



www.matsuniversity.ac.in

empowering organizations
“Tejasvi naavadhiitamastu Maa vidvishhaavahai”
May our study be enlightening. May no obstacle arise
between us. (Yajurveda, Taittiriya Upanishad)

An initiative of MATS School of Management Studies and Research (MSMSR)

Powered by: Internal Quality Assurance Cell (IQAC), MATS University. Raipur, Chhattisgarh, India.

Notable Events:

- MATS Intra-collegiate Sports & Cultural Carnival
- MANCH- The Management Fest
- Guest Lecture/Corporate Talks
- Farewell to Outgoing Heroes
- My Helmet Rally
- Achievers@MSMSR

MANCH-2018 Celebration with a Bang

MATS School of Management Studies and Research (MSMSR) is a dynamic department of MATS University in both curricular and extra-curricular activities. Alike yester years, MSMSR organized its annual management fest MANCH held on 13th March 2018. The name MANCH signifies an elevated platform aiming at unfolding the hidden talents of students of different Institutions from across Chhattisgarh. The Fest had given a chance to the students to exhibit their extracurricular activities in terms of both management and cultural activities. Such events help in 360 degree development of students in various dimensions. This high-spirited fest had activities ranging from Brainwaves-The business quiz; Exploro-Management games; Harmonize-Singing & dancing, etc. In all these activities, an overwhelming response from students was received. There were over 300 students who have participated with full enthusiasm and showcased their talent and won prizes.

The fest started off with inauguration by Chief Guest Ms. Priya Bhatija, renowned celebrity actress acted in many popular daily soaps like Khwaish, Kasamh Se, Basera, Kitani Mahabbat hai, etc. The inaugural function was also graced by Shri Gajraj Pagariya, Hon'ble Chancellor, Mats University, Prof. Byju John, Vice-Chancellor, Shri Priyesh pagariya, Director General, Shri Gokulananda Panda, Registrar, Mats University and RJ Arjun, 94.3 MY FM radio.

MANCH 2018 was sponsored by AXIS Bank, Global Reach, Co-sponsored by Rainbow Automotive, Fruit Aura, Writers Community and powered by Glibs, inh media, 94.3 MY FM.



Image 1: Post-MANCH Group Pic
MATS Intra-collegiate Sports & Cultural Carnival

MSMSR emerges victorious yet again in the MATS Sports Carnival.

- Table Tennis (Boys Singles)-**Winner**

- Table Tennis (Boys Doubles)-
Winner

Guest Lectures

- A Corporate Talk was organized for BBA and MBA Students of MSMSR on 16th April, 2018. The guest speaker, Mr. Divya Pritwani, Head, HeadStart,

Bidding Adieu to Outgoing Students

Farewell for MBA final was held on 9th March, followed by BBA final on 13th March, 2018. It was an event of mixed

My Helmet Rally

On the eve of Women’s Day (8th March, 2018), the students of MSMSR participated and demonstrated a “Mime Act” on Women’s Safety near Marine Drive, Raipur. This programme was presented by My FM and Chhattisgarh *Sasan*. The same act was enacted in the MATS premise.



Image 2: “My Helmet” Mime
Achievers@MSMSR

- Our BBA Student, Mr. Aman Yadav creates history by participating in International Kickboxing Competition in Europe.
- Mr. Shubham Agrawal, a MBA students participated in “Karigari”, an event of standup poetry, storytelling and standup comedy. It was organized by IPKINKS.

Raipur enlightened the students on the topic, “No Sales=No Business”.

- A Guest Lecture was arranged for BBA and MBA Students of MSMSR on 19th April, 2018. The guest speaker, Mr. Aditya emphasized on benefits of embracing Internships and its importance in career growth. emotions! It was a happy occasion to see our students going out of Classrooms to explore the business world and leave some remarkable footprints for the next generation to follow. It was sad too...we miss their presence in the University premises.

BIOGRAPHY-Colonel Sanders (KFC)

Once, there was an older man, who was broke, living in a tiny house and owned a beat up car. He was living off of \$99 social security checks. At 65 years of age, he decide things had to change. So he thought about what he had to offer. His friends raved about his chicken recipe. He decided that this was his best shot at making a change.

He left Kentucky and traveled to different states to try to sell his recipe. He told restaurant owners that he had a mouthwatering chicken recipe. He offered the recipe to them for free, just asking for a small percentage on the items sold. Sounds like a good deal, right?

Unfortunately, not to most of the restaurants. He heard NO over 1000 times. Even after all of those rejections, he didn't give up. He believed his chicken recipe was something special. He got rejected 1009 times before he heard his first yes.

With that one success Colonel Hartland Sanders changed the way Americans eat chicken. Kentucky Fried Chicken, popularly known as KFC, was born.

REMEMBER, NEVER GIVE UP AND ALWAYS BELIEVE IN YOURSELF IN SPITE OF REJECTION. (Dr. Tapas Lata Sahu, Asst. Prof. MSMSR)



Thinking Out of the Box

Learning

Learning is a continuous process from womb to tomb. Learning through experiences imparts an impression for a longer time. Learning out of fun is a new way of teaching in many reputed institutions. In such cases, movies are found to be commonly used instrument of learning. Indian movies can teach a lot on management skills specifically to management students.

For example, **Chak De! India**, teaches the importance of group dynamics and team management, team spirit, role of experienced employees in the group for the achievement of common goal. **Fashion** edifies that to work harder and harder to achieve a big dream. Facing challenges in the working environment, willingness to succeed and management of emotion in the work place can be learned from **Lagaan**. How to motivate the employees in the work place, the role of a supervisor and leadership skills can be learned from **Taare Zameen Par**.

Therefore, learning through movies is to be carried out apart from classroom teaching for the overall development of budding management talents before entering into the corporate world. **(Mr. Abhisek Mishra, Asst. Prof., MSMSR)**

|| Major benefits of Mutual Funds to Investors:

-Liquidity: Mutual Funds can be converted into cash with relative ease. Based on the Net Asset Value (N.A.V) the investors can get their sum back without any delay.

-Flexibility: Mutual Funds provides lesser or even zero locking period as compared to other traditional modes of investment.

-Higher Returns: They are linked with variety of instruments, so Mutual Funds have higher potential of providing better returns.

-Professionally monitored and managed: Funds are closely monitored and managed by the experts who are experienced and qualified.

-Diversification: Funds are invested in diversified assets having variety of instruments pertaining degree of high, medium and low risk.

(Mr. Kabir Sharma, Asst. Prof., MSMSR)

It is not what is OUTSIDE, but what's INSIDE that takes you to the TOP

This message on the balloon really made me wonder!!

“WHO AM I?” What’s the “INNER ME”?

I am what I am, just be yourself that is “Inner Beauty”

The answer to this goes as :

“the “Inner Me”! Our inner strength comes from the positive attitude and faith in God. Inner beauty shows our inner character, our moral values, ethics & culture. The outside is just the reflection of what is there inside. The real “ME”. A mind loaded with peace, harmony, love, respect and values is reflected on the outside by awakening spirituality. It is seen when one can balance one’s own feelings while giving respect to the feelings of others. It is when “I”, “Me”, “Myself” comes after others. It brings you close to humanity which is God’s beautiful creation. It is when you live in other’s hearts it symbolises your growth as a human being and not by achieving materialistic things. “Inner Beauty” is a mental state that ALWAYS expects/sees the best in everything. Gives a broader vision towards life and situations.

Thinking Out of the Box

*In a small town, a small business owner owed a large sum of money to a loan-shark. The loan-shark was a very old, unattractive looking guy that just so happened to fancy the business owner’s daughter. He decided to offer the businessman a deal that would completely wipe out the debt he owed him. However, the catch was that we would only wipe out the debt if he could marry the businessman’s daughter. Needless to say, this proposal was met with a look of disgust. The loan-shark said that he would place two pebbles into a bag, one white and one black. The daughter would then have to reach into the bag and pick out a pebble. If it was black, the debt would be wiped, but the loan-shark would then marry her. If it was white, the debt would also be wiped, but the daughter wouldn’t have to marry the loan-shark. Standing on a pebble strewn path in the businessman’s garden, the loan-shark bent over and picked up two pebbles. Whilst he was picking them up, the daughter noticed that he’d picked up two black pebbles and placed them both into the bag. He then asked the daughter to reach into the bag and pick one. The daughter naturally had three choices as to what she could have done: Refuse to pick a pebble from the bag. Take both pebbles out of the bag and expose the loan-shark for cheating. Pick a pebble from the bag fully well knowing it was black and sacrifice herself for her father’s freedom. She drew out a pebble from the bag, and before looking at it ‘accidentally’ dropped it into the midst of the other pebbles. **Contd....***

She said to the loan-shark; "Oh, how clumsy of me. Never mind, if you look into the bag for the one that is left, you will be able to tell which pebble I picked." The pebble left in the bag is obviously black, and seeing as the loan-shark didn't want to be exposed, he had to play along as if the pebble the daughter dropped was white, and clear her father's debt.

Moral of the story: It's always possible to overcome a tough situation through out of the box thinking, and not give in to the only options you think you have to pick from.
(Ms. Pratibha Rai, Asst. Professor, MSMSR)

A GLIMPSE@MSMSR



Editorial Team:

Dr. Jyoti Pradhan,
Asso. Professor, MSMSR

Ms. Geetika Dhuper,
Asst. Professor, MSMSR