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**KNOW-WIZ**

**Spreading Knowledge**



“First your parents, give u a love, they give us a life and they are try to give you their life”

- **Bhavin Patel (Student, SYBBA)**

## **Proven Time Management Techniques**

‘Time is money’ is a quote often heard in business and daily life alike. It definitely has a true ring to it yet, for many, time management poses a real problem. Have you ever caught yourself thinking ‘there never seem to be enough hours in the day to get everything done’? This guest post from Andrea Mandova suggest three proven methods to help you streamline the planning process and reduce stress. Read through them, and then see which one fits best to your situation. They may help you streamline your time management process and reduce stress

### **Pomodoro Method**

#### **What is it?**

This time management method was invented in Italy, and employed a kitchen timer in the shape of a tomato (hence the name, Pomodoro). This technique

breaks down a large chunk of time into manageable sections and allows you to focus and be productive, while also taking breaks and not burning out. This method is best if you tend to procrastinate, or if you have a large project and you aren't sure where to start.

### **How to use it**

- Choose a task that is substantial in length, such as an essay or a larger project.
- Set a timer for 25 minutes.
- During those 25 minutes, work on the one sole task without stopping and without distractions.
- After the timer rings, take a 5-minute break. It's best to walk around, stretch or have a refreshment at this time.
- Repeat the cycle of 'working for 25 minutes and resting for 5 minutes' 4 more times.
- After the fourth cycle, take a longer, 15-20 minute break.
- Repeat as needed.

### **Time Blocking**

#### **What is it?**

This strategy has you look at your calendar and block out specific time slots for specific activities. It suggests you divide your day into hourly 'blocks' and then dedicate each 'block' to one individual task. This is beneficial if you have a steady job, with recurring weekly tasks. It allows you to work on one task without distractions, and have a plan of action for the future week. It also saves time, because when you dedicate an hour in the morning to, for example, answering emails, you don't need to worry about it later.

#### **How to use it**

- This is best completed the evening before (or morning of) your workday.
- Have your calendar or agenda at hand.
- First block out any appointments or fixed events in your calendar.

- Then summarise what tasks you need to get done that week or day.
- Estimate how long each task will take you.
- Create blocks of 30-90 minutes in your calendar, and assign a task (or part of a task) to each block.
- Once the week or day is over, reflect whether the tasks had enough time allocated and whether their timing was beneficial to you.

## **Prioritizing**

### **What is it?**

Perhaps your workday isn't as streamlined, or you don't work a classic 9-5. Then it can get overwhelming to plan your week in advance if you don't even know what tasks you'll be doing yet! This is where prioritization comes in. This principle is very malleable and can be molded to your specific situation. It'll be best for you if you work in a changing or irregular environment, or if you have many tasks to do at a time.

### **How to use it**

- Start by writing all the tasks you know of now that you need to complete (and their deadline if known).
- Figure out how much time you have to spend on these tasks.
- Pick 3 most important or urgent tasks to do today (or tomorrow, if you're doing this one day in advance).
- Only focus on completing those 3 tasks that day.
- If anything isn't completed, reallocate it to the next day.
- If you find yourself distracted while working, have a piece of paper ready, to jot down any thoughts or distractions.

These three time management techniques are all proven to not only make you more productive but also to decrease your stress around planning and deadlines. Whilst each may not be for everyone, one may work for you. Or you may find each useful but more suitable for certain situations than others.

Either way, choose the one that works best for you and enjoy a stress-free, and efficient workday.

- **Dr Snehal H Mistry (Principal, VTCBCR)**

**Book Review**

## **IKIGAI**

### **-THE JAPANESE SECRET FOR A LONG AND HAPPY LIFE**

Authors- Hector Garcia Puigcerver and Francesc Miralles

Published by- Penguin Books

Language- English

Pages- 208

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The Japanese term “ikigai” or the “art of living” refers to the practice of living a purposeful life with respect to a person’s sense of the self. The book Ikigai: The Japanese Secret to a Long and Happy Life, written by Francesc Miralles and Hector Garcia Puigcerver, discusses this idea from the authors’ visit to a town in Japan called Okinawa, home to the largest population of centenarians in the world. The key points to learn from the book are:

- Stay active; don’t retire.
- Take it slow.
- Don’t fill your stomach.
- Surround yourself with good friends.
- Get in shape for your next birthday.
- Smile.
- Reconnect with nature.
- Give thanks.
- Live in the moment.

- Follow your ikigai.

I learned two things: "Ikigai" and "Hara hachi bu" (later more on later). These are very interesting terms when it comes to a long and healthy life. Don't we all want to live a long, healthy and happy life? Frances Miralles and Héctor García did research on the secret of the elderly in Japan. Why do Japanese elderly become so extremely old in certain areas in Japan? What are they eating? What are they doing to stay active? How do they deal with stress? What does their social life look like? All of this is discussed in "Ikigai, the Japanese secret for a long and happy life".

**"Only those who remain busy want to become hundred" – Japanese proverb**

- **What is "Ikigai"?**

The term "ikigai" is explained in various ways. You can describe it briefly as: the reason why you get out of bed in the morning. It is the reason for your existence. The French might say "raison d'être". The book also links to certain Western therapies (such as logotherapy) and may also be a question, such as: "why don't you commit suicide?" That's a harsh question, but it's forces you to really think what's important in life. And right there lies the secret to a long and happy life. In the answer to this question you will find your own ikigai. This is one of the reasons why the inhabitants on the Okinawa island are getting so extremely old. On this Japanese island, there are more centenarians than anywhere else in the world. Not only are they old, but they are still active and happy, up until a very high age.

**"We find our ikigai by concentrating on what is important, rather than what's urgent. By constantly keeping an eye on what feels good, we are able to discover what our passion is."- Mondo Urano**

- **Hara hachi bu & Moai**

An old Japanese proverb is: hara hachi bu. This means "eat until you're eighty percent full". The Japanese elderly don't overeat and believe that eating a little less than you need is healthier.

Another beautiful phrase is “moai”. This represents a group of joined people with the same interests. In this group the elderly is always there for each other when they need help or support. Whether you have financial problems or need help with something at home, you can always count on your moai.

- **Good advice**

What I appreciated in the book were the advices that were given (especially in the beginning and at the end of the book). The conversations with the elderly were also interesting and could have been, in my opinion, a bit longer and more comprehensive. Some good advices:

- a. Realize that the only thing that really exists and what we can control is the present. So we should not worry about the past or the future, but appreciate the things that are here right now. Keep in mind that things/persons are not here forever with us, but not in a way that will make you worry about it. The realization that everything/everyone is temporary with us should actually lead to a greater appreciation for life.
- b. Keep resilient. Resilience is the ability to get through a setback and to overcome it positively. You can do this for example by living in the moment, in Japanese this is called: wabi-sabi. This means that you should try to see the beauty of everything that is perishable, changing and imperfect.

**“The things we love are like leaves on a tree, they can fall anytime when the wind pops up.” – Emperor Marcus Aurelius**

- c. Limit stress consciously: Stress has a negative impact on our health. The writers share some tips on how to better manage stress. Meditation is an example to reduce stress, but also living consciously in the moment during small daily tasks can help.
- d. Stay physically active: The writers explain that a sitting existence is the “enemy of staying young”. They share a few tips to move more on a daily basis. Walk to work or walk for fun for at least twenty minutes a day. Don’t use an elevator or escalator, but use your legs. The writers say: moderately intensive moving your body equals a longer life.

- e. Sufficient rest and sleep is important.
- f. Nutrition: A healthy diet is of course very important. The diet on Okinawa is also called the "wonderdiet". It's for example important to eat a variety of foods and not to overeat. The centenarians eat hardly any sugar. Often only 1x per week and then they choose cane sugar. They eat a lot of tofu and sweet potatoes and about 300 grams of vegetables per day. They eat a variety of foods and mostly plant-based. They also eat grains on a daily basis and eat small portions of everything several times a day.
- g. Strong social ties with family/friends/neighbors is important. On Okinawa, the moai groups were created to provide a social network. The elderly in these groups spend a lot of time together by meeting regularly and supporting each other in difficult times.
- h. Stay mentally strong: It's important to keep using your brains. This can be done by brain training or by looking for new situations.
- i. Go out in the nature, smile and be grateful.

- **Major learning: Microflows & my ikigai**

Ikigai is doing something where your heart is and that will get you into a flow. Ikigai can also be a microflow, where you enjoy daily routine tasks like doing the dishes. For this reason, Bill Gates for example does his dishes every night. It helps him to relax and he tries to do it better every day. In a better order for example by rules that he made up himself. Your ikigai does not have to be a big mission to change the world, but something you like, what you do every day and what gets you into a flow.

My ikigai is without a doubt Research, learning and make others learning. If I do this and the doorbell rings I need 5 seconds to get back on earth again. I completely forget about time and sometimes even where I am. I totally get into my flow. That's clearly my ikigai and I'm grateful that I've found it.

And what about you? Are you still looking or have you found your ikigai?

- **Dr. Payal Mahida (Associate Professor, VTCBCR)**



**.....Never give up.....**

Being successful is the desire of all of us residing over this lovely planet. It does not matter whether the concerned person is a child, youth or the old aged, at each and every stage of our wide life span, it is our inbuilt desire to be successful and proceed forward consistently towards more massive success.

The mentality of competing with each other can frequently be noticed at any of the places including schools, colleges, coaching, work fields including organizations, offices, etc to name a few. As a comparison to our efforts towards the works to get success, we often expect much more and want success to knock our doors very soon.

If in case, it does not happen, we use to get frustrated and finally get deeper inside the darkness of inferiority. Such a situation has been noticed among most of the people where regular and dedicated efforts have been ignored and merely the failures have been entertained.

There stand several such examples all over the world. Most of the iconic personalities have previously faced serious failures in their life's struggles. Yet, they continued on their ways to success and finally achieved massive success in their fields of expertise. No caste, creed, religion or colors stopped them ever in their ways towards success.

Successful failure Example of Steve Jobs-

Steve Jobs: Steve Jobs has been known as an iconic figure for the establishment of Apple like the biggest company. However, it is extremely shocking to know that the \$2 billion company with over 4000 employees has been started with only two persons in a garage. It is also to be noticed that this great establisher has been dismissed and fired from the company from which he has started his career. Further, realizing his potential and capabilities, Steve Jobs proceeded further towards establishing this biggest company which is famously known as 'Apple'.

## **Learnings:**

Success always looks ahead of the silly excuses and puts itself forward than the created misconceptions. It is never burdened on religious ethics and not at all dependent on any specific religions including Hindu, Muslim, Christianity, etc to name a few. Success is the result of key determination and concentration while moving ahead in the path of workings.

- **Anand Ahir (Student, SYBBA)**

## **9 things you probably didn't know about Amazon**

1. Amazon was almost given a completely different name.

The company was originally called Cadabra, like the magic term "abracadabra." But Jeff Bezos' lawyer told him that the magic reference was too obscure, and when you say it out loud, "cadabra" could be mistaken for "cadaver." Eventually, they came up with the name Amazon, a reference to the river in South America. The idea was that their selection of books would be vast and wide, just like the world's largest river. They did have many other names in mind and still own one of the domains. If you type in Relentless.com in your browser, you will be redirected to Amazon.com.

2. The company started out selling books.

When Jeff Bezos first started the company in 1995, it was just a bookstore run out of his home garage. So when Amazon opened their first physical bookstore in 2015, it was staying true to the roots of the company.

3. Amazon hasn't paid federal taxes in two years.

Amazon's profits nearly doubled from 2017 to 2018, but the company hasn't paid federal taxes in two years. This is completely legal. The US government allows companies certain tax breaks and deductions. One policy, called the R&D tax credit, encourages companies to spend its profits on research and development. From 2005 to 2014, Amazon received over \$600 million in tax breaks to build warehouses in certain states. It received another \$147 million in tax breaks for building data centres around the country.

4. In 2018, AWS made Amazon \$7.3 billion in revenue.

You've probably seen this logo before. It looks a lot like Amazon's, yet slightly different. The acronym stands for Amazon Web Services, a cloud service Amazon operates. It provides a complete hosting solution for businesses, including data storage, power, and IT resources. It allows many start-ups to begin with low overhead as they purchase only what they need from AWS and increase their needs as the company grows. Many sites and apps we use every day run on AWS, including Lyft, Airbnb, Netflix, and Spotify. Even large enterprises like Time Inc. and Comcast have moved their servers to the AWS cloud. A major part of Amazon's total revenue comes from this service. In 2018, the company reported that AWS made \$7.3 billion in revenue. That's up from \$4.3 billion in 2017.

#### 5. What you can't buy on Amazon

Since you can buy pretty much anything on Amazon, it's worth mentioning the items you can't buy directly on the website. Full-size homes, cars, cigarettes, and live animals are some things you might have to leave your house to purchase.

#### 6. Amazon owns 41 subsidiaries and brands.

When you shop for shoes on Zappos.com or search your favorite actor on IMDb, you're making Amazon money. Other brands they own include Goodreads, Whole Foods, Audible, and Souq.com, an eCommerce site for Middle Eastern countries. In total, Amazon owns 41 subsidiaries and brands.

#### 7. An operations manager had an interesting method to let out frustration.

Holiday season is stressful for the retail industry. Jeff Wilke, who was the operations manager in the early 2000s, had an interesting method to let out frustration. He would encourage his employees who had just accomplished a goal to call him, close their eyes, and yell at the top of their lungs like a primal scream.

#### 8. Amazon is a pet-friendly environment.

Amazon's employees love having their furry friends around the office. There are about 6,000 dogs that work at Amazon's campus in Seattle. It has always

been a pet-friendly environment. There is even a doggy deck in one of the buildings with a fake fire hydrant.

9. The Spheres provide a nature escape for Seattle employees.

Amazon wanted a space for employees to get away from their desks to collaborate and innovate. In 2018, the company opened The Spheres at its campus in Seattle. The Spheres are filled with over 400 species of plants from around the world. The plants are frequently rotated out and stored in a greenhouse nearby. John Schoettler says that a link to nature is missing from workplaces. As the vice president of corporate real estate and facilities, he wanted to bring that environment to Amazon's culture.

- **Divya Sathaliya (Lecturer, VTCBCR)**

### **The Story of Billionaire Media Giant and Philanthropist Oprah Winfrey**

Oprah Winfrey is a talk show host, media executive, actress and billionaire philanthropist. She's best known for being the host of her own, wildly popular program, The Oprah Winfrey Show, which aired for 25 seasons, from 1986 to 2011. In 2011, Winfrey launched her own TV network, the Oprah Winfrey Network (OWN).



Born in the rural town of Kosciusko, Mississippi, Winfrey moved to Baltimore in 1976, where she hosted People Are Talking. Afterward, she was recruited by a Chicago TV station to host her own morning show.

In her Early Life and Education, Winfrey was born in the rural town of Kosciusko, Mississippi, on January 29, 1954. After a troubled adolescence in

a small farming community, where she was sexually abused by a number of male relatives and friends of her mother, Vernita, Winfrey moved to Nashville to live with her father, Vernon, a barber and businessman.

In 1971, Winfrey entered Tennessee State University. She began working in radio and television broadcasting in Nashville.

#### THE JOURNEY OF HER CAREER

In 1976, Winfrey moved to Baltimore, Maryland, where she hosted the TV chat show People Are Talking. The show became a hit and Winfrey stayed with it for eight years, after which she was recruited by a Chicago TV station to host her own morning show, A.M. Chicago. Some surprising facts about her she running a Book club which name is Oprah's Book Club, she is first black female billionaire, she is magazine publisher, she has started leadership academy for girls in South Africa and she gets presidential medal of freedom.

“You can have it all. You just can't have it all at once.”

- Oprah Winfrey

- **Nidhi Naik (Lecturer, VTCBCR)**

#### **THINGS TO LIVE HAPPY LIFE**

There are many things that you can't control like a setback, and it is okay! Everyone goes through that, and that's what makes you strong. Use your setback as a setup for your comeback. You know what? Words define our future. Pay attention to the phrase that you are using. I have many friends who always speak negatively about their future, so I won't be surprised if they have a terrible fate few years down the line. Don't worry about the things you can't control. There are a few things that you control, and that will help you live a happy life.

Your Beliefs

Your attitude

Your thoughts

Your perspective

How honest you are

Who your friends are

What books you read

How often you exercise

The type of food you eat

How many risks you take

How you interpret the situation

How kind you are to others

How kind you are to yourself

- **Kajal Patel (Teaching Assistant, VTCBCR)**