



CRUSADE

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FEATURING

AN ENTREPRENEURIAL ENCOUNTER - A SAGA FROM LATENCY TO POTENCY



WISE TALK

THE FORGOTTEN PATH

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AN ENTREPRENEURIAL ENCOUNTER - A SAGA FROM LATENCY TO POTENCY

The other day, one of my students approached me with a fiery spark to venture into a 'Start-up' of a Traditional- beverages -court in our campus. Little did I know at that point of time that I was talking to a woman entrepreneur as I paid heed to her aspirations to make it big in career and life! I was a little reluctant to fan the spark as my predominant and immediate concern was somehow to make this academically mediocre dame to pass her grades with flying colours. However, I was very cautious not to throw cold water on what looked on the peripheral like an ordinary "wishful thinking".

Notwithstanding my curiosity and of course, (her constant nagging at me to discuss her 'idea" at length not to be outdone) I asked her as to where the "impetus" to venture into business start-up, that too, so early in her sophomore year actually came from. No sooner did I throw the mooted question than she pounced upon like a tigress and slammed me a convincing answer. Intrigued and absorbed by her reply, I spared her an attentive ear. The little dames face lit up as she elaborated the whole saga. It was a tale hard to resist as I progressively learnt that her 'spark ' erupted out of a burning desire that was deeply set in her when she won the first prize and the title in a cookery competition for her exquisitely delicious recipe when she was barely the 7th grader in her school. My alter Ego, (I am a teacher, you know) was put to rest (RIP) literally as I heard her insist that she wanted to generate employments to tens and thousands of women folks rather than to seek one as a mere Engineering graduate .





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This beautiful encounter helped me fathom the potential for Entrepreneurship which only remains a tip of the iceberg in our country. She stood really tall in my estimation as she categorically stated that Empowerment of the rural women folk through Entrepreneurship was her top agenda. Later that day, I co-incidentally chanced up on a piece of torn-paper-advertisement down in the streets of Town Hall, a busy bazaar in Coimbatore which really shook me out of my wits and propelled me ponder over the uncharted terrain of the newer possibilities in the realm of Entrepreneurship. The advert read **'Men wanted to sell fried-ground nuts, monthly salary Rs.15, 000, boarding free'** speaks volumes of the unexplored Entrepreneurial Potential that remains latent even in the un-established street market in the downtown of Coimbatore by extension the cities, villages across the nation as a whole. One can't deny the fact that an engineering graduate after spending capitation fee that runs into a few lakhs ,has to literally settle down for 'peanuts' as it were Rs.8000 odd amount after his/her graduation. In such a daunting condition, one might think that it's wise to sell "ground nuts" rather than settle for "peanuts". In a dire context as this , the wisdom of learning as it encapsulated in the Tamil adage **'Kai tholil ondrai Katrukol Kavallai Unakillai Othukol'** the translation of which is **'Learn a Craft (vocational training in entrepreneurial parlance) and bother not'** holds good and serves it right for not only the tens and thousands of the so called 'uneducated' folks but also to the hundreds of unemployed engineering graduates to expand the horizon of their professional, economic and personal frontiers.



ENTREPRENEURSHIP

This brings to my mind yet another interesting anecdote which drives home the imperative of Entrepreneurship crystal clear. A professional body builder with bulging muscles saw an advertisement that read '**Trainers wanted at circus**' and went to meet the owner of the circus. To his utter dismay the owner told that there were no vacancies in the circus and that they needed someone to impersonate a monkey since the chimpanzee in the circus was dead. He also added that a lot of school children were going to visit the circus the next day. If he desperately wanted a job, all that he could do was to slip in to the outfit of a monkey, swing between branches, and eat bananas and nuts whenever they were fed to him. As the bodybuilder was down and out, in the hopes of getting over his financial crisis, he succumbed to his words and played the part of a monkey. He displayed a masterful dexterity in all the said skills for few hours but a little later the bananas got the better of him. He felt nauseated as he was swinging over to another branch, slipped and fell into the lion's den. As the lion came closer, he shouted for help, '**help**'. The lion leaned over and said '**shut up your mouth you fool else both of us will lose our jobs**'. Later the man learnt to his utter horror that most of the animals found in the circus were university graduates and that they were out of jobs, they were forced to take up whatever menial jobs they were offered. Since he was an average student, he was offered a monkey's role as against the university topper that was offered to play the lion king. This may be gag joke but calls for scrutiny and diligence while pondering over the employability status of Indian engineering graduates especially the 1.5 million engineering graduates that go out from different colleges across the Indian subcontinent which is reckoned to be the second youngest country in the world

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THE NEED AND SCOPE OF ENTREPRENEURSHIP:

In a country that is bulging with 1.3 billion people and 64 % of whom are well educated, the abounding Entrepreneur potential that the country is demographically vested with should not be ignored. Moreover, Fields such as Tourism, Automobile, Education and Training, Food Processing, Ayurveda and Organic farming, Floriculture and Energy solutions etc. have been identified as the potential areas for start-ups or entrepreneurial ventures. Furthermore, the recent survey of NASSCOM affirms India as the 3rd largest base for start-ups in the world at present with over 3,000 start-ups present in India and over 800 setting up annually. By 2020, India is expected to be the “grey area” for entrepreneurship by providing platforms for its youth to capitalize the untapped potential by means of encouraging start-ups.

Thankful I am to my student entrepreneur who not only passed her interest of Entrepreneurship to me but also let me extend my horizon of knowledge beyond mere classroom teaching and be of some assistance in her project. Happy to have learnt that her proposal for the start-up has been accepted, financial assistance has been extended to the tenacity of her pursuit ...boundless will be my joy when her brainchild –The Traditional Beverages court sees the light of its day in our campus MCET...

Wish the young would be Entrepreneur all success and luck...

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THE FORGOTTEN PATH



From the days of our forefathers, we were told stories, it only takes a matter of time to realize and think to ourselves, why are we the Indians so blessed to share the Purana's and stories of such kind across time?, what are the **questions of life?**, why are people born in **different standards** of the society?, what is **death** and why are people **subjected to sickness** and what causes the thoughts that cause havoc among human beings to arise? These are questions that have caught the attention of the thinkers of old.

These questions were intriguing to one such individual. This individual was a human. He too, was intrigued by these questions, but unlike many of us, he was a great thinker in his young age. He would sit under a tree and think for longer periods of time while most of us would spend our jolly childhood playing, the individual, who may have been heard by the lot of us, went by the name of **Siddhartha**, or as he would be later come to be known as **Gautama Buddha**. But most of the Indian populace fail to understand the paramount importance of the teaching that he has left to the world. Henceforth he is doubted by some of the people who do not belong to his birth as **“THE FIRST MAN WHO IMPLEMENTED THE METHODOLOGY OF CRITICAL” THINKING”**






A short documentary is made about him and his teachings. For 49 years, the Buddha of the world journeyed bare footed along the shores of the holy river Ganges. Like a path of light that shone on the world, He was born as a prince of the Sakya clan, and as a prince he lived a life of comfort and did not know the pain and pangs of the world. But one day he went out of the palace and came to know about sickness and factors of life that all men were subjected to. He had to choose between that life of comforts and that of life of Austerity of a monk. He chose the latter. After seven years of Asceticism, it dawned on Siddhartha that the **middle path** was the answer.

Most of his teachings, revolves around the mind of the human being and the causes that lead to the suffering experienced by man in his life on earth and his endeavour had just started and a long road was ahead of him in his path to peace. He would run teacher after teacher until he finally found rest under a Bodhi tree, a sampling of which is in Bodhgaya and worshiped by thousands of monks. Under the tree, he would fight against all the demons that reside within the human mind, until the ultimate realization - enlightenment took the better of him.



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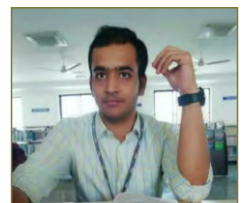


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He finally came to the conclusion that the **mind** was like a **musical string instrument** the string would snap if it is too tight nor would it make any sound if it was too loose. He choose to stay at peace with the middle path for the liberation of both body and mind. He was the father of the Indian path of peace and he was also one of the first pioneers to preach that **change** was the only thing that was permanent and was also the first to preach that change was at the very core of the nature of man.

He was also into the art of teaching the rulers about the dharma's of ruling a nation, stating that a king should treat all life equally and nothing is **more honourable than life itself**. But most of his teachings remain oblivious to the modern man, his methods are now being recognized by people who do not belong to his land of birth. They have now incorporated these methods into their daily life and they are reaping the benefits and not the people who would be born into his same land. The term called **mindfulness** is gaining increasing popularity among the westerners and is supposedly increasing their productivity, if such a method was to be understood and undertaken by the youth of India, then much can be accomplished in this peninsula.

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WHAT REALLY MATTERS IN LIFE?

INTRODUCTION

If we are to scrutinise the lives of people all over the world, we would come to notice that every single person, on this magnificent and rejuvenating planet, is born, accomplishes his/her purpose of life and finally meets the bitter reality of death. If death is the hard-hitting yet ultimate reality of one's destiny, then what should really matter most in life? What is the point in anything? Not even the greatest of scholars and the most brilliant of brains have found an answer to this. The answer is, however, quite simple yet contemplating. People are forgotten once they die. But people with astonishing SELF-RESPECT have come down to have their names etched in history, right from the notorious Hitler to the highly-revered Mahatma Gandhi. "Don't lower your standards for anyone or anything. Self-Respect is far more important than anything else." It is very crucial that you respect yourself more than anybody else does. It is only when you respect yourself that others will learn to respect and value you.



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NOTHING IS MORE
IMPORTANT THAN
SELF-RESPECT

WHY IS SELF-RESPECT IMPORTANT

People often tend to mistake self-respect for an inflated ego or pointless arrogance. But the actual essence of self-respect is far more than that. Self-respect is about having a remarkable deal of pride and confidence in oneself, yet conducting oneself with grace, honour and subtle dignity. “True happiness comes when you look at yourself and see what you like.” We are often told that respecting elders is more important and self-importance leads to degradation of one's true being. We just lose our self-respect in the process of upholding the conventional beliefs. Unfortunately, we fail to realise that respecting our own thoughts, beliefs and notions is more essential than respecting others. Self-respect plays a vital role in keeping us happy. It motivates us to walk along the paths of justice and imparts us the sheer courage to speak up for ourselves. A person with self-respect will never let himself down nor will he let others take advantage of him. He embraces his successes, failures, strengths and weaknesses with a smile and loves himself. He will grow on to become a strong person who can never be played with. As loyal and truthful people are, they often let go of their authentic self for something that they yearn or endeavour for. People in a relationship, often tend to compromise on their values and tolerate betrayal, for the sake of someone who does not even care to cast a glance at them. People at work fall prey to discrimination and injustice for clinging onto their jobs. In their frantic struggles to achieve what they want, people just remain oblivious of their values, thoughts, self-worth and lose their true nature. But if they realise how important self-respect is, to rejuvenate one's soul and restore the authentic self, he/she will never let anyone or anything take advantage of them. Also, a person with self-respect will always be treated well and spoken highly of, in this society.

How can you respect yourself?



Ways and suggestions to start respecting yourself are many. Start by conducting yourself with high dignity. You do not have to let yourself down in front of others. It is also to be noted that you never sacrifice your true nature to fit in a situation that is not worthy of your presence. It is also more important to believe in yourself and celebrating who you are than upholding the futile conventional notions of the past. “Work on being in love with the person in the mirror that has been through so much, but is still standing.” People see you the way you see yourself. If you conduct yourself with dignity and pride, people will start respecting you and will even find you compelling. It is really essential to respect everything about you and try not to hate yourself for your embarrassing moments and moments of failure, depression and weakness.

A person with self-respect will always try to bring out the best in him and will endure to excel at his strengths and master his weaknesses. So, it is quite important to accept who you are, where you stand and move on in your life with the willingness to take responsibility for your actions. It is also important that you fill in your heart with so much of respect for yourself to start doing it.

CONCLUSION

Life is never a bed of comforting, fragrant roses. Like any other aspect of this beautiful planet, it has got its darker evil side, which can be dealt only with a tremendous amount of self-respect. A person with self-respect can never be defeated, not even by the cruellest of his enemies. Self-respect is the order of the day. Try to treat yourself well. Never compromise on your beliefs for others. Hold onto what you truly are. Love yourself more than anybody else does. You will be remembered for generations to come.


“Respect yourself and others will respect you.” Thank You...

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ONLINE MARKETING

INTRODUCTION:



Online Marketing is the marketing of products and services over the internet, which primarily tends to be inclusive of the multitudinal aspects of the internet. These usually include design and development, advertisement and sales of products and recruiting of workers with job vacancies and so on. Online Marketing is used by companies that rely upon the direct selling of goods and services to the clients. Hence, it earns the term, Direct Marketing or Direct Selling of good and services to the clients. Hence, it earns the term, Direct Marketing or Direct Selling. There are many diversified applications some of which are discussed in detail below.



EMAIL MARKETING:

E-Mail Marketing is the promotion of products through E-Mail. The E-Mail should have the original price and it should move the mind-set of the person to buy the product. The only backdrop is that this type of marketing is usually ignored by the majority of the people since it is viewed as junk.

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PAY PER CLICK MARKETING:

PPC (PAY PER CLICK)-money is to be paid to the publisher by the advertiser. Frequent keywords are surveyed and the ads are made to be shown according to it. This is implemented by most search engines like google to provide the user with more relevant ads. The advertiser has to pay the publisher every-time the ad is clicked upon. The amount of money that is made by PPC depends upon those who implement it and it is directly dependent upon the usage efficiency.



SOCIAL MEDIA MARKETING:

The one thing about Social Media is that its popularity is constantly on the rise. The popularity of social media is that which can be influenced for the wholesome sale of products. It is to be taken into consideration that the seller shouldn't bring the consumer into a trap. Social media can still be used for the further publicity of products by redirecting them to websites.

VIRAL MARKETING:

Marketing strategies that use public media and the replications of the ads by various contents that can be shared like video clips, Flash games, E-books, or forward-able text messages. The way that this area can be improved is by posting even more exciting stuff which would make them to be more favourable to be shared among people, hence becoming the talk of the town.

Some of India's best marketing companies include Vodafone, Airtel, Hindustan Unilever, Cadbury, Coca Cola India, Pepsi, Sony, Tata Motors, Samsung, Nokia, Idea Cellular etc.

CONCLUSION:

In the recent years, Online Marketing has established itself as the trend setter and this is mostly because of the Multi-level marketing (**MLM**) Companies. The future of marketing rests with Online Marketing because of the rapid growth of financial status. Many of the current generation can make the most out of this by learning about it and implementing it in the right way.

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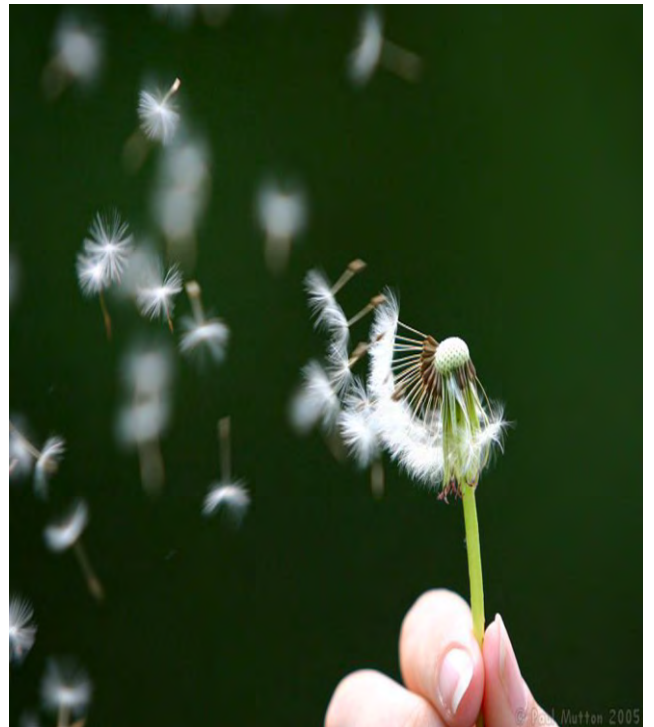
THE WIND



A cheerful Frosty winter dawn
And a sparrow's delightful lullaby like a fawn
My legs lead me to a lonely backwoods
I thought that you are just an foul - wind that blow no good.

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Its bitter Ice cold outside
The caged heart drowning in lava inside
Such a wired disaster
O ferocious wind, a choirmaster
With your beautiful baton wave
Begins a lovely orchestral eve



Brooks handling the hamstrings
I wonder if it's a bird's twitter or thy woodwinds
Blossom filled and heavy, Ovation gives the standing trees
It continues from day to night when your warmth begins to freeze

A cry-baby on the verge of tears
But the fears the mind states and heart hears
Need someone to comfort but my ego won't allow
Who is calling me here? It's none but you saying hello



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Have you no kerchiefs, to wipe my tears away
You have no hands, yet I felt like being cuddled in a gentle way
Softly did you ask what happened, but I had nothing to say
Your warm embrace says after all it's just a bad day

You gave life to my tired soul
So refreshing like standing in an arctic pole
Walking with you is my pleasure,
We both together Merry,
You are like my dearly mother.

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BIG LESSONS FROM CHINNATHAMBI

TRUE STORY:

This article is based on a true yet a nostalgic story of how an intelligent Elephant in its relentless pursuit of its own inhabitants succumbs to the heartless machinations of the so called 'Rational' species –Man and proves yet again the Darwinian theory of 'Survival of the Fittest'. Also questions the existence of an amicable relationship between Man and Nature which is the essential fabric of food chain that in turn sustains this beautiful world of co-existence. Hope my Eco-critical perspective would knock some sense into the heads of some Pseudo –Nature Enthusiasts and help preserve the beautiful intimacy, interdependence that actually prevails between Nature and Man.

Chinnathambi, the gigantic jambo and his friend **vinayagam** had a hearty time in the woods when they unknowingly entered rather transgressed as it was claimed by the complainants, into the agriculture perhaps by its sheer lush-green vegetation, and started to eat to their hearts content thus destroyed the sugarcane lands and the other crops cultivated in the vicinity. This sent a chill down the spine among the land lords and the native of the region alike. The infuriated land lords vehemently brought the 'pleasant stay' of the mega sized buddies to the notice of forest rangers who after weeks of rigorous cloak and dagger operation with troops of forest rangers and veterinary medical experts and with loads of tranquillizers nullified the jumbos before separating and transferring them to two different places.



The Return of the King:

Chinnathambi was back to the pavilion within few weeks after it was captured and released into the woods. It's astonishing to teach him effortlessly walked away some 250km to arrive at a point of his 'Garden of Eden' –sugar cane fields in just a matter of few days proving the intelligence and elephantine memory so to speak. He was partially in the search of his friend **vinayagam** who was not to be found anywhere nearby as he was already nabbed and transported by the forest officials. He became tired and started to eat and destroy the things he spotted in sheer anger and distress. He didn't run amuck anyway. The rangers' herculean efforts to capture him were only liquidated and evaporated like vapours in the sweltering heat. This time they came with a different idea to capture the elephant by bringing three kumkis (trained, terror-striking, domesticated elephants to tame the wild elephants), but this plan



also went into smoke as **chinna thambi** befriended all the **kumkis** much to the surprise of the scheming rangers. The government also had no idea to capture him. Spotting his quick intelligence and vivacious nature, the forestry department also put forth the idea of domesticating **china thambi** into **kumki**. The idea was dropped after the people of the region took to streets shouting slogans posing wall papers to save china thambi and let him freely live in the woods. It's dramatic to see the people who raised alarm and complaint about the invasion of a wild elephant stating its rightful entry into his own territory popularly known as elephant corridor hitherto as **life-threatening** to the inhabitants finally fell in love with the jumbo-child.

Why do often animals get into the living lands? Is their entry illegal? If you think it is illegal, then you are definitely wrong in it. Because we are illegal in their lives. We just occupied their land. Then where do they go. Though the technologies have increased and made our lives easy we cannot altogether obliterate the presence of nature as it an integral and indispensable part of ecological survival. If we went on propagating deforestation, modernization, in the pretext of material advancement and cosy-living style then no doubt, we all are on the path of irreversible self-degradation and self-annihilation.


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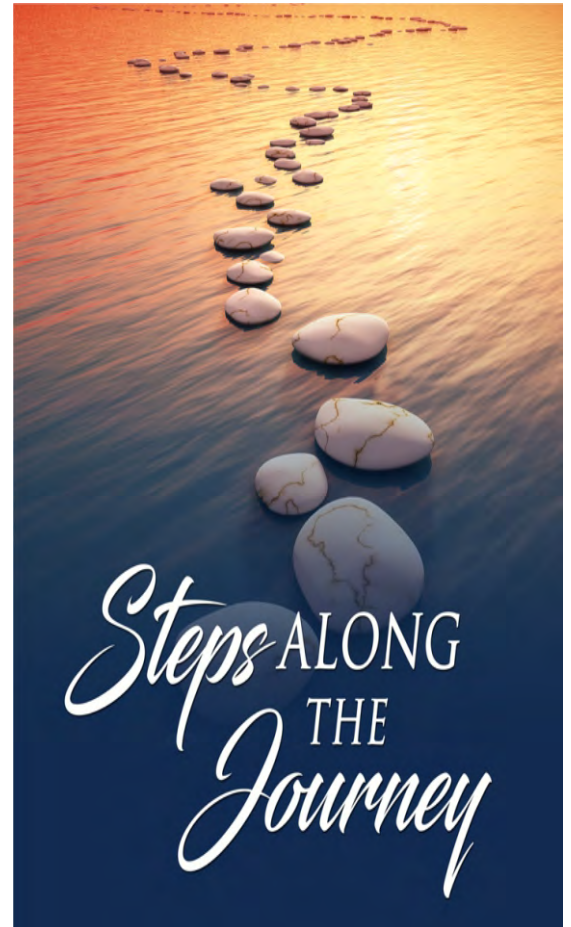


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JOURNEY



In the ocean of life, we dive in deep
Deep into the heaps, hoping to find our destiny
In this obscure world we often wonder “Where are we headed to?”
“What is our destiny?”
“How do we overcome the shortcomings?”
In course of time we become vulnerable to the
Happenings around us
When we feel defeated
We look back at our strides
When we surf up, we are filled with agony
Every pathway we choose may not be our Solitude
But muster up the courage to fight the odds
Reach your destiny however be the journey
There will come a day
When the world that criticized you
Will praise you for who you've become
You can then lay back in contentedness and
Say
YES I MADE IT!



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