotional intelligence, often abbreviated as EQ (emotional quotient), refers to the ability to recognize, understand, manage, and influence emotions—both in oneself and in others. Psychologist Daniel Goleman, one of the pioneers of the concept, outlined five key components of emotional intelligence:

- 1. Self-awareness** – Recognizing your own emotions and their effects.
- 2. Self-regulation** – Managing your emotions in healthy ways.
- 3. Motivation** – Harnessing emotions to pursue goals with energy and persistence.
- 4. Empathy** – Understanding the emotions of others.
- 5. Social skills** – Managing relationships and building networks effectively.

Why It Matters More Than Ever?

In today's hyperconnected and emotionally charged world, soft skills often matter more than technical abilities. Emotional intelligence enables people to:

- Navigate complex social environments
- Defuse conflict with diplomacy
- Inspire and lead with empathy
- Adapt to change without being overwhelmed
- Foster collaboration and trust within teams

These abilities are not just nice to have—they are essential for long-term success. According to a study by TalentSmart, 90% of top performers have high emotional intelligence. Moreover, a LinkedIn study listed emotional intelligence among the most in-demand soft skills worldwide.

The Role of Emotional Intelligence in Personal Growth

Beyond the workplace, emotional intelligence plays a crucial role in personal well-being. It helps us build meaningful relationships, make thoughtful decisions, and cope with the ups and downs of life. High EQ individuals are less prone to anxiety, depression, and toxic behaviors.

They can recognize when they're falling into negative patterns and take corrective action.

Think of emotional intelligence as your internal GPS—it guides you through emotional storms, helps you build deeper connections, and keeps you grounded in high-pressure situations.

How to Cultivate Emotional Intelligence?

The good news? Unlike other abilities that may depend on innate talent, emotional intelligence can be learned and nurtured. Here are some ways to boost your EQ:

Practice mindfulness: Regular reflection helps develop self-awareness and emotional regulation.

Listen actively: Pay full attention during conversations, without planning your response or judging.

Ask for feedback: Understanding how others perceive you can offer valuable insights.

Pause before reacting: Take a breath before responding to emotionally charged situations.

Read literature and watch films: Engaging with stories helps develop empathy and emotional understanding.

Join group activities: Volunteering, clubs, or team sports provide real-life opportunities to grow social skills.

Emotional Intelligence in the Workplace

Consider two employees: one is a technical genius but lacks interpersonal skills, and the other is moderately skilled but excels in communication, empathy, and teamwork. Over time, the second employee is more likely to become a leader, not just because of competence, but because of emotional intelligence.

High EQ professionals are better at:
Giving and receiving constructive feedback
Managing stress and deadlines
Leading diverse teams with sensitivity
Negotiating deals and resolving disputes
Creating inclusive and positive work cultures

Leaders with emotional intelligence create spaces where people feel heard, understood, and motivated. It's no surprise that companies now emphasize soft skills in hiring and promotion decisions more than ever before.

The Power of Emotional Intelligence in Youth

For students and young professionals, developing emotional intelligence early can be life-changing. Schools and colleges are beginning to recognize this by incorporating social-emotional learning (SEL) into their curriculums. When students learn to identify their feelings, handle interpersonal conflicts, and empathize with others, they become not just better learners—but better citizens.

Why EI Is the Superpower of the 21st Century?

Let's look at why emotional intelligence is increasingly being recognized as a "superpower":

Workplace Success: Studies show that 90% of top performers have high emotional intelligence.

Better Relationships: EQ helps build trust, resolve conflicts, and foster empathy.

Mental Well-being: People with higher EQ can manage stress, anxiety, and pressure more effectively.

Leadership and Influence: Whether you're leading a class group or a company, people follow those who lead with understanding and care.

As automation replaces routine tasks, the one thing machines cannot do is feel, empathize, or relate. Emotional intelligence keeps us relevant, relatable, and human.

Conclusion

At the core of every valuable soft skill—whether it's communication, teamwork, adaptability, leadership, or conflict resolution—lies emotional intelligence. It is the invisible thread that connects and strengthens all these qualities. You may have technical expertise, but without the ability to listen actively, respond empathetically, or lead with understanding, your impact will always be limited.

In today's world, where collaboration, empathy, and human connection are more important than ever, emotional intelligence isn't just one of many soft skills—it is the foundation of them all. By nurturing your emotional intelligence, you're not only becoming more emotionally aware—you're sharpening every other soft skill in your toolkit. And that's what makes it the real superpower: It quietly amplifies your ability to grow, connect, and lead—wherever life takes you.

So, invest in your emotional intelligence—because it's not just a skill, it's the key to unlocking your full potential, both personally and professionally, in every stage of life.

Handling Emotions With Heart

A Simple Guide To Emotional Strength



Khyati Sharma
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I still remember a moment when someone suddenly shouted at me. I wasn't even at fault, but their words hit hard. My chest tightened, my throat felt dry, and I wanted to run away. Maybe you've felt that too—when emotions overwhelm you and you don't know what to do.

We all face these moments—whether it's stress from school, pressure from family, or just the chaos of life. Nobody is born emotionally strong. But the good news? Emotional strength is something we can build, step by step.

It's not about being a robot who never feels upset. It's more like being a smart driver who knows when to hit the brakes instead of crashing. So, you can still feel all the feelings— but learn to handle them without losing your cool.

What Is Emotional Intelligence (EQ)?

Emotional intelligence, or EQ, is the ability to:

- Understand your own emotions
 - Manage them wisely
 - Understand and respond to others with empathy
- It's not about being emotionless—it's about being emotionally aware.

According to studies:

- EQ contributes to 58% of job performance
- 70% of employers now prefer candidates with high EQ over IQ
- People with high EQ earn on average ₹20–25 lakhs more over a lifetime.

So while IQ might help you answer questions, EQ helps you handle life.

Why Emotional Intelligence (EQ) Matters

- **Better Relationships:** Whether with friends, patients, or family—understanding emotions helps us connect deeply.
- **Effective Communication:** EQ helps us listen better and speak with compassion.
- **Handling Stress:** Instead of breaking down under pressure, we learn how to bend without snapping.
- **Leadership:** Great leaders aren't those who shout the loudest but those who understand their team's emotions and guide with empathy.
- **Self-awareness:** EQ makes us aware of our emotional triggers so we don't let small things control us.

So, Can We Build EQ?

Absolutely. Just like we learn to ride a bicycle, we can train our emotional mind too. It starts with:

How to Build Your Emotional Strength

You don't need to feel okay all the time.

You just need to be aware when you're not.

1. Name the Feeling

Ask yourself: "What am I really feeling right now?"

Sad? Overwhelmed? Angry? Just naming the emotion helps reduce its power. > Emotions are not enemies. They're messengers.

2. Pause Before You React

Reacting in anger often leads to regret.

Responding with awareness leads to growth.

> Count till 5 before replying.

> Take a deep breath.

> Remind yourself: "I control my emotions. They don't control me."

3. Understand Others' Feelings Too
EQ is not just knowing your emotions—it's

Take control of
your emotions
before emotions
take control of you.

averstu.com

respecting others' emotions too. Try this: Next time someone is upset, don't rush to fix them. Just listen.

> Sometimes, silent empathy is louder than advice.

4. Don't Bottle It Up—Let It Flow Right

Crying doesn't mean you're weak.

Expressing emotions in a healthy way is a strength.

> Journal your thoughts.

> Talk to a trusted friend.

> Go for a walk and clear your head.

> Healing starts when emotions find a safe exit.

5. Forgive—Not for Them, But for You

Holding grudges is like drinking poison and expecting the other person to suffer. Letting go isn't about forgetting—it's about freeing yourself.

Add H.E.A.R.T. to Your Emotional Intelligence

- **H – Honesty:** Be honest about what you feel.
- **E – Empathy:** Try to feel what others might be feeling.
- **A – Awareness:** Recognize your emotional patterns.
- **R – Regulation:** Respond, don't react.
- **T – Trust:** Trust that growth takes time—and you're getting there.

Where Chaos Ends, You Begin

Emotional intelligence doesn't mean you'll never feel angry, hurt, or confused. It just means you're learning how to handle those feelings in a better way.

It's a bit like learning to walk with a full glass of water. If you rush, it spills. But if you go slowly and stay steady, you can carry it without dropping a single drop.

Your emotions are like that too. If you understand them and handle them with care, you can move through any situation calmly.

And remember — you don't have to be perfect. You just have to keep trying.

The emotion
that can
break your
heart is
sometimes the
very one that
heals it

How to DEVELOP YOURSELF in Life



Sonaly Jain
B.Tech CSE

Today is the day of research and technology and in this advanced era, everyone wants to be successful and to become so, they do whatever thing is necessary, whether learning new skills or acquiring new knowledge in different domains, all one is trying to comfort their lifestyle.

Similar to others, you also develop yourself in life. In an individual's life, the most important thing is to perform discipline regularly. Discipline doesn't only mean obeying the rules and regulations but it simply means how you manage your time efficiently and effectively and how you develop yourself.

In my opinion, personal development is one of the best things for developing an individual's life, because personal development is a journey of self-discovery and growth. Over the past three years, I have focused on various aspects of my life to enhance my skills and the very important thing which is time management.

We should effectively manage our time and efficiently do all the work so that we can do our work with more accuracy.

There are some key points on how you developed yourself:

Continuous Learning: You acquired knowledge continuously and have prioritized your work first for learning by regularly taking online classes on the topic in which you were weak and done things with accuracy and now you are good from the past. Not only by taking online classes but also by reading new books for the positivity and continuous learning approach and seeking out

new experiences. This helped you in expanding your knowledge and skill in your favorite domains or your weak domains which are necessary for you in the future.

Setting and Achieving Goals:

I think everyone has a dream of becoming an inspiration and my inspiration is Dr. A.P.J. Abdul Kalam sir his words, "Your aim is your lifeline, define your aim and pursue it", makes me confident and more curious to know the things which I am not aware of. You set your goals regularly, i.e. daily, and completed them on the same day, which gave you so much confidence and hence you are here and doing well in your life.

Embracing Challenges: There is a proverb, "Life gives you a second chance and that is tomorrow", and believe me I'm very fond of this line. Whenever accepting challenges and doing them confidently, helps you to grow faster in your life. You took challenges as your weakness and worked on that and you turned your weakness into your positivity which helped you to grow and to be confident in any worst situations and your most crucial moment for making your decisions.

Seeking Feedback: You actively asked and listened to the feedback from your mentors, teachers, friends, and colleagues and worked on that and improved it with accuracy hence you turned your negative feedback into your positive one and hence you grew faster from the others.

Stepping Out of My Comfort Zone:

comfort zone is something in which you feel relaxed or under which you want to work.

But believe me, it is very dangerous because if you want to grow or achieve something big in your life then you must have to come out of your comfort zone. You also tried and come out of your comfort zone by actively doing lots of work and participating in public speaking events, volunteering in different activities, etc.

Prioritizing physical and mental health:

You should add exercise and meditation regularly in your daily routine minimum of 25 minutes and 15 minutes each and believe me it will help you a lot and because of that, you will gain too much confidence in your life to tackle any problem with calmness.

Adapt to Change:

There is a well-known proverb, "Necessity is the mother of invention". I truly believe in these words because today wherever you are, however, you are, you have to change according to the society, place, or culture because you can't see yourself in the dark whenever needed.

changed myself and hence I become I today.

You accepted the challenges in many ways to change yourself to grow or to adapt to society. Being a software engineering student is not an easy journey for me because coming from a government Hindi medium college to such a high-level institute where your academic as well as your interpersonal skills also matter hits me more and through this roller coaster journey, I accepted myself as a changer and I changed myself and hence I become I today.

Conclusion

Last, I want to conclude that if you want to develop yourself then you should know yourself first, which means your strengths, weaknesses, your priority, your goal, etc.

I strongly believe that being unique helps you to develop yourself more because if you are knowledgeable and you know how to do any work with accuracy effectively then you can also grow or develop yourself.



Mastering Soft Skills: THE KEY TO Personal and Professional Growth



Somya Kumari
MBA

Imagine walking into a room full of top-tier professionals—all holding the same degrees, certifications, and technical know-how. Now, what makes you stand out? It's not just what you know—it's how you communicate it, how well you adapt, and how effectively you lead, collaborate, and empathize. Welcome to a new era where soft skills aren't just a "nice to have"—they're the true driving force behind career success. **The Rise of the Human Edge**

In an age of artificial intelligence, automation, and rapid digital transformation, the value of human-centric skills has skyrocketed. Technical skills may land you an interview, but soft skills—like emotional intelligence, adaptability, resilience, communication, and leadership—are what get you promoted, respected, and remembered.

Why? Because machines can analyze data, automate workflows, and optimize processes. But they can't inspire teams, handle tough clients, or navigate workplace politics with empathy and tact. That's where you come in.

What Are Soft Skills?

Soft skills are the invisible strengths that shape how we interact with others and approach work. They include:

Communication: The ability to convey ideas clearly and listen actively.

Teamwork: Collaborating with diverse individuals toward shared goals.

Adaptability: Thriving amid change and uncertainty.

Time Management: Prioritizing tasks in a fast-paced world.

Critical Thinking: Analyzing situations before reacting.

Leadership: Inspiring others and making confident decisions.

Emotional Intelligence: Recognizing your own emotions and responding effectively to others.

These skills are often harder to quantify, but they're what turn good professionals into great leaders.

Employers Want the Whole Package

According to a recent report by LinkedIn and the World Economic Forum, 92% of talent professionals say soft skills are just as important—or more important—than hard skills. Employers are actively looking for candidates who can:

- Resolve conflicts without drama
- Lead cross-functional teams
- Embrace change instead of fearing it
- Build lasting client relationships
- Motivate colleagues and boost morale

In short, they're hiring for potential, not just proficiency.

2025's Top Career Environments for Soft Skills

Soft skills are especially critical in sectors like:

Healthcare: Empathy, patience, and active listening can save lives.

Technology: Developers must translate technical solutions into real-world user experiences.

Education: Teachers need to connect, inspire, and lead by example.

Entrepreneurship: Startup founders must pitch, pivot, and lead under pressure.

Creative Industries: Collaboration, feedback and communication are essential in design and media.

Even in highly analytical roles, like data science or finance, soft skills help professionals present complex findings in simple terms and drive actionable results.

The Superpower Within

Think of your soft skills as your internal GPS—guiding you not just through the job market, but through challenges, changes, and career transitions. When tech evolves and industries shift, it's your ability to adapt, communicate, and lead that ensures long-term success.

How to Cultivate Soft Skills in 2025

Soft skills aren't genetic. They can be learned, practiced, and refined. Here's how:

☐ **Seek feedback:** Regularly ask for input on your interpersonal and leadership behaviors.

☐ **Practice active listening:** Tune in to understand, not just to reply.

☐ **Reflect and adapt:** Review your interactions, own your mistakes, and improve.

☐ **Join diverse teams:** Exposure to different perspectives sharpens empathy and adaptability.

☐ **Invest in self-awareness:** Journaling, meditation, or coaching can uncover patterns and blind spots.

Final Thought: Let Your Skills Speak Beyond the Resume

As we stride into 2025, let's remember: technical knowledge gets you in the room; soft skills help you own it. Whether you're leading a team, managing a crisis, or simply navigating everyday workplace dynamics, your ability to relate, adapt, and influence will shape your trajectory.

In a world racing toward automation, it's your humanity that will make you unforgettable. Soft skills aren't soft anymore—they're superpowers. And they're yours to master. So, take the time to refine them—because your soft skills are your signature strength.

In the end, it's not just what you do, but how you make people feel that leaves a lasting mark.

Why SELF-CARE Isn't Selfish in College



Muskan Khatri
Doctor of Pharmacy

It's often misunderstood that focusing on yourself is selfish, but the profound truth is, you can't pour from an empty cup. Just as a vessel must be full to dispense its contents, individuals must nurture their own well-being to effectively support and contribute to others. Self-growth isn't a fleeting trend; it's a fundamental and continuous process of intentionally improving your mindset, refining your emotional intelligence, cultivating healthier habits, and clarifying your life's purpose. It's an ongoing journey of self-improvement, akin to continually upgrading your internal operating system to better navigate the complexities and demands of life. Without this essential self-maintenance, we risk burnout, resentment, and a diminished capacity to truly help those around us. This article aims to clarify precisely how self-growth is not only essential for your personal flourishing but also a profound and unselfish gift to everyone in your sphere.

Society frequently praises selflessness to an almost detrimental degree, fostering a pervasive "guilt culture" where prioritizing one's own needs feels inherently wrong or indulgent. This often leads individuals, particularly driven college students or dedicated caregivers, to believe that setting boundaries or taking personal time is a sign of weakness or uncaring. However, this perspective is flawed. A more balanced, confident, and emotionally stable version of you is actually far more beneficial to everyone around you. When you learn to manage your own stress effectively, for instance, you become less likely to

inadvertently offload that burden onto your study group, roommates, or family members. Your inner calmness, resilience, and clarity can then ripple outwards, positively impacting your entire environment. This demonstrates that investing in your own well-being is not a withdrawal from others, but an investment in your capacity to engage more positively and effectively with them. I learned this firsthand during my third year of college, a period when I was absolutely swamped. I relentlessly pursued a high GPA, juggled leadership roles in multiple student organizations, and felt an immense pressure to be constantly available for friends, whether for late-night talks or last-minute academic assistance. My default was "yes" to everything, driven by a deeply ingrained belief that being a "good" student and friend meant endless self-sacrifice. This unsustainable pace eventually led to severe burnout. My academic performance suffered, my grades declined, and my relationships, ironically, became strained because my exhaustion made me irritable and less present. Initially, the idea of setting boundaries and taking breaks felt incredibly selfish, like I was letting everyone down. But this crucial shift ultimately allowed me to rebuild my strength and become a stronger, more authentic person. By prioritizing my well-being, I gained clarity, renewed energy, and a genuine capacity to engage more meaningfully with my academic pursuits and my friends. This experience revealed that true contribution stems from a place of personal strength, not depletion.

The key to embracing self-growth without succumbing to the weight of guilt is to integrate it mindfully into your daily life. Firstly, set boundaries respectfully. Understand that saying "no" to an additional commitment for your own well-being is often saying "yes" to something far more important, whether it's your health, your studies, or the quality of your existing relationships. Communicate these needs clearly and kindly. Secondly, prioritize time for reflection, rest, and learning.

These aren't luxuries or optional add-ons; they are essential necessities for personal evolution and mental fortitude. Schedule them into your

routine just as diligently as you would classes or meetings. Finally, remember to celebrate even small progress. Acknowledge every moment of self-awareness, every healthy choice, and every boundary you successfully uphold, no matter how minor it seems. Ultimately, self-growth is far from selfish. It is an act of survival, a declaration of self-respect, and a profound expression of self-love. It's about becoming the most vibrant, capable, and authentic version of yourself. And when you do that, you're not just serving yourself; you're equipping yourself to serve the world around you with greater purpose, presence, and lasting impact.

Growing Into Your Best Self

A Lifelong Journey of Growth



Pragun Gupta,
Doctor of Pharmacy

Becoming the Best Version of Ourselves: A Lifelong Journey of Growth

In today's fast-paced and constantly evolving world, the journey of personal development and self-growth has become more essential than ever before. Amidst the demands of modern life, the pursuit of becoming the best version of ourselves is not a luxury—it is a necessity. But this journey is not about outshining others, achieving perfection, or constantly measuring ourselves against the success of those around us. Rather, it is a deeply personal and empowering process of striving to be better than the person we were yesterday, and inching closer every day to the person we dream of becoming.

At the heart of this transformation lies self-awareness—the foundation upon which all personal growth is built. To truly grow, we must take the time to understand ourselves deeply: our strengths and talents, our fears and insecurities, our habits and behaviours, our values and beliefs, our dreams and desires. Self-awareness is not a one-time exercise; it is a continual process of honest introspection. It involves observing how we respond to challenges, how we interact with others, what brings us joy, and what causes us stress. Without this awareness, our efforts may lack direction. But even with awareness, if we do not take intentional action, our understanding remains theoretical. Awareness without action is like having a map but refusing to move—it offers clarity but no transformation.

Real change happens when we dare to act.

When we take bold steps outside our comfort zones and into spaces that challenge and stretch us, we begin to tap into our potential.

This shift from comfort to growth is not always smooth. The path is often messy, unpredictable, and uncomfortable. It demands courage—the courage to fail, to face criticism, to acknowledge our flaws, and to start over when needed. But this discomfort is not something to be feared; it is a sign of movement. Every setback we face teaches us something new. Every failure, instead of being a dead-end, can become a powerful teacher, illuminating what doesn't work and guiding us toward what might.

Resilience and determination become our closest allies in this journey. Growth is not linear. There will be days of doubt, moments of exhaustion, and times when giving up seems easier. But it is in those moments that we must remind ourselves why we began. Our goals, our values, and our inner drive become the fuel that propels us forward. We must also learn the art of unlearning—letting go of outdated beliefs, limiting mindsets, and unproductive habits. Growth is as much about shedding as it is about gaining. The willingness to re-evaluate and revise ourselves is what keeps our personal development alive and dynamic.

Importantly, this journey should never be seen through the lens of comparison. The moment we start comparing our progress with others, we risk losing sight of our unique path. Everyone has a different starting point, a different pace, and a different set of challenges. True personal growth is about consistent personal progress—no matter how small. Each step we take, however minor it may seem, brings us closer to the person we are meant to be.

Conclusion

So, let's start today. Let us pause, reflect, and recommit ourselves to growth—not just as a goal, but as a way of living. Let us learn something new, unlearn something that no longer serves us, and keep moving forward. Growth is not a destination; it's a continuous unfolding. We are all works in progress—and that is not a weakness, but a powerful truth.

Because it means we always have the opportunity to evolve, to elevate, and to empower not only ourselves but those around us.

Let us embrace this journey with openness, humility, and hope. In doing so, we don't just improve our lives—we contribute to a more thoughtful, resilient, and compassionate world.

“Once I began to realize that there were no rules and that my path didn't have to look like everyone else's, I relaxed and my whole world opened up.”
— **G. Brian Benson,**

Feel, Think, Lead:

The Rising

Importance of Emotional Intelligence



Ansh Gupta
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INTRODUCTION

For generations, intelligence was viewed through the narrow lens of IQ tests, academic performance, and cognitive reasoning. High IQ scores were considered the golden ticket to success in life, and society idolized individuals who could solve complex problems or memorize large amounts of data. However, this view fails to recognize a crucial truth—life is not just about logic or facts; it's about people, emotions, and relationships. That's where Emotional Intelligence comes in. Emotional intelligence goes beyond intellectual ability, equipping us with the tools to navigate life with empathy, resilience, and human connection. Emotional Intelligence refers to the ability to perceive, understand, manage, and influence emotions—both your own and those of others. It is not about suppressing emotions, but rather harnessing them in ways that promote personal and interpersonal growth.

What is Emotional Intelligence?

Emotional Intelligence refers to the ability to recognize, understand, manage, and influence one's own emotions as well as the emotions of others. A person with high emotional intelligence can handle interpersonal relationships judiciously, communicate effectively, resolve conflicts, and manage stress. Emotional Intelligence focuses on emotional and social competencies. It plays a vital role in both personal and professional success, as it enhances decision-making, teamwork, leadership, and adaptability in various life situations.

It includes five core components:

1. Self-Awareness: Self-awareness means understanding your own emotions, strengths, weaknesses, and values. It helps you recognize how your feelings affect your thoughts and behavior. Emotionally intelligent people are mindful of their moods and how they influence others, allowing them to make better decisions and respond more appropriately in emotional situations.

2. Self-Regulation: Self-regulation is the ability to control or redirect disruptive emotions and impulses. It helps individuals remain calm, think clearly, and act thoughtfully under stress. Emotionally intelligent people don't let anger or anxiety rule their actions. Instead, they pause, process, and choose appropriate responses, promoting stability and personal accountability.

3. Motivation: Motivation in emotional intelligence refers to being driven by internal goals rather than external rewards. Such individuals are committed, optimistic, and willing to pursue objectives even in the face of setbacks. Their emotional strength keeps them focused, and their passion for growth or purpose helps them overcome challenges and stay productive.

4. Empathy: Empathy is the ability to understand and share the feelings of others. It allows emotionally intelligent individuals to sense others' emotions, perspectives, and concerns. Empathy fosters compassion, builds trust, and improves relationships. It's crucial for effective communication and conflict resolution in both personal and professional environments.

5.Social Skills: Social skills refer to managing relationships, communicating effectively, and inspiring others. Emotionally intelligent people build strong bonds, work well in teams, and influence others positively. They listen actively, handle disputes diplomatically, and know how to connect emotionally, making them strong leaders and collaborators in any social setting.

WHY EMOTIONAL INTELLIGENCE IS THE REAL SUPERPOWER

1. Success in Relationships: Whether personal or professional, relationships thrive on empathy, clear communication and understanding. People with high emotional intelligence are better listeners, more compassionate partners, and effective team players.

2.Better Decision-Making: Emotions influence decisions more than we realize. Emotional intelligence allows individuals to recognize emotional biases, stay calm under pressure, and think more rationally. This leads to smarter, more balanced decisions.

3. Leadership: Great leaders inspire, motivate, and connect with others on a human level. Emotional intelligence equips leaders with the tools to build trust, handle criticism, resolve conflicts, and drive collaboration. Emotionally intelligent leaders are empathetic, self-aware, and excellent communicators. They lead with compassion and clarity, earn the trust of their teams, and foster inclusive, productive work environments. Research shows that high EI among leaders leads to increased employee satisfaction and organizational performance.

4. Mental Health and Stress Management: Emotionally intelligent individuals are better equipped to handle anxiety, setbacks, and disappointment. By understanding their own emotional states, they can respond rather than react—leading to better mental health and resilience. Emotional Intelligence helps you to be at peace and manage your stress in a better way.

5.Adaptability and Growth: The ability to learn from mistakes, accept feedback, and embrace change depends on emotional maturity. High EI supports a growth mindset, helping people adapt and thrive in dynamic environments.

Why Emotionally intelligent Is Essential in the Digital Age

In the modern world, where technology governs most aspects of human interaction, emotional intelligence has emerged as an essential skill. Emotional intelligence refers to the ability to perceive, understand, manage, and regulate emotions both one's own and those of others. In the digital age, where face-to-face communication is increasingly replaced by emails, texts, and virtual meetings, the need for emotional intelligence has grown more urgent. Unlike traditional intelligence, which deals with logic and analytical thinking, emotional intelligence helps individuals navigate complex human emotions, form meaningful connections, and resolve conflicts skills that are indispensable in both personal and professional settings. In the workplace, emotional intelligence plays a significant role in leadership, teamwork, and customer service. Leaders with high emotional intelligence can inspire and motivate their teams, handle criticism constructively, and resolve conflicts diplomatically. In team environments, emotional intelligence fosters collaboration, as it helps individuals listen actively, understand different perspectives, and build trust. Moreover, in customer-facing roles, understanding the emotions and needs of clients allows for better service and customer satisfaction, which ultimately contributes to business success.

Emotional Intelligence: A Tool for Resilience

Emotional Intelligence is the ability to understand, manage, and express emotions effectively. It includes self-awareness, self-regulation, empathy, motivation, and social skills.

These components help individuals stay calm, think clearly, and adapt positively during stress or adversity, making emotional Intelligence a key factor in building resilience. Emotionally intelligent people handle challenges better, maintain healthy relationships, and recover quickly from setbacks. Emotional Intelligence enhances coping skills, decision-making, and emotional control, all of which strengthen mental well-being. By developing emotional Intelligence, individuals can become more resilient, improving both personal and professional life. Thus, emotional Intelligence is a powerful tool for emotional strength and resilience.

CONCLUSION

Emotional Intelligence isn't just a soft skill. It's a core strength that enables people to lead happier, healthier, and more successful lives.

In an era of digital transformation, emotional intelligence helps us stay grounded, connected, and human. Emotional intelligence is essential for personal and professional success. It involves recognizing, understanding, and managing one's own emotions, as well as empathizing with others. Individuals with high emotional intelligence communicate effectively, handle stress, and build strong relationships. In workplaces, it enhances teamwork, leadership, and conflict resolution. In daily life, it promotes mental well-being and decision-making. Overall, emotional intelligence plays a crucial role in shaping behavior, improving social interactions, and achieving success in various aspects of life, making it a valuable skill in today's world. In a world where change is constant and challenges are inevitable, emotional intelligence remains your steady anchor. Master it, and you don't just survive—you thrive with purpose, empathy, and impact.

Time Management

Mastering the 24 hours everyone gets



Disha Chakraborty
BSc Agriculture

"Time is what we want most, but also what we use worst." – William Penn.

Introduction

We all get the same 24 hours in a day—yet some seem to get so much done, while others feel behind. The difference is in one powerful skill: time management.

Time management is not about squeezing every second out of your day or being busy all the time. It's about making purposeful choices concerning how you spend your time so that you can reach your goals, reduce stress, and have a healthier way of life.

When we control our time, we control our day rather than letting our day control us. We are exactly proactive and not reactive, strategic and not scattered. With the quick pace of contemporary life, strong time management skills are a must in order to achieve personal success as well as professional growth.

The things mentioned below are five primary reasons why time management is a vital skill and how its mastery can transform the way we live and work.

1. It Helps You Focus on What Truly Matters

With so many distractions competing for our energy, it's easy to become caught up in things that are urgent but not really important. Time management enables you to prioritize. You can say "no" to the things which don't suit your goals and "yes" to the things that do. That way, you expend your energy on what truly propels you.

2. It Reduces Stress and Avoids Burnout

When we do not plan time, we tend to end up working against time to achieve deadlines, stressed out, and behind schedule. All this pressure may lead to burnout. Proper time management allows an individual to pace more evenly, set achievable expectations, and provide time for relaxation and recharging—ingredients for mental well-being.

3. It Increases Productivity and Focus

Improved concentration is also directly linked to time management. If you plan out chunks of time for specific tasks and don't multitask, you enter the state of flow. You work more efficiently, with fewer mistakes, and you accomplish things more rapidly. Instead of spending more time, you spend more time smartly.

4. It Improves Your Professional Image

Regardless of whether you are a teacher, student, or professional, being well-organized in the use of time allows you to meet deadlines, arrive on time at meetings, and come prepared. These habits convey reliability and professionalism—two highly valued qualities in every field.

5. It Provides Time for Development and Appreciation

Time management isn't just about work. By keeping your activities in check, you create space in your schedule for things that bring you joy: hobbies, self-improvement, time with loved ones, or simply relaxation. It leads to an improved and enriched life.

Basic Habits to Improve Time Management

You don't need advanced gadgets to be an improved time manager. These are some tips anyone can follow:

1. Plan Your Day the Night Before

Write down 3-5 key tasks for the next day. This gives your day direction from the start.

2. Use the Pomodoro Technique

Work in 25-minute focused intervals followed by a 5-minute break. This method improves concentration and prevents fatigue.

3. Eliminate Distractions

Put your phone on silent, close unnecessary tabs, and create a clutter-free workspace.

4. Set Deadlines for Yourself

Even if a task is not urgent, assign it a deadline. It adds a sense of urgency and avoids procrastination.

5. Review Your Time Every Week

Reflect upon the way you spent your time and identify where you can do better. Make subtle changes accordingly.

Time is the coin of your life. It is the only coin you have, and only you can determine how it will be spent

Time is something we will never have again. Each minute is a decision—and figuring out how to manage it is the difference between wandering through life or navigating it on purpose. You don't need to be perfect. You can begin with tiny changes and grow habits over time.

Keep in mind: Productivity is not busyness—it's effectiveness. The instant you learn how to manage your 24 hours, you're not just managing your time—you're managing your life.



Navigating

Procrastination

with Humour and Wisdom



Ujjawal Jain
B.Tech CS-AI

Introduction

Welcome to the jungle of procrastination, where the Instant Gratification Monkey swings freely, leading us on a wild ride of distraction and delay. In this comedic journey, we'll explore tangled vines, meet the mischievous monkey, the voice of reason, and the looming specter of panic. But fear not—amidst the chaos lie humor, wisdom, and the occasional banana peel of enlightenment.

The Mischievous Monkey

Meet our playful protagonist—the Monkey—swinging from thought to thought like a trapeze artist on a sugar rush. Deadlines and responsibilities? Not his thing. He thrives on distraction and instant pleasure, causing chaos and leaving us scratching our heads in bemusement.

The Voice of Reason

In the midst of the Monkey's antics, a faint voice of reason emerges. This rational observer urges us to prioritise, decide sensibly, and resist the Monkey's charms. Yet, his calm wisdom is often drowned out, leaving us to navigate procrastination's jungle armed with a compass and a sense of humour.

The Impending Panic

As deadlines loom like storm clouds, a primal fear grips us, sparking a frenzy of last-minute productivity and caffeine-fueled madness. This looming Panic Monster awakens, unleashing adrenaline that propels us into action. Though chaotic, it plays a vital role in the procrastinator's world, ensuring tasks are done—though with stress and sleepless nights.

Humor in the Jungle

Let's not forget the lighter side of procrastination – the absurdity and hilarity that often come with it. Whether it's a Netflix marathon or a sudden quest for the world's best taco, there's undeniable comedic value in our antics. After all, laughter is the best medicine – especially when you're knee-deep in monkey business.

Navigating the Jungle

So, how do we navigate procrastination's jungle? It begins with awareness – spotting the triggers that lure us in. From there, we can outsmart the Monkey: set realistic goals, break tasks into steps, or bribe ourselves with chocolate. The jungle may be wild, but with humour and wisdom, we can tame the mischievous monkeys.

Conclusion:

In the grand adventure of life, procrastination is but a twisty vine in the jungle – a quirky, sometimes frustrating obstacle that tests our resolve and our sense of humour.

So, the next time you find yourself swinging from thought to thought with the Monkey, embrace the chaos, laugh at the absurdity, and remember – it's not the destination that matters, but the laughter and wisdom gained along the way. Here's to navigating the jungle of procrastination with a smile and a banana peel in hand.

Inspired by the ideas of Tim Urban from his TED Talk "Inside the Mind of a Master Procrastinator" and content from the blog Wait But Why.

**DO
MORE
OF
WHAT
MAKES
YOU
HAPPY.**



Quest and Quirk

The GD Chronicles

Who will survive the round table?

Welcome to the epic battlefield of Group Discussion (GD)
— where words are weapons and silence is dangerous.



**THE
COMMANDER**

**THE
OBSERVER**

**THE
ECHO MACHINE**

**OFF-TRACK
TRAVELLER**

**STAR
PLAYER**

Let's meet the usual suspects:

🗨️ The Commander

Starts the discussion like it's a war strategy meeting. Loud. Confident. Speaks first, and hopes the rest will follow.

Motto: "Speak before you're spoken to!"

💡 The Observer

Says nothing. Nods wisely. May speak in the last 10 seconds to say, "I agree with all the points already made."

Spoiler: The panel noticed you... or did they?

🗣️ The Echo Machine

Repeats someone else's point, just with a synonym. "Pollution is harmful." → "Yes, I agree. Pollution is extremely dangerous." Nice try, Echo.

✍️ The Off-Track Traveler

Topic: "Social Media and Youth"

This one: "Did you know Instagram's logo changed in 2016?"

Thanks, we didn't—but how is that relevant?

★ The Star Player

Logical. Crisp. Balanced. Respects others' views. Builds on points. Guides the group.

They don't just win the GD. They win the panel's heart. 🏆

💡 What GD Is (Actually) About

It's not about being the loudest or the last. It's about being relevant, respectful, and real. It's a test of your communication, teamwork, critical thinking, and confidence.

So next time you're in a GD, remember:

Don't dominate. Don't disappear. Just discuss.

Quest and Quirk

INTERVIEW PROCESS WORD SEARCH



A	P	P	L	C	A	T	I	A
R	E	S	U	M	E	A	P	C
S	C	R	E	E	N	N	G	D
R	E	C	R	U	I	T	E	J
N	E	T	W	O	R	K	I	E
C	O	V	E	R	L	E	T	E
I	T	E	R	V	I	E	W	R
Q	U	A	L	I	F	I	C	A
C	A	T	I	O	N	S	C	L
P	R	E	P	A	R	A	T	I
A	T	I	O	N	S	O	N	O
F	G	E	E	B	C	O	K	N

APPLICATION
RESUME
SCREENING
NETWORKING
PORTFOLIO
APPLICATION

COVER LETTER
INTERVIEW
QUALIFICATIONS
PREPARATION
QUESTIONS
FOLLOW-UP

You don't
become what
you want,
you become
what you
believe.

-OPRAH WINFREY

EVENTS AT A GLIMPSE

Brain Manthan 4.0

This Mega Competition, proved to be an intellectual extravaganza aimed at honing the 21st Century Skills vital for students' success in an ever-changing world. Team Musketeers from FOECS emerged as the winners, while Team Aspire and Team Param were declared as First Runner-Up and Second Runner-Up respectively.



Samarthya Bodh 3.0

The two-day event on 28th-29th March 2025, designed for BTech, BSc, and MCA students, served as a mock placement drive, with a focus on honing various skills essential for professional success. The event, a blend of expert sessions and assessments, exemplifies TMU's dedication to preparing students for real-world success. Out of 210 participants, 30 students received Mock Job Offer Letters, with packages of ₹10 LPA, ₹7 LPA, and ₹5 LPA, showcasing the effectiveness of the university's training system.



EVENTS AT A GLIMPSE

Speech Masters 2.0

This event showcased the exceptional public speaking talents of students from all 14 colleges within the university. Rishabh Agrawal from the TMIMT clinched the top spot, earning a tablet as the prize. Sanyam Jain from CCSIT and Varsha Agrawal from College of Law and Legal Studies secured the second and third positions, respectively.



CrossRoads 4.0

The event aimed at providing students with an opportunity to apply analytical reasoning and business acumen to complex scenarios. The students showcased effective communication, structured problem solving and professional presentation. Team Alchemists from TMIMT emerged as the winner, followed by Team Biz Brains consisting of students from CCSIT, FOE and Pharmacy at the second position and a tie for the third position between HMP Warriors from College of Pharmacy and Team Shark from CCSIT.



EXTENSION ACTIVITIES

FDPs FOR FACULTY MEMBERS

In response to the ever-changing landscape of the global workforce, and recognizing the increasing importance of 21st century skills, the Centre for Teaching Learning & Development (CTLTD) at Teerthanker Mahaveer University has taken a significant step to equip the faculty members on topics like Gamification, Effective Teambuilding for Academic Excellence, etc.



ICT TRAINING FOR FACULTY MEMBERS

In an era characterised by rapid technological advancements, the integration of Information and Communication Technology (ICT) has become crucial for effective teaching and research. Recognising this paradigm shift, the Centre for Teaching Learning & Development (CTLTD) at Teerthanker Mahaveer University recently conducted a groundbreaking ICT training program series.



EXTENTION ACTIVITIES

MDP IN AMAR UJALA

In an effort to reach-out to the real word, a Management Development Programme (MDP) was successfully conducted by the CTLD for the staff of Amar Ujala, with a focus on enhancing professional communication and workplace effectiveness. Active participation and engaging interactions were observed, leading to a meaningful learning experience.



SDP FOR STAFF MEMBERS

A Skill Development Programme (SDP) was conducted by CTLD for TMU staff to address the identified need for improved workplace communication and professional efficiency. The programme was thoughtfully designed to bridge skill gaps and promote a culture of continuous learning. The session was well-received, with active participation and positive feedback from the attendees.



TEERTHANKER MAHA^{VEER} UNIVERSITY

TOP PRIVATE UNIVERSITY IN UP



82

% Outstanding
Placements
Rate

100

%Placement Assistant
through our dedicated
CRC Team

14

On-Campus Colleges
& Departments

100+

Collaborations with
National and International
Organizations