



**SALESIAN
COLLEGE**
SONADA & SILIGURI



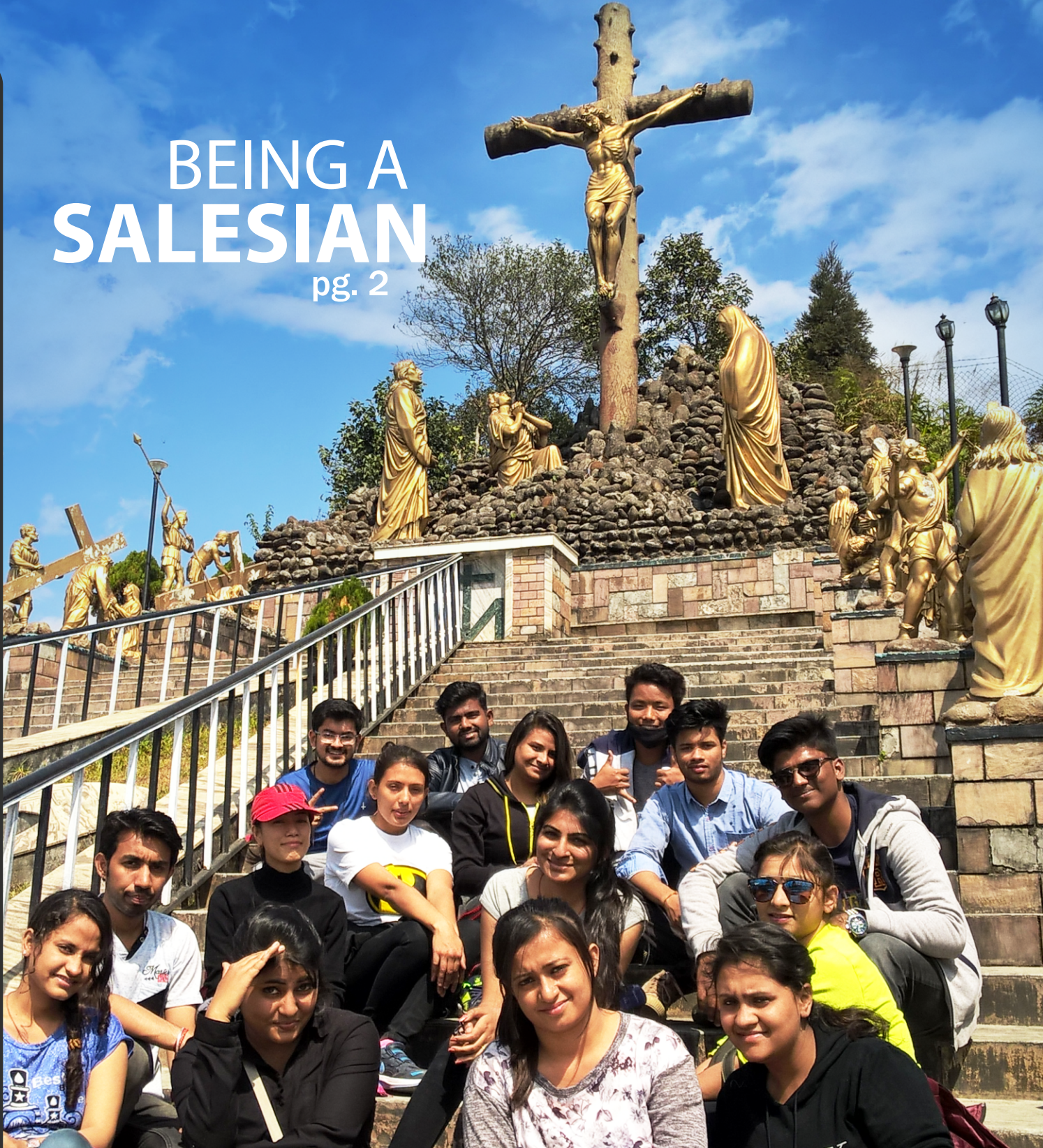
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EVOLVE

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BEING A SALESIAN

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BEING A SALESIAN

Priyanka Singhal, BBA 6th Semester

In this constantly changing world, one thing shall remain constant: **Salesian College Siliguri (SCSC)**. Three years ago while I filled up my admission form, little did I think that one day I shall be writing something about my college experience. Three years at Salesian College, Siliguri in a page is not easy. Every single day spent at SCSC has added to my bag of memories in some way or the other! When we began our journey from "You all are management students, you have to learn to speak!", there was no looking back. From Exsurge 2014 to Innovision 2016, there has been endless number of events and seminars and guest lectures to teach us "how to manage situations" because we belonged to the Department of Management.

When I climbed up the stage for the first time in my life in Exsurge 2014 as a participant of extempore and ended up speaking nothing, I thought I had made a fool out of myself. That moment if Kasturi Ma'am would not have been there, I would have never dared to go up on the stage again. Ma'am explained to me that I did not fail but instead I successfully completed step one which was to go on the stage and face the audience. It was a time not to cry but to pat your own back.

At SCSC, you won't find someone telling you not to do a particular thing because you don't know how to do it or back you in your decisions of straying from any particular event or something. You will always find people motivating you, whether they are your teachers or seniors. Everyone is so full of energy and positive vibes that you yourself want to go and be a part of all that is happening in the campus and contribute in some way or the other, not just for a certificate but because you want to belong or be like one of them. Every event, whether it be intra departmental, intra college or inter college, has added to my level of self-confidence and taught me a lot. Even the smallest of things if ignored can ignite great controversies was one of the major takeaways from every event; big or small. Being a part of the organizing team showed me how one action can be interpreted in so many ways which otherwise I could not have ever imagined. Another important takeaway was "Never follow the crowd blindly; it may not always be right."

Sometimes you never know the true value of a moment until it becomes a memory. Today when I sit and write this, I can proudly say that I am grateful and honored to be a part of the Salesian Family. SCSC is a place which makes even the bitter memories seem sweet because of the lessons attached. Twenty years from now when I would sit and fondly remember my college days, I know I would not say "I wish I had done that".

How to Sell an Idea...



-Compiled By Ridhav Aggarwal, BBA 2nd Semester

Have we ever approached our Parents, Teachers or Friends with a red-hot idea for a holiday plan, school programme or an event—only to have them become resentful instead of enthusiastic? Have we ever offered our siblings, friends or the neighbours “good advice?” If we have, we know what I mean when I say that people resent having other people’s ideas forced on them.

When someone approach us with a new idea, our instinctive reaction is to put up a defence against it. We feel that we must protect our individuality; and most of us are egotistical enough to think that our ideas are better than anyone else’s. There are three tested rules for putting our ideas across to other people so as to arouse their enthusiasm and not oppositions. And they are: Let’s Use a fly rod – not a feeding tube. Others won’t accept our ideas until they can accept it as their idea.

It was said during World War I that Colonel House was the most powerful man in the world because he controlled the most powerful man in the world – Woodrow Wilson, the President of the United States. “I learnt that the best way to convert him to an idea”, explained House, “was to plant it in his mind casually, to get him thinking about it on his own account.”

When we want to sell someone an idea, let’s take a

lesson from the fisherman who casts his fly temptingly near the trout. He could never ram the hook into the trout’s mouth. But he could entice the trout to come to the hook. Let’s not appear too anxious to have our idea accepted. Let’s bring them out where they can be seen.

“Have we considered this?” is better than “This is the way.” “Do you think this would work?” is better than “Here is what we should do.” Let others follow and sell our idea. Then he’ll stay sold. Let the other fellow argue our case. People instinctively feel to raise some objection when called upon to accept an idea. Let’s give them a chance to disagree with us – by presenting our own objections!

“The way to convince another”, said wise old Ben Franklin, “is to state our case moderately and accurately. Then say that of course I may be mistaken about it; which would cause our listener to receive what we have said, and turn about to convince us more about the idea, since we are in doubt. But if we approach him with arrogance, we would only make an opponent out of him.”

Ben Franklin used this technique against great opponents, in his sale of the idea of adopting the constitution of United States. Abraham Lincoln also used the same technique in selling his idea to the jury.

He argued both side of the case, but there was always the subtle suggestion that his side was the logical one. An opposing lawyer said of him: "He made a better statement of my case than I could have made myself."

Another technique is to sell the other fellow the idea as his, not ours. "You gave me an idea the other day that started me thinking" we can begin our conversation with such a statement before presenting our case. Tom Reed, for many years Speaker of the house, was a great persuader. At a committee hearing he would remain silent until everyone had his say, making notes of all objections. After hearing out everyone, Reed would then present his ideas and sell them. Once Dudley Nichols, the movie director, wasn't satisfied with a scene in one of his pictures. To remedy the situation, he said to Rosalind Russell, the star, "Wonderful, wonderful, but I could see, Miss Russell, when you hesitated that brief instant, that you were thinking about the possibility of playing the scene down just a trifle more. Shall we try it once the way you were thinking?"

Finally, let's ask – not tell. Patrick Henry, another famous idea salesman, was a political unknown when first elected to Virginia's House of Burgesses. But every resolution he introduced was passed as he put his ideas across: "What is it that gentlemen wish? What would they have? Is life so dear and peace so sweet as to be purchased at the price of chains and slavery?" Let's not tell him, but ask him for the answer. We should rather give him a chance to sell himself our idea as his own. Let's try these rules the next time we want to put an idea across to our friends, family or the neighbours and let's enjoy observing them agree and adopt one idea as their own.



Social Outreach Programme at Molat

Reported by: Madhulika Sharma, B.B.A. 4th Semester.

March 3, 2017

Students of Salesian college Siliguri campus, BBA department second year went for a community service to Molat, Sonada. There were seventeen students accompanied by two teachers. It was a three days programme. On the third of February they hiked from Sonada to Molat for five hours. On the fourth of February morning they contributed to the village by reconstructing the Suspension bridge in Pool Bazaar. They also cleaned the drainage system opposite to Don Bosco School Molat. The same day in the evening they went for a survey and came to learn that their standard of living is comparatively low and their main source of income is from the nearby tea gardens and bamboo crafting. After analyzing the local conditions the students have decided that they want to further contribute to the development of the village.

This was an adventurous and learning experience for the students. This three days venture taught them to adjust in a completely unknown environment, survive with minimal luxury and comfort meeting with new faces knowing about their life style and culture and problems they face everyday. Lending a helping hand to them was enduring platform where the student can know how benevolent they can be to the society.



Indian Education: ON ROAD TO DEMOGRAPHIC Dividend or Demographic Disaster?

Written by: Vatsal Chirimar, B.Com Third Year, St. Xavier's College Kolkata

The Indian Education scenario is a much discussed topic, especially by the young minds. We are all the products, as well as the greatest critics of this system. The purpose of this write-up is not to criticise the system and complain about it, but to evaluate where it is leading us to and what can be improved upon.

I have always been a firm believer of the fact that whenever we involve ourselves with anything, we should always ask ourself why we are doing it. It is very important to understand the purpose behind doing anything, so that we are able to do it well. The problem with the Indian Education scenario fundamentally starts from here. The very mindset with which many of us approach education, is fundamentally misplaced. Unfortunately, most of us see education as a means for enabling us to earn money and acquire some technical skills. However, the true purpose of a successful education system should be character formation, development of thinking skills,

innovation and skill development. For the education system to be successful and meaningful, it is very important for us to change our mindset from the former to the latter. The renewed outlook and approach towards education, itself will make a lot of difference.

Let us analyse some of the major issues that the Indian Education scenario presents us with. There is excessive stress on academic results. In most cases, the academic results of the students are taken to be a measure of his capabilities. We Indians are very judgemental when it comes to the examination results of a student. The Class 10/12 marksheet is like a baggage that every student carries and that particular sheet of paper, in most cases determines the quality of life of that student in some of the years that lay ahead of him. It is fed into a student's brain that it is that sheet of paper which will determine the college s/he will get into, which eventually will decide the type of job s/he gets, and which will eventually determine the quality of life

s/he will lead. These examinations have become like the World Cup final. If you win it, you are remembered as the World Champion, but if you lose just that one game, no matter how good you have been in the other games, history will write you off.

Moreover, is it right to judge the capability of a student by just seeing how well s/he has answered a given set of questions during a three hour time period on a particular day? Even the World's greatest mathematician can make a calculation error on one fine day. Can this be enough to deny the fact that he is a great mathematician? Even Sachin Tendulkar has been out on the first ball, a number of times. Do we judge him just on the basis of that? Does the present form of examinations provide a comprehensive evaluation of a student's capability? Why don't Report Cards reflect how well a student performs under pressure, or how well he handles stress or what are the qualities that stand out in him or her? Why doesn't a Report Card reflect the other things that the student is good

in? Is memorising textbooks and producing it out in the answer scripts, the only recognized talent in our country?

A major problem in our country is that of school and college dropouts. A major reason for this is outlook towards education. As I have discussed earlier, if we see education just as a means that enables us to earn money, we will dropout of the system as soon as this purpose is achieved. A farmer may find it more "profitable" to make his son work in the field than to send him to school. The Government of India had started the Mid-Day meal scheme, and this scheme is hailed as a success. However, if we are to truly analyse the reason behind its success, it is that parents are happy that they do not have to worry about one meal of their child. It is unfortunate that it is the smell of rice, and not the eagerness to learn, that attracts students to school. Talking about the economically sound section of the society, if we are to truly analyse, isn't the craze behind getting the MBA tag or becoming an engineer, more guided by the advertisement of "assured placements" and the lure of 6 digit salaries?

There is an urgent requirement to make the learning process interesting and interactive. Education should not just be about learning up facts. It should be a process of holistic development. In most cases, presently, the student comes to the class, listens and writes down what the teacher says, memorises it and produces the same in the answer script. We must realize that the purpose of a school or a college is not to sharpen the memory skills of a student, but enable his brain to be able to think better. We must focus on developing the thinking skills of a student, rather than just his memory power. The classes have to be made interesting. This will not only make students interested in attending class, but also make the understanding process easier.

There has to be greater focus on practical knowledge. In fact, practical experience makes learning easier too. A student, who has never seen a hill and a mountain, may never understand the accurate difference between the two. Moreover, it is very important for students to be taught how to apply their theoretical

knowledge in practise. Students may be theoretically taught what the banking system is, but they do not understand how it actually works, unless they themselves get a first hand experience of it. We need to stop producing "useless graduates" and instead produce "employable graduates". When it comes to work, it is not about producing memorised answers, but more about applying the skills in practise.

A major disease that has plagued the Indian Education system is that Education has become a business. It has been rightly said that Religion and Education, are one of the biggest disguised businesses in India. Education was always meant to be a service. Ancient India had established the Gurukul system of education and laid the foundations of the Guru – Shishya relationship. The missionaries have been doing great service to Indian education and I believe that we shall always remain indebted to them for their selfless service. However, the problem today is that some corporates and other institutions have entered the Indian education scenario with a profit-motive and are exploiting the system for their gains. It is a very sad scene to see schools and colleges openly admitting students against monetary donations. In fact, some institutions have made it a policy to "sell" a certain number of seats.

The rise of private tuition / coaching classes or the system of chartered teachers is one of the foremost things to be blamed in this regard. I believe, this is both a cause and effect of poor teaching in the school/college classrooms. It is an 'effect' in the sense that the very reason that students have to opt for such classes is that they find that the classroom learning is not effective enough. And, in many cases, unfortunately, it is a 'cause' as some teachers may deliberately victimize students in order to get them to attend their tuition classes. If our school / college teaching is good enough, will students require to go for such classes? Moreover, if some students require some extra help, why can't it be provided within the school / college framework itself? Many people argue that coaching classes are necessary for competitive/entrance exams as schools and colleges do not usually

provide training for that. However, don't coaching classes for such exams disturb the level playing field, especially for students belonging to the economically weaker sections of society? These exams are meant to test the true merit of the students, but unfortunately end up just testing how well the students have been able to apply the formulas they've learnt in the coaching classes. Instead of teaching students how to think, these coaching classes teach students set formulas and patterns to answer questions. Is this a true test of merit?

There should be more flexibility and choices available to students to pursue what they desire, instead of forcing them into stereotype courses. To prevent/reduce dropouts, especially among the weaker sections of society, there should be greater provision of vocational courses. A country of 121 crore people, still has a shortage of trained mechanics and electricians. We have to improve the classroom situation. Examinations should not just be limited to testing theoretical knowledge but a student's report card must provide his true and holistic picture. We need to focus on developing thinking skills and not just memory skills.

We Indians have been the most intelligent people on Earth ever since the dawn of civilization. In fact, it is we who taught the world what is civilization, with the Harappan Civilization being the most advanced civilization of its times. When given a chance, we have always proved what we are capable of, be it in the case of the software industry, healthcare industry or any other booming sector. However, first it was the British, and then it is the present education system, that is crippling us.

We have the world's largest youth population. It is upon us whether to look at it as "human resource" or to look upon it as "population explosion". It is upon us whether to extract a demographic dividend out of it or make it into a demographic disaster. I just pray and hope that the Human Resource Development of our country is in safe hands. We want a system that not just prepares us for examinations, but prepares us for life.

TOURISM DEVELOPMENT TOWARDS SUSTAINABLE GROWTH

BBA Department, St Joseph's College, North Point, Darjeeling

Tourism is travel for pleasure or business; also the theory and practice of touring, the business of attracting, accommodating, and entertaining tourists, and the business of operating tours. Tourism may be international, or within the traveller's country and international tourism has both incoming and outgoing implication on a country's balance of payment. Today tourism is a major source of income for many countries and effects the economy for many countries.

Home Stay Tourism is an emerging tourism concept evolved lately in the tourism world. Darjeeling can be a model home stay for its multi-faceted potentialities. Home stay is a popular form of hospitality and lodging whereby visitors stay in a house or apartment of a local of the city to which they are travelling. The length of the stay can vary from one night to even a year and can be for free, or in exchange for monetary compensation. Rural and urban home stay provides a number of facilities to its customers; it generates revenue which sustain local communities, tourist can look at the traditional culture of the local people and have good communication with the people of the local area. It provides safe and comfortable environment. Home stay can create employment opportunities and the unemployed can get jobs within the community. The well developed structure attracts tourists. They buy the local products available in the market which helps in generation of income. Home stay can give tourists an opportunity to explore new places and which in turn gives a lot of new experiences. Frequent visits to the place increases the goodwill and makes the area popular.

The environment provided by home stay is better than that of a hotel. It fulfills customers' curiosity by explaining their culture, society, tradition, heritage, and lifestyle. It also provides its customers with delicious homemade dishes which saves cultural delicacy of the locals and gives a different experience to the tourists. Home stay could be as diverse as a Haveli or a rural cottage or a plantation cottage which gives us a unique experience. Even as the customers enjoy their holiday, a home stay helps them to learn by just being there. If they are interested in home cooked Indian meals, there can't be better way of experiencing those than being in a home stay. The license issues of home stays will be faster as the government plans to make it online. A home stay provider will be exempted from service tax which means there will be more to save. Non commercial charges will be applied for electricity and water bills, as well as property tax to home stay provider.

The Snow Lion, a mythical creature of Tibetan lore, is the national symbol of Tibet. The snow lion resides in the east and represent unconditional cheerfulness; a mind free of doubt, clear and precise. The Snow Lion is located centrally on Gandhi road. It provides hotel like treatment, rooms with attached bathrooms hot and cold running water available for 24X7, airport transportation, ATM/banking, room heaters(in winter season). It provides local guides if a customer needs it. It provides family like treatment as the

customers are treated personally like their guests. Free wi-fi is provided to the customers with high internet, secretary services, and modem in rooms. The home stay has been implementing various strategies to keep their surrounding and environment clean and eco-friendly for their customers but none of their strategies have been able to give them a satisfactory result.

Tourism is one of the planet's largest industries, and one of the largest exports and drivers of economic growth globally. It is one of the most powerful and often overlooked tools for promoting economic and social development. Home stay in Darjeeling is becoming the part of human livelihood where most of the tourists are attracted for its hospitality, tradition, scenery, for taking a break from their busy lives etc. Hence, we conclude that home stay tourism can sustain and develop the areas of Darjeeling.



College life

-Sushmita Paul, BBA 6th Semester

JULY 15, 2014; first day of my journey to the second academic phase of my life in Salesian College, Siliguri. The journey through the second phase was very innovative, interesting, adventurous and full of joy and happiness.

Devoting three years of my life in this college I have been able to learn many new things like having a practical exposure of the current academic trend, visiting different industries in and around the town gathering information about them, coming across the groups like YI and CII learning about them and participating in their events etc has opened up many new opportunities for me which I can utilise for the rest of my life. The college gave me the platform to participate in various inter and intra college events, which was beneficial for my academic growth as it was the first time that I had participated in any event, as a participant, organizer, anchor or just putting in some contribution etc. This kind of practical exposure helped me in knowing what are my weaknesses and strengths upon which I can work and improve myself.

During the first few interactive classes the teachers informed us about the marking system of NBU which was way far opposite than what I had expected, but when the first semester results were out and I stood first in the class that moment was very special for me as being an average student for the last 10 years of my life and securing first position was a very big achievement for me.

Overall the journey of last three years in Salesian College has been very memorable, and enjoyable.



Report on National Conference at SJR College of Commerce and Management, Bangalore.

- Rupam Majumdar, Asst. Professor, Dept. of Management

21 February 2017: A National Conference on “Demonetisation and its impact on Indian Economy” was held at SJR College of Commerce and Management, Bangalore. I had been appointed as Technical Session Chairman in this seminar. I was welcomed by the Principal Dr. S. Lokanatha, Dr. Rekha V.Ganachari, HOD of Commerce Department, and other college staff. The registration process regarding presentation of paper was between 9:00 am to 10:00 am outside the Shroff B. Basappa Auditorium. The inauguration started around 10:00 am with lighting of the lamp by the Principal Dr. S. Lokanatha, Chief Guest Mr. Suresh R, Managing Director of Talentine Consultancy, Dr Joy Mukhopadhyay, Academic Supervisor, University of Warwick, UK, the President of the SJRES trust Mr. N.R.Panditharadhya, and Dr. Rekha V.Ganachari, HOD of Commerce and Organizing Secretary.

The chief Guest gave a speech on Demonetisation and its impact on Bangalore City followed by Dr. Joy Mukhopadhyay who was a keynote speaker highlighting the history of demonetisation in India and abroad and then by the President of SJRES trust who spoke on how the trust contributes to the betterment of the students and society.

Between 11:30am to 11:45am there was a small tea break and after that Panel Discussion commenced by Prof. M. Siddanand, Former HOD of Economics, SJRC followed by Sri Y.G.Muralidharan, Executive Director of Consumer Rights Education Awareness Trust, Dr. Xavier V.K, Professor of Economics, Jain University, Bangalore and Mr. Anil Bharadwaj, Chartered Accountant of Bharadwaj and Co. After the panel discussion, the audience put forth their questions which were well explained with examples by the eminent speakers present on the dias.

After the lunch break from 1:30pm to 2:15pm there was the technical sessions chaired by Dr Tejaswani H.M, Principal of SJRC for women and Mr. Rupam Majumder, Assistant Professor of Salesian College, Siliguri, West Bengal.

I started the session with a speech based on “Demonetisation” as I was asked to open the session. Total number of paper presented in the seminar was 90. Faculties from Jammu and Kashmir, Cochin, Maharashtra, Andhra Pradesh, Kerala, Mount Carmel College, Bangalore presented their papers, All the papers were evaluated by Dr. Tejaswini and me. The best Faculty Paper award was given to the faculty of Mount Carmel and best Student paper award given to SJRC. The seminar ended with valedictory by the Chief Guest Dr.S.Ramesh, Dean of Commerce and Management Mount Carmel (PG), and distribution of participant certificates by Sri. B.A.Nanjundaswamy, Secretary of SJRES Trust.

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