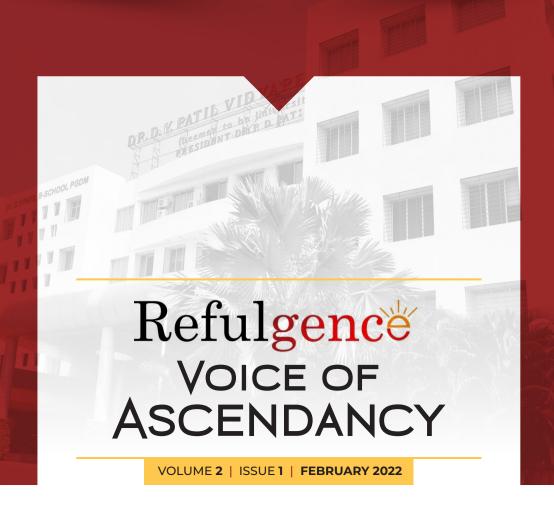
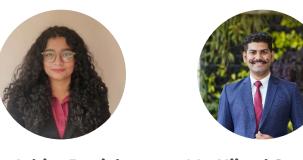
# Refulgence

#### ⊺ Dr. D. Y. Patil **B-School** (Program Approved by AICTE, Ministry of Education Govt. of India)



### **EDITOR'S** DESK



Ms. Athira Panicker

Mr. Ujjwal Sarathe

Welcome to the February edition of REFULGENCE - The official newsletter of Dr. D.Y. Patil B-School. We like to wish all the readers a wonderful and prosperous year ahead.

As wisely said by his grace Gaur Gopaldas Ji "If you want to change the way you feel, change the way you live." This edition is all about a new year, a new start and making a change. We are proud to release the second issue of volume 2 issue 1 the newsletter for the month of February. This month is a symbol that stands for prosperity, health, and a feeling of general wellbeing and showcases the transition we

have been through during Covid times. This newsletter is a one-stop informational article about all the activities happening in Dr D.Y. Patil B-School. As you go through the pages, you will come across all sorts of events and achievements borne by our institution. It showcases the epitome of the college, the students, the faculties, and all the members associated with it. We exhibit our gratitude and heartfelt thanks to all those who have contributed to making this effort a success. We are immensely thankful to the management for giving support, encouragement, and a free hand in this endeavor. Last but not least, we thank all the authors who have contributed their articles to the newsletter. We

hope you enjoy reading this newsletter as seen through the journalistic eyes of our writers and photographers.



**DIRECTOR'S** DESK

A journey of thousand miles begins with a single step and this journey becomes enjoyable and fascinating when each DYPIAN is determined in making this journey successful. We, at Dr. D. Y. Patil B-School believe that, courage and determination, higher than obstacles, results in achieving success. We at Dr. D. Y. Patil B-School inculcate the thought that true sign of intelligence is not just knowledge, but also imagination, hence taking into consideration the New Economic Policy, we are keen to promote Entrepreneurship and Innovation. We have become the 1st Institute in India to launch Disruptive Innovation as a Minor Specialisation for all students across different specialization which is designed in such a way that it helps to nourish cognitive abilities, critical thinking and problem-solving skills. With covid being the speed-breaker in the way, cases have been rising day by day and hence for the safety of the students and the college everyone had to return to their hometowns and practice precautionary steps to fight the virus. While covid became a problem for offline classes it did not stop the institution from imparting knowledge and education. Semester-2 started on the online platforms and the curriculum continued. As soon as the permission was granted and it is safe, the college resumed offline classes. SIP's have been lined up for the students to gather practical knowledge about the actual implication of the theoretical knowledge in the corporate world. Last but not the least, a lot has been done and it's a long way to go. Let's work hard together and strive for a better future and reach new vistas of education.

My sincere regard and thanks to each and every person who has contributed to this issue of REFULGENCE – the official newsletter of Dr. D. Y. Patil B-School, and enhanced to perfection with their writing and articles.



The aim and focus of DR. D Y PATIL B-SCHOOL is to impart quality education and retaining the cultural and traditional values. As much as the curricular activities are important for the students, so is celebrating festivals and participating in other cultural activities.

After a whole week of examinations, stress and hard work, Dr. D.Y Patil B-School decided to celebrate this occasion of Christmas to help the students relax and enjoy themselves, just before they go for a break. Here's to Christmas,

A time of remembering,

- A time of loving,
- A time for giving, A time of believing,
- A time of growth,
- A time to slow down,
- A time to simplify.
- A time of magic, A time of peace.
- The Christmas spirit was seen all over the campus.

The students decorated the college with beautiful Christmas colours. The whole event started with wonderful group



## THE BEST CONVOCATION EVER

December 30, 2021 is the day, which is written in golden words in the history of Dr. D Y PATIL B-SCHOOL, as we were fortunate to witness the presence of His Grace Gaur Gopal Das Ji as the Chief Guest and IPS Krishna Prakash Sir (Commissioner of Police – Pimpri Chinchwad) as the Guest Of Honour along with Hon. Dr. P. D. Patil Sir (Chancellor - Dr. D. Y. Patil Vidyapeeth), Hon. Dr. (Mrs.) Bhagyashree P. Patil Ma'am (Pro-Chancellor- Dr. D. Y. Patil Vidyapeeth), Hon. Dr. Somnath Patil Sir (Secretary - Dr. D. Y. Patil Unitech Society) and Hon. Dr. Amol Gawande Sir (Director – D. Y. Patil B-School) in the soil of DY Patil University.



guidance of our Zumba instructor Mr. Ranjeet Kataria. After the fun flash mob, it was a cake cutting ceremony done by our director - Dr. Amol Gawande with other faculty members and the senior batch. To make the event more enjoyable there was a DJ party later on with fun and groovy songs playing in

performances by the students of Dr. D.Y Patil, which

was followed by a tremendous and fun flash mob

prepared and performed by the students under the



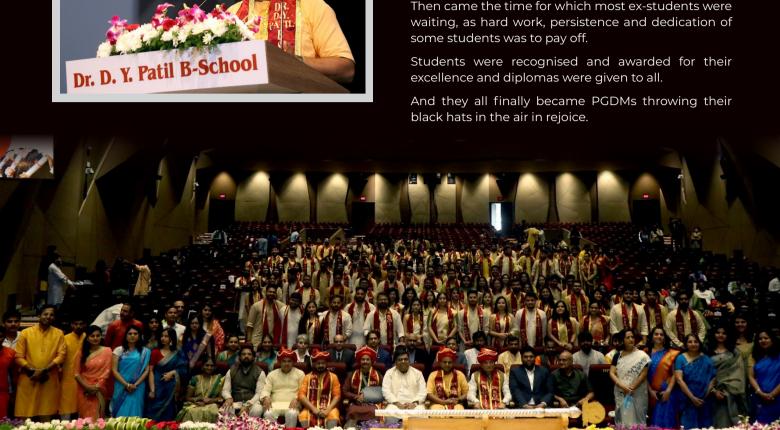
the background and everyone dancing and enjoying themselves. With the joined effort of faculties and students all such events are made memorable and remarkable.



Preparations were done, eagerness awaited in each one of us and the program started by escorting the chief guests followed by a slow march by flag bearers to welcome the dignitaries towards the dais. After they settled down, we all witnessed a wonderful classical welcome dance by our college dance team

showing the tales of Lord Krishna. Then the whole, DPU family including students, alumni, faculty and staff members, visiting faculty, teaching and non-teaching staff were addressed by the Commissioner of Police, Pune, IPS Shri Krishna Prakash Sir, followed by the internationally recognised motivational and spiritual teacher His Grace Gour

We feel blessed to be a part of Dr. DY PATIL B-SCHOOL, as we got this wonderful opportunity to hear His grace Gaur Gopal Das Ji in person. The program followed marking his words-"IF IT IS TO BE, IT IS UP TO ME"



Gopal Das Ji.

### INDIAN INSTITUTIONAL RANKING FRAMEWORK

This is a moment filled with pleasure and happiness. Dr. D. Y. Patil B-School has been ranked 15th Among **Top 100 Private B-Schools in Indian Institutional Ranking Framework.** 

Dr. D. Y. Patil B-School has also been ranked 16th among TOP-50 SCHOOL OF EMINENCE FOR **EMPLOYABILITY (Employability Rank).** 





EDUCATION POST

DPU Dr. D. Y. Patil B-School



#### CURRENT INDUSTRY SCENARIO AND SKILLSETS REQUIRED FOR A DYNAMIC PROFILE

Dr. D. Y. Patil B-School organized a mind dazzling online session on "Current Industry Scenario and Skillsets required for Dynamic Profile" on the eve of 21st January 2022. The speaker guest for the session was Mr. Rishi Kapal, who is Career Transition Coach and an academician by choice. He is a former CXO and a Standford Alumni. He is also a writer. Some of his remarkable pieces are; Kites in A Hurricane: Start-ups from Cradle to Fame, Managing Large Teams: Overcoming Skip-Level Frictions & Executive Isolations, Miasma and Next Generation Mobile Communications. Mr. Rishi Kapal started the session with a thought-

provoking question that every youngster would



ask to himself/herself i.e., What Are We Up To? We want a career in the Corporate World or we want to start a career in such field which is a job creator - Entrepreneurship. Once it is decided in which sector an individual's preference lies, there should be an effort towards that goal. He suggested some points to be decided once the sector is finalized. Corporate Sector aspirants should decide about the roles, mini sectors and profits in the end; where parallelly, Entrepreneurs should focus to create the business, joining hands with other people, look for a mentor and invest whatever the business demands to be successful.

Mr. Rishi Kapal threw light on 6 really fast-growing sectors in current industry scenario. These 6 Sectors are: -Essentials, E-Commerce, Entertainment, Energy, Ed-Tech and E-Health. He also spoke about the BIG 6 of Digital Transformation and Skillsets, of which an individual should be versed in. These BIG 6 are: - Digital Marketing, AI & ML in Business Management, Cloud Transformation, Blockchain, Cyber Security and Analytics. A total guide to Stand Out of the Crowd was discussed by Mr. Rishi Kapal. Some of his teachings says that one must possess the quality of Self Branding and Marketing on social media. A true value resume not only highlights learning but evident of applying. According to him, being witness of the pandemic era, one must be compellingly prepared for interviews in both, physical and virtual mode.

The session has been an eye opener to the newly job searching management aspirants.



An online session for the students of Batch 2021-23 was scheduled on 6<sup>th</sup> December 2021 from 4:30 P.M. to 5:30 P.M. The speaker for the session was Ms. Saryu Sahajpal and Ms. Swapnila moderated the session. The topic of the session was 'Guesstimates.' The speaker Ms. Saryu Sahajpal defined Guesstimates as a blend of guess work and statistics. She said that guesswork is the outcome of individual biases and fallacies. She also took an example to make the session more interactive that what percent of the

HOW TO HANDLE STRESS IN PANDEMIC

A very interesting and informative workshop was organized by Dr. D. Y. Patil B-School on 20th January 2022. The topic of the workshop was "HOW TO HANDLE STRESS IN PANDEMIC" and the speaker of the workshop was Ms. Supriya Pujari.

Ms. Supriya Pujari commenced the workshop with an idea that every individual should take as a vision that "I AM A COMMITMENT." She said that first duty of an individual lies towards himself/herself. Every individual should be mentally well and strong during this pandemic time.

Further, she spoke about the competitive world waiting outside even in pandemic times. She highlighted the wants and requirements of the industry currently which is an individual with sound knowledge of his/her domain with emotionally intelligent and innovative mind. She added that there has been a magnificent shift in corporate culture in the form of remote working, commonly known as work from home and a heavy increase in data analytics. These days, corporates demand **people with accountability** and digitally smart attitude.

Ms. Supriya Pujari also spoke about an individual's approach towards this challenging and dynamic Indian population practice terrace farming. There were several inputs from the attendees describing their estimated percentage on the basis of their logics. Ms. Saryu Sahajpal highlighted the importance of logical thinking as the corporate world is changing and what does it expects from the budding managers. She highlighted that an individual should be keen to analyse which extra hard and soft skills an individual must possess to stand apart from the crowd.

environment. According to her, one should be clear with his/her assumptions of what to pursue and these assumptions will be built on his/her strengths which will be driven by the industry needs. To build strong assumptions, one should focus on certain factors like accountability, goal clarity, right mindset and adaptability. A person should possess agile leadership for survival and resilient attitude at workplace. She stated that when thinking, feeling and taking

action comes together, it creates a happy individual. An individual can be happy by following **A B C D of** Emotional Intelligence; where A is Awareness of the impact of environment on mental health, B is **Balance** between present and plans for future, C is **Clarity** of what is needed and what is not and D is to **Define** own mental health.

The last mantra given by Ms. Supriya Pujari is the mantra to **LET GO.** To Let Go the **struggle of being** normal, to Let Go overthinking and to Let Go the need of perfection.

In this period of online stress and target achievement pressure, this workshop played a vital role in gaining a healthy and happy mind.

#### **DYPBS START-UP AND INNOVATION** INSTALLATION CEREMONY

Dr. D.Y. Patil B-School differentiates itself from other Business schools in terms of state of art infrastructure and by enabling Research led Academic Excellence and sustaining unparalleled Educational Practices and Innovative teaching learning methodologies as per New Education Policy.

The main focus of Dr. D.Y Patil B-school is to help the students inculcate practical and innovative expertise in their particular specializations. In order to do so, Dr. D.Y Patil B-school has set up Startup and Innovation Cell, which will help students to wake up their creative minds and come up with new and innovative ideas.

The Chief Guest for the installation ceremony was, Honourable Dr. Rohini Somnath Patil (Doctor. MBBS. Passionate Nutritionist. Entrepreneur. Founder-Nutracy Lifestyle. Blogger. Fitness Freak. YouTuber) and the Guest of Honour was, Mr. Deepesh Kuruppath (CEO cargo FL & Innoctive technologies Pvt Ltd.). And our very own MR. AVINASH THAKUR, CEO, AIC Pinnacle entrepreneurship forum.

The event started with an E-felicitation to each guest of honours which was followed by an address to the audience by the Chief advisor of DYPBS Start-up and innovation cell Dr. Amol Gawande and the president of DYPBS START-UP AND INNOVATION CELL Prof. Dr. Sonali Saha.

Both the guests imparted important lessons regarding start-up and entrepreneurship, the skills required and how to apply those skills practically. After the words of wisdom and knowledge by

both guests the faculty members were given an opportunity to have a question answer session with the honourable guests. Thereafter, the logo for the Start-up and Innovation

cell was launched, designed by a student of Dr. D.Y Patil B-school, Mr. Arpit Kulkarni from finance specialisation.

The respective member of the Start-up and Innovation Cell were appointed after that.



respective cells which included faculty representatives and student representatives. The cells are: IPR, Innovation, Start-up, Social Media and Internship. The respective co-ordinators and respective members of the cell were also introduced. The installation ceremony ended with the vote of thanks given by the Convenor of DYPBS START-UP

AND INNOVATION CELL Ms. Stuti Shukla.

#### ICCI 3rd WEBINAR ON ENTREPRENEURSHIP AND **INNOVATION SUMMIT**



#### The Integrated Chambers of Commerce and Industry conducted its 3rd Webinar on Entrepreneurship and Innovation Summit on 22nd January 2022.

The key speakers of the webinar were Dr. Anil Kumar Saxena

Chairman – Global Institute of Pharmaceutical **Education & Research** 

Prof. Rakesh Ranjan

Vice Chancellor – Himgiri Zee University Dr. Neha Sharma

Director – Shanti Business School

**Dr. Amol Gawande** Director - Dr. D. Y. Patil B-School

Dr. Somesh Dhamija Dean (Consultancy) – GLA University

Mr. Utppal Mitra

Management Guru Mr. Ravish Roshan

Director - Centre for Education Growth and Research Mr. Manvendra Kumar Director – Integrated Chambers of Commerce

and Industry.

Mr. Ravish Roshan was given charge to moderate the webinar.

Integrated Chambers of Commerce and Industry (ICCI) is industry led not for profit and industry managed commerce think tank. ICCI is consistently organizing activities to promote entrepreneurship and innovation in India. The Centre for Education Growth and Research (CEGR) has started an

### **GLOBAL ACHIEVEMENT**

IACRD is an international community of Researchers, Practitioners, Students and Educationists for the development and spread of ideas in the field of teaching and education. The basic purpose of the council is to bring together Academicians and Experts from different parts of the country and abroad to exchange the knowledge and ideas at a common platform by organizing National and International Conferences, Seminars and Workshops that unite the Science, Social Sciences, Language, Emerging Technologies, Management, Financial Engineering, Humanities, Literary, Cultural, Education etc.

IACRD promotes the original, innovative ideas for betterment of the world. The Society seeks to propagate the results of the interdisciplinary field across research communities and to the general public.



Entrepreneurial Campaign under which mentors has successfully trained and motivated 1,000+ students to take entrepreneurship as their career. Our Director. Dr. Amol Gawande was of the view that

true sign of intelligence is not just knowledge, but also imagination. He threw light on one of the emphases of the New Education Policy i.e., to promote Entrepreneurship and innovation. Our focus should be on value creation with personal, social as well as business excellence. Management education focuses more on outcome-based education. He added that skills are equally important as knowledge. In this era, filled with air of start-ups, most important

is the synergy in creating entrepreneurs by encouraging students to think big and to think out of the box. Dr. Amol said that our vision should be to create more job creators than job seekers.

Dr. Amol Gawande also spoke about the **Start-Up and** Innovation Cell established in Dr. D. Y. Patil B-School in collaboration with AIC Pinnacle, supported by Atal Innovation Mission, NITI Ayog, Ministry of MSME, Govt. of India, which focuses majorly on encouraging, inspiring and nurturing young entrepreneurial minds by supporting them to work with new ideas and enable them to transform their ideas into successful business model.

Every institute should be known by its entrepreneurial and innovative mindset. Dr. D. Y. Patil B-School has become the 1st Institute in India to launch Disruptive Innovation as a Minor Specialisation for all students across different specialization which is designed in such a way that it helps to nourish cognitive abilities, critical thinking and problem-solving skills.



One of our honoured faculty of Dr. DY PATIL B-SCOOL, DR. Aditi Singh Aljapurkar was awarded Best YOUNG RESEARCHER AWARD by IACRD for the year 2021. An award which endears or concedes a vivid researcher to continue their work, assure accessible and congruous technology in the application of education. Dr. Aditi Singh Aljapurkar has also been awarded

the ANNUAL MEMBERSHIP CERTIFICATE by IACRD, in outstanding recognition of her achievements and promotion of research and environment together with all the rights, privileges and responsibilities.

**GLOBAL ACADEMIC** EXCELLENCE AWARDS

We feel proud to share that Dr. Sachin Napate, faculty of financial management, has received a glorious award of Best Teacher – 2021, in the Global Academic Excellence Awards by EMG – SSM TRUST. The event was supported by Zoom Delhi as a telecasting partner. Awards like these, acts as a source of motivation and immense pride for the faculty and staff at Dr. D. Y. Patil B-School to enable them to perform at the finest levels.



### **STUDENTS CORNER**

For an institution and for teachers, the most precious moment is that when a student is able to apply the teachings in the practical world. And these precious moments become prestigious when they are recognized and appreciated by the society.

We, in Dr. D. Y. Patil B-School, have some prestigious arrows in guiver.



We feel proud to write that Ms. Garima Joshi of Finance Specialisation presented a research paper in International SIIRT Conference for Scientific Research on Investor's Perception towards investing in Banking Stocks.



It's a delightful moment to write that Ms. Heena Ludhria of Finance Specialisation presented a research paper in 'International Archeology, Art, History Cultural Heritage Congress on the topic Vocal To local As Effective Retail Marketing Strategies for Small Retailing Business in India2021.



**Mr. UJJWAL SARATHE** It is a moment of pleasure to write that Mr. Ujjwal Sarathe of Finance Specialisation presented a research paper International Pearson **Conference on Social Sciences** & Humanities-III on the topic Covid-19 Pandemic and Indian Economic Development.

### RESEARCH PAPER PRESENTATION IN **INTERNATIONAL ARCHEOLOGY, ART, HISTORY AND** CULTURAL HERITAGE CONGRESS

We feel delighted to announce that Ms. Heena Ludhria of Financial Management specialization, Batch 2021-23, of Dr. D. Y. Patil B-School has successfully presented a research paper in the International Archeology, Art, History and Cultural Heritage Congress, conducted in Adana, Turkey on 14 November 2021.

The research paper has been written by Dr. Atul Kumar, Dr. Sheetal Darekar, Ms. Pooja Patil, and Presented by Ms. Heena Ludhria in the conference. The topic of the study was Vocal to Local as Effective Retail Marketing Strategies for Small Retailing Business in India 2021. The main purpose of this research is to create awareness on Vocal to Local strategy which would have been a brilliant strategy for some sectors in India but definitely not in most of the sectors.



The main objectives of research were: -

1. To study impact of local product on customer satisfaction in retail store. 2. To analyze the influence of local product on customer retention in retail store.

The research paper aimed to explore the impact of Vocal to Local strategy on buying customer behaviour, customer satisfaction and customer retention in small retail industries of Maharastra, it also provided a path to implement Vocal to Local strategy and managing retail industries smoothly. The paper also explained and provided different insight to small retail industries of Maharastra. The research says that when local product has a greater impact on customer satisfaction's perception tends to

grow on the positive side, confirming that a localized marketing strategy taking into consideration local customs and values, helps increase up to certain point the attractiveness towards a new product within a new market, and makes valid the fact than in India. Another aspect which out shines is to consider the fact that induction of local product also influences customer's

retention. Therefore, it is clear that vocal to local as effective retail marketing strategies for small retailing business

in India. As a result of this, innovation cannot be ignored since it comes to stimulate the necessary brand differentiation and demand in any marketing strategy that may involves local products, especially within a business environment. Last but not least, through this research has also been validated the fact that vocal to local as effective retail marketing strategies for small retailing business in India and may have a competitive advantage, benefit of being associated with a better service or quality, thus increasing customer's perception and satisfaction.

### RESEARCH PAPER PRESENTATION IN **INTERNATIONAL PEARSON CONFERENCE on SOCIAL SCIENCES & HUMANITIES-III**

We feel delighted to announce that Mr. Ujjwal Sarathe of Financial Management specialization, Batch 2021-23, of Dr. D. Y. Patil B-School has successfully presented a research paper in the International Pearson Conference on Social Sciences & Humanities-III, conducted in Nevşehir, Turkey on 26th October 2021.

The research paper has been written by Dr. Amol Gawande, Dr. Atul Kumar and Ms. Bhavya Rajiv Dubey and was presented by Mr. Ujjwal Sarathe in the conference. The topic of the study was COVID-19 PANDEMIC AND INDIAN ECONOMIC DEVELOPMENT. A nationwide online survey was conducted in the early part of June 2020 targeting responses from Chartered Accountants, Finance Managers, Faculty of Economics, and Business Entrepreneurs. A close-ended questionnaire was used to seek the opinion of these on the likely impact of Covid-19 on the professionals'



economic development of India. The responses were rated on a scale of 1-5; where 1 being least significant and 5 being highly significant. Impact on Economic development was assessed in short term, medium term and long term. The objectives of the study were: -

1. To assess the short term, medium term and long-term impact of COVID-19 on the Economic Developmant of India.

2. To find out professional's view on the strategies that should be adopted by the Indian Govt. In the survey conducted, the 400 responses were from charted accountants, finance managers, faculty of economics and entrepreneurs were 30%, 21%, 14% and 35% respectively. The research says that there is a strong signal of a significant negative impact of Covid-19 on the Indian economy for the short-term and medium-term. However, professionals are hopeful that the impact will be only moderate in the long term. The major impact on an overall basis is seen in terms of a hit in the GDP growth rate followed by an adverse effect on the industrial output. Inflation and interest rates are expected to perform relatively better in comparison to the other parameters. The exchange rate is also expected to take a sizable negative hit. The government must put some pressure on the private sector for their stronger and effective participation in the recovery process. Clear indications should be given from time to time till the recovery. This process calls for equal participation from all the citizens and sectors of the country. The government alone is

### **AMBITION V/S FEAR**

When Your Ambition Is Greater Than Your Fear, Your Life Will Get Bigger Than Your Dream

not expected and will practically not be able to do everything.

Most important things in life neither come to us nor do we get them by seeking/wanting them. It comes from letting go off the unimportant stuff. The hardest part is letting go of the tendency to take the world as is. This is a habit of our past successes. But success is not a destination, it is a STOP sign. You stop, wait, and move on. Very often, we are paralyzed by success into the fear of the new. We stall on the road to a new life. We need to break our inertia and move. Our thoughts and overthinking attitude, are hard to break. But that is where we have to invest more amount of energy. Thoughts are always competing strands - of worries of past and anxieties about the future. For some of us, they are cleanly separated into rivers that nurture every place they travel. For most, they are like the torrents and trickles - competing, rushing

somewhere, stopping completely elsewhere, always mixing, morphing, competing, winning, and losing. Our thoughts are the potential difference between the two poles of our life source: ambition and fear. Our ambitions drive the direction and speed of our habits and thoughts, but our fears drive the force of their release. Without matching ambitions, fear overrides everything else. On the other hand, when there is little fear, we go at high speed along the road to nowhere - unchecked ambition ruins everyone else. When ambition controls fear, we harness the torrents to feed and water every corner of our being. When fear controls ambition, we become creatures of habit. To have ambition, we have to see ourselves as what we are capable of becoming. This requires a good trusted setting - something that we all need, and something that is essential and important. People who generate trust around themselves are priceless. Cherish them, respect them, and work with them. People who question you without fear are trustworthy. Children, spouse, parents, colleagues, friends, enemies- are a gift when they belong in this circle. Keep both kinds around you, and your fears will benefit your ambitions.

"A person with positive growth mind-set always seeks experience and knowledge from their failures to do better in

### LEADERSHIP

Leadership, today if we go in any field, there is a demand for a good leader because there are many followers to follow, but it is very difficult to find a good leader. That's why it is very important for a person to be a leader. If you are a leader, then many people will follow you and you can easily achieve your aim.

Now let's talk about what is a leader. In common parlance, a leader is a person whose principles and words are followed by many people. It means a leader is one who influences and lead others. To be a leader, a person must have some special qualities only then one can become a good leader. There are many qualities in a good leader, but I feel that a leader must have some special qualities out of which I would like to tell six qualities which are made from leader word itself.

### **SIX QUALITIES**

L = Lead by Example. Explaining things by giving an example of yourself is the identity of the best leader. It does not mean that one should tell everyone, what they had heard and lead. The leaders could lead through their personal

experience. If they don't have the experience they can't lead effectively with efficiency. For example: There is a cricket team, whose coach has practically no idea about cricket, he just saw, heard and read. This means if he has never gone to the field, then can he guide the team to the right path? Of course not because he does not have personal experience. I just want to explain through this example how important is a personal experience for a leader.

#### E – Enthusiastic It means excitement. You must have heard about

excitement can do everything in the world. If the leader is excited, then there is excitement in his entire team and moves forward. But if the leader is not excited, then neither the leader will grow nor his team. So, a leader should be enthusiastic. For Example: If a flock of sheep is led by a leader like a lion, then the flock will behave like a lion, and if a pride is led by a sheep, then the whole pride will behave like a sheep. So, it depends on the leader how he lead his team. If there is no enthusiasm within the leader means there is no excitement, then his team will not be able to achieve its goals.

A – Ambitious A leader should be ambitious to achieve the goal. A leader must have the ability to achieve his goal. If he doesn't have this ability, then he will never be able to achieve his goals and he will never be a good leader. For Example: Here I would like to explain by taking the example of JIO SIM. When JIO Company started, it made a goal of its own. In JIO Company, the leader and the team, they expressed their desire that the company should have an ambition that they must connect so many people with the company in a short Finance Specialisation (Batch 21-23)

Garima Joshi

span of time. After the formulation of this ambition, people started adding to the company and thus the company also started growing. If it does not have ambition like other companies, then it would have also fallen behind today. So, big ambitions are mandatory in leadership.

### **D** - Determined:

Leaders should be determined about their goal. If the leader is not focused on the goal, then he will never be able to achieve his goals and his team will also be in ambiguity. That's why a leader should always make a goal and keep moving towards it. After that, his team also grows by following him and such a leader is able to play with good leadership.

**E** - Encourage others A good leader always encourages the team members. The job of a team leader is to always encourage his team so, that his team members are always excited and full of enthusiasm and keep working so, that they can achieve their goals, and if the team achieves its goal, then the leader will grow automatically.

#### **R** – Ready to learn & teach Always A good leader knows that change is the law of nature;

and with change, it is necessary to learn new things. It is also necessary to take new ideas and adopt new ways. Only then can a good big success be achieved. That's why great leaders are always learning new things through books, videos, and practical experience. One can be a good leader, by respecting other people, only then you will also be respected. One must give

respect to everyone in his/her life whether they are younger in age or younger in position. Even if you go to the restaurant, talk to the waiter there with respect. If you have committed something once, then you don't break your words. For example: whenever you go for any training, you should keep the commitment less than your capacity. If your capacity is up to 100 units then you commit up to 80. So that your commitment will not break, and your capacity will be filled,

In conclusion, I want to highlight the importance of leadership in any team. Leader creating commitment and enthusiasm among followers to achieve success through interaction between leader and follower.

Encourage others to take the actions required to succeed. To be a great leader, it is necessary to learn and cultivate the skills it takes to be effective.



-by **PRADEEP KUMAR** 



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