



# SHUCHITA TIMES

*A Knowledge Booster*

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# THE STOICISM BEING REASONABLE



"I think intermittent stressful events are probably what keeps the brain more alert, and you perform better when you are alert,"

-Kirby

Dear Friends,

The ability to manage your emotions and remain calm under pressure has a direct link to your performance. Occasionally, we are presented with unfamiliar situations in which we don't know how to respond. And, under pressure, we tend to react impulsively or not respond at all. Not many of us are happy with the results and feel exhausted by the over thinking, self-sabotage, and negative thoughts about ourselves. I believe our mind plays a huge role and training it will help us keep calm in these stressful situations. First we need to think that we are not the victim. When things don't go as expected we tend to blame ourselves. Doing this adds more stress as you are feeling pity for yourself and frustration. Just know that not everything is under your control, unexpected situations happen and the only thing that you are in charge of is the way you respond to them. The more we practice jumping into positive thinking and finding the positive things in the stressful moments, the more positive we will see and easier it will get to deal with. By focusing on the positive side to things we are somehow unblocking the pathway that will help us see things with the perspective we need so we can get the best outcomes from the situation. So, it is always very important to be calm and positive in every situation to achieve the our best.

Best Wishes!

*Arun Kumar*

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# THE STOICISM BEING REASONABLE

BY –  
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## THE STOICS

### Just Be Reasonable

The main gist of Stoic philosophy, or Stoicism, had a huge impact on mainstream moral philosophy. The Stoics believed that reason was the highest authority and that the human ability and gift of reason naturally followed what was natural, or objectively good, and humanity had no need to label it as such. In other words, the Stoics tied our ability to reason with our ability, or even our responsibility, to act in a positive, virtuous, ethical manner.

According to the Stoics, the highest authority at our disposal is reason, which also happens to be a vehicle for the rational laws of nature. However, this makes nature rational. Therefore, we should accept things for the way they are and should not try to change them. Instead, change itself—and ultimately happiness and harmony—can only come from changing the way we act and react. And this change occurs when we rationally analyze and adjust our emotions and actions to get them in sync with nature. The word stoic, meaning “unemotional and unaffected,” comes from this school of thought. The distinction between the word we use today and the school of thought is subtle but important: a stoic person may not react to an event, whereas a Stoic doesn't see a need to overreact at nature just being

nature.

## HAPPINESS IN ACCEPTANCE

Stoicism was a tremendously popular philosophy in Hellenistic times, rivaled by its almost opposite, Epicureanism. At the center of Stoicism is the idea that the universe is by its nature fatalistic.

Therefore, the best that humans can do in terms of the pursuit of happiness is just accept it and resign ourselves to this fate, no matter what that individual fate may be. It's depressing for sure, but there's also a freedom in this idea, to admit that there is nothing to be done about the things that one cannot change (which is literally everything outside of our individual selves).

Our only option is to accept this reality and move on to other pursuits. If you can't change things, then it would be futile to try, and you would be much happier not doing so. The notion of free will enters into this philosophy, because while we are predestined to do whatever it is we do, we have the choice whether or not to accept this fate—in other words, we can choose to be happy. (Or not.)

### Quotable Voices

“Fate is the endless chain of causation, whereby things are; the reason or formula



by which the world goes on.” —Zeno of Citium

### LIVING THE SIMPLE LIFE

The recognized founder of the Stoic school was a philosopher known as Zeno, who was from the city of Citium on the island of Cyprus. His followers were called Zenonians at first but later became referred to as Stoics because Zeno of Citium delivered his lectures to his students on the Painted Porch in the Athens marketplace, an area known as the Stoa Poikile.

Zeno lived simply, eating foods that didn't need to be cooked, eschewing wine in favor of water, wearing simple clothes and, like a true stoic, didn't get fazed much by rain, heat, or even physical pain. He lived in this manner because he believed that the most moral way to find happiness was with a denial of pleasure.

One story demonstrates Zeno's philosophy in a very cold way: He once saw a slave being whipped for stealing. The slave said it was his destiny to be a thief. Zeno said it was then also his destiny to get whipped for it. There is a connection, and a consistent one, between our fated destiny and the justice meted out for that behavior. One must accept both.

A nonexistent text (only references of it survive) called Republic notes that Zeno

advocated for the abolishment of civil institutions, including money, temples, law courts, and marriage. He also thought genders should dress alike from head to toe and also practice free love. All of this, he believed, were constraints that held us down, and abolishing them would free us to live much simpler lives.

### Three Parts

Zeno broke philosophy into the area of logic, physics, and ethics. In his lectures he compared these areas to an animal, making up a whole out of necessary, interconnected parts: logic is the bones and sinew, physics is flesh, and ethics was the soul.

Even though Zeno disliked the institutions that directed moral behavior through punishments and rules, he believed that we should adopt virtues, for these were natural and part of our nature.

Zeno advocated following the laws, for they were based on the principles of the cosmos. He thought laws of society reflected the order that nature so carefully created by itself. It was up to us to use our human reasoning skills to find those parallel rational laws in society, and ourselves.





## COMMERCE QUIZ

- Marginal product will be \_\_\_\_\_ at the point of inflexion is
  - Maximum
  - Minimum
  - Negative
  - Zero
- The concept innovative entrepreneurship was given by
  - Marshall
  - Schumpeter
  - J.K. Mehta
  - Adam Smith
- \_\_\_\_\_ is the best example of oligopoly
  - SAARC
  - WTO
- Fixed Cost is known as \_\_\_\_\_ cost
  - Prime
  - Supplementary
  - Overhead
  - Direct
- Which one is not a part of the element of a market
  - Buyers and sellers
  - A product or service
  - Bargaining for a price
  - Volume of business

## SHINGLES

It is a viral infection that causes a painful rash. Shingles can occur anywhere on your body. It typically looks like a single stripe of blisters that wraps around the left side or the right side of your torso. Shingles isn't life-threatening. But it can be very painful. Vaccines can help lower the risk of shingles.

### Symptoms may include:

- Pain, burning or tingling
- Sensitivity to touch
- A red rash that begins a few days after the pain
- Fluid-filled blisters that break open and crust over
- Itching

Other includes, Fever, Headache, Sensitivity to Light, Fatigue, etc.

It is generally caused by the Shingles is caused by the varicella-zoster virus — the same virus that causes chickenpox. Anyone who's had chickenpox may develop shingles. After you recover from chickenpox, the virus enters your nervous system and stays inactive for years. Sometimes the virus reactivates and travels along nerve pathways to your skin — producing shingles. But not everyone who's had chickenpox will develop shingles.

**Prevention:** A shingles vaccine may help prevent shingles. People who are eligible should get the

Shingrix vaccine. Shingrix is a nonliving vaccine made of a virus component. It's given in two doses, with 2 to 6 months



between doses. The most common side effects of the shingles vaccine are redness, pain and swelling at the injection site. Some people also experience fatigue, headache and other side effects. The shingles vaccine doesn't guarantee that you won't get shingles. But this vaccine will likely reduce the course and severity of the disease. Talk to your health care provider about your vaccination options if you:

- Have had an allergic reaction to any component of the shingles vaccine
- Have a weakened immune system due to a condition or medication
- Have had a stem cell transplant
- Are pregnant or trying to become pregnant

The shingles vaccine is used only as a way to prevent shingles. It's not intended to treat people who currently have the disease.



# CONSEQUENTIALIST ETHICS

BY –  
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 CA Final  
 Hansraj College  
 New Delhi.



Consequentialism is one of the main ethical theories of the past few hundred years. Very generally put, it stresses that the focus of an ethical matter and its ethical weight resides on the person, or agent, by way of that person's actions or consequences. In other words, this focus and weight lead to quantifiably useful or generally positive ends, such as the well-being of humans and animals.

There are a few different kinds of consequentialism. One of them is found in the broad school of thought called utilitarianism. Very generally put, utilitarianism states that morality is about maximizing the most pleasure and minimizing the most pain as much as possible. A utilitarian is someone who believes that it's important to act in an ethical fashion to spread happiness, relieve suffering, create freedom, or help humanity thrive and survive, or any one of these notions. Further, that person feels a moral obligation to do so, and that the outcome is always more important than the intent.

Another type of consequentialist moral philosophy is rule consequentialism, also called rule utilitarianism. Rule consequentialism follows all the same ideas of consequentialism, but with a backbone or framework of a legal system or ethical code. For example, the right action among several choices has been laid out within the ethical system already, and

therefore has been accepted as a moral truth by the community, because it provides the best possible outcome. This is seen a lot in lawmaking and law enforcement. For example, a community may think it is moral to make bank robbers perform community service work because it helps the community—that is, this service work provides a societal benefit beyond just a jail sentence.

In opposition to rule utilitarianism is the bit more theoretical, less practical, and more pensive style of consequentialist moral philosophy called act utilitarianism. In this school, an agent's moral action is right if, and only if, it produces at least as much happiness as another choice that the agent could have chosen. This one is a bit more subjective, because how does one weigh out the happiness of theoretical actions?

There's also the matter of ethical altruism. Like other kinds of utilitarianism, ethical altruism is consequence-minded and -oriented. This philosophy judges that the best moral acts are the ones that lead to the most happiness for others—but only others. Happiness comes at the detriment of the agent, and this is the most moral act possible. It's all about the happiness of others at the complete and total sacrifice of one's own happiness.

Of course, each of these aspects of consequentialism have pros and cons, so



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let's discuss them

## NORMATIVE ETHICS AND DESCRIPTIVE ETHICS

### Thinking Right versus Acting Right

Any discussion or study of ethics can be split into two essential but different questions: “Why?” and “How?” Investigations into “why” humans act cover the guiding, underlying principles of ethical standards such as virtue, human behavior, fear of consequence, and desire for happiness. This aspect of ethics is also called normative ethics, and it is concerned with figuring out the meat of morality. The end goal of normative ethics is to help us determine the proper course of action for human behavior, which is to say the most moral, correct, or just ways of thinking and acting. One basic example of normative ethics is Immanuel Kant's Categorical Imperative. It states that morality is an outgrowth of rational thought, and it's normative because it seeks to define the best way a person should act.

“How” humans actually act, whether in adhering to a standard moral code or not, is a completely different situation altogether. Have you ever heard a parent say to their child, “Do as I say, not as I do?” This quip exposes the major difference between theory and action, or “ought to” and “actually does.” Ethics define us as humans, but the disconnect between having a sense of what is morally good and doing another thing anyway may more accurately define us as humans.

The actions that result (or do not result) from normative ethics fall under the banner of descriptive ethics. John Stuart Mill's principle of utility is a kind of descriptive ethics. It's an examination of behavior itself,

as opposed to the ethics that lead to behavior, and defines good actions as ones that promote happiness or pleasure. To make a long story short: Ideals and ideas are normative ethical theories, and actual actions (and the process that surrounds them) are descriptive ethics.

## JUST SOME REGULAR, NORMATIVE ETHICS

Normative ethical theories are any ethical theories that debate the innate or natural value of an action, thought, or feeling—particularly if it is objectively right or wrong. Determining virtues and their reach is a normative ethical practice. So is debating the rightness or wrongness of actions based on their consequences—yes, action is ultimately involved but in terms of normative ethics the practice is more about the motivating factors behind the action, and not the action itself.

Here are some normative ethical quandaries:

If killing is accepted as being wrong, is it morally acceptable to put convicted murderers to death?

Is it morally acceptable to free slaves because the practice is abhorrent, even though freeing them would violate the laws of a community that permits it?

Is there ever an acceptable reason to inflict pain upon another person?

In many ways, normative ethics is like high-level etiquette. They are wrapped up in the manners of life, and how people ought to behave toward one another so as not to offend. But it's way more complex than that. Ethics are of major importance and override



the rules and laws of society, and are often a matter of life and death, and as some ethicists would argue, describe the pursuit of happiness. While it is morally acceptable and encouraged to be polite, normative ethics frame our ability to live our lives in a just and free manner.

### BE MORE DESCRIPTIVE

Descriptive ethics, then, are all about action—how those normative ethics are used where it really counts. It's the study of how human beings actually behave in the ethical realm, whether they're actively considering the ethical ramifications of their actions or not. Descriptive ethics is what humans do to one another and themselves—the “applied” in applied ethics. (This may be an easier term to understand than descriptive ethics, and the term applied ethics is used just as often, if not more so, than descriptive ethics.) It's a little confusing, but descriptive ethics also concern the motivations of social behavior, such as how people reason their way through ethics, what people consider to be the most important factors in action, and the regulation of behavior based on those standards on a society- or community-wide level.

Recall that normative ethics are all about the theories of why, whereas descriptive ethics are all about understanding the

actions of how. Descriptive ethics is just as rooted in sciences like psychology, anthropology, and sociology as it is philosophy. One example of descriptive ethics is how widely acceptable moral standards are used to form laws. For example, the actions that a society chooses to punish its members is an insight into the ethics of the people of that society.

Quotable Voices “At the descriptive level, certainly, you would expect different cultures to develop different sorts of ethics and obviously they have; that doesn't mean that you can't think of overarching ethical principles you would want people to follow in all kinds of places.” —Twentieth-century Australian ethicist Peter Singer

One other important, elementary force in ethics is the concept of metaethics.

This is really what the overarching study of ethics is about. In trying to determine how to act and why via normative and descriptive ethical forms, metaethics seeks to investigate the source of the ethical principles that make us choose one course of action over another. This is where things like divine intervention, universal truths, and reason come into play—the soil from which all other ethical philosophies grow.





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## SOLVE THE PUZZLE

5	3			7				
6			1	9	5			
	9	8						6
8				6				3
4			8		3			1
7				2				6
	6					2	8	
			4	1	9			5
				8			7	9

6	5	9	3	1	4	2	8	7
1	8	7	6	5	2	4	3	9
2	3	4	8	9	7	5	1	6
4	2	6	1	3	5	9	7	8
8	7	1	9	4	6	3	5	2
5	9	3	2	7	8	6	4	1
3	1	2	5	8	9	7	6	4
7	6	5	4	2	1	8	9	3
9	4	8	7	6	3	1	2	5

**Answer  
of the Previous  
puzzle**

Complete the Grid so that every row, column, and every 3 x 3 box contains the digits 1 to 9. Solve the puzzle by logic and reasoning alone, there is no maths involved,

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**Fact 1:** The United American Bank is thought to be the first bank in the world to offer computerized banking at home.

**Fact 2:** Online Banking in the UK Dates Back to 1982. The first case of home computer banking in the UK was in September 1982 thanks to a collaboration between the Bank of Scotland and British Telecom.

**Fact 3:** The first company to offer computerized banking through its website was US bank Wells Fargo in 1995. Their online service replaced older programs involving desktop computers, hard drives, and bank-provided floppy disks.

**Fact 4:** 2018, that's around 40% of the world's entire population.

**Fact 5:** Artists Used to Store Their Paint in Animal Bladders! The bladder was fashioned into pretty purses until the paint tube was invented in 1841!

**Fact 6:** More than two-thirds of adults in the UK use online banking on a regular basis to manage their finances. This figure has doubled within a decade.

**Fact 7:** According to the UK's anti-fraud prevention service, 87% of all financial fraud is conducted through online banking and the internet. \$1 trillion is lost to cybercrime worldwide every year.

**Fact 8:** According to the UK's Office for National Statistics, adults aged between 25 and 34 are the biggest users of online banking, with 93% doing their banking online. Only 23% of 75-79-year-olds bank online and just 14% of over 80s.

**Fact 9:** With a Suits Me account, you'll automatically gain access to online banking and our mobile banking app, to easily manage your finances on the go, 24/7.

**Fact 10:** 2019 statistics by Statista reveal that 95% of the population in Norway access online banking sites, making Norway the country with the biggest internet banking penetration in Europe, closely followed by Iceland (94%) and Denmark (91%).

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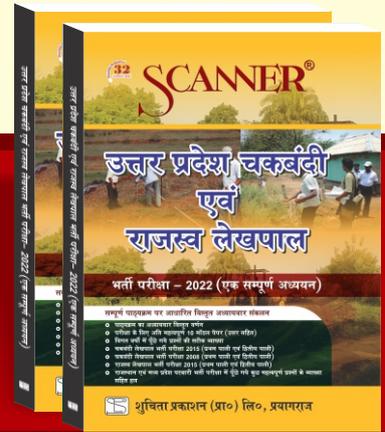


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## MANU KUMAR JAIN

Manu Kumar Jain is the Global Vice President of Xiaomi and also the Managing Director of Xiaomi India. He was born in Merrut, UP. He was also the co-founder of India's one of the most popular fashion & lifestyle e-commerce portal known as Jabong.com. He had completed his B.Tech degree in Mechanical Engineering from Indian Institute of Technology Delhi which was completed in 2003. After he perused his MBA from ESCP Business School in 2006. Simultaneously he also perused PGDM in Business Management from IIM, Calcutta. Later he started working with Headstrong as a Senior Associate where he used to code and develop software solutions for investment banks. He worked there for 2 years. After that, he started working at Tata Administrative and joined McKinsey in 2007. Due to his interest in creating cartoon characters he had co-created a cartoon series named "DINK Couple" inspired by their real-life experiences. Finally, he started his entrepreneur journey in February 2012, he co-founded a company called Jabong.com, an e-Commerce platform for various fashion and lifestyle products and it became a big hit. When he was working at Jabong, he saw a major spike in traffic on the e-commerce platform and the

majority of it was mobile traffic. And the strange thing is at that time Mobile Phones are not smart enough and from the 2G Internet facility also users visited the website. At this point, Manu Jain realized the power of smartphones in India as more and more people started buying smartphones and was investing a lot of their time on the different online platform and social media. All of a sudden, he developed an interest in running a smartphone brand in India. Now he is also the Global Vice President of Xiaomi and Managing Director of Indian Subcontinent- India, Bangladesh, Nepal, Bhutan and Sri Lanka. Currently, Xiaomi is the No. 1 smartphone brand in India in terms of the total number of smartphone sales. In between co-founding Jabong.com and becoming the MD of Xiaomi India, Manu Jain also became a Board Member of a couple of other organizations such as KrazyBee and Hungama.



## A RAVEN & A SWAN

A Raven, which you know is black as coal, was envious of the Swan, because her feathers were as white as the purest snow. The foolish bird got the idea that if he lived like the Swan, swimming and diving all day long and eating the weeds and plants that grow in the water, his feathers would turn white like the Swan's. So he left his home in the woods and fields and flew down to live on the lakes and in the marshes. But though he washed and washed all day long, almost drowning himself at it, his feathers remained as black as ever. And as the water weeds he ate did not agree with him, he got thinner and thinner, and at last he died.



***Moral: A change of habits will not alter nature.***

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Sokiya Law Agencies	Aurangabad	9421412255	Shiv Raj Book Agencies	Kolkata	9836850838
Subhash Stores	Bangalore	9845553252	Student Book Depot	Kota	9887566500
Sapna Book House P Ltd	Bangalore	8046551999	Rama Book Depot	Lucknow	7388948811
Puliani And Puliani	Bangalore	9845055242	Universal Book Sellers	Lucknow	9839020290
Ganesh Book Bureau	Bangalore	9845266516	National Book Sellers	Lucknow	9839191254
Sri Book World	Bangalore	9448260696	Vishal Distributors	Lucknow	9415005435
Book Palace	Bangalore	9535582177	Books And Books	Lucknow	9415026661
Sri Balaji Books	Bangalore	9880451046	Shukla Book Depot	Lucknow	9795850648
Competition Book House	Bareilly	9897529906	Modern Law House	Lucknow	9335351103
Sanjay Book Store	Bhagalpur	9431214678	Gupta Book Center	Lucknow	9935225536
Student Stores	Bhillai	9893130334	Book Sadan	Lucknow	9839487327
Anil Book Depot	Bhillai	9425234260	Amit Book Depot	Ludhiana	9815323429
Sarashwa Store	Bhilwara	9414115033	Sharma Book Traders	Ludhiana	9781331666
G K Distributers	Bhopal	9893657777	School Book Company	Mangalore	9845497777
Nema Books	Bhopal	9098243020	Student Book Store	Mathura	9359518693
Saraswa Prakashan	Bhopal	7552804190	R.Lal Book Depot	Meerut	9837025253
Books and Books	Bhopal	9826431103	Sterling Book House	Mumbai	9820676266
Padmalaya Book Seller	Bhubaneshwar	9437026922	Parle Book Depot	Mumbai	9869039766
Shreeman Enterprises	Bokaro Steel City	9431379718	Student Book Depot	Mumbai	9821550165
Bokaro Student Friend PVT LTD	Bokaro Steel City	9234606366	Student Agencies India Pvt Ltd	Mumbai	9167290777
Universal Book Store	Chandigarh	9814032212	Vidyarthi Sales Agencies	Mumbai	9930460004
Mohindras The Book Shelf	Chandigarh	9988883233	Book Emporium	Mumbai	9820651516
Sri Ram Law House	Chandigarh	9815844552	Jaina Book Agency	Mumbai	9821040615
C. Sita Raman Book Co.	Chennai	9444011516	Shan Book Store	Mumbai	9869683745
Ravi Book House	Chennai	9840043086	Vidyarthi Book Depot	Mumbai	9820930375
R.R. Academy	Chennai	9841018072	Sri Ganesh Book Centre	Mumbai	9820957587
RIGHT CHOICE	Chennai	7358470131	The Book Shop	Mumbai	8080592422
Aruna Book Mart	Chennai	9500021242	Jayant Book Centre	Mumbai	9594456333
Surya Book House	Cochin	9847124217	Ashirwad Book Centre	Mumbai	9819690271
V Angamuthu Law Book Seller	Coimbatore	9443383047	Shri Siddhi Vinayak Book Center	Mumbai	7875284237

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Cheran Book House	Coimbatore	9942491545	Aar Book Company	Mumbai	9833520314
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Lakshmi LawHouse	Coimbatore	9842223419	A C E Tutorials	Mumbai	9987512082
College Book Store	Dehradun	7830977339	MAITRI SALES AND DISTRIBUTORS	Mumbai	9004646440
Ramesh Book Depot	Dehradun	9412058873	Royal Book Depot	Muzarnagar	9897677644
Om Vidya Education Books	Dehradun	9897833882	Vidarbha Book Distributors	Nagpur	9225212873
Kisan Lal and Co	Delhi	9910223598	Shan Law House	Nagpur	9423051947
Shahi Book Depot	Delhi	9811481238	Shan Book House	Nagpur	9561423322
Pooja LawHouse	Delhi	9350042870	Rahul Book Centre	Nasik	9881845022
Tarun Traders	Delhi	9871950163	Anmol Book Distributors	Nasik	9325362413
Toppers Law House	Delhi	9560756271	SANJAY SLODHA	Nasik	9422246809
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Durga Electrostate	Delhi	9818777120	Make My Delivery Pvt Ltd	New Delhi	9650806817
Madaan Book House	Delhi	9560162437	Delta Stations	Noida	9818189817
Singhaniya Law House	Delhi	9213168238	All Stationery	Pali	9887273949
Usha Book Depot	Delhi	9871144035	India Book Centre	Patna	9431022986
Topper Book Depot	Delhi	9968418755	Malhotra Books	Patna	9304684609
Jain Book Depot Pvt Ltd	Delhi	9810991451	Encash Law House	Patna	9525244000
Sai Book House	Delhi	9711811303	Friends Book Depot	Prayagraj	9451743891
Khandelwal Book Depot	Delhi	9213336682	Darshan Book Depot	Prayagraj	9415059911
Sanjay Photostate	Delhi	9958241626	Prayag Pustak Bhawan	Prayagraj	9450578373
Jain Book Variety	Delhi	9810088791	Sharda Pustak Bhawan	Prayagraj	9415638800
Amar Hind Book Depot	Delhi	9811459110	Sharda Prasad and Sons	Prayagraj	9415780064
Dhanbad Book Store	Dhanbad	9431730522	Shyamji and Sons	Prayagraj	9305631756
Book Corner	Dhanbad	9835934963	Friends Book Center	Prayagraj	9453527691
Jai Bhawani Book Depot	Durg	9827473100	Praga Book Centre	Pune	9657703149
Law Book Shop	Ernakulam	9447768991	Goel Book Agency	Pune	9890938870
Professional Book House	Goa	9673869750	Varma Book Center	Pune	9423585703
Vidyarthi Pustak Mandir	Gorakhpur	9838172713	Ajit Law Book Depot	Pune	9850954972
Mangla And Company	Gurgaon	9911585533	Hind Law House	Pune	9823029539
NAND BOOK STALL	Gurgaon	9711477524	Vikas Book House	Pune	9921331187
Book Land	Guwaha	9864508257	Rohit Law Book Suppliers	Pune	9767258557
Kitab Ghar	Gwalior	8358957055	A. K. Enterprises	Pune	9822548146
Grower Law House	Gwalior	9893393605	Central Book House	Raipur	9406016308
Dimond Stations	Haridwar	9358398035	Shah Book Depot	Raipur	9425525675
Laxmi Book Depot	Haridwar	9760033004	Crown Book Depot	Ranchi	9431770109
Raj Kamal Book Centre	Hyderabad	9177121119	Singhai Brothers	Ranchi	9430790656
SIA Publishers and Distributor Pvt Ltd	Hyderabad	9908062032	Malhotra Book Agency	Ranchi	9308090536
Raja Laxmi Book Depot	Hyderabad	9966900069	Munjal Book Depot	Saharanpur	9897400390
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Sujatha Law Books	Hyderabad	9866086422
Tribhuvan Book House	Hyderabad	9032099907
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K Bhooshan Book Seller	Indore	9826671110
Mahavir Competition Book House	Indore	9827578758
Jain Brothers	Indore	9926636333
Chelawat Book Depot	Indore	9926500362
Khetra Pal LawHouse	Indore	9827037713
Pooja LawHouse	Indore	9826625560
Jain Sri Stationery Store	Indore	9826749591
India Publishing Company	Indore	9893296074
Rahul Book Centre	Indore	7999507800
Vinay Pustak Sadan	Jabalpur	9300126517
Mehta Pustak Bhandar	Jaipur	9829448153
New Sharma Pustak Bhandar	Jaipur	9461628380
Jain Book Depot	Jaipur	9314935585
Jain Professional Services	Jaipur	9828332385
Goyal Book Distributors	Jaipur	9414782130
Pioneer Book Shop	Jalandhar	9888459890
Sharda Book Depot	Jamshedpur	9431566455
Singhal Book Co.	Jodhpur	9460589979
Book World	Jodhpur	9829088088
Jain Brothers Book Sellers	Kanpur	9839704638
Kishan Book Depot	Kanpur	9336201958
Sanjay Book Depot	Kanpur	9336226210
Crux Book Shop	Kanpur	9026152126
Bhaya Stationers And Book Seller	Kanpur	9839962284
Supreme Law House	Vijayawada	9246472080

Book Point	Sambalpur	9438201472
Shraddha Book Depot	Secunderabad	7032333367
Shraddha Books And Stationery	Secunderabad	9849451558
SUCHI PATRA Booksellers and order Supplier	Siliguri	9832068736
Mahaveer General Store	Solapur	9422380944
Popular Book Centre	Surat	9825519001
Unique Book Store	Surat	9376891046
Western India Book Corporation	Surat	9825160820
Laxmi Book Depot	Thane	9833218159
Shan Book Depot	Thane	9892770004
Karias Book Center	Thane	9921848488
BOOK BANIYA	Thane	8286100100
Minerva Books	Thrissur	9895478612
Cosmo Books	Trichur(Trissur)	9846235292
Agasthiar Book Depot	Trichy	9443370061
Saradha Book Centre	Trivandrum	9447075763
Popular Book Store	Udaipur	9414166850
Gupta Brothers Books	Visakhapatnam	9247125493
Sri Rajeshwari Book Links	Visakhapatnam	9848036014
XL Enterprises	Udupi	9482820908
O K Book Depot	Ujjain	9425091418
Apoorv Stationers	Ujjain	9826929523
Hemdip Agencies	Vadodara	9825094794
Career Management Institute	Valsad	9974624321
Varanasi Law Agency	Varanasi	9918470472
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## CYNOSURE OF THE MONTH

### Anil Kumar Pinnu

AIR:21<sup>st</sup> (CMA Intermediate, June 2022)  
Mahadevapura, Bangalore



**1. How do you feel after passing CMA Inter Examination?**

It is a kind of experience which is immense and beyond my imagination and level of happiness will be much more in my case as I pass with an all India rank.

**2. What all has contributed to this success?**

Not only for me for any one key role in their success depending upon the selection of right material as well as preparation strategy. As I perfectly planned both of them and strictly stick to my plan which helped me in reaching this success.

**3. What challenges did you face during your preparation?**

First problem is deciding scope of syllabus as to which all topics I have to study and which all topics need not study as CMA curriculum is very vast which requires filtration. Also making one time revision also not sufficient and a minimum of 2 to 3 revisions needed along with writing of 4 to 5 past attempt question papers.

**4. How could you cope up with them? How did your coaching/teacher(s) help you?**

Scanner helps me in solving above problems as it classifies all topics into important and unimportant topics as well as giving a brief pictorial representations, charts and mnemonics for better understanding of concepts.

**5. Your advice to the aspirant for CMA Inter Examination.**

CMA Intermediate is a kind of toughest course with vast curriculum . I would require every student who aspires to clear CMA intermediate in first attempt as well as those who desires to be an all India rank holder to start their preparation from day 1 onwards instead of waiting until the last moment as this is a kind of stage in CMA which requires consistent and constant efforts to reach success owing to its difficulty. Better you yourself choose one mentor who will guide you through out journey. Also I request every student to write as many mock exams as possible as available from Shuchitra Prakashan website or writing of past attempt question papers under similar exam conditions besides having faith on your hard work and God.

**6. Your view about Scanner ?**

Instead of describing scanner as a kind of material like other publications . I can call it as a complete package as it is only a kind of material which provides or covers all concepts along with past exam questions and mock tests and that too with brief pictorial representation with a lot of charts and graphs which we cannot come across any other material and also which is easy to remember . Hence from my point of view it is a bless for students pursuing professional courses like CA,CS,CMA etc., which is evidenced by me in form of getting all India 21<sup>st</sup> rank at CMA Inter level.