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LEVERAGING SOCIAL MEDIA REELS

A DYNAMIC TOOL
FOR MODERN MARKETING



"It takes courage to grow up and become who you really are."

-E.E. Cummings

Dear Friends,

Becoming who you truly are requires the courage to embrace your authentic self. This means accepting your strengths, weaknesses, passions, and quirks without fear of judgment from others. Society often imposes norms and expectations that may not align with our true selves. It takes courage to challenge these societal pressures and live according to your own values and beliefs. Pursuing your dreams and aspirations often involves stepping into the unknown and facing uncertainty. It takes courage to take risks, overcome obstacles, and persist in the pursuit of your goals. Personal growth requires a willingness to confront your fears, acknowledge your limitations, and embrace opportunities for learning and development. It also takes courage to push beyond your comfort zone and explore new possibilities. Life is filled with challenges and setbacks that can shake your confidence and morale. Sometimes, it is difficult to face adversity with resilience, optimism, and a belief in your ability to overcome obstacles. Building self-confidence and morale also requires the courage to prioritize self-care and self-compassion. This means being kind to yourself, forgiving your mistakes, and treating yourself with the same empathy and understanding you would offer to others.

Overall, cultivating courage is essential for personal growth, self-discovery, and building the confidence and morale needed to navigate life's challenges and pursue your aspirations with authenticity and resilience.

Best Wishes!

Arun Kumar

TABLE OF CONTENTS

CONTENTS	PAGE NO.
Leveraging Social Media Reels A Dynamic Tool for Modern Marketing	3
Commerce Quiz	6
Chronic Obstructive Pulmonary Disease (COPD)	6
Emerging Trends in The Competitive Business Environment	7
Sudoku and Interesting Facts	13
Personality of the Month-Vineeta Singh	18
The Dog and his masters dinner	18
Our Booksellers	19
Cynosure of the Month	22

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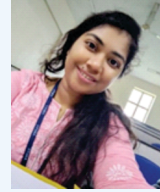
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LEVERAGING SOCIAL MEDIA REELS A DYNAMIC TOOL FOR MODERN MARKETING



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Social media reels refer to short-form video content typically found on platforms like Instagram and Facebook. These videos are brief, usually lasting between 15 to 30 seconds, and are designed to capture viewers' attention quickly with engaging visuals and sound. Reels often incorporate various creative elements such as music, text overlays, filters, and special effects to make them visually appealing and entertaining.

The concept of reels originated from the success of platforms like TikTok, where short, looping videos became immensely popular. In response to this trend, social media platforms introduced their own versions of short-form video features, such as Instagram Reels and Facebook Reels. These features allow users to create and share short videos directly within the platform's interface.

Social media reels offer several benefits for both creators and viewers. For creators, reels provide a platform to showcase creativity, talent, and personality in a concise format. They can use reels to share a wide range of content, including comedy skits, dance routines, DIY tutorials, product demonstrations, and more. Reels also offer an opportunity for creators to reach a broader audience, gain followers, and potentially even go viral.

For viewers, social media reels provide a quick and entertaining way to consume content. The short format makes them easy to watch during brief moments of downtime, such as waiting in line or taking a break from work. Reels also appear in users' feeds alongside other content, making them easily discoverable and increasing the likelihood of engagement.

Overall, social media reels have become a popular and influential feature on platforms like

Instagram and Facebook, offering a dynamic and engaging way for users to create and consume content in the digital age.

In the ever-evolving landscape of digital marketing, businesses are continually seeking innovative ways to capture the attention of their target audience. With the rise of short-form video content, platforms like Instagram have introduced a powerful feature known as "Reels." These bite-sized videos, typically lasting 15 to 30 seconds, offer a dynamic and engaging format for brands to showcase their products, services, and brand personality. In this article, we delve into the world of social media reels and explore how businesses can harness their potential for effective marketing.

1-The Appeal of Social Media Reels

Social media reels have gained immense popularity due to their ability to quickly captivate audiences in a visually stimulating manner. With attention spans dwindling and competition for online engagement increasing, these short videos offer a concise yet impactful way to convey messages. The autoplay feature on platforms like Instagram ensures that reels seamlessly appear in users' feeds, increasing the likelihood of engagement.

2-Showcasing Products and Services Creatively

One of the primary benefits of social media reels for marketing is their versatility in showcasing products and services. Businesses can leverage reels to highlight key features, demonstrate product usage, or unveil new offerings in a visually compelling way. By incorporating music, text overlays, and engaging transitions, brands can create immersive experiences that resonate with their audience and drive interest in their offerings.

3-Building Brand Personality and Storytelling



Beyond promoting products, social media reels provide an opportunity for brands to showcase their personality and tell their story. Whether it's behind-the-scenes glimpses, employee spotlights, or customer testimonials, reels offer a glimpse into the human side of a brand. By injecting humor, creativity, or emotion into their content, businesses can forge deeper connections with their audience and foster brand loyalty.

4-Maximizing Engagement and Reach

The algorithmic nature of social media platforms rewards content that generates high engagement, and reels are no exception. With features like likes, comments, shares, and saves, businesses can gauge the effectiveness of their reels and adjust their strategy accordingly. Additionally, utilizing relevant hashtags and optimizing content for discoverability can help expand reach and attract new followers to the brand's profile.

5-Driving Traffic and Conversions

Social media reels serve as a powerful tool for driving traffic to a business's website or landing pages. By including a call-to-action (CTA) in the caption or overlaying it directly onto the video, brands can prompt viewers to take desired actions, such as visiting a website, making a purchase, or signing up for a newsletter. Leveraging features like Instagram's "Link in Bio" or "Swipe Up" can further streamline the conversion process and drive measurable results.

In today's fast-paced and digitally driven world, staying ahead in the marketing game requires savvy strategies and the right tools. From data analytics to automation, modern marketers have a plethora of resources at their disposal to reach, engage, and convert their target audience. In this article, we explore some of the top tools for modern marketing and how they can be leveraged to drive success in the digital landscape.

1-Data Analytics Platforms

Data is the backbone of modern marketing, providing valuable insights into consumer behavior, preferences, and trends. Data analytics platforms like Google Analytics, Adobe Analytics, and HubSpot Analytics empower marketers to track website traffic, monitor campaign performance, and measure key metrics such as conversion rates, bounce

rates, and ROI. By harnessing the power of data analytics, marketers can make informed decisions, optimize their strategies, and drive better results.

2-Customer Relationship Management (CRM) Software

Building and nurturing relationships with customers is essential for long-term success in marketing. CRM software such as Sales force, HubSpot CRM, and Zoho CRM enable marketers to manage customer interactions, track leads and prospects, and personalize communication at scale. By centralizing customer data and streamlining communication workflows, CRM software helps marketers deliver targeted messaging, improve customer engagement, and drive loyalty and retention.

3-Marketing Automation Platforms

Marketing automation platforms have revolutionized the way marketers execute campaigns, enabling them to automate repetitive tasks, streamline processes, and scale their efforts efficiently. Platforms like Mailchimp, Marketo, and Active Campaign allow marketers to create automated email sequences, segment audiences based on behavior and demographics, and deliver personalized content at the right time. By automating workflows, marketers can save time, increase productivity, and deliver a seamless and consistent customer experience across channels.

4-Social Media Management Tools

Social media has become a cornerstone of modern marketing, offering a direct line of communication with audiences and a platform for building brand awareness and engagement. Social media management tools such as Hoot suite, Buffer, and Sprout Social empower marketers to manage multiple social media accounts, schedule posts in advance, monitor conversations, and analyze performance metrics. By streamlining social media workflows, marketers can effectively manage their presence across platforms, engage with followers, and track the impact of their efforts.

5-Content Creation and Collaboration Platforms

Compelling content lies at the heart of successful marketing campaigns, and modern marketers need tools to create, collaborate on, and distribute content efficiently. Content



creation and collaboration platforms like Canva, Adobe Creative Cloud, and Google Workspace provide marketers with the tools they need to design graphics, edit videos, and collaborate with team members in real-time. By empowering marketers to create visually appealing and engaging content, these platforms help capture audience attention and drive engagement.

Conclusion

In today's digital age, social media reels have emerged as a game-changer for businesses looking to elevate their marketing efforts. With their ability to capture attention, showcase products, build brand personality, and drive engagement, reels offer a dynamic platform for creative expression and storytelling. By incorporating reels into their marketing

strategy, businesses can stay ahead of the curve, connect with their audience on a deeper level, and ultimately achieve their marketing objectives in an increasingly competitive landscape. In the dynamic and ever-evolving landscape of modern marketing, having the right tools at your disposal can make all the difference in achieving success. From data analytics to automation, CRM, social media management, and content creation, there is a wide array of tools available to help marketers reach their goals and stay ahead of the competition. By harnessing these tools effectively and integrating them into their strategies, marketers can unlock new opportunities, drive growth, and deliver exceptional experiences that resonate with their audience in the digital age.



COMMERCE QUIZ

1. A Tender is an estimation of
 - a) Cost
 - b) Production
 - c) Profit
 - d) Selling Price
2. "Managing by Results" was written by
 - a) Henry Fayol
 - b) Peter F. Drucker
 - c) Harold Koontz
 - d) E.F.L. Brech
3. The Penta forces model of competition within industry environment was developed by
 - a) Miachel E. Porter
 - b) C.K. Prahalad
 - c) Henry Fayol
 - d) E.F.L. Brech
4. The type of market where single seller dominates the entire market is referred to as
 - a) Perfect
 - b) Imperfect
 - c) Local
 - d) Global
5. Which method of capital budgeting is called cash benefit ratio
 - a) Payback period
 - b) Net Present Value
 - c) Pay out period
 - d) Profitability index number

CHRONIC OBSTRUCTIVE PULMONARY DISEASE (COPD)

Chronic obstructive pulmonary disease (COPD) is a chronic inflammatory lung disease that causes obstructed airflow from the lungs. Heart disease, lung cancer, and a host of other ailments are more likely to strike those with COPD. Emphysema and chronic bronchitis are the two most common conditions that contribute to COPD. These two conditions usually occur together and can vary in severity among individuals with COPD. Where Emphysema is a condition in which the alveoli at the end of the smallest air passages (bronchioles) of the lungs are destroyed as a result of damaging exposure to cigarette smoke and other irritating gases and particulate matter, and at other side Chronic bronchitis is inflammation of the lining of the bronchial tubes, which carry air to and from the air sacs (alveoli) of the lungs.

Symptoms includes, Shortness of breath, especially during physical activities, Wheezing, Chest tightness, A chronic cough that may produce mucus (sputum) that may be clear, white, yellow or greenish, Frequent respiratory infections, Lack of energy, Unintended weight loss (in later stages), and Swelling in ankles, feet or legs.

Causes: The primary cause of COPD, which is estimated to account for nine out of ten cases, is smoking. The lining of the lungs and airways might sustain damage from the toxic compounds found in smoke. Giving up smoking can help stop the progression of COPD.



Precautions and Treatments: In contrast to many illnesses, COPD usually has a known origin, a well-defined course for prevention, and methods for delaying the disease's course. Since most cases are directly linked to cigarette smoking, quitting smoking early on or never smoking is the greatest method to prevent COPD.

There is no cure for COPD, but treatment options may help you: Better control symptoms, slow the progression of the disease, reduce the risk of exacerbations or flare ups, and improve your ability to stay active.

COPD Treatment Quit smoking, COPD Medication, Pulmonary rehabilitation, Supplemental oxygen, Noninvasive ventilation (NIV), Endobronchial valve therapy or EBVs, Surgery, Clinical trials, Complementary therapies, and Palliative care.

EMERGING TRENDS IN THE COMPETITIVE BUSINESS ENVIRONMENT



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In the modern era, the competitive landscape is no longer confined to traditional brick-and-mortar establishments vying for local market share. Instead, businesses operate in a globalized economy where innovation, agility, and customer-centricity are paramount for survival and success. Technological advancements have been a driving force behind the transformation of the competitive environment. The digital revolution has blurred geographical boundaries, enabling businesses of all sizes to reach audiences across the globe. From cloud computing and big data analytics to artificial intelligence and blockchain technology, companies are leveraging a myriad of digital tools to gain insights, streamline processes, and deliver personalized experiences to customers. Moreover, the proliferation of social media and online platforms has empowered consumers, giving them unprecedented access to information and the ability to voice their opinions. As a result, businesses must not only meet but exceed customer expectations to stand out in a crowded marketplace. This shift towards consumer empowerment has forced companies to adopt a customer-centric approach, focusing on building relationships, fostering trust, and delivering value at every touchpoint.

In this article, we delve into the latest developments shaping the competitive environment and how businesses are innovating to stay ahead in the game.

Digital Transformation: The digital transformation is not merely a trend but a fundamental shift reshaping how businesses

operate and interact with their customers. Artificial intelligence (AI) and machine learning algorithms are revolutionizing processes across industries, from automating repetitive tasks to predicting consumer behaviour. These technologies enable businesses to analyze vast amounts of data in real-time, uncovering valuable insights that drive informed decision-making and personalized customer experiences. Furthermore, big data analytics plays a pivotal role in extracting actionable intelligence from the abundance of data generated by various sources, including customer interactions, social media, and IoT devices. By harnessing the power of data analytics, businesses can identify patterns, trends, and emerging market opportunities, allowing them to stay ahead of the competition and adapt quickly to changing consumer preferences.

The Internet of Things (IoT) is another transformative technology that connects everyday objects to the internet, enabling them to collect and exchange data. In sectors such as manufacturing, healthcare, and logistics, IoT devices facilitate real-time monitoring, predictive maintenance, and supply chain optimization. This connectivity not only improves operational efficiency but also enhances product quality and customer satisfaction. Moreover, digital tools such as cloud computing and software-as-a-service (SaaS) platforms provide businesses with scalable and cost-effective solutions for managing their operations and infrastructure. Cloud-based technologies offer flexibility, scalability, and accessibility, allowing companies to streamline processes, reduce IT



overheads, and focus on innovation rather than managing hardware and software infrastructure.

In essence, the digital transformation empowers businesses to adapt and thrive in an increasingly competitive landscape by embracing technology-driven strategies that optimize efficiency, enhance customer experiences, and drive growth. Those that successfully leverage digital tools and data-driven insights will not only survive but emerge as leaders in their respective industries, poised for long-term success in the digital age.

Agile Business Models: Agility in business models has become indispensable in navigating the complexities of today's rapidly evolving landscape. Traditional hierarchical structures, with their rigid chains of command and slow decision-making processes, are increasingly proving inadequate in the face of rapid change and uncertainty. As a result, organizations are pivoting towards more agile and flexible frameworks that allow for quicker adaptation to shifting market dynamics.

Agile methodologies such as Scrum and Kanban have gained prominence as effective frameworks for fostering agility within organizations. These methodologies emphasize iterative development, continuous feedback loops, and adaptive planning, enabling teams to respond swiftly to changing priorities and customer needs. By breaking down projects into smaller, manageable tasks and prioritizing incremental delivery, businesses can minimize risks, accelerate time-to-market, and enhance overall efficiency. Moreover, agility is not just about processes; it's also about cultivating a culture of innovation and continuous improvement within the organization. Leaders must empower teams to experiment, take calculated risks, and learn from failures in order to drive innovation and stay ahead of the competition. By encouraging open communication, collaboration, and cross-functional teamwork, businesses can foster a dynamic and adaptive work environment that thrives on change.

Furthermore, agile business models enable organizations to better anticipate and respond to disruptions, whether they stem from technological advancements, market shifts, or unforeseen external events like the COVID-19 pandemic. By embracing agility, businesses can position themselves as nimble and resilient entities capable of weathering storms and seizing opportunities in an increasingly volatile and uncertain business landscape. In essence, agility has emerged as a fundamental attribute of successful businesses in today's fast-paced world. By adopting agile methodologies, fostering a culture of innovation, and embracing change as constant, organizations can improve their adaptability, responsiveness, and competitiveness in an ever-evolving business environment.

Data Privacy and Security: As the digital landscape expands and technology becomes increasingly integrated into daily business operations, the volume of data generated and exchanged has reached unprecedented levels. This data encompasses a wide array of information, including customer profiles, financial transactions, intellectual property, and proprietary business insights. However, with this wealth of data comes a heightened risk of exposure to cyber threats, unauthorized access, and data breaches.

In response to these challenges, businesses are placing a renewed emphasis on data privacy and security measures. Stringent regulations such as the General Data Protection Regulation (GDPR) in Europe and the California Consumer Privacy Act (CCPA) in the United States have established strict guidelines for the collection, storage, and processing of personal data. Non-compliance with these regulations can result in hefty fines, legal repercussions, and irreparable damage to brand reputation. To mitigate these risks, companies are implementing robust cybersecurity protocols designed to safeguard sensitive information from unauthorized access or malicious attacks. This includes encryption methods to protect data both in transit and at rest, multi-factor authentication to prevent unauthorized access to systems and



networks, and intrusion detection systems to monitor and respond to suspicious activity in real-time.

Furthermore, businesses are conducting regular audits and assessments of their data privacy and security practices to identify vulnerabilities and areas for improvement. These audits may involve penetration testing, vulnerability scanning, and compliance checks to ensure adherence to regulatory requirements and industry best practices. Transparency around data practices is also crucial for maintaining customer trust and confidence. Businesses are increasingly providing clear and concise privacy policies that outline how customer data is collected, used, and protected. Additionally, they are implementing mechanisms for obtaining explicit consent from individuals before collecting their personal information and providing options for individuals to opt-out or withdraw consent at any time.

By prioritizing data privacy and security, businesses can mitigate the risks associated with data breaches, regulatory non-compliance, and reputational damage. Moreover, they can enhance customer trust and loyalty by demonstrating a commitment to protecting sensitive information and respecting individual privacy rights. In an era where data is increasingly recognized as a valuable asset, businesses that prioritize data privacy and security will not only preserve their competitiveness in the market but also safeguard their long-term viability and success.

Embrace of Remote Work: The COVID-19 pandemic has served as a catalyst for the widespread adoption of remote work practices, fundamentally reshaping the traditional office environment. What initially began as a temporary response to the crisis has now evolved into a long-term strategic approach for businesses looking to adapt to the changing dynamics of the modern workforce.

Companies across industries have recognized

the benefits of remote work and are embracing it as a viable alternative to traditional office setups. By allowing employees to work remotely, businesses can tap into a broader talent pool without being constrained by geographical limitations. This not only enables companies to attract top talent from around the world but also fosters diversity and inclusivity within their teams. Moreover, remote work offers significant cost-saving opportunities for businesses, particularly in terms of reduced overhead expenses associated with maintaining physical office spaces. By eliminating or downsizing office leases, companies can allocate resources more efficiently, invest in other areas of their operations, and improve overall financial performance.

In addition to cost savings, remote work has been shown to enhance employee satisfaction and well-being. Flexible work arrangements empower employees to better manage their work-life balance, leading to increased job satisfaction, higher morale, and improved retention rates. This, in turn, contributes to a more engaged and motivated workforce, driving productivity and innovation within the organization.

To facilitate seamless collaboration and communication in a remote work environment, businesses are leveraging a wide array of collaboration tools, cloud-based technologies, and virtual communication platforms. From video conferencing and instant messaging to project management software and document sharing platforms, these tools enable teams to collaborate effectively regardless of their physical location. As a result, businesses can maintain productivity levels, foster team cohesion, and ensure that projects progress smoothly, even in a distributed work setting. By embracing remote work as a long-term strategy, companies can unlock new opportunities for talent acquisition, improve employee satisfaction and retention, and maintain competitiveness in the digital age. However, successful implementation requires

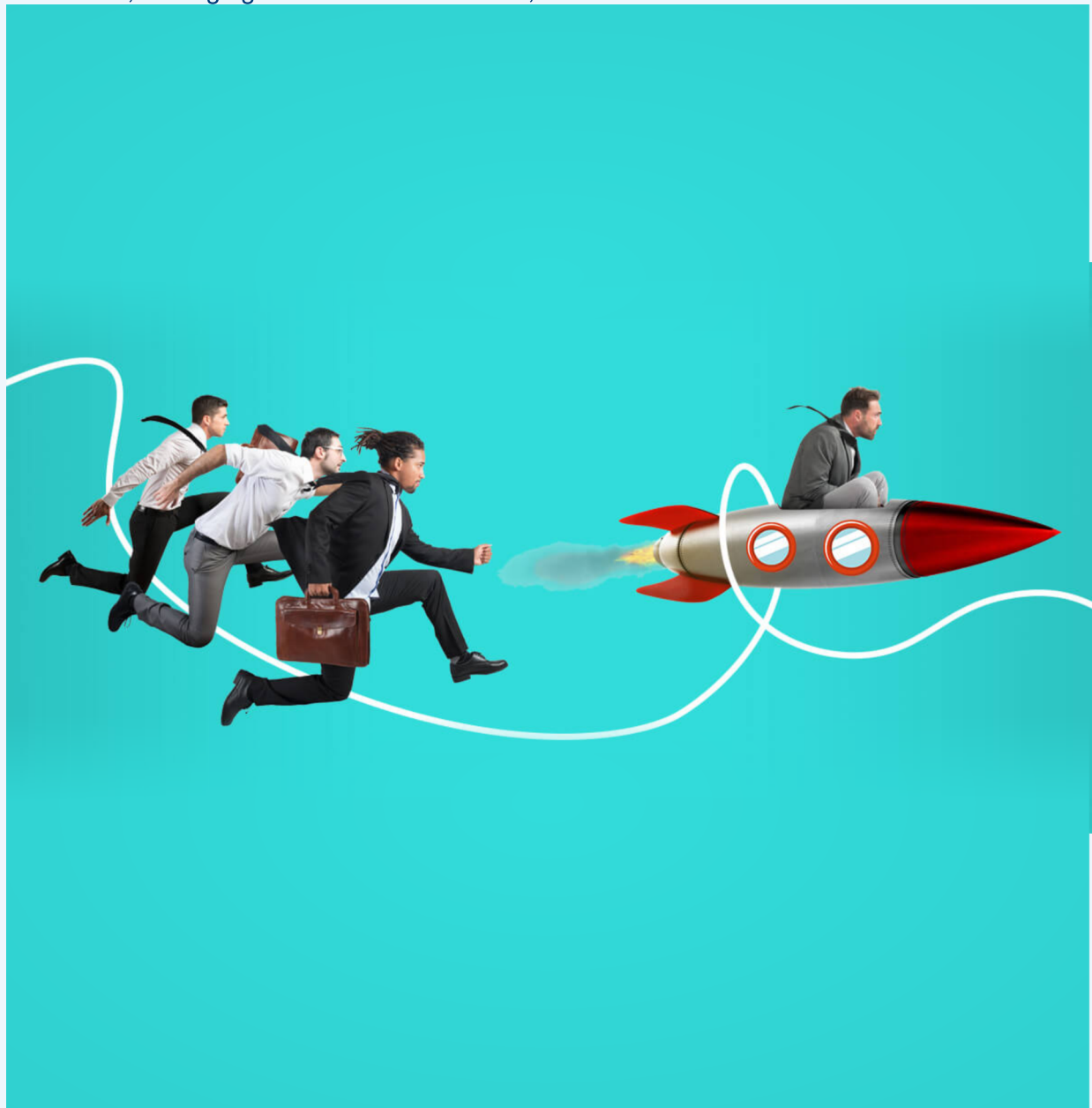


Careful planning, investment in technology infrastructure, and a culture that values trust, accountability, and communication. As businesses continue to adapt to the evolving landscape of work, remote work is poised to become an integral part of the future of work.

Conclusion:

In conclusion, the competitive business environment is undergoing rapid transformation, driven by technological innovation, changing consumer behaviours,

and regulatory pressures. Businesses that embrace digital transformation, prioritize customer-centricity, and demonstrate agility are better positioned to thrive amidst these changes and gain a competitive edge in their respective industries. By staying attuned to emerging trends and proactively adapting to evolving market dynamics, companies can navigate the complexities of the modern business landscape and emerge as leaders in their fields.





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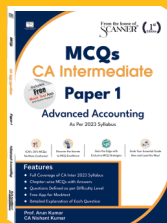
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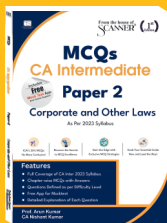
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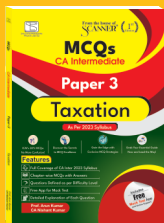
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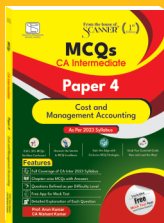
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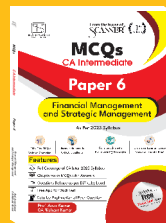
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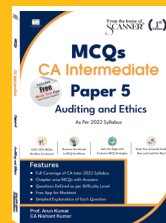
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4	1	3	8	5	7	9	2	6
5	7	9	1	2	6	4	3	8
1	5	7	4	9	2	6	8	3
6	9	4	7	3	8	2	1	5
3	2	8	5	6	1	7	4	9

**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,

AND

GET THE ANSWER

IN OUR NEXT MONTH EDITION.

INTERESTING FACTS ABOUT INDIAN CIVIL SERVICES

Fact 1: The civil services exam is the toughest one in India with a success rate of 0.1 to 0.3 percent: Read on to know more.

Fact 2: In India, April 21 is recognized as Civil Service Day. On this day, civil servants—who oversee the federal and state governments' administrative operations—are honored for their contributions.

Fact 3: On April 21, 1947, Sardar Vallabh Bhai Patel addressed the first batch of civil servants in Independent India at the Metcalf House. He referred to civil servants as the 'steel frame of India' in his inspiring speech.

Fact 4: The first ever function celebrating the Civil Services was held in Vigyan Bhawan, Delhi on April 21, 2006. The excellence shown by civil servants is rewarded by the Prime Minister of India.

Fact 5: Individuals get a monetary payment of Rs 100,000 (USD 1,500), a medal, and a scroll. The total reward money for a group is Rs 500,000 (USD 7,400), with a cap of Rs 100,000 (USD 1,500) per individual. An organization can only have up to Rs 500,000 (USD 7,400) in cash.

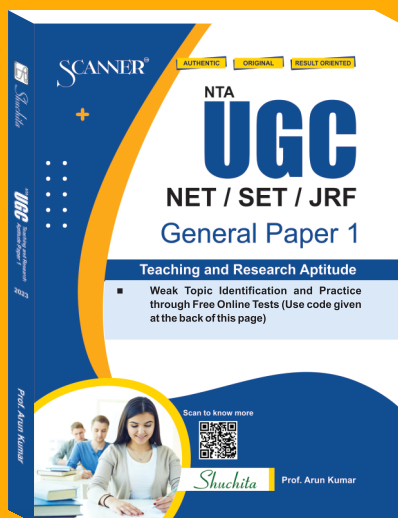
Fact 6: The existing model of Indian Civil service was formed after 1947.

Fact 7: Satyendranath Tagore was the first Indian to join the Indian Civil Service in 1864.

Fact 8: Cabinet Secretary is the highest position for an IAS officer, and R Pillai was the first to serve the post of Cabinet Secretary from 1950-1953.

Fact 9: The IPL committee broadcasted IPL matches live on YouTube in 2010.

Fact 10: The first woman IAS officer was Anna George Malhotra, P. Sivasankara Menon was the First Foreign Secretary of India, and Vijay Lakshmi Pandit, though not an IAS, was India's first woman Ambassador. Beno Zephine N L is the fully blind IAS officer. And, Kiran Bedi is the first women IPS, officer.



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Thanking you in anticipation.
Warm regards,
Editor
Shuchita Times

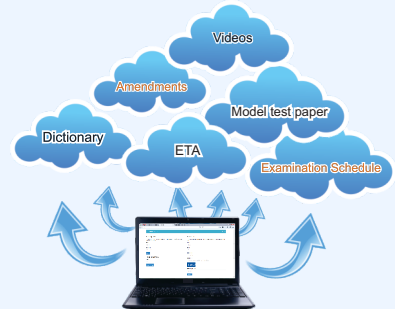
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Selected articles will be published.

-Editor

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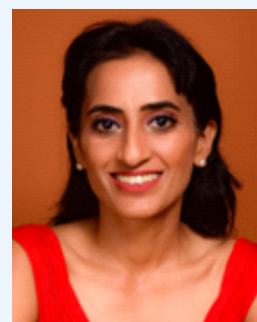
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VINEETA SINGH

Vineeta Singh, the co-founder and CEO of the popular cosmetic brand SUGAR Cosmetics, became famous as one of the female sharks on Shark Tank India. She was born on August 6, 1983, in Anand, Gujarat. Her mother holds a Ph.D. degree, and her father, Tej P. Singh, is a biophysicist at the AIIMS. Her father is deeply passionate about his work, and it's clear she has inherited this trait from him. She attended Delhi Public School, R. K. Puram for her early schooling. She demonstrated remarkable intelligence from an early age. She passed both the IIT and IIM entrance exams with ease. She completed her undergraduate studies in electrical engineering at IIT Madras in 2005. She later attended IIM Ahmadabad to pursue an MBA, earning her degree in 2007. She made the decision to start her own business while she was pursuing her MBA. She declined a job offer from Deutsche Bank at the age of 23, despite the fact that it was offered INR 1 crore. She joined together with a friend to launch her own firm because she wanted to explore something different. Upon finishing her master's degree in 2007, her original goal was to start a women's lingerie company. But this project never got off the ground because of a lack of funds. After that, she established Quetzal, her first startup, which created curriculum for B-schools and offered HR services. Regrettably, the venture failed, in part because of her youth and inexperience, which made many reluctant to

collaborate with her. During her early entrepreneurial journey, a significant challenge she encountered was a lack of trust. Investors were hesitant to invest in her ventures due to her young age and limited experience. Similarly, clients preferred working with more seasoned entrepreneurs, rather than a young woman.



However, she didn't let these obstacles discourage her. Through diligent research and perseverance, she cracked the code to building a successful startup. Despite the initial scepticism, her determination and hard work ultimately paid off, establishing her as one of the top entrepreneurs in the country. Established in 2015, SUGAR Cosmetics has risen as one of India's leading cosmetic brands. Vineeta became a household name after her appearances on Shark Tank India. She joined the show in Season 1 and continued to appear in Seasons 2 and 3. Personal Achievements: In 2019 she won Start-up of the year award by Entrepreneur Awards, 2021: W-Power Award by Forbes India, 2021: BW Disrupt 40 Under 40 Award by Business world, 2021: Fortune's 40 Under 40, and in 2022: World Economic Forum's Young Global Leadership list.

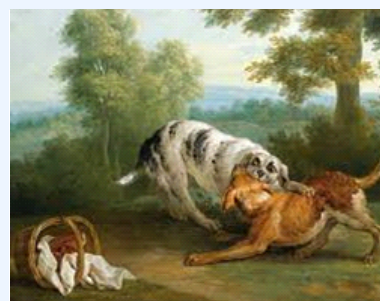
THE DOG & HIS MASTER'S DINNER

A Dog had learned to carry his master's dinner to him every day. He was very faithful to his duty, though the smell of the good things in the basket tempted him.

The Dogs in the neighborhood noticed him carrying the basket and soon discovered what was in it. They made several attempts to steal it from him. But he always guarded it faithfully.

Then one day all the Dogs in the neighborhood got together and met him on his way with the basket. The Dog tried to run away from them. But at last he stopped to argue.

That was his mistake. They soon made him feel so ridiculous that he dropped the basket and seized a large piece of roast meat intended for his master's dinner.



"Very well," he said, "you divide the rest."

Moral: Do not tell others how to act unless you can set a good example.

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CYNOSURE OF THE MONTH

Taksha Nikhil Goyal

AIR: 43rd (CA Intermediate, Nov. 2023)
Bhiwandi, Thane, Maharashtra.



- 1. How do you feel after passing CA Inter Examination?**
I felt Satisfied. It feels exactly the same when you struggle/hustle so hard for the things and it bears fruit one day. I felt like I was over the top of the moon.
- 2. What all has contributed to this success?**
The never ending support as well as guidance from my mentors and family members were one of the biggest reason for my success, along with my constant efforts over every subject.
- 3. What challenges did you face during your preparation?**
The most difficult challenge that I faced during my preparation were the holidays seasons (especially Diwali) and the vast syllabus of CA Intermediate.
- 4. How could you cope up with them? How did your coaching/teacher(s) help you?**
My method of coping was talking about my study problems with my teachers and seniors. They were my biggest help in my entire CA Inter journey.
- 5. Your advice to the aspirant for CA Inter Examination.**
Always listen to your mentor and never try any short cut. Take some level of stress and since the course is so vast thus constant repeat study/revision is necessary, also prepare rigorously for the exams by using study materials and practicing past exam papers.
- 6. Your view about Scanner?**
I solved scanner of Shuchita Prakashan which contained ample number of questions to have a grip over the subject. It was so helpful that most of the questions in the main exam were already known to me.