



SARVAJANIK EDUCATION SOCIETY

SMT. SHARDARANI RAMESHCHANDER



LEARNNOVATOR

S.R.LUTHRA INSTITUTE OF MANAGEMENT-SRLIM

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SPORTS SPIRIT OF INDIA THE REAL HEROES

EDITORIAL

Sports play a very important role in building up a person's overall personality. Most of us remain quite active during our school / college days but as the time passes, we tend to lose interest in playing sports or rather it's better to say that we get busy in making career decisions & fulfilling responsibilities. We then spend entire life in earning money and then we spend rest of the life in paying medical bills

Hence even if we are working somewhere, we should take out sometime for ourselves, we must go out for a run may be for 15 minutes or for a swim for 20 minutes. We may not be a professional sportsperson but it's always a joy to be physically active. Today lot of people are getting motivated and they are participating in different activities like running, cycling etc. They are even motivating others to get fit. Fitness is not a goal, it's a journey. Unfortunately Indian parents have a tendency to give less importance to sports and they expect their children to spend maximum time in studies even after spending close to 6 hours in the school. No doubt studies are important but at the same time sports are also equally important. There should be proper balance in between these two. Sports are not important for just physical fitness but also important for mental fitness

Today lot of events are happening across the globe & International sports companies are looking towards India as a growing economy for sports. This is a good sign. But still there is lot to be done as we lack sports equipment that are required for sports or their prices are very high. It is because the demand is low. When we will start participating in sports activities and inspire others to do the same, it will automatically increase the demand. With the increased demands, supplies will also increase

Management schools are the best place to work on different areas of improvement

Sports should be an integral part of one's upbringing. Sports involves physical and mental activity which helps in developing many good qualities, skills and values such as cooperation, respect for rules, communication, fair play, sharing, self-esteem, problem solving, trust, understanding, leadership, tolerance, respect for others, resilience, team work, discipline, confidence building, skill of gracefully accepting defeat, etc. Thus, it is very much needed for the holistic development of an individual and it is these individuals who in turn are also the citizens of a country. A country which understands the importance of sports in the life of its citizens is more likely to be a better country as compared to other countries of the world. For a country having high population like India it is all the more imperative that sports be given due emphasis as it is sports which will help us channelize the energy of the youth in the right direction. Over a period of time India has also started making its mark in the world of sports at the global level by winning different medals at different competitions whether it be Common Wealth Games or even at Olympics. These achievements provide a boost to the young generation for whom the heroes are youth icons like Sania Mirza, Vijay Amritraj, leander Paes, Dara Singh, Tenzing Norgay, Joshna Chinappa, Baichung Bhutia, Anjali Bhagwat, Saina Nehwal, P.V. Sindhu, Sunil Gavaskar, Geet Sethi, Prakash Padukon, Abhinav Bindra, Pankaj Advani, Micheal Ferreira, Rajyavardhan Singh Rathore, Bachendri Pal, Viswanathan Anand, Dhanraj Pillay, Dhyan Chand, Mary Kom, Narain karthikeyan, Sachin Tendulkar and others. In fact some sports like Kabbadi, KhoKho, Polo and even Chess have their roots in India. Now if we talk about the financial aspect of sports it is worth noting that the global sports sector is estimated to be worth between \$480-620 billion and it includes several branches like sporting goods and garments to sports medicine to sports tourism to sports management and sponsorship. However India has not been able to enjoy a substantial part of this pie due to various reasons like lack of sporting culture, dearth of government initiatives, interest majorly only in Cricket and so on. Even the corporate investment in Indian sports is just at some social responsibility levels; it is not seen or explored as a full-fledged profit making industry. But times are changing and we hope that sports industry becomes the next big thing for Indian economy

Mr. Siddharth Shukla

Co-Founder
Makoto HR Solutions & Fitness Enthusiast
The Earth People



Dr. Jimmy M. Kapadia

Director
S. R. Luthra Institute of Management



DIPA KARMAKAR: Vault of Death Queen

First Indian gymnast to win GOLD

A sound mind in a sound body is a well-known saying. The health of the body is essential for success in life. An unhealthy man is always sad, gloomy and therefore loses confidence in him. To keep healthy, one must take an active interest in sports. Thus sports serve an essential purpose in life because they ensure good health and build a fine physique. Good health can be considered a blessing of some sort. It is therefore essential that everyone gets involved in sport to stay healthy. To be healthy means having the body and mind in their best working condition and this entails being free from illnesses as well as pain. As it is said: A mind that is sound reflects a sound body

For me my real hero is Dipa Karmakar an Indian female artistic gymnast represented India at commonwealth game in Glasgow in 2014 and win bronze medal. She also won bronze medal at the Asian gymnastic championship and finished fifth at the 2015 World Artistic Gymnastics Championships, both firsts for our country. Karmakar represented India at the 2016 Summer Olympics in Rio de Janeiro, becoming the first Indian female gymnast ever to compete in the Olympics. She attained fourth position in Women's Vault Gymnastics event at Rio, with an overall score of 15.066. Recently Karmakar became the first Indian gymnast to win a gold medal at a global event, by finishing her first vault event of the FIG Artistic Gymnastics World Challenge Cup at Mersin, Turkey in July 2018. Through extensive training, she was able to develop an arch in her foot. In 2008, she won the Junior Nationals in Jalpaiguri. Since 2007, Karmakar has won 77 medals, including 67 gold, in state, national and international championships. She was part of the Indian gymnastics contingent at the 2010 Commonwealth Games in Delhi

AWARDS

Rajiv Gandhi Khel Ratna Award - 2016

Padma Shri (2017) - fourth highest Indian national honor

Among Forbes' (2017) list of super achievers from Asia under age of 30

Dronacharya Award - to her coach Bishweshwar Nandi

Gold - FIG Artistic Gymnastics World Challenge Cup at Mersin, Turkey

Bronze - FIG Artistic Gymnastics World Cup at Cottbus, Germany

Returning to action after lay-off nearly two years due to an injury she clinched the gold medal in the vault event at FIG Artistic Gymnastics World Challenge Cup at Mersin, Turkey. Dipa, who is being accompanied by her coach Bishweshwar Nandi, has also qualified in balance beam finals by finishing third in the qualification with a score of 11.850



Ms. Manushi Thaker

Students Sem - I

S. R. Luthra Institute of Management

Guest Lectures at a Glance

Institute is putting continuous efforts to strengthen the career of the students which includes various management and professional activities. One of the professional activities is arranging guest lectures by calling external experts in the areas of various domains. Glimpse of various expert sessions during October, 2018 to December, 2018 are

Segmentation, Target Market and Positioning by Mr. Mitul Shah, Marketing Professional and Blogger, OMF Brand Consulting, Surat

Fiscal Policy and Monetary Policy by Dr. Gaurang Rami, Professor, Department of Economic, Surat

Emotional Intelligence by Prof. (Dr.) Karunesh Saxena, Director, Internal Quality Assurance Cell, Mohan Lal Sukhadia Udaipur, Rajasthan

Corporate Governance by Dr. Namrata Khatri, Assistant Professor, G.H. Bhakta Management Academy, Department of Business and Industrial Management, Surat

Measurement and Management of Exposures in International Finance by Dr. Munira Habibullah, Professor, G.H. Bhakta Management Academy, Department of Business and Industrial Management, Surat

Built to Last: Corporate Governance Case Studies by Mr. Sanjay Punjabi, Chief Designer, Image N Shape, Surat

Public Speaking by Ms. Sumita Shah, Director, Tapti Valley Foundation Trust Surat

Portfolio Construction Through Fundamental Analysis by Mr. Tejas Jariwala, Research Analyst, Jainam Share Consultants Pvt. Ltd

Significance of Sports in Human Life

In the past, people were very active in sports activities and they spent lot of time in some of the physical activities including different sports. Due to the increasing attractiveness of different tools of digital world like smartphone, television, tablet, computer game and video game makes them physically very inactive in their regular lifestyle. Parents, teachers and friends are likely to play an important role in developing a sense of understanding regarding benefits of staying active in life through sports. Participation in sports offers so many advantages to people, it will keep you physically fit as well as provides mental well being that helps to achieve desired objectives of your life easily. A sport is also considered to be a valuable means of entertainment as well as a source of peaceful mindset. It helps the people to develop, improve and maintain the physical and mental skills

A sport provides good health, active mind, creative utilization of time, reduce stress, improve alertness, develop confidence, makes you disciplined in life, team spirit and most importantly it also offers you a career path based on your competitiveness. Therefore, it is fundamental to have sport participation from childhood to remain healthy. Someone correctly quoted that "A healthy nation is always a wealthy nation." Hence it is necessary to give a lot of importance to sports in a country. Sports plays a crucial role in human life so it is our primarily responsibility to recognize the significance of sports in human life and act in such way that benefits the whole nation



Mr. Paresh Dave
Assistant Professor

S. R. Luthra Institute of Management

Faculties' Achievements

To strengthen the academic base and for further career development, following faculties have added one more star in their resume by clearing GSET (Gujarat State Eligibility Test), which has been conducted on 30th, September, 2018

Mr. Riddhish Joshi
Mr. Paresh Dave
Mr. Nandish Upadhyay

Expert Session

SARVAJANIK EDUCATION SOCIETY
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Luthra
INSTITUTE OF MANAGEMENT

--- ORGANISES ---

EFFECTIVE BUSINESS WRITING A PRACTICAL WORKSHOP

Session Highlights

| Topics | Timings |
|---|---------------|
| Introduction to Business Writing | 10:00 - 10:15 |
| Email Writing Practice - Hands-on | 10:15 - 11:15 |
| Business Letters Practice - Hands-on | 11:15 - 01:00 |
| Lunch Break | |
| Report Writing Practice - Hands-on | 01:30 - 03:00 |
| Drafting Meeting Agenda and Minutes Practice - Hands-on | 03:00 - 04:00 |

Organized for
MBA - Semester - IV

Date
December 22, 2018

Ms. Rashmi Singh
Programme Co-ordinator

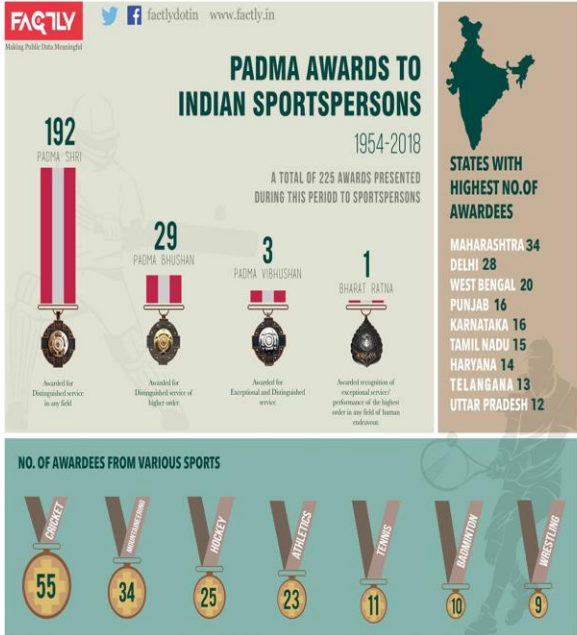
Dr. Jimmy M. Kapadia
Programme Director

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Website: www.srlthra.org, E-mail: contact.srlthra@gmail.com

Best Paper Award

First Position Dr. Hemlata Agarwal & Mr. Pratiksinh Vaghela presented a paper on 'Work Values of Gen Z: Bridging the Gap to the Next Generation' in a national conference at Parul University held on 21-22 December 2018





FORTH COMING SUBJECT

Artificial Intelligence & Machine Learning

Interested readers are invited to contribute their ideas/ views/ opinion on the above subject at: learnnovaor.srlim@gmail.com before 15th March, 2019

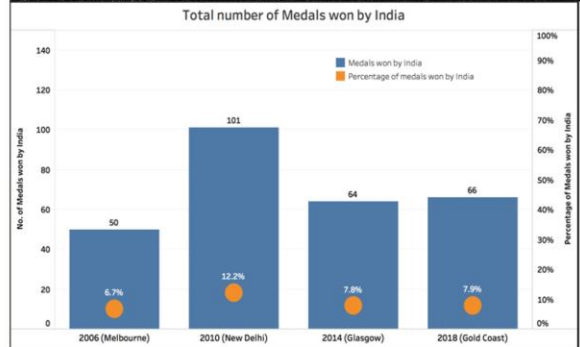
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WINNING SHOT
Star Sports India has bagged BCCI media rights

RIGHTS FOR 102
Domestic and international matches between 2018-2023

BID ₹6,138.1 cr

THAT'S ₹60.1 cr per game

IT ALSO WON IPL MEDIA RIGHTS (2018-2022) FOR ₹16,347.5 cr

Source: News Reports, @AnrudhChaudhary

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