

Dada Says...

Never lose faith in Life. It is a gift from the All-Blessed one to be used in his services

SVIMS NEWROOM

Guest Talk: 23rd January 2019

Introduction to Digital Marketing

Digital Marketing has picked up pace and how! To introduce our students to what is Digital Marketing, what are the employment opportunities available in this field and at what rate is it growing, we arranged a session which was conducted by Ms. Anchal Iyer, a trainer as well as a Freelancer in the field of Digital Marketing and a professional with 14 years of Corporate experience. She shared several eye-opening facts and figures enumerating the growth of Digital Marketing, presented the myths related to this field and shared numerous Digital Marketing examples of the same. She concluded this session by explaining the scope of the industry and how it presents various employment opportunities.

08th January 2019: India's first Leadership Talk series

Institution Innovation Council of Amrita Vishwa Vidyapeetham coordinated the first Leadership talk of India from 2:00 pm to 3:00 pm by Mr. Anand Mahindra, Chairman, Mahindra Group. This talk was made accessible to everyone through a Facebook live session. This interview session was very captivating and below are the lessons that were communicated by Mr. Mahindra:

- a. Failure: He emphasized that, failure is important and when it occurs, allows yourself to cry your heart out then, bounce back so that you can conquer the world with your full potential
- b. Role Model: He suggested to have multiple role models and pick up the best of each one of them
- c. Innovation and Leadership: He spoke about disruptive thinking and transformational leadership under this segment of the interview
- d. Career choice: According to him, to make a wise career choice, one needs to calibrate himself/herself with what he/she wants.
- e. Work-life balance: To find joy in one's work is a major step towards work-life balance is his view.

This is how he briefed the audience on a myriad of focus areas that revolve around all of us.

Time Management

Experts define Time Management as "the art and technique of arranging, organizing, scheduling and budgeting one's time for the purpose of generating more effective work and increasing productivity."

Time management is not the prerogative of the business and corporate world. All of us need to understand the value of time and use it effectively.

In our age of speed and stress time is no longer an abstract concept. "Time is money" is the modern mantra. In fact, people would argue that time is more precious, more valuable than money.

Time Management is essential for all of us, if we wish:

1. To eliminate hurry, hassle, stress and pressure in our daily work and personal life
2. To escape from the clutches of 'deadlines' that threaten to overturn our lives.
3. To 'Create' time and space in our lives for all that we really want to do.
4. To organize our life and work in such a way that we really enjoy 'living' in the fullest sense.
5. To fix our goals and set our priorities so that we achieve what matters most to us.
6. To escape the clutches of procrastination-that notorious 'thief' of time
7. To give of ourselves, freely and fully, to those who matters the most to us-as also, to our spiritual pursuits, our higher aspirations and creative impulses.

Simple steps to make the most of 24 Hours:

1. Early to bed to rise
2. Organize your life in day-tight compartments
3. Set your Priorities
4. Don't force yourself to hurry
5. Do one thing at a time

How You Can Optimize Your Time

1. Reduce clutter keep your workplaces clean and well laid out
2. Learn to delegate
3. Identify, plan and review

**From Book: Management Moment by Moment
By Dada J.P. Vaswani**