



Amongst the 7.4 billion people on the earth, very few achieve great success, remaining live a mediocre life. As Zig Ziglar correctly pointed out, “The great majority of people are wandering in generality rather than meaningful specific”. What differentiates few successful people from losers and mediocre? Answer is **why**. Most of the mediocre think, important questions are **what** and **how**. They think about *what* they want and *how* can they achieve it. While chasing their *what*, they face obstacles where giving up is an easy option. Most of the times losers and mediocre give up on their *what*, because they don’t find motivation to bear the pressure and move forward. Great achievers consider **why** as the most important question of their life. Whatever they do, they have a crystal clear idea of *why* they are doing it. They also face obstacles while going for *what* they want. In spite of obstacles, problems, challenging situations, humiliation they keep going and refuse to give up. They don’t give up simply because they know *why* they want to achieve it.

On 11th February 1990, Buster Douglas stepped in the boxing ring to fight against Mike Tyson at Tokyo, Japan. Tyson was an unbeaten, undisputed, victorious king of boxing world with 37-0 winning record and Douglas was considered as underdog. As match started Tyson started hitting aggressive punches on Douglas. In the eighth round, Tyson landed a right uppercut that knocked Douglas down. Everybody knew that was the end of fight because nobody ever wakes up after knocking out by Tyson. Before the end of ten counts by referee the shocking thing happened! Douglas stood up to fight and started fighting back. He started hitting punches and shocked Tyson, who was not prepared for this. In the tenth Douglas knocked out Tyson. Buster Douglas who was considered underdog became World Heavyweight Champion. After the fight, he was asked by a reporter that how could he manage to stand up after getting knocked out by Tyson? Douglas gave an interesting answer, he said his mother was his great support and wanted him to win against Tyson. She told her friends that my boy will beat Tyson. Few days before the match, his mother died. So he wanted to win that match for his mother. That was his *why*. His *why* was greater than the punch, his *why* was greater than the pain, and his *why* was greater than defeat. Against all the odds he won, simply because he knew his *why*.

When you join the corporate world aspire to be successful, there will be challenges, problems, threats. But whenever you feel life has knocked you down remember Buster Douglas. He will remind you of your **why** ...

SVIMS NEWSROOM

It is that time of the year when our students get the opportunity to experience the real corporate world through internship programs.

After the semester end exams they not only face the dilemma of choosing their specialisations but also are excited about working with big names like Forbes Marshall, GTT, Sudharshan Chemicals, to name a few.

The exposure to the corporate life changes the students as they become more mature, aware and can relate better to classroom inputs.

We take this opportunity to invite our Alumni to share their experiences of internship. It will be featured in our next issue.

DADA SAYS...

What a wonderful world it would be if we were to say to one another, “You first, I last”.