

# Tapasya

ICFAI UNIVERSITY NAGALAND

"...a quest for knowledge..."

This inaugural issue is dedicated to the memory of Late N. J. Yasaswy, Founder, ICFAI

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## Vice Chancellor's Message



I am happy to learn that faculty and students of our university have decided to bring out an E-Magazine "Tapasya ...a quest for knowledge..." as

an outlet for their creative urges. I am sure they will use this platform to showcase their thinking and writing skills with the ultimate aim of sharing their knowledge with all around. As the teachers go about in their job of collecting the knowledge, comprehend and categorise it, only to convey or disseminate to their students with conviction and

the students on their part reflect the knowledge so acquired, in their own way through this medium called 'Tapasya' which, I have no doubts will go a long way in meeting its intended objectives and in acting as a confluence of aspirations of both the teachers and the taught. May they, together spread the light of knowledge as a never ending 'Tapasya'.

I congratulate Prof. Rupanka for his untiring efforts put in this unique intellectual initiative and I wish the E-magazine 'Tapasya' all the very best in years to come.

*"What moves men of genius or rather what inspires their work, is not new ideas but their obsession with the idea that, what has already been said is still not enough"*-Eugene Delacroix

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- Dr. (Col.) VRK Prasad



what to do with themselves.” Thomas Edison, in spite of working 18 hrs a day, once said: “I never did a day’s work in my life. It was all fun.”

An article from The Reader’s Digest titled ‘Should you see a career doctor?’ implied that leaving a career choice to the individual would be almost as absurd as leaving the choice of treatment to the patient.

Philosopher J. Krishnamurti said that society measures the child in accordance with what it wants him to do for society, and stated that “If you dictate the work he should do and mould him for that then you are using and exploiting him. But if you respect him for what he is and help him find his right vocation, you are his friend. Somebody who could have been a painter is a doctor. Somebody who could have been a good doctor is a businessman. Everybody is displaced and doing something he never wanted to do. Hence unhappiness. Happiness happens when you fit with your life. When you fit so harmoniously that whatever you are doing is your joy.”

Even after 30 years of marriage, people gets divorce and starts new life, but this is not possible in the case of profession. For example, after becoming doctor if you realize, you should be an engineer will you be able to manage your life!

In high school you have thought after HSLC life will change, but it remains same, again you thought after HSSLC life may change, but it remains like stagnant water, hope after graduation some miracle may happen but nothing happened. You go for computer course, spoken English course, music training, fashion designing. One year you’ll be doing BBA, next year you may be thinking of doing BCA. First year you might be doing mass communication in Delhi, and during the second year do journalism in Mumbai. In hope, that life will bring something new, but it remains same, nothing changes. As the year passes by, you become more frustrated, depressed and sad. Every time you follow the traditional method for job hunting. In 21<sup>st</sup> century following the 18<sup>th</sup> century method to get the benefits like pension after retirement, medical benefits, educational allowance etc. will not work. *In youth, don’t become old.* Life is more than pension benefits. Don’t waste your precious life after pension and don’t wag tail to get mere promotion. Change your attitude and change your world. *Don’t follow when you can lead!*

If you find difficult to understand this article than ask any job holder to explain in detail about it. If you want to choose correctly your career than attend our coming up seminars & workshops.



# THE POLITICIAN

*By Mr. Pritam Singh, MBA 3<sup>rd</sup> Semester*

When it is the time for election,  
With folded hands begs the politician.  
The public he views with great hope,  
Promises he makes which they cannot grope,  
More wheat he offers the rich and the poor some oats  
All for their valuable votes.

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The streets and roads he views with disdain,  
And assures them with his lengthy talk.  
With sweet smile and gentle voice,  
Agrees he to public demands without much noise.  
Free education, drinking water and what not,

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He promises them all in one shot.  
Slowly walks the public to the booth,  
And votes him believing he is man of truth.  
Out comes the verdict and he is victorious,  
Now is the time for him to be notorious.  
The promises now he forgets,  
Without the slightest regret.

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Moves now he like a great boss,  
For the public it is a great loss.  
Richer now becomes his relatives,  
And in corruption he a little creative.  
Hardly now he steps on the voter's doormat  
For them he is now like Haley's comet.

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## DESTINY

-Lao Tzu

*Watch your thoughts, it becomes words  
watch your words, it becomes actions,  
watch your actions, it becomes your habit  
watch your habit, it becomes your character  
watch your character, it becomes your destiny.*

*(Submitted By Mr. Pf. Elow Robvii, MBA 1<sup>st</sup> Semester)*

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## SANGREAL

*By Mr. Temjenyanger, BCA 5<sup>th</sup> Semester*

Hundreds of books have been written about it, and few mysteries have caused as much interest among historians as the Sangreal. The word, "Sangreal" has evolved over the years into another term, a modern name, the "Holy Grail".

There is a misconception about the Holy Grail; people think of it as the cup that Jesus drank at the last supper and with which Joseph of Arimathea later caught his blood at the crucifixion.

According to "Priory Sion", a secret society founded after the crucifixion of Jesus, tells the Grail as a book of scriptures written by Mary Magdaline herself and if revealed, it would bring and end to Christianity. So, Pope Pius IX threatened by it founded an army known as the "knights Templar" to find the Sangreal and destroy it. The Templars found it and kept the treasure for themselves (till date, the treasure is known as Templars Treasure).

The Templars which once were considered as God's army by the Pope caught each and every templar including their leader, St. Peter; crucified and burnt them on Friday the Thirteenth, without revealing the location of the Holy Grail.

Till this day, many historians, treasure hunters, professors, and the Vatican, are searching for the Holy Grail, but no one knows its location or what it contains.....

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## ¿R-I-D-D-L-E?

Source: The Internet

Can you find out, what is wrong with the following calculation?

$$\begin{aligned} \text{Let, } & x = y \\ \Rightarrow & x^2 = xy \\ \Rightarrow & x^2 - y^2 = xy - y^2 \\ \Rightarrow & (x - y)(x + y) = y(x - y) \\ \Rightarrow & x + y = \frac{y(x - y)}{(x - y)} \\ \Rightarrow & x + y = y \\ \Rightarrow & 2y = y \quad (\text{since, } x = y) \\ \Rightarrow & 2 = y/y \\ \Rightarrow & 2 = 1. \end{aligned}$$

(Submitted By Mr. Prabin Timsina, BCA 1<sup>st</sup> Semester)

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# An MBA Student's Journey And A Gateway To The Corporate World

*By Mr. Adakho Kadete, MBA 1<sup>st</sup> Semester*

MBA is no more a 1908 credential with a 1950 strategy. A fresh graduate may take it as a classroom course. But, if one happens to meet an MBA student, put up the question, he/she will get a clear picture of what an MBA programme is all about in the present day scenario.

Firstly, to begin with, a fresh MBA student will come across the course structure. It is always good to look at the forest (MBA Course) as a whole and then move on tree by tree (subjects). An MBA course may broadly be classified into five interrelated groups.

1. Strategic and Tactical MBA
  - Management Strategy, Macro Economics
2. Functional MBA
  - Financial Accounting, Managerial Accounting
  - Financial Management, Information Technology
  - Operations Management, Marketing Management
3. Organizational and Leadership MBA
  - Organizational Behavior
  - Human Resource Management
4. Political and Regulatory MBA
  - Business Laws, Government Regulations
  - Corporate Ethics
5. Quantitative MBA
  - Quantitative Analysis
  - Managerial Economics

Theoretical or classroom learning is well supplemented by practical application of knowledge acquired to gain a first hand experience. To meet these objectives an MBA course includes the following:

1. Group Activities / Discussions
2. Live Projects / Case Studies
3. Soft Skills
4. Summer Internships / Industrial Tours
5. Research Work / Management Thesis

All these helps in grooming the personality and productivity of an MBA student who is actually a Manager-in-the-making. Employability factor is well addressed by such practical activities. Once, a student, generally in the final year, takes up the desired field of specialization, has to focus on industry requirements, this is addressed with a blend of intensive academic skills here the mindset of the student plays a key role.

Finally, a student aspiring or pursuing MBA should note that management is not purely a science or an art; it is a synthesis of practice and craftsmanship. It is a life long and dynamic process.



## ***Want to be a Leader?***

*By Ms. Neiphrezonuo Rupre-o, MBA 1<sup>st</sup> Semester*

You don't have to be an elected official to become a Leader. A leader is someone, whom others consistently wants to follow for new trends and ideas. A fancy title can make that happen temporarily. But, a true leader inspires steadfast loyalty with the steps below:

- being confident
- being firm but kind
- being an expert
- being decisive
- caring about your followers
- believing that anyone can be a leader
- keeping promises
- well-treating his team
- commitment towards betterment of his team

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## "Just 10 Years Ago"

*Source: The Internet*

Before the Computer Age,  
An APPLICATION was for employment,  
A PROGRAM was a television show,  
WINDOWS were something you hated to clear,  
A KEYBOARD was a piano,  
MEMORY was something you lost with age,  
A CD was a bank account,  
COMPRESS was something you did to garbage,  
LOG ON was adding wood to a fire,  
A HARD-DRIVE was a long trip on the road,  
A MOUSE-PAD was where a mouse lived,  
CUT you did with scissors,  
PASTE you did with glue,  
A WEB was a spider's home,  
And a VIRUS was a flu.....

*(Submitted by the Mr. Manoj Kumar Timsina, BCA 1<sup>st</sup> Semester)*

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# FAITH

By Mr. Chumlamo Ennio, BBA 5<sup>th</sup> Semester

**Where there is Faith,  
there is Inspiration**  
**Where there is confidence,  
there is Trust**  
**Where there is Inspiration,  
there is Spirituality,**  
**Where there is Jealousy,  
there is Distance,**  
**Where there is Happiness,  
there is Love,**  
**Where there is Hard-work  
there is Achievement,**  
**Where there is Co-operation,  
there is Peace & Harmony,**  
**Where there is Faith,  
there is God's Shower of Blessings,**  
**"Faith without Action is dead".**

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