



Success...Nothing Less...

## SWAMI SAHAJANAND GROUP OF COLLEGES

Swami Sahajanand College of Commerce & Management

Swami Sahajanand College of Computer Science

Swami Sahajanand College of Information Technology

P. G. Centre of M.S.W., M.H.R.D., M.Com., M.Sc. IT & M.Phil.

(Affiliated to Maharaja Krishnakumarsinhji Bhavnagar University)

(UGC 2(f) recognized only Self - Finance College)



*Listen to the Universe*

*Listen to yourself*

*Listen to others*

# Symphony

2013-14







# Photo Gallery







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❖ : Managed by : ❖

***Sahajgyan Educational & Charitable Trust***

❖ : Managing Trustee : ❖

**Smt. Saryu Savani**

*Symphony*

❖ 2<sup>nd</sup> Issue : June - July 2013 ❖









*“Education is  
a natural  
process  
carried out by  
the child and  
is not  
acquired by  
listening to  
words but by  
experiences in  
the  
environment.”*

*- Maria Montessori*



## From the Desk of the Founder Trustee



It is a matter of great happiness to me to know that SSCCM is bringing out the Symphony, Volume-2 of the Institute magazine. As I understand, this magazine is intended to bring out the hidden literary talents in the students and the teachers and also to inculcate leadership skills among them. The outside world will come to know about the caliber of the students and the faculty through this medium. Keeping this in mind, I expect the contributions to this magazine to be of very high standard and quality.

I wish all the success for this venture.

**Prof. (Dr.) Suresh R. Savani**  
Founder Trustee





Dr. Shrimati Kamla, Hon'ble Governor of Gujarat at SSCCM



## From the Desk of the Principal...



To my mind, an educational Institute is about building character, enriching minds and about enriching experiences that last a lifetime. Life is not a set of instructions, but is a series of experiences and learning processes. SSCCM is no exception.

This is where our College steps in to make the difference, beyond instruction and beyond learning horizons. SSCCM is one of the prestigious Colleges in Bhavnagar District. Our faculty which is highly trained is our greatest asset. They are dedicated to research and teaching. We have highly motivated technical and administrative staff.

Much remains to be accomplished. We cannot rest on laurels of yesterday, we must have concern for tomorrow's generation. We have to move and think ahead of our times.

My endeavour will be to see that my college leaves a measurable impact on the society at large. I am confident that this year will bring happiness and prosperity to every member of SSCCM Family.

Secondly I feel extremely delighted to observe that our college magazine Symphony is coming out this year also with the dedicated and committed efforts of the faculty and the students of The Editorial Board. The magazine of a college is the reflection of the creativity of the students, involved in multifarious activities. It speaks about their imaginative creativity through the medium of a language given in literary and artistic shape.

Ever since the inception of this college in 2004, we have been striving for excellence in different departments/areas of Commerce and Management, and at the same time marching forward with the mission of professional as well as intellectual development of the students. I feel gratified to see that we are doing our best in carrying on the mission of grooming our students as such professionals who are not only competent enough to combat the challenges in their life but also become good human beings with moral excellence and social sensitivity.

I congratulate the efforts of the members of The Editorial Board that they have brought out this second issue of the magazine in such a beautiful form that reminds me the story of a diver who dives deep into the sea and comes out with pearls. It is because of their selfless and untiring efforts that we see the magazine enriched with variety of articles.

I wish all my young friends a bright, and prosperous future. May God bless you all!!!

"Be filled with enthusiasm & taste the nectar of success".

**Prin. (Dr.) Hetal Mehta**





# Editorial Team

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**Prof. (Dr.) Suresh Savani**

## Executive Editor

**(Dr.) Hetal J. Mehta**

Principal

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**(Dr.) Suman Vaishnav**

**Ms. Preya Sheth**

## Committee Members

**Ms. Isha Nanavati**

**Smt. Shruti Trivedi**

## Student Editors

**Ms. Radha Trivedi**

**Ms. Shailey Trivedi**

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Ideas

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Views Expressed in the Printed Articles are those of the Authors /  
Contributories and are not Necessarily Subscribed to by the College.



# From the Editor's desk



Dear readers,

Welcome to the second issue of Symphony! Well, times change and we felt it was only appropriate that we have revamped the expressions of our students and faculty members to reflect freshness and vibrancy.

Primarily, Symphony will highlight the spectrum of activities that give shape to Future Learning's. Every issue will showcase the milestones we cross, the successes we achieve and the learning we imbibe while treading this path. Also, Symphony will serve the purpose of creating awareness amongst all our readers and the about what we do and more importantly, how we do it. This will give us the chance to see the reflection of our progress and achievements. Wish you all. I am grateful to our management and all faculty members, students and my editorial team, without their support it would be impossible to publish second edition of Symphony.

Best luck!

From all of us in the editorial team happy reading !

# Empowering Women !



Empower women!

Nobody aware of my power,

Oh! Mighty God, give them some wit shower.

Brewing of the witness makes them aware,

We are not women mere....

Calling women a weaker sex is libel,

Our energies are vital.

We are no more inferior,

As our strength is superior....

We are the one, who lead men to paradise,

And give them the tremendous rise.

Oh lord! Would the suffering of women continue to thrive?

Women do not reach the pinnacles like men do as they have no wives...

Bounded by the society shackles,

We have no right to do miracles!!

Do not live in ANTIQUITY and OBLIVION,

We are your homemakers and country's responsible civilian

Kalpana Chawla and Sunita Williams have touched the skies,

But a common woman needs your attention to rise

We make your home "spick" and "span",

Please give us the rights as those given to men...

(This poem is a tribute to all those women who possess indomitable spirit and endless determination to achieve all the success; and outstrip the men folk and touch the pinnacles of heights. Henceforth, we should always remember that)

"Men would not have taken birth on this Earth If women were not there"

So, a "BIG SALUTE" to entire women folk..!!



*quote...!*

इस देश के सबसे  
अच्छे दिमाग....  
क्लास की लास्ट  
बेंच पर मिल सकते हैं!





# Capturing 2013-14

Above & Beyond...





# Let's Move



**"I don't mind if I have to sit on the floor at school. All I want is education. And I'm afraid of no one."**

-Malala Yousufzai





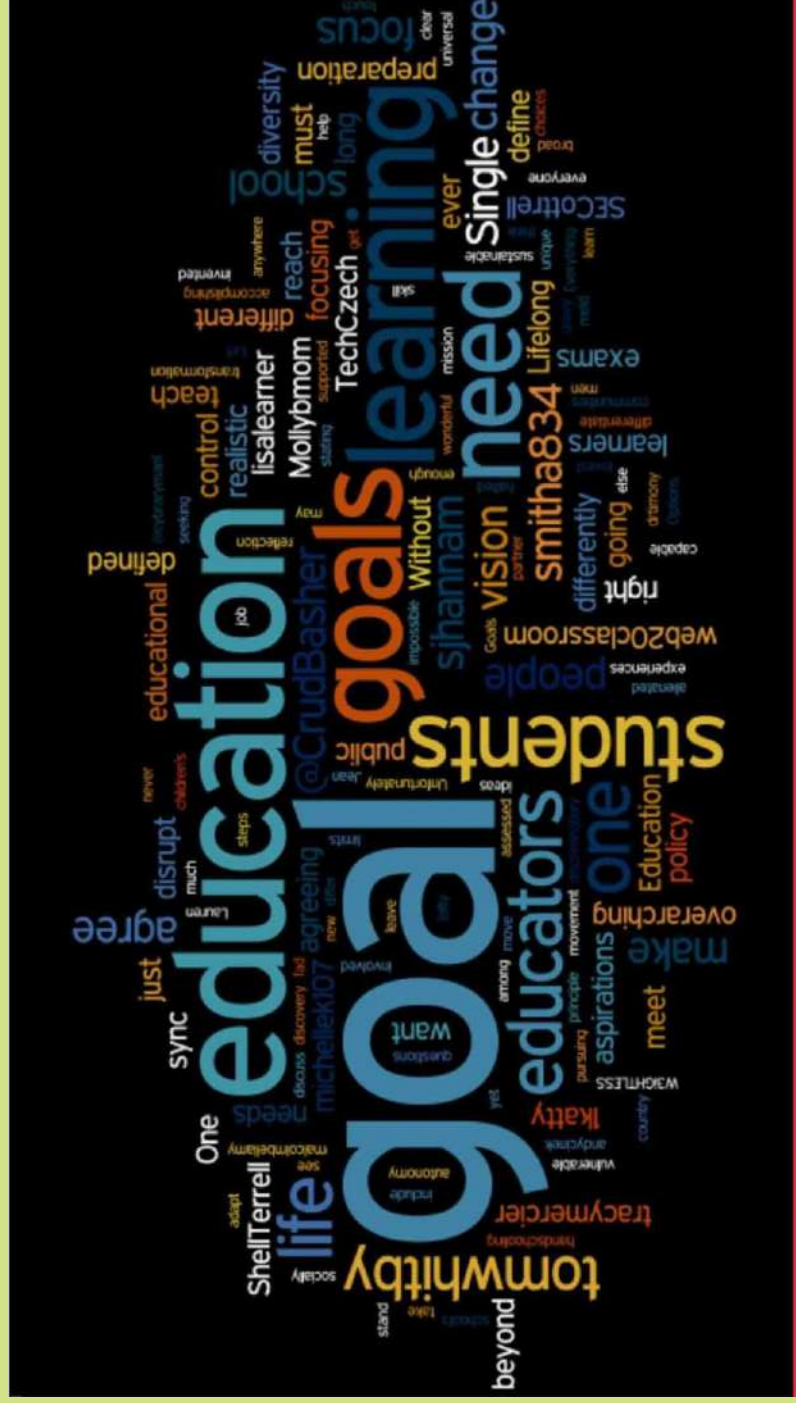
# Symphony



sa re ga ma pa dha, re ga ma pa dha ni, ga ma pa dha ni sa  
sa ni dha pa ma ga, ni dha pa ma ga re, dha pa ma ga re sa



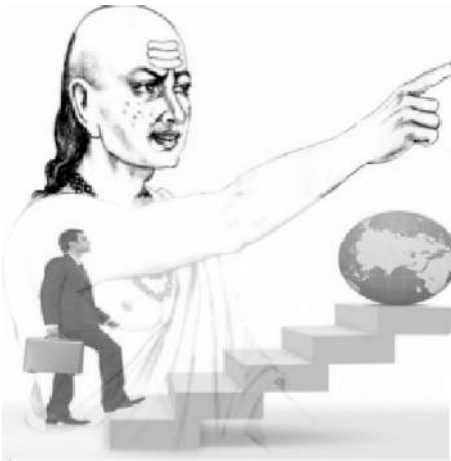
# Readers' Recess



“With emergence of a global economy, nations are forced to adapt their systems of higher education to the changed global realities. Pragmatism rather than ideology is driving this change.

**Is India ready for the challenge?”**

ENGLISH | GUJARATI | HINDI



# 7 Pillars of a Business As told by Chanakya in the Arthashastra

A strong foundation is the key to any successful business. Your vision, your commitment, your purpose - all form the basis for an organisation. They are the all-important pillars, the most essential part of any building. In his groundbreaking **Arthashastra**, Chanakya a.k.a. Kautilya (c. 350 - 283 BCE) lists seven pillars for an organisation.

"The king, the minister, the country, the fortified city, the treasury, the army and the ally are the constituent elements of the state" (6.1.1)

Let us now take a closer look at each of them:

## **1. THE KING (The leader)**

All great organisations have great leaders. The leader is the visionary, the captain, the man who guides the organisation. In today's corporate world we call him the Director, CEO, etc. Without him we will lose direction.

## **2. THE MINISTER (The manager)**

The manager is the person who runs the show - the second-in-command of an organisation. He is also the person whom you can depend upon in the absence of the leader. He is the man who is always in action. An extraordinary leader and an efficient manager together bring into existence a remarkable organisation.

## **3. THE COUNTRY (Your market)**

No business can exist without its market capitalisation. It is the area of your operation. The place from where you get your revenue and cash flow. You basically dominate this territory and would like to keep your monopoly in this segment.



#### **4. THE FORTIFID CITY (Head office)**

You need a control tower - a place from where all planning and strategies are made. It's from here that your central administrative work is done. It's the nucleus and the center of any organisation.

#### **5. THE TREASURY**

Finance is an extremely important resource. It is the backbone of any business. A strong and well-managed treasury is the heart of any organisation. Your treasury is also your financial hub.

#### **6. THE ARMY (Your team)**

When we go to war, we need a well-equipped and trained army. The army consists of your team members. Those who are ready to fight for the organisation. The salesmen, the accountant, the driver, the peon - all of them add to your team.

#### **7. THE ALLY (friend / consultant)**

In life you should have a friend who is just like you. Being, in the same boat, he can identify with you and stay close. He is the one whom you can depend upon when problems arise. After all, a friend in need is a friend in deed.

Look at these seven pillars. Only when these are built into firm and strong sections can the organisation shoulder any responsibility and face all challenges.

And while building them, do not forget to imbibe that vital ingredient called values, speaking about which, in his book 'Build to last', Jim Collins has said, "Values are the roots from where an organisation continuously gets its supply as well as grounding - build on them!"

**Prof. (Dr.) Suresh R. Savani**

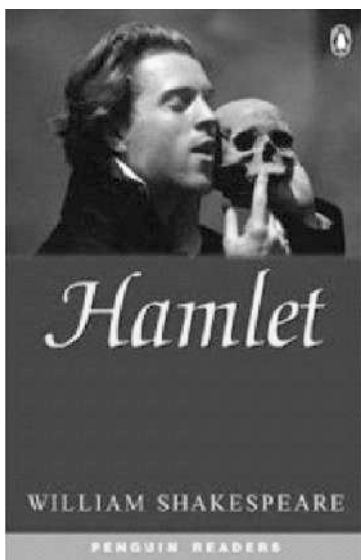
Founder Trustee



# BOOK REVIEW

**Book : Hamlet**

**Author : William Shakespeare**



Hamlet is a revenge story that is perhaps like any other- a son's quest for avenging his father's murder. But it has been said that nothing is new under the sun. All stories are old and familiar, and it is the telling that raises it to the level of a masterpiece. Love, lust and hatred, those indispensable elements of every story, are discovered anew in this timeless classic. The drama pulls the reader into an intimate engagement and Hamlet's tragedy becomes the tragedy of every individual. No nation is a stranger to political intrigues and love affairs. Scandals in the court are scintillating without being surprising. With the words "something is rotten in the state of Denmark", Shakespeare underlines the universality of 'rotten'-ness. The king of Denmark is killed by his brother, who lusts after the crown and the queen. Hamlet, the prince, comes to know about this and vows revenge.

### **Social/Historical context :**

Hamlet was probably written between 1599 and 1601. The story is based on popular legend, but in spite of being completely embedded in the 16th century, it is a tale that has a universal reach- across boundaries of time and space. Shakespeare tries to communicate a message- and thoughts of staging a performance with ease take a backseat, which is why this play is regarded as the ultimate challenge for any actor. Hamlet has even entered the English language and is a part of public memory- people quote from the play unknowingly. Shakespeare takes the old tale of a hero who sacrifices himself in the cause of justice and turns it on its head. Hamlet is hardly the popular hero- he is confused and indecisive, he is unable to act and he procrastinates. He achieves something only when some external calamity forces him to react. He is preoccupied with thoughts of death and suicide. His intellect and erudition are very unusual for a royal personage. He is no weakling- but his fencing skills are hardly of any use while his anger is misdirected. Hamlet is not a revenge story at heart, it is a quest for identity and self-knowledge.

### **Writing Styles:**

It is unnecessary to say that the verse is superb- the fact that it stays with the reader for a long time is ample testimony. Shakespeare uses rhetoric to convey many kinds of meaning with just one line, which makes every line very intense and open to a variety of interpretations. Ample use of puns and metaphors put forward ideas



about identity, female sexuality, etc. It is interesting to note how Shakespeare treats love. The oedipal overtones of Hamlet's love for his mother have been discussed for centuries. Queen Gertrude's ill-timed love affair has been dissected in the light of midlife crisis, menopause, etc. But there are other kinds of love that have received comparatively lesser attention. The extremely low-key treatment of the relationship between Hamlet and Ophelia is startling when one considers the tragedy of Ophelia, which is as magnificent as the love story of Desdemona or Juliet.

**Dr. Hetal Mehta**  
Principal  
(M.A., Ph.D., M.B.A.)



# Scope after M.Com



After this course which is Masters of Commerce, candidates can opt for higher studies or can get a job. Post graduates in M.com can look for jobs in both public and private sector. The jobs offered to these post graduates are very challenging and will be mostly in the field of commerce itself. Candidates will get jobs in other sectors also. If the candidate want to go for higher studies, then the options in front of him is very vast. There are many degree courses and certificate courses for the candidate to opt for.

## **Scope for Higher Studies after M.Com.:**

Many opportunities are there for the candidates after post graduation in commerce. Candidates can go for many courses after M.Com. Some of the courses are:

- Doctor of Philosophy in Banking & Finance
- Doctor of Philosophy in Business Economics
- Doctor of Philosophy in Commerce
- Doctor of Philosophy in Corporate Secretary ship
- Doctor of Philosophy in Financial Studies
- Doctor of Philosophy in Statistics
- Professional Education (Course PE-I)
- Professional Education (Course PE-II)

## **Other Certification Courses after M.Com.**

Candidates after completing the M.com course can go for many certificate courses .Some of them are:

- Certificate course in Banking
- Certificate Course in Office Automation
- Certificate Course in Operations Research (OR) with Applications in Engineering and Management
- Certificate Course in Applied Managerial Economics
- Certificate Course in Central Excise (CCCE)
- Certificate Course in Derivatives
- Certificate Course in Financial Accounting & Taxation (CCFAT)
- Certificate Course in Income Tax (CCIT)
- Certificate Course in Micro Finance
- Certificate Course in Personal Management (CCPM)
- Certificate Course in Phonetics
- Certificate Course in Stock Market
- Certificate Course in VAT (CCV)



- Certificate Course in Vedic Mathematics
- Certificate in Accounting
- Certificate in Tally
- Chartered Financial Analyst Equity Research
- IFRS Certification - ICAI
- Post Graduate Certificate in Investment Banking

### **Career Opportunities after M.Com.**

The need for highly qualified candidates is increasing day by day. This is because of the expansion of business due to the use of latest technology. Most of the leading companies require candidates with experience and qualification.

#### **Employment Areas**

- Banks
  - Budget Planning
  - Business Consultancies
  - Educational Institutes
  - Foreign Trade
  - Industrial Houses
  - Inventory Control
  - Investment Banking
  - Marketing
  - Merchant Banking
  - Public Accounting Firms
  - Working Capital Management
  - Policy Planning
  - Public Accounting Firms
  - Treasury and Forex Department

#### **Job Types:**

- Auditors
  - Book Keepers
  - Budget Analysts
  - Business Consultants
  - Chartered Management Accountant
  - Chief Financial Officer
  - Finance Managers
  - Financial Analyst
  - Human Resource Managers
  - Investment Analysts
  - Marketing Managers
  - Stock Brokers
  - Teacher/lecturer

So after completing M.Com. there is a lot of opportunity for the candidates. Candidates can choose whether to go for higher studies or to get a job.

**-Smt. Sangeeta Lakshmi**

Co-ordinator (B. Com. & M. Com. Programme)

# House of 1000 Mirrors



Long ago in a small, far away village, there was a place known as the House of 1000 Mirrors. A small, happy little dog learned of this place and decided to visit. When he arrived, he bounced happily up the stairs to the doorway of the house. He looked through the doorway with his ears lifted high and his tail wagging as fast as it could. To his great surprise, he found himself staring at 1000 other happy little dogs with their tails wagging just as fast as his. He smiled a great smile, and was answered with 1000 great smiles just as warm and friendly. As he left the House, he thought to himself, "This is a wonderful place. I will come back and visit it often."

In this same village, another little dog, who was not quite as happy as the first one, decided to visit the house. He slowly climbed the stairs and hung his head low as he looked into the door. When he saw the 1000 unfriendly looking dogs staring back at him, he growled at them and was horrified to see 1000 little dogs growling back at him. As he left, he thought to himself, "That is a horrible place, and I will never go back there again."

All the faces in the world are mirrors. What kind of reflections do you see in the faces of the people you meet?

**Smt. Kyati Mehta**

Co-ordinator

Extensional Activities



## Are We Different?

We took birth as humans. Does that make us any special from other living entities? Yeah it should. When one person asks how? For example, after reading first few lines you would (actually you should!) be wondering about the question!

That's the thing that makes us different from other living entities, it is called consciousness. Consciousness is defined as awareness of one's own existence, sensations, thoughts, surroundings, etc.

Now a person can argue that a goat is also conscious. But how does the goat react in a slaughter house when a fellow goat is butchered? It doesn't care at all because it's busy in enjoying the green grass given by the butcher. In that situation will a human react like a goat or immediately he tries to survive? Then what can we conclude?

The level of consciousness is different in both of the living species. Now the question again arises "How does that make us different?" It makes us different by making us realize our goal in our life.

Now again a question arises is that "What is our goal?" Is it just to enjoy the material desires? Then what makes us different from an animal say dog? Dog wants to enjoy. They search for food, we search for good restaurants. They try to defend themselves using claws; we try to do that with atom bomb. They sleep; we sleep in air conditioned bed room. So what do we call it? Advanced animalism?

So why are we born as humans? To realize something great is there in this universe. Something which controls the flow of time and life, something that differentiates a living from dead, something that makes us search for happiness, something that guides us from inside by telling us what is right or wrong. When one questions this within himself then that person is said to realizing about his consciousness.

### **Ms. Hiral Patel**

Lecturer,

Master of Social Work (M.S.W.) Programme



# ON MY LIFE

When I think back on my life,  
The saddest part isn't the dreams  
I failed to pursue,  
Not the times of bad luck,  
Bad health or Misfortune,  
But the time I didn't spend,  
The things I should have said but didn't say,  
The comfort I didn't lend,  
The help I didn't give,  
And, most of all,  
The people I couldn't or wouldn't love.  
Hopefully,  
You won't make the same mistakes!



- Ms. Bhoomika Makwana  
Faculty  
Dept. of Social Work



- Ms. Pooja Shah  
Faculty  
Dept. of Financial Management

# EXAMS AND CRICKET

**RUN OUT** - K.T due to insufficient time.

**L.B.W** - K.T. due to cheating by student sitting on the front seat.

**NO BALL** - Out of syllabus questions.

**BYES** - Extra marks due to oversight of the examiner.

**BOUNCERS** - Difficult questions.

**MAIDEN OVER** - Not knowing answers for six successive questions.

**HIT WICKET** - Caught while cheating.

**APPEAL** - Appeal for reevaluation.



## KNOW YOUR Value....!

A well-known speaker started off his seminar by holding up a 500 rupee note. In the room of 200, he asked, "Who would like this 500 rupee note?" Hands started going up. He said, "I am going to give this note to one of you but first let me do this." He proceeded to crumple the note up. He then asked, "Who still wants it?" Still the hands were up in the air." Well," he replied, "What if I do this?" And he dropped it on the ground and started to grind it into the floor with his shoe. He picked it up, now all crumpled and dirty. "Now who still wants it?" Still the hands went into the air. "My friends, you have all learned a very valuable lesson. No matter what I did to the money, you still wanted it because it did not decrease in value. It was still worth Rupee 500/-. Many times in our lives, we are dropped, crumpled, and ground into the dirt by the decisions we make and the circumstances that come our way. We feel as though we are worthless. But no matter what has happened or what will happen, you will never lose your value. You are special. Don't ever forget it! Never let yesterday's disappointments overshadow tomorrow's dreams.

**"VALUE HAS A VALUE ONLY IF ITS VALUE IS VALUED"**

**- Smt. Pooja Kava**  
Faculty  
Dept. of Computer Science



# Mathematicians Love Letter



My dear love,

Yesterday I was passing by your rectangular house in trigonometric lane. There I saw u with your cute circular face, conical nose and spherical eyes, standing on your triangular garden. Before seeing u my heart was a null set, but when a vector of magnitude (likeness) from your eyes at a deviation of  $\theta$  radians made a tangent to my heart, it differentiated.

My love 4 u is a quadratic equation with real roots, which only u can solve by making good binary relations with me. The cosine of my love 4 u extends to infinity. I promise that. You r essential to me as an element of a set. The geometry of my life revolves around your acute personality.

My love, if u do not meet at parabola restaurant on date 10 at sunset, when the sun is making an angle of 160 degree my life would be like a solved polynomial of degree 10.

With love from your higher order derv of maxima & minima of an unknown function

Yours ever loving,

Pythagoras.

- Ms. Gargi Vyas

Faculty

Dept. of Mathematics



# CHANGE

There comes this time in everyone's life...  
When they look around and feel that nothing's right...  
But they've got to stay strong...  
Because life moves on and no one can escape from that...  
We need to believe that these things will change...  
Believe that you will do it... in any case...  
Right now the time might not be in your favour...  
So what? You'll make this darkness disappear...  
The circumstances will take a turn around...  
Won't let you cry or break you down...  
You have the strength, the power and the capability...  
And there's no one here to stop thee...  
To be what you want to be, from fulfilling your dreams...  
All you have to do is trust the person you see in the mirror...  
And suddenly everything will be clearer...  
And as it is said, "Change is the essence of life"...  
So, have faith, follow the light and watch yourself rise...

**-Smt. Kinjal Shah**

Faculty

Dept. of Computer Science





**- Smt. Devanshi Pandya**  
Faculty  
Dept. of Social Work

The proud and lustrous snow is melting,  
Her reign of cold and ice coming to end  
None shed a tear for her,  
Except for the dissolving snowmen.  
But her loss signifies not sorrow,  
But it is the promise of life.  
A red petal peeps out  
From the liquefying white  
A green leaf shivers  
And pushes his white blanket away,  
A tiny new born plant  
Sees our world for the first time.  
They see light  
Feel the sun's kiss  
And smile.  
Their icy prison crushed,  
Their freedom restored  
They know that spring is here,  
And hope blooms anew.



## JOB SATISFACTION VS JOB PERFORMANCE

It is not easy to understand about what exactly constitutes a job satisfaction. It's a complex term in itself to understand. Its effect on the employee's performance has always remained an important subject of discussion. It has almost been 50 years that the psychologists are trying hard to understand the mystery behind the relationship between the job satisfaction and the job performance. They are trying to relate the fact that "A happy worker is a good worker". But there are certain psychologists who say that there is no relation between the two entities: Job satisfaction and Job performance. But we cannot deny the fact that this relation has a valuable impact on the organisations. As already stated, the term Job Satisfaction may mean different things to different people. Some might gain satisfaction from the heavy salary they may be getting, for some job satisfaction may mean promotion and for others it may mean a job well done. The perception of every individual is different. For a person deriving job satisfaction from monthly bonus may not actually be working in favour of the company. He would just find ways to earn extra money maybe by using illegal means. He might not think for the welfare of the company. It can be defined as a state or an attitude towards something. It can be linked to a person's feeling of achievement. This achievement can be quality wise or can be estimated quantity wise. It has now been associated with the design of the job and the role the job performs in the company. The relationship between the two, however, dwells around many complexities and controversies. One way it can be seen that satisfaction may lead to performance increase and in other view we can conclude that increase in performance may lead to job satisfaction. However, surveys and research have found out that there is only limited connection between the two commodities. It rules out the assumption that a satisfied worker is a productive worker as well.

**- Smt. Isha Badheka**

Faculty

Dept. of Marketing Management



# Sweeten Your Personality With Polite Speech



It costs nothing to be polite, but it definitely gives a lot. Its receivers become rich but the givers do not become poor. It is a relief for tired and ray of light for depressed, sunshine for the one facing cold and nature's best gift to the sufferer.

"I am highly impressed by you". This is a sentence which everyone likes to hear and feel honored. Your personality should be so pleasing and attractive that it should impress others, but it can not be achieved if you are not polite and soft spoken. The building of good qualities can only be constructed on the foundation of politeness. An ordinary man can become great if he is polite and if he is deprived of it he can lose respect.

Polite and cultured people are clear to all, such people have a strange magical touch in their conduct and behavior, and miracle in their deeds too. They cast permanent impression on the mind of everybody with their balanced behavior.

Useful and sweet conversation is considered a blessing for speech. A man who dedicates his life for the cause of politeness treads on the path of truth, goodness and beauty, is like a saint.

There is an old saying that—"if speech is silver than silence is gold". But in the modern age and fast changing world we have completely forgotten the meaning of this proverb. If we are in social field or we are at work place, we have to communicate with each other. In such situation we should take care of what is right and what is wrong. Many atimes we spoil our work by unnecessary dialogue and conversation. We respect badly if we hear any adverse statement or if anyone teases us, we start hot discussion and fight if someone interrupts us. In this way we get involved in a vicious circle.

Think how nice it would be to listen to teasing remarks of someone with a smile and keep ourselves busy in our work. To keep silence is a great art and a smile with silence is greater than that.

In this world there is enough to see and hear along with speaking. But most of us are so fond of talking that we fail to see and hear when we are engaged in talking. A person who can exercise control over his tongue, he alone can make the right use of his eyes and ears. It has been rightly said that after making any wrong statement due to its madness the tongue rests in the mouth but the cheek has to suffer a slap.

A little harsh conversation can result in hot discussion. It is generally observed that bitter and pinching words are the cause of dispute. The battle of Mahabharata is the historical proof of the disaster that Draupadi's one statement that 'the son of a blind man is also blind brought'. It is generally believed that the wound caused by an arrow can easily be healed but it is difficult to heal the wound caused by harsh words.

Society gives respect to a person who has control over his speech and everybody wants to converse with a

person who is sweet spoken. That is why we should always try and inculcate sweet and soft spoken words in our speech. Generally a person suffers loss due to his uncontrolled speech more than anything else. Here the statement made in Mahabharata is noteworthy—"speech can also shower arrows and the one who receives them lives in constant pain day and night."

People who always talk about 'Frankness in speech' believe that if one does not give strong replies at once he is considered weak and inefficient. These type of people claim themselves to be pure hearted and frank. Psychologists infer such claims to be a sign of Pride. Pinching words can only be spoken if you have ill feeling against someone. Our speech is controlled by our thoughts. People who speak frankly without considering the pros and cons of their speech generally become unpopular and are not liked by anyone.

Anyone who always speaks the slump is disliked by others. If you analyses the things which you do not liked, most of them are those which are considered ordinary and are underestimated. In other words, we should take care of small things and the bigger things will take care of themselves.

Chaster Tan considers these small things as dangerously ordinary' and if not nipped in the bud, these will result into real troubles.

Sweetly spoken words have their own advantage in making a great personality. They tolerate the attack caused by bitter words and life becomes happy despite all kinds of troubles. In fact these small sweet behavior is the outcome of feelings of love for others, It establishes this fact that all people want praise and recognition for their good behavior, just as we do.

Bitter and uncontrolled speech is the symbol of foolishness. It can lead to madness. A person who often speaks harsh words often repents when he is in better frame of mind. According to a Persian proverb, "Good has given us who ears and one tongue so that we may listen more and speak less."

All actions are controlled by tongue or speech. They originate from speed. So, it is essential that speech is controlled by mind. A person who is not honest by speech is considered dishonest in all respects and this will adverse effect on your personality. The man who has no control over his speech can not be sure if he can exercise any control over his self while working.

If a working thing is said in good style it also becomes effective. Then if you say a good thing is good way it has no comparison. Sant Kabir has said—"Speak in such a way that it may delight you and others as well"

**- Ms. Ankita H. Vaidya**

Faculty

Dept. of Financial Management



# Don't Be Afraid

Here we are, afraid of losing what we have all the time, holding on to it so tight that not a soul can touch it. We think by hiding it from the world, it's hidden and it's ours. Nothing is. Nothing ever will be. For, nothing ever was.

If you think there is anything that you have, that's yours, be it money, a house, a job, or a girlfriend... it's nothing but an illusion. It'll all disappear... in one blow. One blow, my man.

Here we are, so insecure that we are afraid of re-starting our lives, so we just carry on trying to sort out the current mess. The thought that we should give it all up and just start all over – with nothing – might cross our minds some time, sure, but we get scared and we push away anything that scares us.

There is nothing I can ever achieve or gain that I cannot lose, in a matter of seconds. You have never gained enough to not be able to lose it all, in just a few minutes. What you think is yours, was never yours and will never be yours. Whatever you make here, you leave here. You came naked and you're going to go back naked.

So what are you afraid of?

Let all be lost. Let them take away everything. As long as you have your heart beating strong, as long as you have your nostrils working fine, as long as the blood flows in your veins, you will live, you will breathe and you can get it all back... again and again. For, if you can do it once, you can damn well do it again. It's just a game we play – Life.ers as well"

**Smt. Dhvani S. Shah**

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# Reshaping the HR

Human resource management is undergoing a massive transformation that will change career paths in as-yet uncertain ways. Employers are placing greater emphasis on acumen and are automating and outsourcing many administrative functions, which will force HR professionals to demonstrate new skills and compete for new, sometimes unfamiliar roles. Job titles and functions will likely remain in flux for some time; say business leaders, academics, HR consultants and HR professionals. But they feel that some of the standard niches—such as HR generalist and benefits specialist—will become less common and less important, giving way over time to new ones such as HR business analyst.

The innovativeness in HR will have to become more strategic, proactive and more involved in the overall business, say experts. The magnitude of innovativeness can be measured with respect to business results, which can happen only when proper coupling of HR practices and business operations can be done with prudent economic sense.

In the era of globalization, organizations are becoming increasingly competitive, dynamic, innovative and productive. It is this context that we need to innovate HR practices to prepare employees to meet the challenges of a knowledge-based economy and to respond to the dynamics of the work environment with technological skill and a high level of thinking.

HR professionals need to develop business competencies and embrace new roles as business development managers and evolve themselves as providing service to their internal and external customers. They need to have a comprehensive perspective of the entire business operation. Today, there are some companies who have transferred HRD managers to marketing and other departments not only as part of job rotation but also because they have been found to have an aptitude for such jobs. They may later even be absorbed into these departments based on their contribution and performance and recognized by the company for their true worth in such activities.

## HR jobs of the future are as follows :

**Internal resource consultant :** The role is spread HR competencies through the organization and empower line managers to recruit, interview, hire and retain the people that they need, while also counseling managers on crucial, legal and other important company matters.

**Hr as a business / financial analyst :** In this context, one needs to demonstrate the inherent economic value of HR and also to analyse the cost effectiveness of various HR practices. How much do certain employees contribute to the bottom line? How much does the right training help the business? Which functions or programmes do not add value and should be eliminated?

**Talent hunter :** This person is mainly responsible for identifying, nurturing and developing the potential to bring out the stars who would play a key role to meet organisational needs and requirements. He or she will manage learning succession, planning and moving people through the talent pipeline.

**Knowledge manager :** A learning culture and environment to be created by holding brain storming sessions through various department independently. And create a knowledge bank or reservoir of ideas which may come in handy for the benefit of the working of an organization.

**The MIS manager :** Knowledge technology has assumed greater significance for computerization of total HRD processes by way of proper documentation for retrieval of information as and when required.

There are signals for change with regard to new values emerging in HR management aspects as given below :

**HR outsourcing :** In the new age of mergers and acquisitions, organizations are tending to become lean. There fore, there is need to outsource HR particularly in the area of recruitment, training, performance management, and other related area. External consultants provide the required training and support to line managers to implement HRD practices and policies. HR expertise is provided by these consultants. Many software companies are tending to outsource HR in large numbers. There are also some organizations where the HR functions as a separate entity to provide consultancy services to external clients, thus establishing itself as a separate profit centre.

The speed at which today's business processes are changing can be kept phased only through innovative HR practices, which can be done by gearing people's innovation in workplace. Perhaps the day is not so far off when the line managers themselves would take up the total role of HR activity and seek support and advice from external HRD consultants. Why is the HRD profession not held in high regard? It is because too often it is seen as a department that likes to say NO rather than as enabler of change. The trend is now to move away from being fire fighters and more about developing people and organizations for competitive success.

- **Chitra Kotecha**  
Lecturer, SSCCM





# Jokes

Physics Teacher: "Isaac Newton was sitting under a tree when an apple fell on his head and he discovered gravity. Isn't that wonderful?"

Student: "Yes sir, if he had been sitting in class looking at books like us, he wouldn't have discovered anything."

A man talking to God:

The man: "God, how long is a million years?"

God: "To me, it's about a minute."

The man: "God, how much is a million dollars?"

God: "To me it's a penny."

The man: "God, may I have a penny?"

God: "Wait a minute."

A little girl came home from school and said to her mother, "Mommy, today in school I was punished for something that I didn't do."

The mother exclaimed, "But that's terrible! I'm going to have a talk with your teacher about this ... by the way, what was it that you didn't do?"

The little girl replied, "My homework."

Two factory workers talking:

Woman: "I can make the boss give me the day off."

Man: "And how would you do that?"

Woman: "Just wait and see." She then hangs upside-down from the ceiling.

Boss comes in: "What are you doing?"

Woman: "I'm a light bulb."

Boss: "You've been working so much that you've gone crazy. I think you need to take the day off."

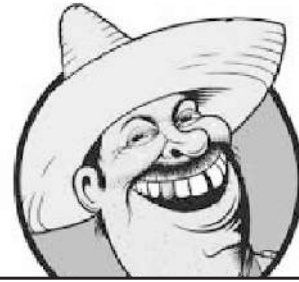
The man starts to follow her and the boss says: "Where are you going?"

The man says: "I'm going home, too. I can't work in the dark."



The students were lined up in the cafeteria for lunch. At the head of the table was a large pile of apples. The nun made a note, and posted on the apple tray: "Take only ONE. God is watching."

Moving further along the lunch line, at the other end of the table was a large pile of chocolate chip cookies. A child had written a note, "Take all you want. God is watching the apples."



Teacher asked George: "How can you prove the earth is round?"

George replied: "I can't. Besides, I never said it was."

Teacher: "Why are you late, Joseph?"  
Joseph: "Because of a sign down the road."  
Teacher: "What does a sign have to do with you being late?"

Joseph: "The sign said, 'School Ahead, Go Slow!'"

Teacher: "Here is a math problem. If your dad earned \$300 dollars a week and he gave your mother half, what should he have?"

Student: "A heart attack." "t was."

The teacher of the earth science class was lecturing on map reading.

After explaining about latitude, longitude, degrees and minutes the teacher asked, "Suppose I asked you to meet me for lunch at 23 degrees, 4 minutes north latitude and 45 degrees, 15 minutes east longitude...?"

After a confused silence, a voice volunteered, "I guess you'd be eating alone."

Teacher: "This essay on your dog is, word for word, the same as your brother's."

Student: Yes, sir, it is the same dog."

"Isn't the principal a dummy!" – said a boy to a girl.

"Well, do you know who I am?" – asked the girl.

"No." – replied the boy.

"I'm the principal's daughter." – said the girl.

"And do you know who I am?" – asked the boy.

"No." – she replied.

"Thank goodness!" – said the boy with a sign of relief.

Teacher: "If you had one dollar and you asked your father for another, how many dollars would you have?"

Vincent: "One dollar."

Teacher: "You don't know your arithmetic."

Vincent: "You don't know my father."

Sylvia: "Dad, can you write in the dark?"

Dad: "I think so. What do you want me to write?"

Sylvia: "Your name on this report card."

Mother: "Why did you get such a low mark on that test?"

Junior: "Because of absence."

Mother: "You mean you were absent on the day of the test?"

Junior: "No, but the kid who sits next to me was."

Teacher: "John, why are you doing your math multiplication on the floor?"

John: "You told me to do it without using tables."

Teacher: "Winnie, name one important thing we have today that we didn't have ten years ago."

Winnie: "Me."



Teacher: "George Washington not only chopped down his father's cherry tree, but also admitted it. Now, Louie, do you know why his father didn't punish him?"

Louie: "Because George still had the axe in his hand."

**Edited :**

**-Smt. Shruti S. Patel**

Faculty

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# Don't Quit

When things go wrong as they sometimes will,  
When the road you're trudging seems all uphill,  
When funds are low and the debts are high,  
And you want to smile, but you have to sigh.

When care is pressing you down a bit.

Rest, if you must, but don't you quit.

Life is queer with its twists and turns

As every one of us sometimes learns.

And many a failure turns about

When he might have won had he stuck it out:

Don't give up though the pace seems slow -

You may succeed with another blow.

Success is failure turned inside out -

The silver tint of the clouds of doubt.

And you never can tell how close you are.

It may be near when it seems so far:

So stick to the fight when you're hardest hit

It's when things seem worst that you must not quit.



- **Smt. Tarjani A. Mehta**  
Faculty  
Dept. of English



# Grammar



**Poet: William de Witt Hyde**

Live in the active voice, rather than passive.

Think more about what you happen than what is happening to you.

Live in the indicative mood, rather than in the subjunctive.

Be concerned with things as they are, rather than as they might be

Live in the present tense, facing the duty at hand  
without regret for the past or worry over the future.

Live in the singular number, caring more for  
the approval of your own conscience  
than for the applause of the crowd.



# Life

## જીવન...

સામાન્ય રીતે જીવન એટલે માનવીના જન્મથી લઈને તેના મૃત્યુ સુધીની સફર. પરંતુ જીવનની આ સફરમાં ઘણીબધી મુશ્કેલી ઓ, વિકબલાઓ આવે છે. તો ક્યારેક સુખની લહેરો પણ આવે છે.

સામાન્ય રીતે જીવનનો માર્ગ ઘથી સ્મશાન સુધી જ છે કારણકે મૃત્યુ પછીની અંતિમ યાત્રા ઘરથી સ્મશાન સુધીની છે અને ત્યાંજ માનવ શરીર પંચમહાભૂતમાં વિલિન થાય છે. જે માર્ગ દેખિતી રીતે ટૂંકો લાગે છે. ત્યારે એક પ્રશ્ન થાય છે કે શું એ માર્ગ એટલોજ સરળ પણ છે ? જીવન એક એવો શબ્દ છે જેની વ્યાખ્યા દરેક વ્યક્તિ માટે અલગ-અલગ હોય છે કારણકે દરેકનું જીવન એક સરખું નથી હોતું. દરેક વ્યક્તિ માટે જીવનની વ્યાખ્યા અલગ-અલગ હોય છે. મારી દષ્ટિએ જીવન એટલે શું તે અંગેના વિચારો અત્રે રજૂ કરું છું.

મારી દષ્ટિએ જીવન એટલે જીવતું-જાગતું વન. જ્યાં આપણી દરેક પ્રવૃત્તિઓની પ્રકૃતિના તત્વો દ્વારા નોંધ લેવાય છે, તેના પર વિશ્લેષણ થાય છે, અને તેમાંથી એક ચોક્કસ તારણ નિકળે છે, જે બીજાના જીવનમાં સુંગઘ પણ ભરી શકે છે કે દુર્ગંધ પણ. કોઈના માટે આશા જન્માવે છે તો કોઈના માટે નિરાશા. કંઈ કેટલીયે વ્યક્તિઓનું જીવન બદલી નાંખવા આપણું જીવન સક્ષમ બને છે. અથવા તો તેના જીવનને વેર-વિખેર કરનારું પણ બને છે.

જીવન એટલે એવો સમુદ્ર કે જેમાં અનેકવાર મુશ્કેલીઓ રૂપી મોજાની લહેરો કે તોફાનો આવ્યા કરે છે. અને આપણે તેનો સામનો કરતાં કરતાં સામે કિનારે પહોંચવામાં સફળ થઈએ છીએ અથવા તો કોઈક તોફાની વમળોમાં ફસાઈ જાય છે. આમ છતાં જો જીવનમાં આપણી દરેક સમસ્યાઓને હકારાત્મક સ્વરૂપે લેવામાં આવે તો આપણું જીવન પણ ફૂલોની જેમ સુવાસીત થસ જાય. જરૂર છે ફક્ત દરેક વ્યક્તિના અવગુણો જોવાની બદલે તેના સદ્ગુણો જોઈને તેમાંથી નવો બોધ લઈ જીવનરૂપી સફરમાં આગળ વધવું કારણકે માણસના મૃત્યુ પછી પણ જો કોઈ વસ્તુ સાથે રહે છે તો તે છે માણસના સત્કાર્યો નહીં કે ઘન.

પરંતુ આજકાલ માણસ માટે કોઈના જીવન કરતા પૈસાની કિંમત વધારે થવા લાગી છે. આગણીઓની કદર નથી. મામૂલી પૈસા, પોતાનું નીજ સુખ મેળવવા માટે કોઈનું જીવન છીનવી લે છે અથવા તો બરબાદ કરી દે છે. જીવનમાં પૈસા હંમેશા માટે માનવીની સાથે નથી રહેતા એ તો હાથનો મેલ કહેવાય છે. આજે છે અને કાલે નથી. માટે કોઈના રહ્યા નથી અને રહેશે પણ નહીં. માટે જીવનમાં રૂપિયા કરતા લાગણીઓને વધુ મહત્વ આપવું. કોઈના પ્રત્યે લાગણી, આદર, માન-સન્માન રાખવું, કોઈની મદદ કરવી, સારા કાર્યો માટે હંમેશા તત્પર રહેવું આ છે જીવનનું સાચું મૂલ્ય. આપણે એ ક્યારેય ન ભૂલવું જોઈએ કે મારા કાર્યો કે પૈસા કરતા સામેની વ્યક્તિનું જીવન અધિક મૂલ્યવાન છે. મારા કાર્યોનું મૂલ્ય કદાચ નાણાંથી પણ મળશે, પરંતુ સામેની વ્યક્તિના હોવા ન હોવાથી મારા જીવનમાં તેની ખોટ જરૂર લાગશે અને તે ખોટ નાણાંથી પૂરી કરી શકાય તેવી નથી હોતી.

આજના સમયમાં માનવીના જીવન કરતા પૈસાને ખુદ માનવીજ વધારે મહત્વ આપતો થઈ ગયો છે. કોઈનું જીવન છીનવી લેવા પૈસાનો ઉપયોગ થાય છે. શું આમ કરવામાં કોઈ આનંદ છે ? ના નો આ વાત આપણે શાંત ચિત્તે વિચારીએ તો તેનો જવાબ પણ આપણી પાસેજ છે. પરંતુ આજનો માનવી પૈસા ના પ્રેમમાં આંધળો બની ગયો છે. તે એ ભૂલી જાય છે કે મારા પૈસા કરતા સામી વ્યક્તિનું જીવન તેના પરિવાર માટે કેટલું મહત્વનું છે ? આ છે આજના માનવી માટે જીવનનું મૂલ્ય ?

જીવન એક એવો માર્ગ છે જેમાં કેટકેટલીએ મોહિનીઓ આપણને આપણાં માર્ગ પરથી ચલિત કરવા આવે છે તો ક્યારેય કાંટાંઓ રૂપી બાધાઓ પણ આવે છે. તો ક્યારેક કુલરૂપે સુગંધ પણ આવે છે. આપણા જીવનકાળ દરમિયાન આપણે કેટલાંક પાત્રોમાં રહીએ છીએ તેને બખૂબી નિભાવીએ છીએ. દરેક પાસેથી આપણે કંઈક શીખીએ છીએ તો દરેક આપણી પાસેથી કંઈક શીખે છે. તે કેવું અને કેટલું શીખે છે તે તેની વિચાર શક્તિ પર આધારીત છે. બાકી તો કંઈક ગુમાવે છે. ઘણીવાર આપણાથી એવી ભૂલો થઈ જાય છે જેનો પશ્ચાતાપ જીવનભર થાય છે. માટે દરેક કાર્યો, નિર્ણયો જોઈ વિચારીને કરવા કાણકે આપણું એક કાર્ય કે નિર્ણય કેટલીએ વ્યક્તિના જીવન બદલી નાંખવા સક્ષમ હોય છે. તે હંમેશા યાદ રાખવું.

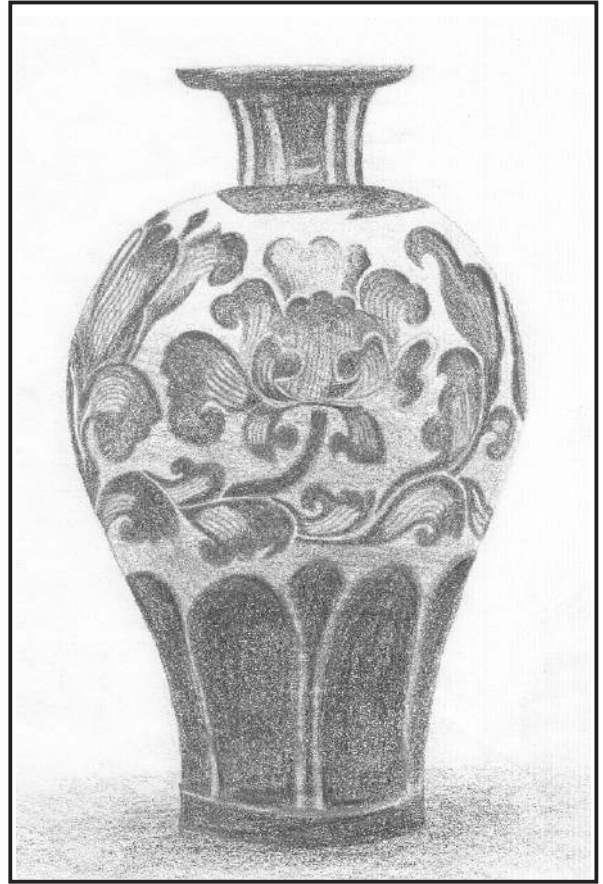
જીવન એવું હોવું જોઈએ જે નિરાશ, હતાશ થયેલી વ્યક્તિમાં નવો ઉત્સાહ જગાવે. બીજા વ્યક્તિ માટે પ્રેરણારૂપ, આદર્શરૂપ બને જીવન જીવવાની નવી આશા જન્માવે. આ જીવન સારૂ જ છે જરૂર છે ફક્ત આપણો દષ્ટિકોણ બદલવાની અને જો આમ થાય તો દરેકનું જીવન શ્રીરામ અને કૃષ્ણ જેવું બની શકે છે !

## કવિતા સવાણી





## સુભી



કુ. અવની જી. માણિયા  
એસ.વાય.બી.બી.એ.



## “સફળતાનું ઝરણું”

એક સુંદર વહેતુ ઝરણું જોઈ ખુશ થયું મન મારું ।  
તેમાં તરબોળ થવા લાવ હું પણ એક ફૂદકો મારું ॥

પડતી વેળા વિચાર ન કર્યો નથી આવડતું તરતા ।  
કેવી રીતે બચીશ હું આ ઝરણામાં મરતાં મરતાં ॥

બીક રાખે છે જે ડૂબી જવાથી મરવાનો ।  
તેને નથી મળતો લાભ આ સુંદર વહેતા ઝરણાનો ॥

શીખવું જ છે તરતા બસ એકવાર ઝંપલાવીને  
તરતા રહેવું છે બસ આ ઝરણામાં સફળ થઈને ॥

તરતા શીખવા મહેનત કરીએ તો નથી થતા સફળ ।  
મેં પણ કરી મહેનત ને હું પણ તરવામાં થયો સફળ ॥

એક કાંઠો છે શરૂઆત ને બીજો કાંઠો છે અંત ।  
ઝરણાની સુંદરતામાં ડૂબ્યા પછી નથી જડતો કોઈ પંથ ॥

બધાને પહોંચવું છે સામે કાંઠે પણ નથી આવતો અંત ।  
ઝરણામાં વહેવાની મજા જ છે અલગ પછી સાને લાવવો અંત ॥

નથી ખબર મને કાંઠો આવશે કે નહિ  
નથી ખબર મને કાંઠે પહોંચીશ કે નહિ.  
અરે ! કાંઠે પહોંચતા પહેલા જ ડૂબી જઈશતો ?

પણ નથી ભય ડૂબવાનો નથી ભય મરવાનો  
કેમકે અનેરો જ આનંદ છે આ રંગબેરંગી ઝરણામાં તરવાનો.



શ્રી વિજય સંજયભાઈ મકવાણા

એસ.વાય.બી.કોમ.

## “બુદ્ધિ” અને “ચિત્ત”

કોઈ નક્કી કરેલ હદ સુધી મર્યાદિત ન હોવા જોઈએ.  
અધ્યયન કરનારી વ્યક્તિનું ચિત્ત શાંત હોવું જોઈએ.  
ચિત્ત શાંત ન હોય તો તે વ્યક્તિ વિનયી નથી બનતો.  
કેવળ પોતાની ભાવનાને આધારે દુનિયા પારખી નથી શકાતી  
જે સત્યની શોધમાં રહેતો હોય તેનું ચિત્ત ખુલ્લા મનનું હોય છે.  
અને આવા વિચાર માટે શુદ્ધ બુદ્ધિનું પ્રમાણ જોઈએ.  
તેના ચિત્તમાં કોઈ રંગ ન હોવો જોઈએ.  
જેમ ગાંધીજીના ચિત્તમાં કોઈ રંગ નથી.  
બસ, સત્ય અને અહિંસા જ એમના રંગ હતા.  
તેમ દરેક વ્યક્તિએ તેના ચિત્તમાં નહીં પણ  
વિનયી વિચારોમાં રંગ બતાડવો જોઈએ.  
સમય અનુસાર વિચાર કરવાનું સાધન એક જ છે.  
તે છે “શુદ્ધ બુદ્ધિ”.....!!!



એક સચ છુપા હોતા હૈ જબ કોઈ કહેતા હૈ કી “મજાક થા યાર ”  
એક અહેસાસ છુપા હોતા હૈ જબ કોઈ કહેતા હૈ “મુજે કોઈ ફૂર્ક નહી પડતા”  
એક દર્દ છુપા હોતા હૈ જબ કોઈ કહેતા હૈ કી “ઈટ્સ ઓક”  
એક જરૂરત છુપી હોતી હૈ જબ કોઈ કહેતા હૈ કી “મુજે અકેલા છોડ દો”  
એક થહેરી બાત છુપી હોતી હૈ જબ કોઈ કહેતા હૈ કી “પતા નહી”  
એક સમુંદર છુપા હોતા હૈ જબ કોઈ બિલકુલ ખામોશ રહેતા હૈ .... !!!

ગોરવાની ફોરમ પી.  
એસ.વાય.બી.બી.એ.





## इन्सानीयत

पेर की मोच, और छोटी सोच,  
हमे आगे बढने नहीं देती ।  
टुटी कलम और औरो से जलन,  
खुद का भाग्य लिखने नहीं देती ।  
काम मे आलम और पैसो का लालच,  
हमे महान बनने नहीं देता ।  
आपना मजहब उंचा और गैरो का ओछा,  
ये सोच हमे इन्सान बनने नहीं देती ।  
दुनिया मे सब चीज मिल जाती है,  
केवल अपनी गलती नहीं मिलती ।

– मयुर ए. जानी  
एस.वाय.बी.कोम.



सतत ढोल्या करे ते मैत्री,  
सतत थूप ते प्रेम.

सहवास गमे ते मैत्री,  
जुदाई सतावे ते प्रेम.

मुश्केलीमां साथ आपे ते मैत्री,  
जुंदागीभर साथ आपे ते प्रेम.

हाथमां हाथ नाजीने चालपुं ते मैत्री,  
आंजमां आंज नाजीने जेपुं ते प्रेम.

तो पछा समजातु नथी के,  
लोडो मैत्री छोडीने केम करे छे प्रेम ?

– दुंगराणी हिरल रमेशभाई  
अस.वाय.बी.कोम.





## “સફળતાના સૂત્રો”

- તમે આજે જે કામ કરી શકતા હોય તેને ક્યારેય કાલ પર મુલત્વી રાખશો નહીં.
- તમે જાતે જે કામ કરી શકતા હો તે ક્યારેય બીજાને સોપતા નહીં.
- તમે જેટલું કમાયા હો તેનાથી વધુ ખર્ચ ક્યારેય પણ કરશો નહીં.
- ગુસ્સો આવો ત્યારે કાંઈ પણ બોલતા પહેલા મનમાં દસ ગણી કાઢજો.
- ભૂખ અને તરસ કરતાં આત્મસંતોષને વધુ મહત્વ આપજો.
- કવોન્ટીટીને બદલે કવોલીટીને વધુ મહત્વ આપજો.
- તમારું કામ કરનારની કદર કરતાં શીખશો તો તમારા કામની કદર થશે.
- સફળતા અને નિષ્ફળતા વ્યક્તિ પર નિર્ભર છે.
- કેટલીક વ્યક્તિઓ મુશ્કેલ કામને પોતાની આવડત, ધીરજ અને દૃઢ મનોબળ વડે સારી રીતે પાર પાડવાથી શક્તિમાન બને છે.
- “ ઈશ્વર પર વિશ્વાસ રાખો, આધાર નહીં”

## “વ્હાલી માં”

“એક દિવસ મને એક સંત રસ્તામાં મળી ગયા,  
એમણે મને પૂછ્યું કે તને સૌથી વધારે વ્હાલુ કોણ છે ? ”

મે કહ્યું “ માં ”

એમણે કહ્યું “ માને દુઃખ થાય એ તમે ગમે ? ”

મે કહ્યું “ ના ”

સંતે કહ્યું. “જીવનમાં કોઈ પણ કાર્ય કરીને બેટા ! ત્યારે એટલું ધ્યાનમાં રાખજે કે

આ કાર્ય કરવાથી માને દુઃખ તો નહીં થાય ને ?

આટલી કાળજી જો તુ રાખશે તો મહાન માણસ બની જઈશ ”



– મુર્તુઝા એ. રંગવાલા

એફ.વાય.બી.એસ.સી. (આઈ.ટી.)



## જુંદગી ના મીલેગી દોબારા

જબ જુંદગી મીલી છે તો ઈન બુરાઈઓકો હટાકે અચ્છાઈ તક પહોચને કી કોશીશ કરે, તાકે હમ રહે યા ના રહે, હમારે જાને કે બાદ ભી હમારી નઈ પેઢી કો ચે તો યાદ રહેગા કી જુંદગી એક એસા હકીકત હે કી જીતના ઉસે અંદરસે જાનને કી કોશીશ કરોંગે ઉતની હી વો નઈ ઉમિંદ તક લે જાયેગા. બસ ઈસલીચે કુછ સવાલ એસે હોતે હૈ જુસે સમજાના ભી ઉતના હી જરૂરી હોતા હૈ, આજ એસે કુછ સવાલ જો હકીકત હૈ હમારી,

કયુ જીતે હૈ હમ ? ઓર કીસ લીચે ? કયા રેહ ગાય હૈ હમારે જીને કા વજુત ? બસ સિઈ અપને લીચે ઓર અપને મૌજ શોખ કે લીચે હી જી રહે હૈ હમ, ચે જુંદગી હમારે લીચે એક ખેલ બન ચુકી હૈ. બસ ઓર ઉસમે ફસતે જા રહે હમ સભી લોગો. કયુ ? કયા હમે ચે જુંદગી હે તો હમારા હક નહી બનતા લોગો કી મદદ કરના. ઓર કયા પતા કલ હમ ઈસ ઘરતી પર રહે યા ના ભી હો.

એક બાર અપને મૌજ શોખ કે સપનો સે બહાર નીકલકર એભી દેખે કી આજભી ગરીબ હે હમારા દેશ. આજભી લાખો લોગો કી ઉમીદ કહી જુંદા હે કી કોઈ તો હોગા જો હમારી મદદ કરેગા. પર યહા સિઈ અપને મતલબી કયું બન રહે હે હર ઈન્સાન. કયા આપકો નહી લગતા કી એક બાર ઈન પથારી સે ઉઠકે કુછ નયા કરને કો સોચે. સારી જુંદગી યુ હી સોતે રહેગે તો ચલેગે કબ. કયુ કો હમે હારના નહી હે. હમે જીના હોગા ઉન હજારો લાખો ગરીબ લોગો કે લીચે ઉન લાખો અનાર્થો કે લીચે, અપને દેશકે લીએ ઓર સપનો કે લીએ.

બસ જુંદગી મીલી હે તો આગે બઢના હે યાહે કીતની ભી મુશ્કેલી આચે, હારના ઓર થકના નહી હે કયુકી મંજીલ તો સામને હી હે, બસ વહા તક ચલના બાકી હે અગર જો સભી મીલકે આગે બઢેગે તો શાયદ કોઈ એસા રાસ્તા મીલ જાયે કી બહોત આસાની સે વહાતક પહોચ જાયે.

બસ ઈતના હી કેહના યાહતે હે કી કભી જુકના નહી હે. કભી પીછે મુડકર દેખના નહી હે. હમારી દુનિયા હમારે કર્તવ્ય, હમારે સપને વો સબ કુછ આગે હે ઓર હમે કીસી ભી હાલ પે વહાતક પહોચના હી હે.

- હકિયા માધુરી એલ.

એસ.વાચ.બી.કોમ.(ઈંગ્લીશ)



## “સાગર ની લહેર”

મને પુછે છે સાગરની એક લહેર  
શાને જીલે છે તુ આ કહેર ?



આંખોમાં સ્વપ્ન સમવાય છે હજાર,  
પણ કોને ખબર ક્યારે જીંદગી મારશે બહેર.

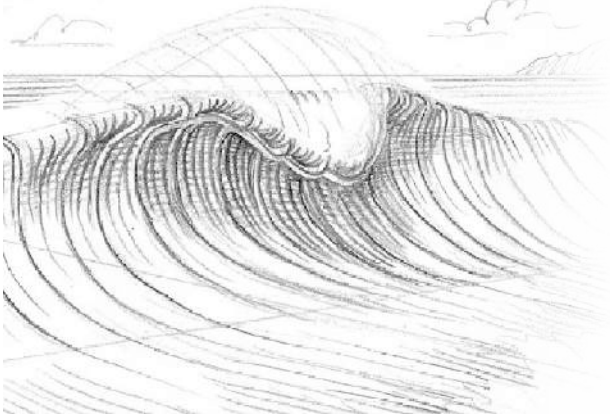
સુખનાં પ્યાલા જેવી લાગતી આ જીંદગી,  
અસલમાં તો છે દુઃખનો દરિયો ભરેલું ઝહેર.

ઘરતી પર જ સુખ માનતા માનવીએ તો બનાવ્યું છે.,  
દુઃખ નાં આકાશ ને આંબતું ઈમારતો નું શહેર.

આ દર્દભરી દુનિયામાં ક્યારે મોતનો  
સંભળાશે ભટકાર, ને ક્યારે કુદરતની થશે મહેર.

મને પુછે છે એક સાગરની એક લહેર  
શાને જીલે છે તુ આ કહેર.

રાહુલ જાળીયા  
એફ.વાય.બી.કોમ.



જ્યારે ઉગે છે. નવપલ્લવિત વૃક્ષો,  
અને તેનાં પર ઉતરે છે કુરતા ....  
ત્યારે બદલે છે નકશો આ સંસારનો  
અને તો પણ પાછાં પાંગરે છે પુષ્પ,  
અને મહેંકી ઉઠે છે બદલાતો સંસાર ....  
મહેંકના સંસારમાં લાવે છે. એ નવજીવન  
અને ખુશીઓથી મહેકતું જનજીવન.....  
ત્યારે મન અહોભાવ ! થી ભીંજાયને વરસી પડે છે  
અને કહી ઉઠે કે વાહ ! કુદરત ! .....

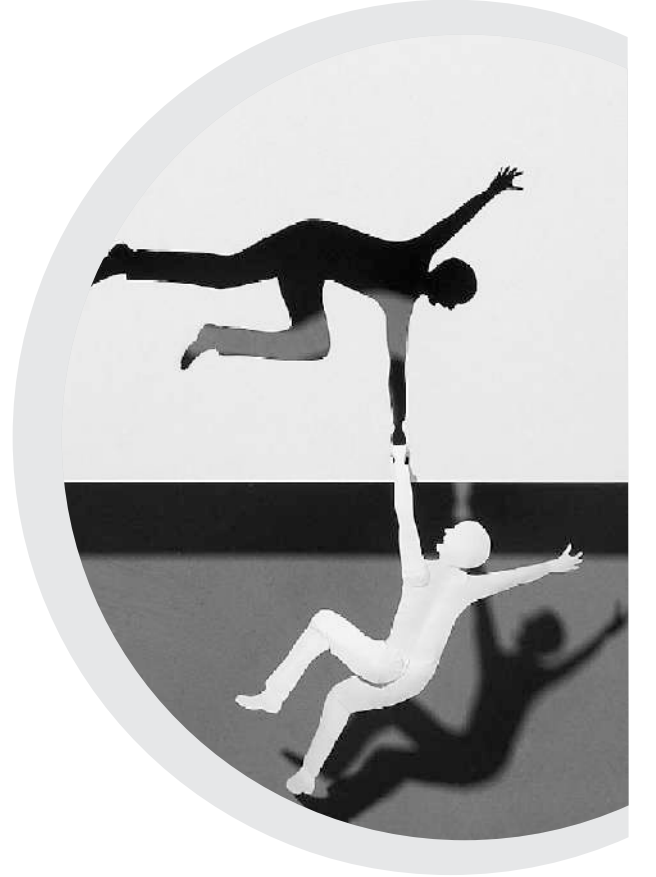
તે અમને કેવું અદ્ભુત આપ્યું છે

આ વૃક્ષો થકી નવજીવન .....

– નિરાલી આર. ભટ્ટ  
એફ.વાય.બી.કોમ.

# હું ન રહ્યો, પણ રહ્યો મારો દાખલો....

જન્મ્યો હુ ને, સાથે મારી આવ્યો,  
'જન્મ નો દાખલો '  
છ વર્ષનો થયો હું ને થયો  
મારી સ્કુલ માં 'દાખલો '  
ભણતો હુ ને સાહેબ મારા મને  
ભણાવતા 'દાખલો '  
મા-બાપ, ગુરૂ સૌ આપતા  
ભણ્યા ગણ્યાનો 'દાખલો '  
શિષ્યવૃત્તિ જોઈએ તો  
લાવો 'જાતિ દાખલો '  
આવક મર્યાદા માટે પણ  
આવકનો 'દાખલો '  
શિક્ષણ-નોકરી- લગ્ન ને  
પેન્શન માટે નો 'દાખલો '  
જીવનભર દોડતો રહ્યો  
હું મેળવવાને દાખલો  
છોડી દુનિયા ગયો વાં  
ત્યાં આપ્યો 'મરણ દાખલો '  
હું ન રહ્યો પણ, રહ્યો મારા આવ્યા  
ગયાનો દાખલો.



હિતેશ કળથિયા  
એફ.વાય.બી.કોમ.



## મારું ઘર ક્યાં .... ???

આજ મને સાંભળ, આ જગતનાં સર્જનહાર ....  
શું કામ થઈ છે આજે મારી જીતીને પણ હાર ....!!!

તે સર્જ આ દુનિયા, એમાં મુક્યો દીકરીનો અવતર,  
તે પુજાય દેવી સ્વરૂપ જગતમાં પણ અંતે તો લાચાર .... !!!

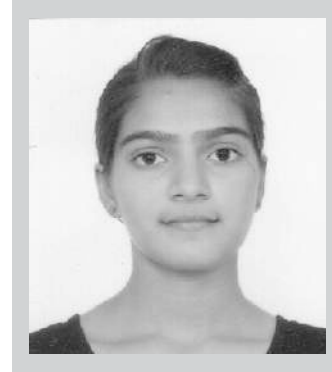
જન્મથી દીકરીના ન જગતમાં કોઈ હરખાય...  
શાંને આ નાજુક કુલ ઉગતા જ કરમાય.... !!!

હે ઈશ્વર તારા દરબારમાં આ તે કેવો ન્યાય....  
એક દીકરી પૂછે તમને છે. ઘર મારું ક્યાંય.... !!!

આ પિતાનું, પેલું પતિનું અને અંતે ઘર દીકરાનું ....  
આ દુનિયામાં દીકરીનું નથી ઘર પોતાનું ..... !!!

ગમે તેમ તોય, દીકરી તો બંને પરિવાર થી પર ....  
દીકરી પુછે પૂલુને ક્યાં છે મારું ઘર ..... !!!

– ચૈતાલી ઠક્કર એ.  
એમ.કોમ. સેમેસ્ટર-૩  
(ઇંગ્લીશ મીડીયમ)



## Different Colours

Different colours of different birds,  
Every bird has a different colour.  
Different life of different people,  
Every person has a different colour.  
Different colours of different clouds,  
Every cloud has a different colour.  
Every leaf on every tree,  
Different tree have different colour.  
Every soil and very sand,  
Each of them have different colour.  
Every finger on each hand,  
Each of them have different colour.  
Though people apart of different cause,  
But the God is one with every colour.

- by **Gayatri Gohil**  
F.Y.B.Com





## સમજી તો જુઓ ....

આ જીંદગીનો છે શું ભરોસો  
શ્વાસ ક્યારે ટુટશે શું ભરોસો  
કયા અટકશે આ જીંદગી રથ  
નથી ભરોસો આ જીંદગીનો  
કયા હશું કાલે શી ખબર  
કેટલું જીવી જશું કોને છે ખબર

## “કોલેજ...”

ધાર્યું હતુ કંઈને બન્યુ જુદુ જ કંઈ,  
વિચાર્યું હતું કે સાથે રહી કરીશું સૌ મજા.  
આમ જઈશું, તેમ જઈશું,  
ને મારીશુ થોડા ગપાટા.  
જો મીસ આવે લેકચર લેવા  
તો વાતો એ ચડાવવાનું હોય પહેલે થી જ નકકી.  
જો વળી અમારા મેદાનમાં તો  
રમવાની કંઈ જુદી જ મજા.  
રીસેસ પછીના લેકચરમાં જઈએ લેઈટ  
ને વળી રજામાં કરીએ મજા  
આમ તો દરરોજ બંક ને  
વળી એકસ્ટ્રા લેકચરમાં હાજર  
કેટકેટલી મજા વળી આ કોલેજમાં  
પણ ખબર ન હતી કે  
આ આરો સાથ અહી સુધીનો જ હતો.



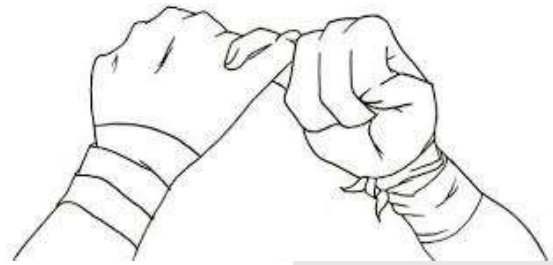
– જાનકી આર. દેસાઈ  
એસ.વાય.બી.કોમ.

# Promise



Read but write more  
Talk but think more  
Play but read more  
I Promise you will  
succeed sure.

Eat but chew more  
Weep but laugh more  
Sleep but work more  
I Promise you will be  
healthy sure



Hate but love more  
order, but obey more  
Quarred but agree more  
I Promise people will  
Love you sure

- by **Radhika Sutaria**  
S.Y.B.Com.



# કોલેજ કે વો દિન ...

કોલેજ કે દિન કી શરૂઆત હમારે જીવન મે કુછ એસે હુઈ થી.

હાથો મેં દો બુક્સ થી ઓર આંખે થી બેચેન  
ના કોઈ પહેચાન પાચે વૈસા ચહેરા ઓર જુકે હુએ થે નૈન

એક બડા સા કલાસ થા ઓર ઠેર સારા ડર  
ચાદ આને લગા થા ચભી હમે અપના ઘર

ના કોઈ દોસ્ત ના કોઈ પહેચાન  
હમ હો ગયે થે તભી થોડે પરેશાન

ફીર ઈસ તરહ કુછ હોને લગા થા  
જૈસે બદલા સમા ઓ સબકુછ બજલને લગા થા

દોસ્તો સે નઈ દોસ્તી ટીચર્સ કે સંગ હોને લગી બાતે  
અચ્છી લગને લી હમે કોલેજ કી વો હ મુલાકાતે

બનને લગા ઘીરે ઘીરે સમા પુરાના  
સાથ મેં બેઠકર ખાને લગે કોલેજ મે ખાના

દોસ્તો કે સાથ રહેના અચ્છા લગને લગા  
હરેક સપના આજ સચ્યા લગને લગા

સાથ અપના કુછ ઈસ તરહ લે આપા રંગ  
મીલતી ગઈ મંઝીલ ચલને લગે સંગ

ચારો કી દિલદારી વો ટીચર્સ કે લેકચર  
ચાદ આતે હી આજ હો જાતા હે દિલ કો ફેકચર

ના અબ વો દુનિયા રહેગી ના હી વો મહેફીલ  
અબ રહેગી ચાદે ઓર ચાદો સે ભરા દિલ

અબ સે દિન કી શરૂઆત તો હોગી પર કોલેજ જાના નહી હોગા  
બાટને કે લીચે અબ કોઈ નોલેજ નહી હોગા.

ના સાથ ના કોઈ દોસ્તો કા હાથ  
ના હી અબ હોગી વો પ્યાર ભરી દિન કી શરૂઆત.

સંગ મે રહ જાયેગી વો મીઠી ફરીચાદે  
ઓર સાથ લે જાયેગે વો અઘૂરે વાદે



छूटने वाले हैं हमसे अब सज अपने  
याद रहे जायेगे जन के वो सज सपने

आंजो मे आंसु और टिल आज लरा है  
कोलेज से छूटने का झंम आज हरा है

वो कलास वो बन्क वाले लेकयर, वो मस्ती लरी जाते  
छूटेगे आज डीरसे कीतने अपनो के नाते

अेक विश्वास जन कर जत्म हो गध कोलेज  
आज अेक आश जनकर अधूरी रह गध कोलेज

ना ही हम होगे अब ना ही दोस्तो की आवाज  
हमारे संग जह जायेगे कीतने के राज

जनेगी अब ये दूरी  
जो जन जायेगी हमारी मजबूरी

ना कोध आस अब ना ही कोलेज टिनवाला अहेसास  
बदल गया है आज सज कुछ हमारे आसपास

आजरी धस टिन की विदाय पे अेक ही नाम है  
यहा ज़ुया हमने अपना पुरा बयपन और कीये कीतने काम है

याद टिलायेगा हमे अपना वो ज़ुता हुआ हरपल  
और नही लोटेगे आज डीर से वो ज़ुता हुआ कल

जुये हुअे को अगर ज़ुंदगी कहे  
पुटा से हमने आपके लीये मांगी उसे बंदगी कहे

हमने अपना वो पल धस दोस्तो और कोलेज के साथ जीता टिया  
अपने अरमानो को आज पुट से ही ज़ुटा डिया

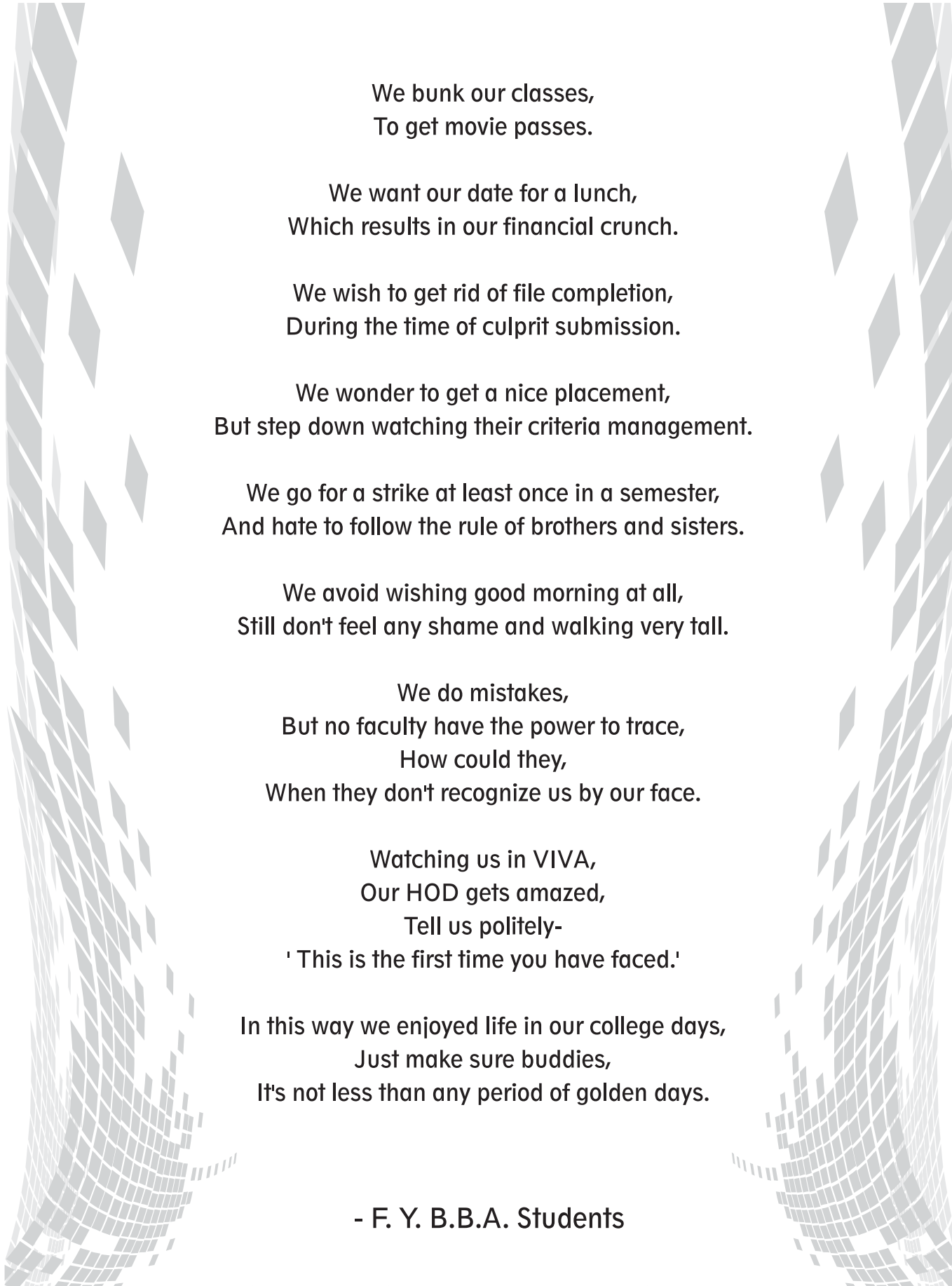
आज करते हैं सज दोस्तो को आजरी वाटा  
सज पुशी से ज़ुअे अपनी ज़ुंदगी और ली ज़ुयाटा

आंजोमे आसु है और मन की यादे लूतकाण जन गध ये सारी जाते  
सय में बार बार याद आयेगे हमे वो कोलेजवाले टिन और राते

“काश ये कोध सपना होता ...  
डीर से कोलेज का सज कुछ अपना होता ... ”

– मकवाला प्रियाल योगेशभाध  
अेम.कोम. (सेमीस्टर – १)





We bunk our classes,  
To get movie passes.

We want our date for a lunch,  
Which results in our financial crunch.

We wish to get rid of file completion,  
During the time of culprit submission.

We wonder to get a nice placement,  
But step down watching their criteria management.

We go for a strike at least once in a semester,  
And hate to follow the rule of brothers and sisters.

We avoid wishing good morning at all,  
Still don't feel any shame and walking very tall.

We do mistakes,  
But no faculty have the power to trace,  
How could they,  
When they don't recognize us by our face.

Watching us in VIVA,  
Our HOD gets amazed,  
Tell us politely-  
' This is the first time you have faced.'

In this way we enjoyed life in our college days,  
Just make sure buddies,  
It's not less than any period of golden days.

- F. Y. B.B.A. Students



# Effective and Powerful Personality Development Tips

Just wants to become popular. Man's life is a burden without popularity. If we leave aside certain action, there is not much difference between a man and an animal. Everybody can be popular if he/you takes care of these few enlisted personality development tips. These personality development tips are very simple to read but they are very effective and powerful- try in your day to day life..

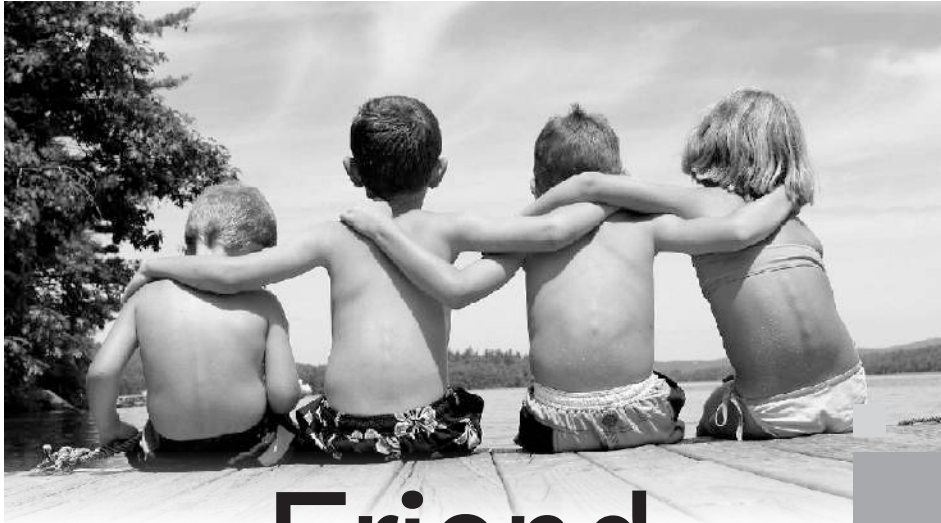
1. If you want to progress in life than honestly analyze the traits of your character.
2. Do not laugh at people when they are in difficulty or trouble other wise you will loose your personality in a moment.
3. This is a great way to develop your personality by listening everyone politely, even if their ideas are baseless or not of your interest.
4. During conversation do not keep talking yourself too much.
5. When ever somebody brings any gift for you, don't forget to praise it. It does not matter even if you were expecting something else.
6. Make other feel that you love them.
7. Keep your moral high in case of defeat and be more polite on being victorious.
8. Solve your problems in a creative way. Try your best not to let these spoil your relations with your friends.
9. Enlist your bad habits and try to get rid of them.
10. We should not uplift our standard of living but also help others to do so. Try to remove the feeling of inferiority in others by loving them and by keeping good behavior towards them.
11. Be careful of what your say about others because others will say the same thing about us at different times and at different places and in this way form a public opinion about us.
12. Some people often have a favorite sentence which they repeat frequently. We should try and get rid and get rid of such a habit.

13. Independence increases our good qualities and personality and slavery bad qualities.
14. Independent thinking and freedom to work is the only source of progress and welfare.
15. Love is the greatest magic in this world. You can do every thing with help of love. Develop this art to improve your personality.
16. Positive attitude is of great importance in our personality. No body like people who have narrowed out look. In life only that person is considered well behaved who has positive and healthy bend of mind.
17. The real beauty of man lies not in his physical appearance but in his work and good qualities. That is why it is important that we improve mental outlook to develop our personality.
18. Every individual should develop the ability to adjust with others, because basically man is a social animal, so one can not survive by living alone.
19. Some people keep repeating a particular statement and it becomes a part of their nature. At the most you may repeat a statement twice but if you do it more than that it leaves a bad impact.

**-Ms. Shailey Trivedi**

Student (M. Com.)





# Friend

A friend is a person  
to laugh and cry with,  
An inspiration,  
Someone who lends a helping hand,  
though friends may not be forever,  
And they may not end up together,  
the memories of a true friendship will  
last forever.

A friend is not a shadow nor a servant  
But someone who hold  
a piece of a person in his heart.  
Someone who shares a smile,  
Someone who brightens up your day  
What makes a person a friend?  
Is by saying your Love will stay.

(Poet: Unknown)  
Submitted By: **Ms. Radha Trivedi**



# Print Media...



ભાવનગરની સ્વામી સહજાનંદ કોલેજ ઓફ કોમર્સ એન્ડ મેનેજમેન્ટના નવ વાર્ષિકોત્સવની સમન્વય-૨૦૧૩ અંગેની ઉજવણી કરવામાં આવી હતી. જે પ્રસંગે...



સ્વામી સહજાનંદ ગ્રુપ ઓફ કોલેજોના ઉપક્રમે તથા સૌરાષ્ટ્ર સમાચાર મિડીયા પાર્ટનરના સહયોગથી યોજાયેલ મેગા ઇવેન્ટ "સ્પાર્ક-2012"નો શુરુવારે ભાવનગર, 10 ઓક્ટોબર ૨૩ થયેલ પાંચ દિવસીય મેગા ઇવેન્ટ "સ્પાર્ક-2012"નો સમાપન સમારોહ સ્વામી સહજાનંદ કોલેજ ઓફ કોમર્સ એન્ડ મેનેજમેન્ટ માટે તા.11/10/2012ના રોજ સાં 5-30 કલાકે યોજાયેલ.



જેવરમાં સ્વામી સહજાનંદ કોલેજ બી.બી.એ. સેમે.2ની વિદ્યાર્થીનીઓની સમી રોજસરા મહારાષ્ટ્ર ખાતે યુથ નેશનલ વોલીબોલ રમવા માટે પસંદગી પામેલ બધાટે બી.સી.એ. સેમે-2ની વિદ્યાર્થીની ત્રિવેદી પાસેથી પામેલ બધાટે બી.સી.એ. સેમે-2ની વિદ્યાર્થીનાં ગોલ્ડ અને ધોળા પાસેથી પામેલ મહાકુબમાં યોગ કોમ્પિટિશનમાં ગોલ્ડ અને ધોળા પાસેથી પામેલ મહાકુબમાં યોગ ગોલ્ડ વધારેલ છે.

બધાટેલ છે. 5/3/2012 P-8.  
**બી.કોમ. સેમ-૫માં સવાલી મિતલ યુનિ. પ્રથમ**  
 બી.કોમ. સેમેસ્ટર-૫નું પરિણામ જાહેર થતા સ્વામી સહજાનંદ કોલેજ ઓફ કોમર્સ એન્ડ મેનેજમેન્ટનું

જળણતુ પરિણામ આવેલ છે. સમગ્ર વિદ્યાર્થીઓમાં કોલેજની સુવિધાઓને લઈને વિદ્યાર્થીઓને સંતોષ કરવામાં આવેલ છે.



સ્વામી સહજાનંદ ગ્રુપ ઓફ કોલેજોના નવમાં વાર્ષિકોત્સવની ઉજવણી કરવામાં આવી હતી. જે પ્રસંગે...



# કલાની રાજધાની હવે શિક્ષણ ક્ષેત્રે પણ રાહબર

ભાવનગર, 28 ડિસેમ્બર

સોશાયટીમાં કલાની રાજધાની તરીકે પ્રસિદ્ધ ભાવનગરે આજે 21મી સદીના યોગ્યવાઈક્રમના પુષ્પમાં આંતરરાષ્ટ્રીય કલાની ડોનરસ્કનું આયોજન કરી શિક્ષણ ક્ષેત્રે રાહબર બોધી છે અને આ કોન્ટ્રોલના તારણે ઉચ્ચ શિક્ષણ

## સહજાનંદ કોલેજ ખાતે આંતરરાષ્ટ્રીય કોન્ફરન્સનું રાજ્યપાલ ડો. બેનિવાલના હસ્તે ઉદ્ઘાટન

સહજાનંદ કોલેજ ખાતે આંતરરાષ્ટ્રીય કોન્ફરન્સનું આયોજન કરી શિક્ષણ ક્ષેત્રે રાહબર બોધી છે અને આ કોન્ટ્રોલના તારણે ઉચ્ચ શિક્ષણ



રાજ્યપાલ ડો. કમલાજી ઉદ્ઘાટન કરે છે

કોન્ફરન્સનું આયોજન કરી શિક્ષણ ક્ષેત્રે રાહબર બોધી છે અને આ કોન્ટ્રોલના તારણે ઉચ્ચ શિક્ષણ

કોન્ફરન્સનું આયોજન કરી શિક્ષણ ક્ષેત્રે રાહબર બોધી છે અને આ કોન્ટ્રોલના તારણે ઉચ્ચ શિક્ષણ



DR HETAL MEHTA

There is no substitute for higher education!  
Dr Hetal Mehta, principal, Swami Sahajanand College of Commerce and Management, Bhavnagar

"We are a college that is entirely run by women. From peons to administrative to legal staff and even the teaching staff, we are all women. And I'm not talking about a girl's college. It is a co-ed institution with a large number of boys studying with us. It hasn't been a conscious effort to be this way, but now that it has happened, we are proud of it. Surprisingly, since we have turned into an institution entirely managed

## સહજાનંદ કોલેજની ઉજવણીમાં પ્રો. ઉષાબહેનનું વક્તવ્ય સંસ્કૃતિને ભૂલ્યા વગર હંમેશા જમીન સાથે જોડાયેલા રહેજો

ભાવનગર, તમારામાં જ્યારે કોઈ કલ્પનાની ઉદ્ગમ આવે ત્યારે પણ વાસ્તવિકતાને પારખવા માટે જમીન સાથે જોડાયેલા રહેજો અને વિદ્યા જરૂર ભણો પણ સાધોસાધ કરવા અને સંસ્કૃતિની તમારી જે ધરોહર છે તેને કદાપિ વિસારતા નહીં તેમ ડો. ઉષાબેન ઉપાધ્યાયે સહજાનંદ કોલેજ ખાતે જણાવ્યું હતું.

સહજાનંદ કોલેજની ઉજવણીમાં પ્રો. ઉષાબહેનનું વક્તવ્ય સંસ્કૃતિને ભૂલ્યા વગર હંમેશા જમીન સાથે જોડાયેલા રહેજો

સહજાનંદ કોલેજની ઉજવણીમાં પ્રો. ઉષાબહેનનું વક્તવ્ય સંસ્કૃતિને ભૂલ્યા વગર હંમેશા જમીન સાથે જોડાયેલા રહેજો

## શનિવારથી ભાવનગરમાં સહજાનંદ કોલેજના દશાબ્દી મહોત્સવનો પ્રારંભ

રાજ્યપાલ ડો. કમલાજી ઉદ્ઘાટન કરશે : શિક્ષણમંત્રી ભુવેન્દ્રસિંહ મુડાસરના, શક્તિસિંહ ગોહિલ સહિતના ઉપસ્થિત રહેશે : સંસ્કૃતિ કાર્યક્રમોની વણગાર : મુદાસરના સંસ્કૃતિ મંત્રીએ આજે સહજાનંદ કોલેજના દશાબ્દી મહોત્સવનો પ્રારંભ કર્યો હતો.

## મનની મથામણ અને અંતઃસ્ફૂરણથી આવતા વિચારો સંશોધનના જનક બને

ભાવનગરના 30 સ્વામી સહજાનંદ ગ્રુપ ઓફ કોલેજની સ્વામી સહજાનંદ કોલેજ ખાતે આજે આયોજન કરવામાં આવ્યું હતું.

## બહેનોને શિક્ષિત થવાથી સ્વતંત્રતા નહીં મળે પણ પુરુષ સમોવડી બનવું પડશે

ભાવનગરમાં સહજાનંદ કોલેજ ઓફ કોમર્સનો દશાબ્દી મહોત્સવ સંપન્ન થઈ રહ્યો છે.

## સહજાનંદ કોલેજમાં યોજાયેલ આંતરરાષ્ટ્રીય કોન્ફરન્સનું સમાપન

સ્વામી સહજાનંદ ગ્રુપ ઓફ કોલેજના મેનેજમેન્ટના દશાબ્દી વર્ષની ઉજવણીના કોન્ફરન્સનું આજે સમાપન થયું હતું.

## વિદ્યા સાથે કલા અને સંસ્કૃતિની ઘસોટર પણ ભુલતા નહીં : ઉષાબેન

સ્વામી સહજાનંદ ગ્રુપ ઓફ કોલેજની સ્વામી સહજાનંદ કોલેજ ખાતે આજે આયોજન કરવામાં આવ્યું હતું.

## સહજાનંદ કોલેજમાં શનિવારથી ઈન્ટરનેશનલ કોન્ફરન્સ યોજાશે

રાજ્યપાલના ડો. કમલાજીના હસ્તે ઉદ્ઘાટન, દેશ અને વિદેશ સહિતના 21 પે રેવિગેટ્સનું આયોજન કરવામાં આવ્યું છે.

## ઈ - લર્નિંગ માટે વિદ્યાર્થીઓ તથ શિક્ષકોને સજ્જ કરવા તાલીમ જરૂર

સ્વામી સહજાનંદ ગ્રુપ ઓફ કોલેજના મેનેજમેન્ટના દશાબ્દી વર્ષની ઉજવણીના કોન્ફરન્સનું આજે સમાપન થયું હતું.

## રાજ્યના રાજ્યપાલ ૨૮મીએ ભાવનગરના પ્રવાસે આવશે

સ્વામી સહજાનંદ ગ્રુપ ઓફ કોલેજના મેનેજમેન્ટના દશાબ્દી વર્ષની ઉજવણીના કોન્ફરન્સનું આજે સમાપન થયું હતું.

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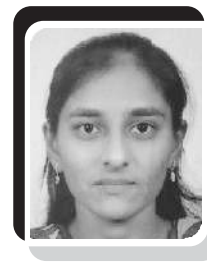
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