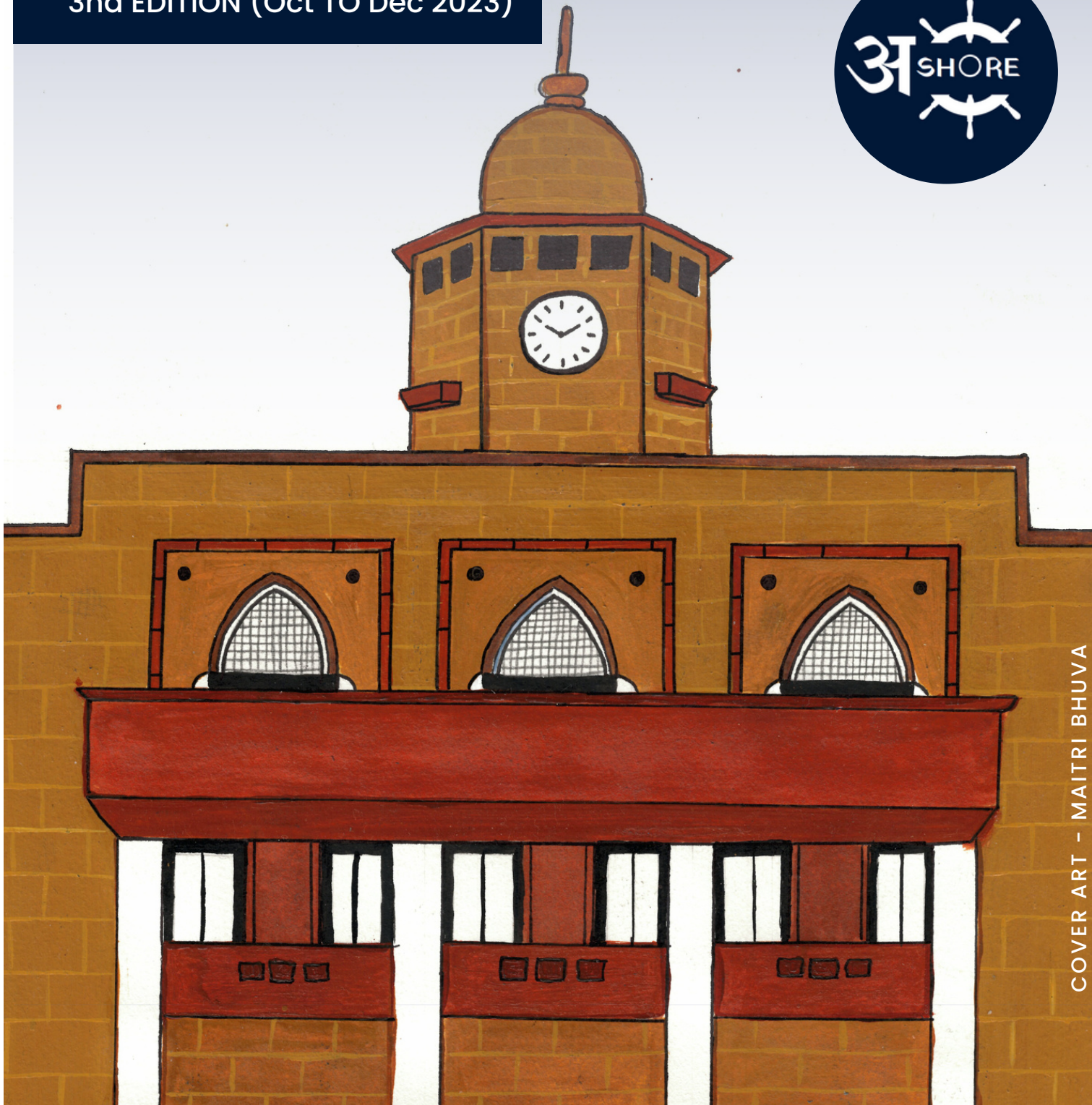


3rd EDITION (Oct TO Dec 2023)



COVER ART - MAITRI BHUVA



ASHORE NEWSLETTER

DEPARTMENT OF MARITIME MANAGEMENT
B.K. SCHOOL OF PROFESSIONAL AND MANAGEMENT STUDIES

HOD'S MESSAGE



Gujarat state has nearly one-fourth of the shoreline of the country with 41 modern ports of all types. The state is attracting huge investments from national and international investors in this sector following which there is a need for talented young leaders.

At the Department of Maritime Management, B.K. School of Professional and Management Studies, Gujarat University we are committed to grooming business leaders with value and practical approach-based education.



I am pleased to share that, Gujarat University ranks 1st in Gujarat and 26th in India for the Category: "Public State Universities" under the prestigious Outlook-ICARE India University Rankings 2019. And for the second consecutive year, Gujarat University has successfully achieved First rank (5 stars) in the Gujarat State Institutional Rating Framework (GSIRF) for the academic year 2020-2021.

We have a strong pool of experienced, committed, and hard-working faculty and a strong panel of industry experts as well as a very supportive alumnus with which students gain exposure to the industry's complex problems and build themselves being capable to tackle any challenges and help the nation become a global leader. The curriculum followed in the department's flagship MBA programs expose our students to the experiences and case studies for developing a global perspective of the challenges in industry and society.

With lives getting back to normal from the global pandemic I wish wellness and prosperity to everyone, this year's introduction has brought many opportunities for students to outperform, and thus I congratulate the newsletter committee, students, alumni, and faculties on the publication of the second edition of Ashore Newsletter. I extend my best wishes to all the Department of Maritime Management students at B.K. School of Professional and Management Studies.

- Dr. Mehal Pandya

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LOGO DESIGN BY:
YASH MESVANIYA

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Important Note:

The views in articles are the mentioned authors' own and the newsletter committee of Department of Maritime Management should not be held responsible in case of any disputes.

Discovering the Significance of G20

-Manav Kuhada
(Batch 2022-24)



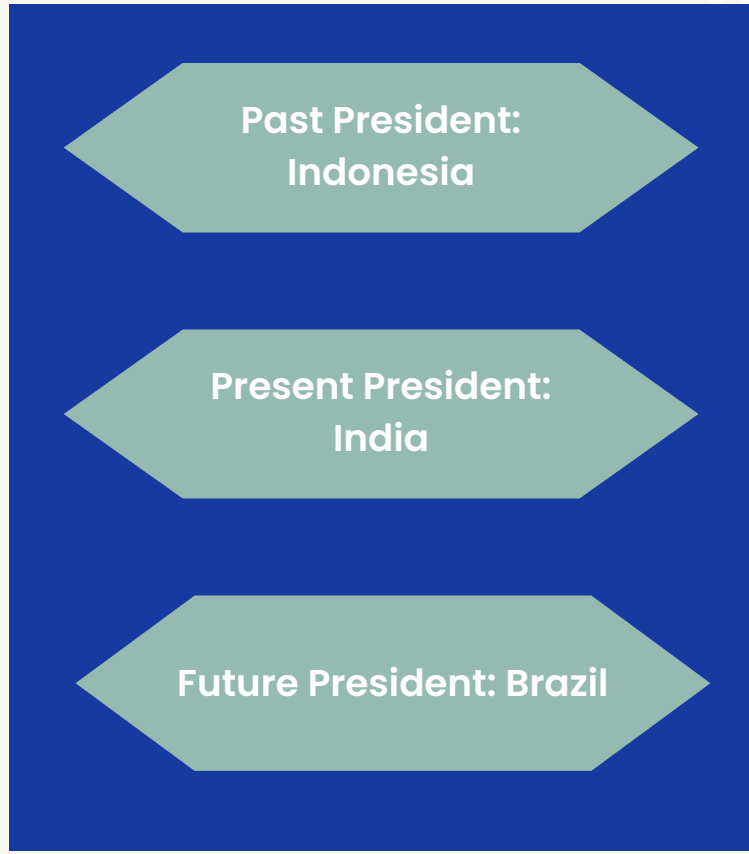
In an interconnected world with linked economies, international collaboration is critical for addressing global challenges and fostering sustainable economic growth. The Group of Twenty, or G20, has evolved as a critical platform for promoting conversation and collaboration among the world's largest countries. The G20, founded in 1999 in response to the late-90s financial crises, has evolved to play a crucial role in establishing global economic policy. Later on, during the 2008 financial crisis, the G20 gained prominence. Recognizing the necessity for a concerted response to avert a global economic disaster, G20 leaders began convening at the summit level. This watershed moment cemented the G20's position as the leading forum for worldwide economic cooperation.



The G20 is made up of 19 individual countries and the European Union, representing a varied variety of economies ranging from major powerhouses such as the United States, China, and Germany to rising economies such as Brazil, India, and South Africa. It is a group of countries which holds 60% of the population of world, contributes 75% of world's trade and accounts for 85% of GDP of the world.

The G20 has two tracks namely 1) Financial Track and 2) Sherpa Track. In Financial track finance ministers and Central banks discuss policies like Global Economic growth, Tax Information Exchange, Financial Regulatory Reforms, Financial Inclusion, remittances across the world, Fossil fuel Subsidies, Green finance and Anti Terrorism financing. Whereas, in Sherpa track Diplomats discuss policies such as Employment, Climate Change, Agriculture and food security, Anti corruption measures, UN sustainable development Goals, and Improvement of Healthcare.

To perform for the agenda of G20, the responsibility lies on the shoulders of three parties firstly, the past president which was Indonesia, the present president which is India, and the future president which will be Brazil.



And the importance of G20 is not only limited to meeting and discussing trade relations but also to showcase the traditional values and culture of the country. Economy as a whole has been benefited by G20 as:

- Crisis Management and Prevention
- Policy Coordination
- Global Economic Governance
- Climate Change and Sustainability
- Norm Setting

The G20 has evolved from a crisis response mechanism to a vital platform for international cooperation on a wide range of economic and global challenges. Its ability to bring together diverse economies, foster dialogue, and influence global policies underscores its significance in shaping the world's economic future. As the G20 continues to address pressing issues and seek solutions for a more prosperous and stable world, its role in global economic governance remains indispensable.

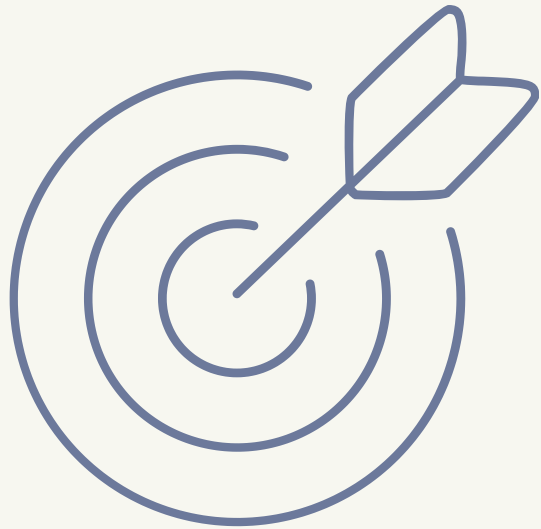


Driving India's Growth: Decoding the National Logistics Policy

-Yashashvi Vaghamshi
(Batch 2022-24)

The Development And Implementation Of A Well-structured National Logistics Policy (Nlp) Is Essential For Streamlining Supply Chains, Reducing Operational Inefficiencies, And Catalysing Economic Progress. Recognizing This, India's Honourable Prime Minister, Mr. Narendra Modi Launched The National Logistics Policy (Nlp) On 17th September 2022 In Vigyan Bhawan, New Delhi.

- The National Logistics Policy Aims To Reduce The Cost Of Logistics From Its Current 14% Of Gdp To Less Than 10% By 2022.
- To Boost Economic Growth And Provide Job Opportunities While Increasing The Competitiveness Of Indian Exports.
- To Build A Modern Infrastructure Of Top-notch Quality By Involving All Necessary Parties In The Process Of Comprehensive Planning And Implementation.



The Four Key Actions That Need To Be Completed For NLP Are As Follows:

- **Integration Of Digital System (Ids):** Different Systems From Seven Different Departments (Such As Road Transportation, Railroads, Aviation, Commerce Ministries, And International Trade) Will Be Digitally Integrated.
- **Unified Logistics Interface Platform (Ulip):** This Permits Confidential Real-time Information Exchange While Ensuring Faster And More Seamless Cargo Flow. This Logistics Data Bank Project Of The National Industrial Corridor Development Corporation (Nicdc) Has Been Leveraged.
- **Ease Of Logistics (Elog):** Through Openness And Accessibility, The Ease Of Logistics Business Would Be Enabled And Ensured.
- **System Improvement Group:** It Will Routinely Keep Track Of All Logistics-related Projects.

The Formulation Of A National Logistics Policy Marks A Pivotal Step Towards Streamlining And Enhancing The Efficiency Of A Country's Logistics Sector. This Policy Serves As A Comprehensive Framework Aimed At Addressing The Multifaceted Challenges Faced By The Logistics Industry While Fostering Its Growth And Competitiveness.

Expected Results

- The Value Of The Indian Logistics Market Is Predicted To Increase From \$ 160 Billion To Approximately \$ 215 Billion During The Next Two Years.
- Investment Information And Credit Rating Agency Of India Limited (ICRA) Predicts That The Industry Will Expand At A CAGR Of 10.5 Percent Through 2025.
- It Is Predicted That Through Skill Development, Employment Would Expand At A Rate Of 5% Over The Next Five Years.



40 Air Cargo Terminals Have Been Established To Boost Exports, And 30 Airports Have Cold Storage Facilities.

There Will Soon Be 35 Multi-modal Hubs Across The Country, Allowing For Seamless Freight Transit.

Waterway Construction Is A Direct Response To The Urgent Need For Ecologically Friendly And Cost-effective Transportation Solutions.

INTERVIEW WITH Dr. ASHVINI VORA

Interviewed by-
Farhin Naz Mondal (Batch 2022-24)
Harmee Patel (Batch 2023-25)

Q. Can u please provide some information on your academic journey and your Professional Career?

So I started in 1980 & throughout my life, I remain as a visiting faculty only. I never opt for a full-time faculty. I have specialization in marketing and HR. By graduation, I'm a doctor. Then I did my MBA. Further did my Ph.D. in HealthCare Management at the age of 60. I was probably 1st in Gujarat, to do a Ph.D. in the hospital sector & pioneer to start a healthcare program in Gujarat. Started from B.K. and joined as a consultant with the Indian Institute of Public and worked for 5 years. The whole program for MBA in hospital management is designed by me. Then I worked as a consultant with Ahmedabad Institute of Medical Sciences. For 14 years, I have been taking an evening program at B.K. School of Professional and management studies. At present, I am the program director at Indrashil University and Cadila Life Sciences. I am running online programs in Doctoral education, BYJU's twice a week. In B.K., I have taken a variety of subjects like Organizational Behaviour, Services marketing, Executive program and data, principles of management, Ethical Governance, Sales & Distribution Management, Logistics and retailing Management at Som-Lalit Institute also Pharmaceutical management at L.M. Pharma.



Q. I have also heard that you are a kind of fitness freak.

Yes, Exactly. I educate many times to my students regarding this. In my last lecture only I taught them "Obesity is the economic problem of the country". I keep myself fit with yoga. In this way, you will physically and mentally feel fit.

Q. What role did you exactly play in HealthWeg ?

One of my students wanted to initiate a startup and she said ma'am please be with me otherwise it is not possible. Therefore, we launched this startup as HealthWeg, in that we are more focused on diabetes, obesity & PCO. At present, we are giving online consultancy and later on, we add yoga also which will help them to connect with doctors as well. Everything is done through software; hence we only have to monitor, and develop contacts and networks. We opened offices in Delhi and Bangalore recently.

Q. So, coming from a generation, we easily get demotivated, even by a little inconvenience we face, so what is your approach towards the challenges of failures in life and what suggestion would you like to give to us?

I always take challenges as a positive factor that you don't have to be disheartened when you face a challenge, you have to accept and try to find out solution with patience and stability. So, I think patience in this generation is very low. You should develop yourself in the full package as a management student because internal growth is also required as much as external growth. Today, we discussed about the movie "12th fail". I was telling them, it is not necessary to wear tie, blazer, etc. during my any presentation or interview because they start to feel uncomfortable and your dressing raises our expectations or interviewer's expectation due to which we put pressure on students as our expectation are raised through your package.

Q. Ma'am any specific hobby or interests you have?

I manage home very well. I learnt music for becoming a good and effective faculty. Still I am continuing to learn about vocals and play Tabla and keyboard also. I don't like to go for kitty parties. I like reading too much and for that we have a very huge library at home. Mostly read spiritual, philosophical and self-development books.

Q. Ma'am can you recall a specific project or campaign that stands out as a highlight in your long and successful career like any at the times of your PH.D. ?

After Ph.D, I gave consultancy to so many hospitals and I have done international projects also in hospital, infrastructure providing all the necessary information. I have worked on Tanzaniyam project to develop the primary health centers in the wildlife centuries. Even in AdisaBaba Ethopia, I have raised one multispecialty hospital there and given consultancy. Currently, I am working in Sikkim for only consultancy in hospitals. I took all students with me, so that they start earning and learning that how consultancy can be done. I want my students to open-up with me and don't be afraid of me. Because I don't want my students to be humiliated in corporates. To maintain discipline in classroom, as I believe it is the temple of Goddess Sraswati. But outside of that 4 wall of classroom, I am very friendly and help many students in getting their placements.



Q. After listening to you, you don't come from a generation which is very cool. At that time women has to face a lot, so how did you manage the demanding career and those relations because as you said that your father was from ARMY background so he must have been strict with the principles and disciplines. So how did you Manage all these things?

It was very difficult but once I decide then I will do. I kept my area or choices separate from my husband's choices. I never joined our businesses because we both were intelligent as he handled the factory and I remained on the academics side. So there were no discussion or anything that we can compete with eachother. Because for me his area was different from mine. All the universities have supported me particularly B.K. I have always helped other faculties and never expected anything in return.

Q. Ma'am you have earned professional achievements. Can you share a principles that has guided you in your personal growth?

Bhagavad Gita has tremendous effect on me. I follow the principles of Shri Krishna. I have even written a book named " Krishna as a strategic Leader". It is bilingual because in Gujarat most of families belong to middle-class. I have also written books on hospital management which is internationally used as it is published by JP Publication, 2nd largest book publisher. At present, I am writing book of Human Resource. Whenever I get time, I used to write down the notes from whatever I read. I bring those notes in the classroom for students, read those and point out that this is how the things must be analized, discussed on political events in Ram-Janma Bhumi. It helps students in how to open-out in public.

Q. Concluding it, I would like to just ask one question which is very much important for our generation, it's been a while you are teaching this generation what are the skills we have to inculcate in order to become a good human in life?

- First of all, honesty and integrity. You should develop a strong value system and need to follow that system in whatever work you do. So, that you don't repent in future that what I did and why I did.
- You must be transparent within yourself in this way no question arises in mind regarding your personality. I request all the students of this generation that have patience, think before you do anything, have tolerance and perseverance. Nothing can be gained overnight, you have to shake the perspiration and then you will get it.
- It is a long journey, many-a-times people ask faculties that why all students are respecting and touching her (Ashwini ma'am) feet. But to reach up to that level, we have to work very hard and win your hearts.
- I always say that when you see in the mirror you should first love yourself. You should be very enthusiastic regarding your dressing and everything. Go on developing and upgrading your knowledge, confidence, inner strength and willpower continuously.
- When you avoid eye-contacts, it is your non-verbal communications and they speaks a lot about your personality. Personality is not what you wear. What is Charishma? "Charishma" is not the beauty, but the impact you put on.



Networking

-Harmee Patel
(Batch 2023-25)

Networking is more than just a buzzword; it's a fundamental key to personal and professional growth. In a world where connections can open doors and opportunities, the ability to network effectively is a valuable skill that can propel you toward success. At its core, networking is about building relationships. It's about connecting with people, sharing experiences, and finding common ground. These relationships can lead to career advancements, business partnerships, and personal growth.

In the professional realm, networking offers numerous benefits. It can help you discover job opportunities, gain insights into different industries, and learn from the experiences of others. Building a strong professional network can also provide a support system during challenging times and offer mentorship. Networking is not limited to the corporate world. It extends to the realm of entrepreneurship, where partnerships and collaborations can be a game-changer.

In our interconnected world, technology has expanded the horizons of networking. Social media platforms like LinkedIn, professional forums, and online communities offer opportunities to connect with like-minded individuals from around the globe. However, the essence of networking remains the same, whether in person or online: genuine connections, mutual respect, and the exchange of knowledge and ideas. It's not just about what others can do for you, but what you can offer in return.



In conclusion, networking is a powerful tool that can shape your personal and professional life. It's not about collecting business cards; it's about forging meaningful connections and nurturing relationships that can lead to a brighter and more successful future. So, go ahead, and start building those bridges to success.

Tick-Tock Triumph

Time Management Hacks for Busy MBA Students

-Harmee Patel
(Batch 2023-25)



In the fast-paced world we live in, effective time management is the linchpin of personal and professional success. Time is a finite resource, and how we utilize it can determine the quality of our lives. Time management is not merely about squeezing more tasks into your day; it's about achieving a balanced, fulfilling, and purpose-driven existence. To harness the power of time management, it's essential to set clear goals and priorities. Define what matters most to you and align your tasks with those values. This approach ensures that you're not just busy but productive and purposeful.

One of the most potent time management tools is creating a schedule. Allocate time for specific tasks, set deadlines, and stick to them. Tools like to-do lists, digital calendars, and time management apps can be invaluable in keeping you on track. Procrastination is a time thief. Combat it by breaking tasks into smaller, manageable chunks and tackling them one at a time. Additionally, employ the Pomodoro Technique, which involves working in focused intervals with short breaks, to maintain productivity.

"Pareto Principle"

Focusing on the 20% of activities that yield 80% of your results. Eliminate or delegate low-value tasks to free up time for more impactful work.



1 Keep your time in check



2 Take breaks in between



3 Plan in advance



4 Set correct goals



5 Organize your tasks



6 Eliminate distractions



7 Avoid Multitasking



8 Meditate and Exercise



9 Prioritize Tasks



10 Delegate



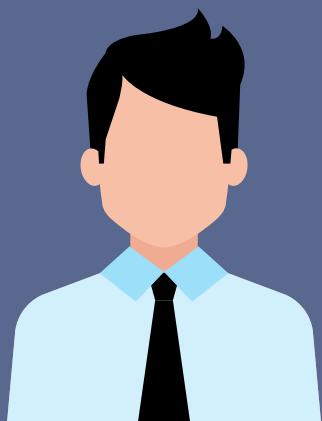
Learn to say no. Overcommitting your time leads to burnout and subpar results. Politely declining tasks or projects that don't align with your goals is a crucial aspect of effective time management. Finally, self-care is integral to time management. A well-rested, healthy mind and body are more efficient and productive. Make time for adequate sleep, exercise, and relaxation to maintain your overall well-being.

In conclusion, time management is not about doing more; it's about doing what matters most with focus and efficiency. By mastering time management, you'll unlock your full potential, reduce stress, and attain a fulfilling life that aligns with your aspirations and values.

***"EITHER YOU RUN THE DAY,
OR THE DAY RUNS YOU."***

Unlocking Financial Fortunes: A Voyage through HDFC's Expert Sunil Chanandani

-Farhin Naz Mondal
(Batch 2022-24)



Sunil Chanandani, a seasoned professional in the banking industry, currently serves as the Branch Manager at HDFC Bank, where he brings forth a wealth of experience spanning over eight years. His extensive career has been marked by a steadfast commitment to excellence and a profound understanding of financial intricacies. Sunil's journey in the banking sector has been characterized by an unwavering dedication to customer satisfaction and a keen sense of leadership. His educational foundation is rooted in the prestigious Indian Institute of Banking and Finance, where he honed his skills and acquired the knowledge necessary for a successful career in the financial realm. His leadership style is defined by a balance of innovation and adherence to established best practices, creating an environment that fosters growth and success.

In the intricate world of finance, understanding the nuances of various products and managing portfolios can be as challenging as deciphering a complex puzzle. As a first-year MBA student, the recent two-hour expert session with HDFC Bank Manager, Sunil Chanandani, was nothing short of a captivating voyage into the heart of financial wisdom.



Mr. Chanandani embarked on our journey with a commitment to demystify the complexities of banking products. Beginning with the basics, he adeptly navigated through the vast ocean of financial instruments, unravelling the intricacies of each product offered by HDFC Bank. His comprehensive approach transformed the session into an educational odyssey, leaving students with a wholesome knowledge of the financial landscape.

Portfolio management, a key aspect of financial success, took center stage during the discussion. Mr. Chanandani articulated the art of balancing risk and return, emphasizing the importance of diversification. He shared real-world scenarios, shedding light on how a well-managed portfolio can weather the storms of market volatility.



Returns on various financial products were dissected with precision, providing students with insights into the dynamic nature of the financial markets. The session wasn't just a lecture but a dialogue, as Mr. Chanandani encouraged questions, fostering an interactive learning environment.



What set this session apart were the invaluable tips and tricks of investing shared by the seasoned expert. He emphasized the significance of setting clear financial goals, aligning investments with these objectives, and maintaining a disciplined approach. He underscored the power of compounding and the benefits of a long-term investment horizon, urging students to view investments as a marathon rather than a sprint.

In conclusion, Sunil Chanandani's expert session transcended the conventional boundaries of financial education. It wasn't merely a dissemination of information; it was a captivating journey that left students empowered with a newfound understanding of banking products, portfolio management, and the strategic mindset needed for successful investing. As we set sail into the future of finance, armed with Mr. Chanandani's insights, we carry with us a compass to navigate the financial seas with confidence and acumen.



Navigating the Interview Odyssey: A Masterclass with Chinmayee

-Farhin naz Mondal
(Batch 2022-24)

In the hallowed halls of academia, where the air buzzes with ambition and dreams, the MBA first-year students found themselves in the presence of wisdom personified. To ease the transition from the academic realm to the corporate landscape, an enlightening session was recently conducted by our esteemed senior, Chinmayee. This interactive and fun session delved into the dos and don'ts of interviews, offering a treasure trove of insights that left us better equipped to navigate the daunting world of job interviews.

Chinmayee, with her wealth of experience, not only shared practical tips but also regaled us with her own interview troubles, making the session engaging and relatable. One key aspect she emphasized was the importance of dressing for success. She underlined how a well-groomed appearance contributes to a positive

first impression, illustrating this point with stories of interviewees who stood out for all the right reasons.

The session also delved into the subtleties of body language. Chinmayee underscored the significance of maintaining eye contact, a firm handshake, and an upright posture, portraying confidence and professionalism. Her insights into non-verbal communication were complemented by humorous anecdotes, making the learning experience enjoyable. Facial expressions, the windows to the soul, were dissected with surgical precision. Chinmayee's experiences, unveiled the importance of a genuine smile, a raised eyebrow, or a subtle nod. These nuances, she emphasized, are the brushstrokes that paint a portrait of authenticity.

Face 2



Chinmayee shared her journey of transforming nervous jitters into confident strides during interviews. She emphasized the need to research the company thoroughly, a practice that not only showcases commitment but also helps tailor responses to align with the organization's values and goals. Her emphasis on authenticity resonated with us, as she encouraged us to be genuine and transparent in our responses.

In the midst of serious advice, Chinmayee injected playfulness and reminiscence that resonated with our experiences. This blend of wisdom and levity made the session not only informative but also enjoyable. As we embark on our own interview journeys, armed with Chinmayee's guidance, we feel more confident and well-prepared to tackle the challenges that lie ahead.

Two-piece dark colored suit

- Appropriate colors: black, blue, gray
- Solid or very light conservative stripes
- Suit jackets are offered as single- or double-breasted. Select the style that fits your industry or personal style.

Crisp white or blue tailored shirt

Conservative tie that reaches mid belt

Polished shoes that match the color of your belt

Dark blue, black, grey or brown socks

- Match your suit - never wear white socks.

Remove body piercings, earrings and any obnoxious/flashy jewelry

Use cologne sparingly

Carry a portfolio folder or professional bag



Two-piece dark colored pants or knee-length skirt suit

- Wear neutral colored panty hose or dark tights if wearing a skirt

Crisp white or blue blouse, tailored shirt, or shell with conservative neckline

Polished, closed toe shoes with a low to moderate heel

- Try to avoid shoes with very high heels

No multiple earrings or gaudy jewelry

Use perfume and makeup sparingly

Nail polish should be a neutral color

Carry a portfolio folder, professional bag, or a simple conservative purse





Exciting Village visit by NSS volunteers of Department of Maritime Management -Shraddha Shah (Batch 2023-25)

The National Service Scheme (NSS) volunteers of B. K. School of Professional and Management Studies of Gujarat University conducted a 7-day village camp from 04.03.23 to 10.03.23 in a Rasam village near Bavla, Gujarat which is a 2-3 hours journey from Ahmedabad, Gujarat. This camp was conducted with a motto of learning skills like group activities, leadership, self-confidence, etc., and for the development and upliftment of villagers. This 7-day village visit was carried out by 40 NSS volunteers. They stayed at the village school. Different teams were created and all the activities were allocated among them. Every team has to complete their assigned tasks by the end of the day, then they have to report their work to the NSS head Mr. Raghav Acharaya.





Every day the morning starts with the " Prabhat Pheri " – which means singing the lord's name as a wake-up call in the entire village. On the first day, they visited the village for raising awareness to villagers about their visit. Then on the second and third day, they went for village cleaning and school campus cleaning. Additionally on the third day, they even performed the Drama on " Vyasana Mukti " to give a message to the villagers to avoid smoking and other addictive items. Between the social cause they also enjoyed with the villagers a lot. They celebrated Holi with new friends of varied ages. And as the tradition says "Each celebration should end with Ras-Garba" and they did exactly the same. And for the final two days, they arranged a campaign named "Awareness about the Use of Sanitary Pads for Women". They elucidated the use of sanitary pads, and their aids, also distributed free sanitary pads.



This camp was unforgettable for the students because they learned a lot about life of village which they might have not known if not went there. This trip to village gave a lot of management lessons but also made the students realize that our duty not only lies with our well-being but also with the well-being of fellow citizens. When they were leaving the village they received care and love in abundance from the villagers as they were treated with the most basic norm of " Atithi Devo Bhava " .



Explore the Depths of Behavioural Theory in Modern Leadership.

-Manav Kuhada
(Batch 2022-24)

The behavioral leadership theory is a management theory that assesses leaders based on how they behave, their actions, and their management style. This concept suggests that all it takes to become an influential leader is to adopt a precise set of behaviors. If you want to improve your leadership skills or introduce a new leadership style, you should learn about this theory and the various forms of leadership it defines. In this article, we will describe the behavioral theory of leadership, its numerous varieties, and the behaviors associated with each style.



According to the behavioural theory of leadership, a business organization's success is dependent on effective leaders whose actions drive their performance and work ethic. According to this concept, you may tell the type of leader a person is by studying and evaluating their actions and behaviours, as well as documenting their responses to various situations. According to this theory, good leaders develop their skills through practice rather than being born with them. This leadership paradigm is very action-oriented, relying significantly on examining leaders' actions to predict leadership effectiveness.

There are many types of behavioural leadership that you can learn to apply in your professional life to become a more effective leader. These styles may be more or less effective in different work situations, depending on individual and situational circumstances. Some common examples of behavioural leadership include:

1. People-oriented leaders

People-oriented leaders establish opinions that enable them to address the needs of those they engage with, such as clients, supervisors, and workers.

2. Task-oriented leaders

Task-oriented leaders typically focus on creating goals and accomplishing organisational objectives because their major focus is task execution rather than people management. These leaders frequently exhibit authoritative attitude and thrive in well-structured and organised situations.

3. Participatory leaders

Participative leaders ensure that their entire team actively participates in decision-making processes. These leaders prioritise functional communication, cooperation, and feedback to improve project process and efficiency.

4. Opportunistic leaders

Opportunistic leaders are professionals who use a combination of the behaviours outlined in previous leadership styles. These leaders can tailor and modify their leadership styles to the needs of a given situation. These professionals are frequently highly goal-oriented and use the required techniques to achieve their aims.

Recognising the complexities of human behaviour allows leaders to build supportive workplaces, motivate employees, and drive organisational success. Leaders that embrace behavioural theory principles can not only effectively manage teams, but also encourage growth, innovation, and a great work culture.

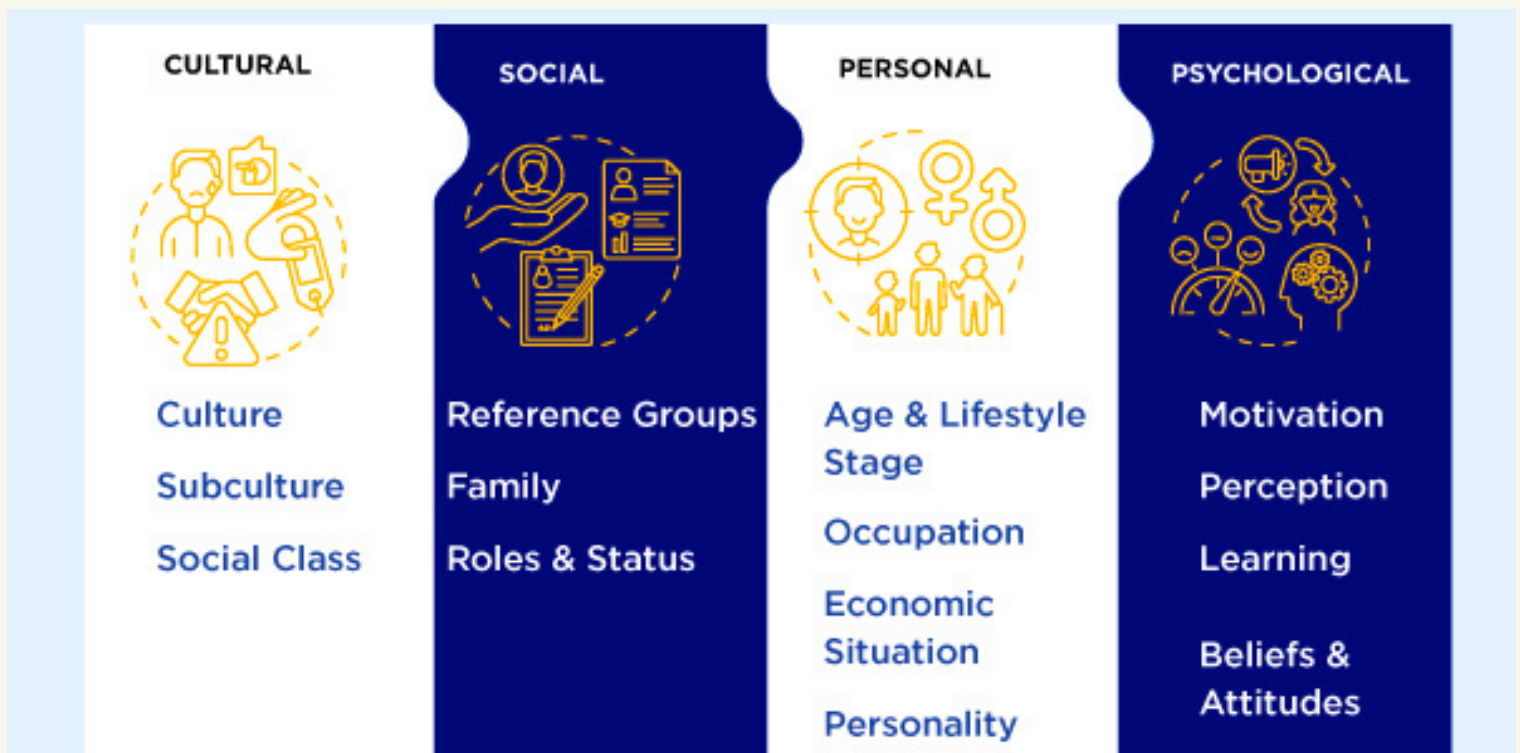
CONSUMER BEHAVIOUR

BEYOND PRICE TAGS

-Aditi Padsala
(Batch 2023-25)

Consumer behaviour is a fascinating field that delves into the psychology behind purchasing decisions. Understanding this behaviour is crucial for businesses aiming to connect with their audience effectively.

In recent research, an article titled "Unveiling the Intricacies of Consumer Behaviour: An Analytical Approach" has shed light on the dynamic nature of consumer choices. This article explores the multifaceted elements influencing consumers, emphasizing psychological, social, and cultural factors. Moreover, the economic approach focuses on the rationality of consumer choices, considering factor like price, utility, and income. The behavioural approach studies actual consumer actions, observing buying, patterns and habits.



Factors such as age, income, education, and lifestyle choices greatly influence how individuals perceive and select products or services, creating segments within markets that respond differently to marketing strategies. Additionally, the marketing approach merges psychology and economics, concentrating on how marketing strategies, advertising, and branding affect consumer decisions. Technology has also become a pivotal element, shaping consumer behaviour through e-commerce, social media, and online reviews.

Businesses analyse these approaches to tailor products, services, and marketing strategies to align with consumer preferences. For instance, understanding the psychological factors influencing buying decisions allows companies to create more compelling advertising campaigns or develop products that better resonate with their target market.



In essence, this article elucidates the intricate web of factors influencing consumer behaviour, showcasing the necessity for businesses to adapt and evolve in tandem with the ever-changing landscape of consumer preferences.

Conclusion

CASE STUDY

The Sneaker Saga: The Quirky Consumer Adventure

Our protagonist, Sneaker Sam, was an avid sneaker enthusiast known for his spontaneous and unique purchasing behaviors. Unlike the typical consumer who would meticulously compare prices and features, Sam's decision-making process was driven by a different set of rules. His obsession with sneakers stemmed from a blend of nostalgia, quirky designs, and a dash of pop culture. One day, he found himself torn between two pairs of sneakers: a classic, timeless design and a limited edition pair inspired by a famous animated character. The twist in this tale was that price was not the deciding factor for Sneaker Sam. Rather, he was captivated by the storytelling aspect behind each sneaker. The classic design resonated with his sentimental side, reminding him of his first pair of sneakers as a child. On the other hand, the limited edition pair brought out his playful nature, tapping into his love for the animated character. Marketers were left marveling at the emotional journey Sam took before making his purchase. The case of Sneaker Sam highlights the intriguing world of consumer behavior, where decisions are often shaped by emotions, personal connections, and the sheer joy of expressing one's identity through quirky choices. In the end, the marketers learned that, in the whimsical realm of consumer preferences, understanding the story behind a product can be as influential as its price tag. And so, the Sneaker Saga became a delightful chapter in the book of consumer behavior, reminding us all that sometimes, it's not just about the shoes; it's about the stories they tell.

Mallakhamba: An Ancient Art of Strength and Emotion

-Krunal Prajapati
(Batch 2023-25)

Mallakhamba, an ancient Indian sport, originated in the 12th century. Developed in the princely state of Rajasthan, it was traditionally practiced by wrestlers for strength and agility training. The word "Mallakhamba" translates to "pole gymnastics" in Hindi. Over centuries, Mallakhamba evolved as a cultural and competitive activity, blending physical prowess with artistic expression. Today, it has gained recognition globally as a unique and challenging form of exercise, showcasing India's rich heritage in the realm of traditional sports.



Imagine an ancient Indian sport in which athletes perform incredible gymnastic feats upon a tall wooden pole. That's Mallakhamba; it is a rare mixture of muscularity, elegance and emotions. This form of art was developed to make wrestlers more agile and it takes the greatest power to participate in. It is now an enchanting sport that requires immense physical strength.

At the beginning at the base of the pole, a mixture of nerves and excitement just kicks in. Fear balances with the thrill of conquering new heights for each climb made. This journey does not only shape one's body but also their spirit, making them stronger and more determined. Performing on the pole is like dancing where you are only using your body and mind; a mix of doubt, pleasure, and victory. Every move tells a story about human strengths that overcame fears and showed vulnerabilities.



Mallakhamba transcends physical achievements; it's self-discovery. It imparts patience, discipline, and how to embrace vulnerability as art. After successfully performing this sport practitioners feel exceedingly accomplished with renewed self-assurance.

Mallakhamba has lost its prominence amidst modern sports. The dwindling interest, limited awareness, and the surge of contemporary activities contribute to its decline. This unique discipline, embodying cultural heritage and physical prowess, risks being forgotten. Preserving and promoting Mallakhamba is crucial not only for its historical significance but also to nurture a diverse sporting landscape that embraces the rich tapestry of traditional athleticism.

Rajesh Amrutiya: Rajesh Amrutiya is a renowned Mallakhamba player hailing from Gujarat, India. His journey in the sport has been inspirational, and he has earned accolades for his exceptional skills and dedication. Rajesh has showcased Mallakhamba on various national and international platforms, contributing to the popularization of the sport.

Nikhil Jadhav: Nikhil Jadhav is a Mallakhamba prodigy who has brought laurels to India through his remarkable performances. Hailing from Maharashtra, Nikhil has demonstrated unparalleled flexibility, strength, and agility in Mallakhamba. His commitment to the sport has not only earned him recognition at national competitions but has also helped in promoting Mallakhamba as a unique and traditional form of exercise.

Pooja Gehlot: Pooja Gehlot is a talented Mallakhamba player who has made a mark in the female category of the sport. Originating from Rajasthan, Pooja has displayed grace and precision in her performances. She has participated in various national championships and has been a role model for aspiring female Mallakhamba enthusiasts, breaking gender barriers in the sport.

Uday Deshpande: Uday Deshpande is a veteran Mallakhamba player who has significantly contributed to the development and promotion of the sport. Hailing from Maharashtra, Uday has not only excelled in Mallakhamba but has also played a pivotal role in coaching and mentoring the next generation of players. His dedication has played a crucial role in preserving and advancing the traditional art form.

**In the realm where strength meets grace,
On the pole, a daring embrace.
Mallakhamba, a dance with gravity,
A symphony of agility.**

**Twisting, turning, defying the air,
Athletes ascend with practiced flair.
Muscles flex, a breathtaking sight,
In the arena of courage, they ignite.**



Ankhmicholy

Ankhmicholy was my favourite game. As I grew older, I discovered that this game required more expertise when played with a large number of friends. Each one was so good at hiding that the blindfolded one wandered around, close to the others, hearing them yell but unable to touch anyone. This was the game that Lord Krishna played with Radha and the Gopies.

Goli (Kanche)

Goli (also known as 'Kanche') is the street game I recall vividly. This game is played with marbles. Each shot's purpose is to hit one of the marbles in the centre and knock it out of the circle. If the player knocks a marble out, they get to keep the marble for the rest of the game and another turn. 'Ah, goli mari,' said one as his goli successfully knocked the other's goli out of the way.



Patang Bazi

Kite flying is the most popular game among children and their parents, however, have the most fun. The sky is filled with colourful kites and the fresh breezes carry them higher and higher. It looks fantastic! Every year on the 14th and 15th of August, kites are flown with tremendous excitement throughout India, echoing with the screams of Kai po Che! Ye Kata! Lapet-Lapet!

Lingorcha (7 stones)

Two teams face off, laughter echoing through the air as a brave member of Team A hurls the ball towards the stack of stones, yelling, 'Ball fenk!' The stones scatter like a burst of confetti, setting the stage for the chaos to unfold. 'Jaldi, jaldi!' cries out Team A as they scramble to rebuild the pyramid while dodging the swift throws of the opposing team, Team B. 'Ball pakdo!' shouts Team B, determined to tag their rivals.





-Manav Kuhada
(Batch 2022-24)

In the ever-changing landscape of AI, one concept that has gained immense prominence is prompt engineering. Prompt engineering is important in shaping the capabilities of language models. It is basically the art of giving command to AI. It's similar to instructing a computer to understand and communicate by utilizing a particular language. Consider asking your computer a question. The manner in which you inquire is critical. It is a creative method of asking for the best solution. It's like a word game, making computers smarter and more useful.

In the dynamic AI world, prompt engineering is a critical tool for determining the future of natural language processing. We discover new aspects of AI capabilities as we delve deeper into the complexities of creating successful prompts. The craft of rapid engineering exemplifies the combination of human creative thinking and machine learning algorithms, making it an essential component in the advancement of AI.

Scenario: Generating Creative Writing

Without Prompt Engineering:

Prompt: "Write a story."

Output: The model generates a generic and uninspired story.

With Prompt Engineering:

Prompt: "Create an imaginative story about a world where gravity works in reverse and people walk on the sky rather than the ground." Explore the people's daily experiences and problems."

Output: The model generates a more engaging and imaginative story that delves into the unique elements of the upside-down world and creates an exciting narrative.

EXAMPLE

Fields where Prompt Engineering can help:



**Tourism and
Travel Planning**

Prompt engineering enhances travel & tourism by generating specific queries, tailoring information, and creating engaging content. For example, generating prompts like "Best local attractions in Barcelona" improves user experience and recommendations.



**Copywriting &
Content Creation**

Crafting precise prompts ensures the generation of Customization, high-quality content. For instance, prompting an AI with "Create engaging product descriptions highlighting unique features" yields content that resonates with target audiences, boosting marketing effectiveness.



**Medical Informatics
& Healthcare**

Prompt engineering in medical informatics enhances communication with AI systems, aiding healthcare professionals in obtaining relevant information. For instance, asking an AI, "What are the symptoms of COVID-19 in children?"



Information Retrieval

Prompt engineering is crucial for information retrieval. For instance, instead of a vague query like "weather," using a prompt like "current weather in New York" refines the search, providing more accurate and relevant information for users.



Market Research & Business Analysis

AI models generate insights on consumer trends, competitor analysis, and market dynamics. For example, asking, "What are the emerging tech trends in consumer electronics?" generates targeted responses, aiding informed business decisions.



Language Learning & Translation

Prompt engineering helps improve language learning and translation by refining queries for better results. For instance, asking a translation model, "Translate 'Hello, how are you?' from English to French" yields more accurate results than a generic query. It tailors language input for optimal learning and translation outcomes.

Events & Memories



Merriment



Shubharambh



Freshers Party



Independence Day



SIP Completion



Teacher's Day

राम नाम ही सर्व हितकारी



राम रक्षा, राम शरण, राम नाम से भय टले,
राम भक्त सदैव सुखी , कष्ट सब मिटे ।

राम नाम ही मंत्र सच्चा, हर पाप को धोए ये,
जीवन का हर अंधकार मिटे , जब राम दीपक ज्योत ले।

धर्म की जीत, अधर्म का नाश,
राम विजय में सत्य का प्रकाश।

रावण का अहंकार तोडा, शबरी का प्रेम पाया,
राम ने सबको बताया, धर्म ही है सच्चा साया।

जय श्री राम, जय श्री राम से गूंजे धरती, गूंजे गगन,
राम धुन गूंजती रहे, हर जन हो जाये मगन, जय श्री राम,
जय श्री राम !

- Amit Prajapati
(Batch 2022-24)



I Wish



**I see smiling faces walking through the hallways.
I question myself are they really happy?
What is the definition of happiness for them?
If I knew maybe I can be happy again.**

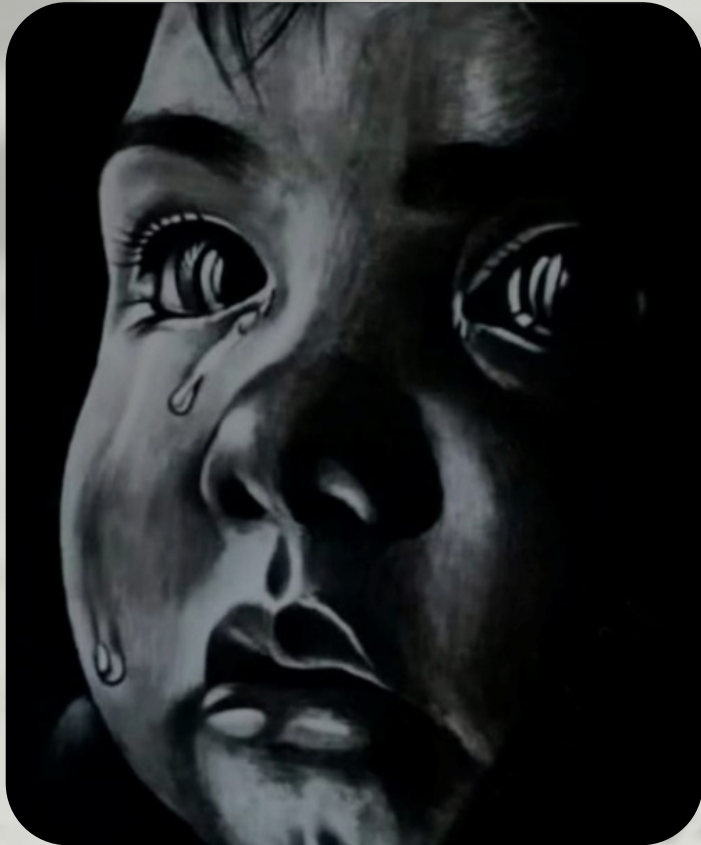
**I see people holding hands with their partners walking
through streets
I questioned myself how they fell in love?
what it would be like to be in love?
I wish I knew I want to feel love someday.**

**I see children playing with their parents in the garden.
I question myself how they're gonna raise the kid?
What it would feel like to hear Mom & dad?
I wish I would have the courage to have a family
someday.**

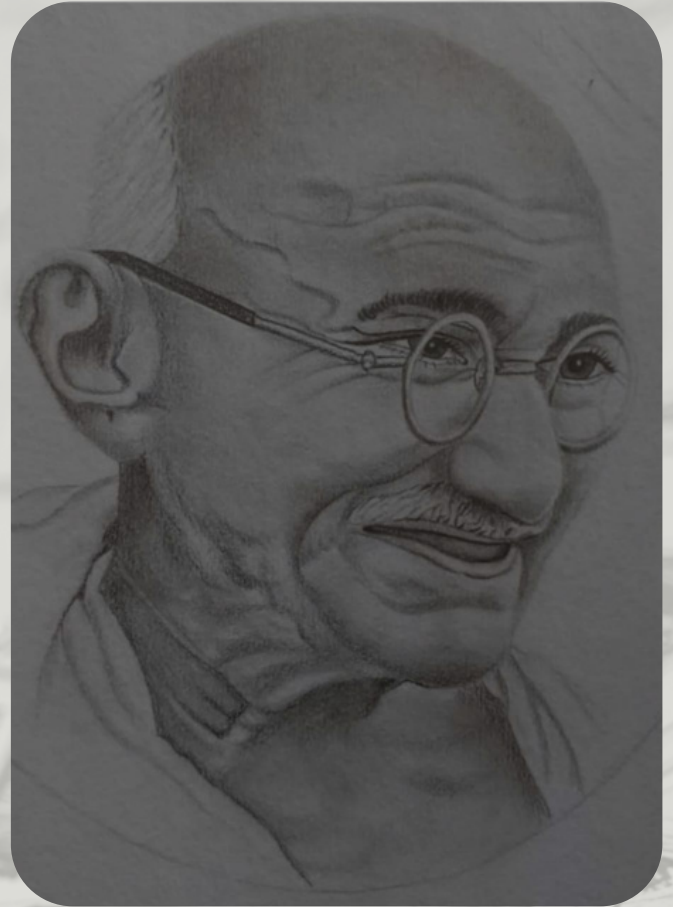
**I see an old couple sitting in front of the river.
I question myself how do they lived their whole life
together?
What kind of love is that which never gets bored?
I wish I can have a hand to hold and grow old.**

**-Khushbu Somaiya
(Batch 2022-24)**

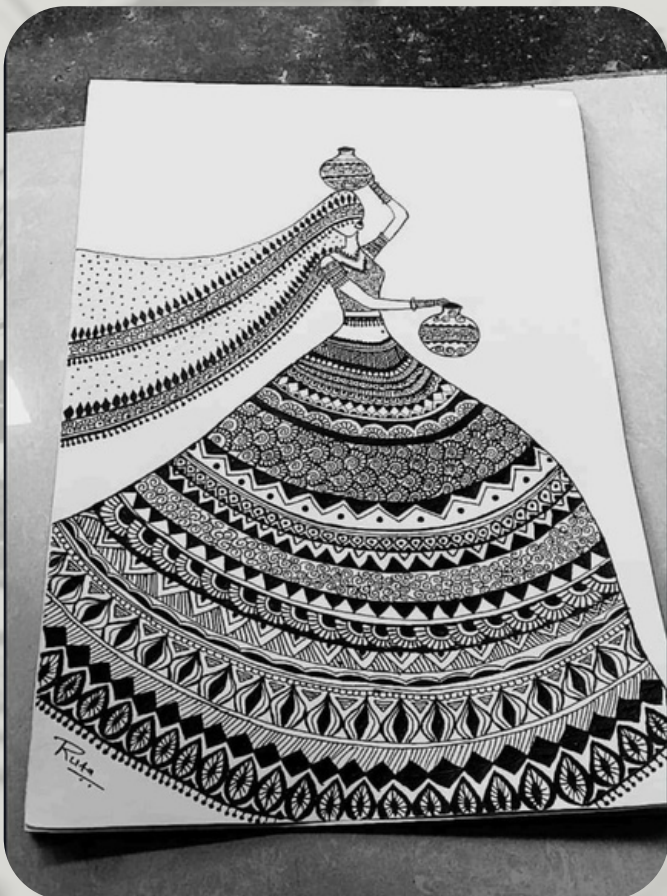




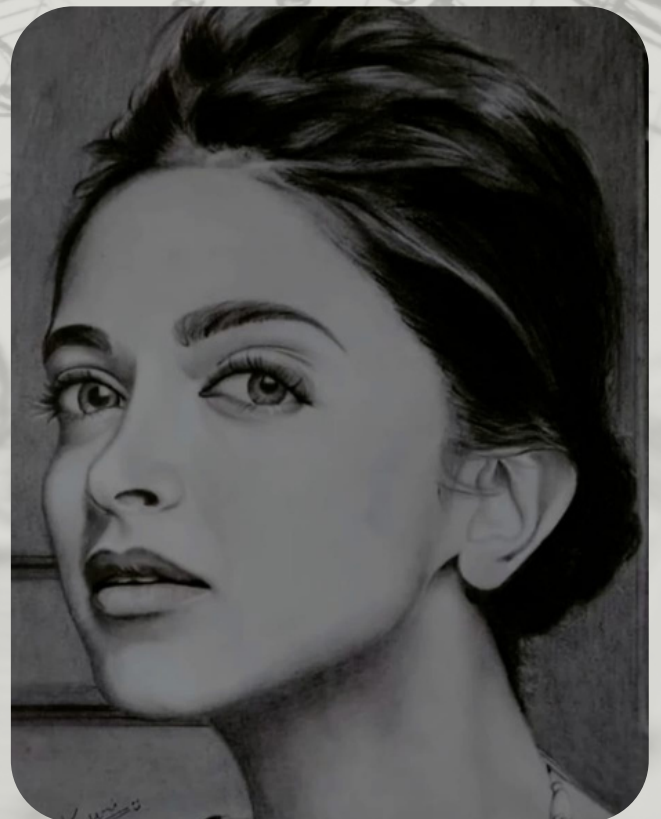
-Keyuri Doshi (Batch 2023-25)



-Keyuri Doshi (Batch 2023-25)

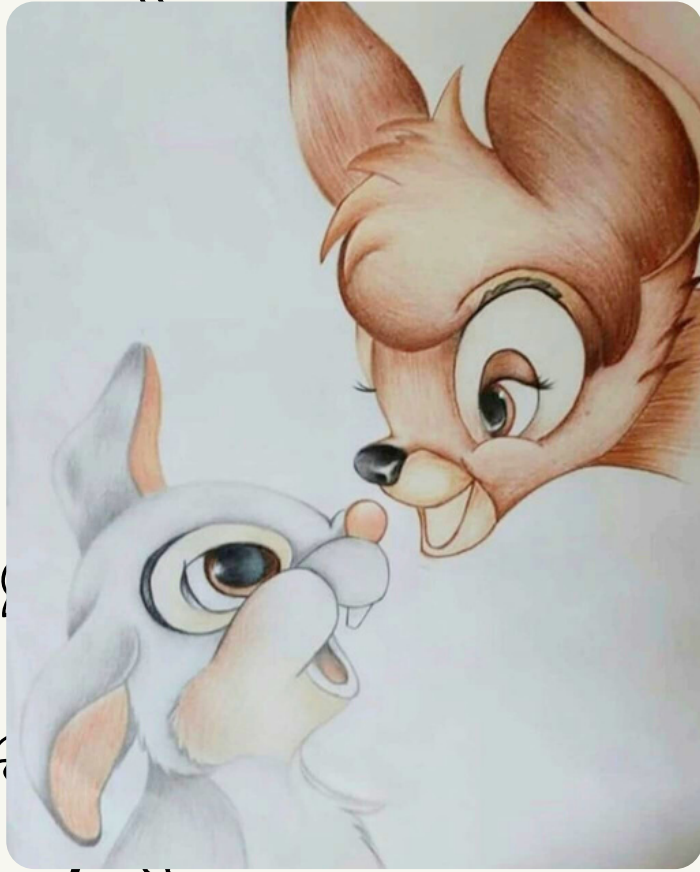


-Ruta Movaliya (Batch 2022-24)

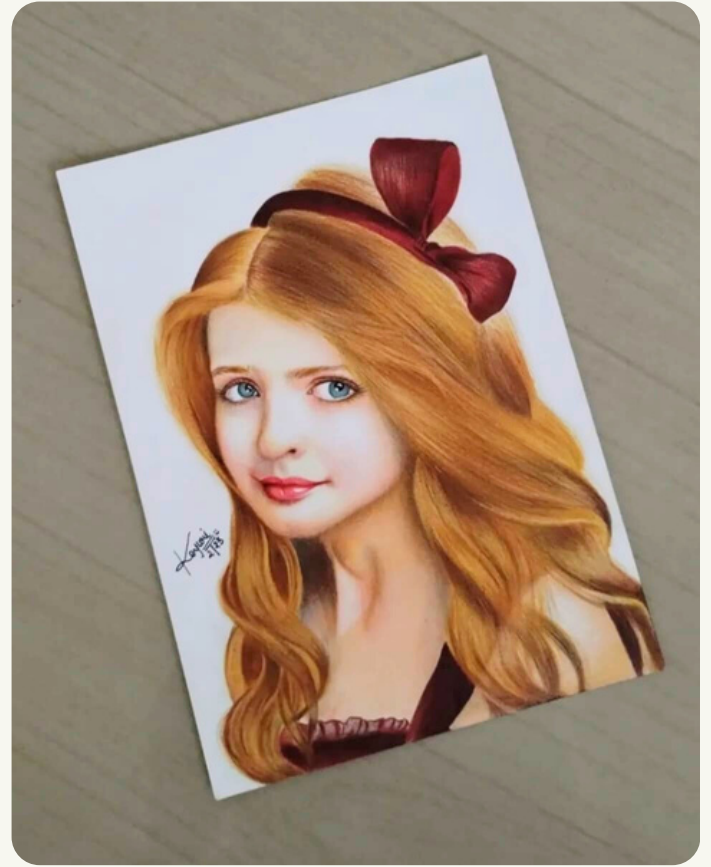


-Keyuri Doshi (Batch 2023-25)

ART & CULTURAL GALLERY



-Keyuri Doshi (Batch 2023-25)



-Keyuri Doshi (Batch 2023-25)



-Prachi Thakar (Batch 2023-25)

Snapshots



-Kansara Bhadra (Batch 2023-25)



-Ved Patel (Batch 2023-25)



-Vishal Manek (Batch 2022-24)



-Mahek Bhanu (Batch 2022-24)



-Ved Patel (Batch 2023-25)



-Ved Patel (Batch 2023-25)



-Ved Patel (Batch 2023-25)

A Tough Choice: Ethical Dilemma at Apex Pharma

-Farhin Naz Mondal
(Batch 2022-24)

In a big city, Apex Pharma, a company known for making medicines, faced a challenging situation. They were developing a special medicine for kids with a rare sickness called NeoSyndromia. This illness affected only a few children and had no cure, making the development of this medicine critical. The medicine showed great promise during tests, giving hope to families with sick kids. However, as the team, led by Dr. Catherine Reed, reached the final stages, unexpected problems arose. Some children experienced side effects that weren't seen before. It was a tough spot for the research team because, on one hand, the medicine had the potential to save lives, but on the other hand, there were safety concerns.

Option 1:

Release the medicine with full disclosure of potential side effects and actively collaborate with the medical community to address the issues. This option prioritizes transparency, but the challenge lies in convincing skeptical doctors, patients, and regulators to trust in the ongoing research and potential improvements. The risk involves damaging the company's reputation if improvements aren't achieved swiftly.

Option 2:

Delay the release to conduct more in-depth research, aiming to address the side effects comprehensively before making the medicine available. This option prioritizes patient safety but poses a substantial financial risk. The extended delay may lead to increased skepticism from investors, potentially jeopardizing Apex Pharma's financial stability and impeding future research.

Option 3:

Continue with the release but selectively disclose only certain side effects, downplaying potential risks. This choice attempts to strike a balance between maintaining the company's reputation and providing some benefits to patients. However, it introduces significant ethical concerns, risking legal consequences and a severe loss of trust from the medical community and patients once undisclosed side effects surface.

The senior executives, led by CEO Mark Thompson, faced a complex decision, Wondering through a web of ethical, financial, and practical considerations. Each option presented its unique set of challenges, and the consequences of the decision would reverberate throughout the company, affecting its reputation, financial health, and most importantly, the well-being of the children awaiting a cure for NeoSyndromia.



Reach us at:

ashore.bk.maritime@gmail.com

