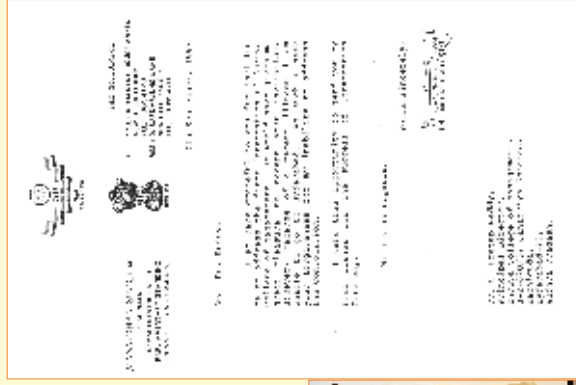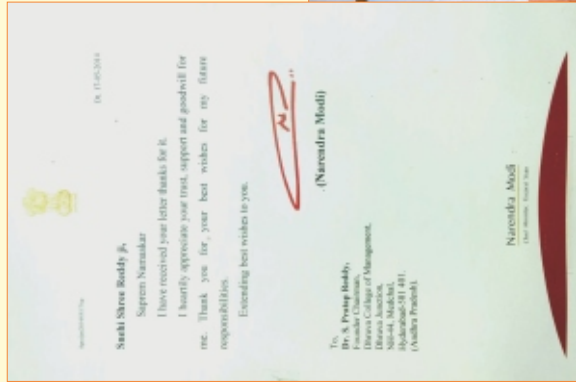# DHRUVA COLLEGE OF MANAGEMENT

"ధర్మపథంలో హూందాగా విద్యనే ధ్యేయంగా కొలిస్తే ధృడంగా ధృవతారగా
ఆచంద్రతారార్కమూ వెలుగొందుతారని" ధృడపరచేదే "ధృవ" కళాశాల

Diligence, Dignity, Dhyana, Dharma are **DHRUVA COLLEGE of MANAGEMENT's**
avowed cardinal principles

DHRUVA *through ages!*

Editorial

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"How to deal with the troubling and annoying college students in a classroom.?" is raised by MTC Global.

Preamble: A quirky question a la YAKSH PRASHN!

We as teachers need to delve deeper into this issue that has engulfed global graduate colleges. To understand the genesis of this cancerous issue, let's get to know the psyche of such a student.

Individuals who are born between 1981 – 1994 are called Millennials, and 1995-2009 are categorized as Gen Z. Each of the above two generations is characterized by traits that are peculiar to them. Over the years this transition has been seen in the way individuals and their thought processes have changed. Of course, many factors contribute to this transition.

Discussion:
Reference the particular question-the students of the 'Gen Z' category. They are carefree and connected with social media all the time and they are the progeny of 'Generation millennials' who are nicknamed as the. Internet Generation. When millennials are themselves tech-savvy, modern, and wholeheartedly prone to embrace diversity, naturally they will not find time or inclination to nurture their children traditionally!

Hence, Gen Z, the children of millennials, are more carefree, flamboyant, outgoing, flexible, conscious of their appearance, and more than any seek approval of others online (Unfortunately). They love diversity and are averse to hierarchy, love novelty, and swanky modern cars, and respect teachers who are approachable. But they don't like strict regimens and their attention span is relatively low.

A humble suggestion:
As a conscientious mentor teacher, one must attempt to investigate the way that an individual student is brought up by millennial parents and who is no better than a spoilt brat. Troublemakers might have so many issues, maybe not interested in the subject or a cohort or maybe having domestic disharmony on the home front. It is a deep-rooted malady and requires a deep and humane understanding. This exercise requires a lot of patience and a parental approach by the teacher mentors.

Gen Z has unfettered access to social media and cell phones. In our country, we have age restrictions on alcohol, driving, gambling, doing drugs, and marriage - but unfortunately, no legal restrictions on this dopamine-producing platform called 'social media'. That is the tragedy of the present-day Gen Z.

These young adolescents have hard times because they are not able to cope with the restricted atmosphere in the classroom compared to a happy go about -carefree life in domestic front as well as outside confines of the four walls of a classroom 1. Let us segment today's students into four categories:

1. Parrot - The parrot takes down or listens to certain things and without analysis or understanding or discrimination, learns it by heart and vomits out.

2. Coffee filter - The coffee filter kind of student take everything in, but retain trash and leave the key ingredients-the essence of decoction!

3. Bat - It's a nocturnal animal that roams around collecting dirt in its wings and later enters into a clean pool of water-a class room-makes the water dirty by dipping into it and enjoys drinking dirty water from that same dirty pool. Not just that, it makes its cohorts also consume the same dirty water.

4. Hamsa- The best kind of student, of course, is a rare commodity in today's world. When a 'Hamsa/Swan' is exposed to different environments/ offerings, he/she will accept every piece of information but will be able to discriminate/discern/ distinguish/ dissect judiciously between good or bad, real and fake A LA vivisecting pure milk from water (however diabolic the milkman is - in mixing water with the milk) the Hamsa-type student will take only the pure milk, leaving aside the water. Such kinds of students are truly the prima donna of an institution.

Gen Z is hardworking but poor at 'coping mechanisms' i.e instead of turning to another human being when they are suffering or stressed, they would turn to social media for their solace. Cell phones, and social media - likes or dislikes are their pastimes. Sometimes they get wrapped up in how many likes they get and keep a constant check on the number of likes received. In case there is any mismatch w.r.t the expected number of 'likes' received against the actual number, they would get depressed and become insecure. It is not their fault, it is because their generation is like that as they are devoid of human interaction, so much so that they are hardly spending time with their parents, peers, cohorts, and friends.

Gen Z themselves are the progeny of millennials and they are also stuck in social media, which is a virtual world – which is mostly rosy and unreal. They are under the impression that whatever 'likes' they are receiving

(millions sometimes) are from people who seemingly 'like them' but when it comes to brass tacks, these people will disappear in thin air. They would simply punch in the 'like button' but when it comes to helping the troubled individual or student – Genuine help will be rare. There is a dichotomy between what they expect and what the reality is the cause of the rise in accidental deaths, drug overdose, and dropouts from college apart from creating trouble in the classroom. Because they are troubled, they create trouble in the classroom. They primarily fall under the coffee filter and bat type category.

These Individuals are very sharp, outgoing, flamboyant, and dynamic. But at the same time, they are not aware of their expression in a classroom of diverse students. These students must be molded humanely - with a parental touch, by a one-on-one mentoring session, probably we will be able to bring them closer to normalcy. Here comes the role of a teacher mentor who can guide their students to steer clear of the virtual /social media world.

A Caution:

This onerous responsibility rests on the shoulders of the teacher mentor and the mature millennial parent. It requires a lot of patience, parental touch, and empathy. Unless they delve into the psyche of the troubling and annoying student nothing can be done. Teacher mentors and mature parent have to do it in a humane way.

That may be a cautious approach to solving this problem and of course "Easier said than done!".

What a Teacher-Mentor can do

Dopamine detox

This peculiar detox promotes a healthier lifestyle in general, and helps avoid diseases such as diabetes or high blood pressure.

- It makes you feel happier, more positive, and hopeful about life.
- It improves your sleep quality, which is critical if you want to live a long and healthy life.
- It gives your body to rest from unhealthy habits that causing sluggishness and tiredness.

Dopamine is a neurotransmitter in the brain that aids in basic functions such as motor control, memory, and excitement. A dopamine detox or 'fasting' involves abstaining from dopamine-producing activities, or "pleasures", for a set period of time in order to reduce reward sensitivity.

Opposed to anything that is forced on one, this is unhealthy because the more you deprive yourself of something, the more you crave it. You know exactly how much of each item to consume and if you know where to draw your lines, using technology for its benefits but not for its negative effects, enjoying intimacy to the extent that is required, watching interesting documentaries or some-

thing that gives you knowledge on Netflix, can all be done in the proper proportions.

THE DOPAMNE DETOX REGIMEN NEEDS TO BE FOLLOWED ONE DAY A WEEK.

LIMIT THE FOLLOWING ACTIVITIES THAT CAUSE A DOPAMINE SURGE:
• Mobile and Internet use • Computer Use • TV • Gaming • Viewing porn • Eating energising foods • Conversation with friends

INSTEAD, PROMOTE ACTIONS LIKE:
•Eating healthy food • Meditation • Keeping a journal

Dopomine Detox is like Pratyahara of Ashtanga Yoga as postulated by Patanjali Withdrawal of the senses from things that are not conducive to holistic mind-body complex, a detour from the external to internal world where by the 5 senses become still.

What a millennial parent can do

Abraham Lincoln's Letter to his Son's Headmaster

He will have to learn, I know, that all men are not just, all men are not true, but teach him also that for every scoundrel there is a hero; that for every selfish politician, there is a dedicated leader... Teach him that for every enemy there is a friend. It will take time, I know, but teach him, if you can, that a dollar earned is of far more value than five found...Teach him to learn to lose...and also to enjoy winning. Steer him away from envy, if you can, teach him the secret of quiet laughter. Let him learn early that the bullies are the easiest to lick...Teach him, if you can, the wonder of a book...but also give him quiet time to ponder the eternal mystery of birds in the sky, bees in the sun, and flowers on a green hillside. In school, teach him it is far more honorable to fail than to cheat...Teach him to have faith in his own ideas, even if everyone tells him they are wrong...Teach him to be gentle with gentle people, and tough with the tough. Try to give my son the strength not to follow the crowd when everyone is getting on the bandwagon...Teach him to listen to all men...but teach him also to filter all he hears on a screen of truth, and take only the good that comes through. Teach him, if you can, how to laugh when he is sad...Teach him there is no shame in tears. Teach him to scoff at cynics and to beware of too much sweetness...Teach him to sell his brawn and brain to the highest bidders, but never to put a price tag on his heart and soul. Teach him to close his ears to a howling mob...and to stand and fight if he thinks he is right. Treat him gently, but do not coddle him, because only the test of fire makes fine steel. Let him have the courage to be impatient...let him have the patience to be brave. Teach him always to have sublime faith in himself, because then he will always have sublime faith in mankind. This is a big order, but see what you can do...He is such a fine little fellow, my son!

Maulana Abul Kalam Azad: Islamist behind the Mask of a Moderate?

Dr. Jagan Mohan Reddy, Symbiosis Institute of Management

Introduction

Today is the birth anniversary of one of the icons of 'Hindu Muslim unity', someone whom Gandhi put on par with Plato and Aristotle, Maulana Abul Kalam Azad. It is celebrated as education day in India since 2008. In 1923, at an age of 35, he became the youngest person to serve as the President of the Indian National Congress, and post-independence became the first education minister of the country. As usual, the tributes will start pouring in hailing him as the stalwart who laid foundations of education in India, a staunch nationalist, the personalization of Ganga Jamuni tehzeeb etc.

But did the Maulana see Hindus and Muslims as equals when among his own people? Did he put patriotism on par with his 'deen'?

Among the several leaders whose image has been carefully nurtured to project a tolerant and unifying face is that of Maulana Azad. As the saying goes, looks could often be deceptive and we are making an attempt to honestly and dispassionately decode the real Maulana Azad – an Islamist wearing the moderate mask.

Let's look at how he grew & was educated, before looking at what he did:

Maulana Azad's childhood

Azad came from a family of Islamic scholars, known for their zeal to serve the 'cause' of the Hadith (sayings/teachings of Mohammad) who traveled to Bharat from Herat in Afghanistan during Babur's times. His father, Maulana Khairuddin had traveled to Mecca in Saudi Arabia in 1857 and returned to Kolkata, Bharat in 1898 after spending several years in the company of Islamic scholars of Mecca and Medina. He did not just learn the tenets of Islam there but was also chosen to preach Islam and deliver sermons in what is considered the holiest Muslim seminary in the world.

Azad was born on 11 November 1888 in Mecca and spent his formative years in Mecca and Medina. He learned Arabic from his mother and Urdu from his father. By his own admission, he was home-schooled and though he was taught several subjects the focus was on Islamic studies which he learned from his father thrice a day. Bharat's first education minister never received formal education!

Maulana Azad's Education

Maulana Khairuddin did not think highly of English education and wanted his sons to succeed him as a Pir (Muslim saint). The education of Azad and his brother was largely dictated by their father who was certain that his sons must continue the family tradition of devotion to and learning and propagation of Islam. In 1905, his father sent him to the world-famous Islamic university of Al-Azhar in Cairo for two years.

His hatred for the modern and preference for the medieval led to Khairuddin home-schooling his children where he himself taught them the Koran, Hadith, and Sharia. The boys had finished studying the Koran during their stay in Mecca and after moving to Kolkata (then Calcutta) they were sent to haram sharif for Qerat (reading and chanting Koran) lessons. The children were taught Persian and Arabic but mastering the Koran, Hadith, and other Islamic religious literature remained the central point of their study. Eminent Islamic teachers were employed to share his workload due to Khairuddin's failing health.

Maulana Azad – A Nationalist or an Islamist

Maulana Abul Kalam Azad is often portrayed as a secular icon symbolizing the Ganga-Jamuni tehzeeb (a term used to depict Hindu-Muslim unity) and a nationalist to the core. His speeches where he argues against the partition and formation of Pakistan are quoted in favor of this view. But does this argument hold good?

Both his upbringing and education are clear indicators that Islam molded his views and ideology. An analysis of his speeches and interviews will show us that he had perfected the art of Al-taqiyya (concealing one's belief) by speaking in different voices when he was among a heterogeneous group and giving precedence to the Islamists in him when he was among Muslims.

He opposed the two-nation theory and partition of Pakistan not because he believed in Hindu-Muslim unity or equality, but because he felt that an undivided Bharat would mean safety in numbers for the Muslims and would allow for the unchecked propagation of Islam in the whole subcontinent. In a speech delivered

in Urdu (translated by Syed Saiyidin Hameed) to his co-religionists at Delhi's Jama Masjid on the 23rd of October 1947 he rebukes the gathered Muslims for not heeding his advice:

"I hailed you, you cut off my tongue. I picked up my pen, you severed my hand. I wanted to move forward, but you cut my legs. I tried to turn over, and you injured me in the back. When the bitter political games of the last seven years were at their peak, I tried to wake you up at every danger signal… I warned you that the two-nation theory was the death knell to a meaningful and dignified life, forsake it. To all this, you turned a deaf ear. And now you have discovered that the anchors of your faith have set you adrift. The debacle of Indian Muslims is the result of the colossal blunders committed by the Muslim League's misguided leadership."

In fact, when the constitution of independent Bharat was being written, Azad led the demand for a separate Muslim electorate besides weighted reservations for them (50% more than the Muslim population). His belief in the Muslim Ummah (Muslim brotherhood) pre-dates the partition and is visible in his support to the Khilafat movement. When the fall of the Ottoman Caliphate was in plain sight, Maulana Azad supported the Khilafat movement and mobilized the Muslims of Bharat to wage Jihad in Turkey by delivering a rousing speech to a gathering of Muslims on Oct 27, 1914 in Kolkata when he spoke thus:

"One momin for another momin is like one brick assisting another brick in a wall. This biradri (community of Muslims) has been established by God…All relationships in the world can break down but this relationship can never be severed. It is possible a father turns against his son, not impossible that a mother separates her child from her lap, it is possible that one brother becomes the enemy of another brother…But the relationship that a Chinese Muslim has with an African Muslim, an Arab bedouin has with the Tatar shepherd, and which binds in one soul a neo-Muslim of India with the right-descendant Qureshi of Mecca, there is no power on earth to break it, to cut off this chain…"

His Kolkata speech is replete with exaltations of the superiority of the Islamic sword and for someone who is considered to be a symbol of peace and Hindu-Muslim; Azad sure had an unquenched thirst to see the rivers of blood if it could guarantee a win for Islam.

What makes this speech look more dangerous is that it was made at the time of First World War, when British Indian Army was fighting the Ottoman Empire which had sided with the German Empire. The global Islamist strategy of saving the Caliph i.e. Ottoman Emperor started much before the Khilafat movement. There were instances of mutiny among the Muslim soldiers in the British Indian army. One prominent example is the 5th light infantry regiment stationed in Singapore in Feb 1915.

As we can see, this speech was meticulously prepared and speeches from the likes of him played a major role in more than 18,000 Muslims from India going to Turkey to fight the jihad against the British and women sending their jewelry for the same. And, compared to this the number of Indian Muslims that have joined domestic or international terror organizations since independence is negligible.

What do the Liberals miss?

Many liberals miss the fact that Azad had made an Islamist political party called Hizbullah in 1913. By this, he also inspired the ultra-revivalist leader and founder of Jamat-e-Islami Maulana Maududi, before getting disappointed by the response of a section of the Ulema on various scores and deciding to enter the Congress in 1920. Today we know Hizbollah as a Lebanese Shia terrorist organization that came up seven decades later. But know that they weren't the first ones to use this name!

It's a fact that Maulana Azad became an enthusiastic supporter of Gandhi's ideas of non-violent civil disobedience and worked to organize the non-cooperation movement in protest of the 1919 Rowlatt Acts. Further, he was a polyglot speaking in Urdu, Hindi, Arabic, Persian, Arabic, and English. But it should not be forgotten that he came into prominence in public life as one of the Leaders of the Khilafat movement (1919-22), which aimed at restoring the Ottoman Empire (the Ottoman Emperor was nominally the supreme religious and political leader of all Muslims across the world. However, this authority was never actually used) aimed to build political unity amongst Muslims and use their influence to protect the caliphate.

In 1920 an alliance was made between Khilafat leaders and the Indian National Congress. At first, this so-called Hindu Muslim bonhomie was very successful, but it did not take long for the forces rallied for Khilafat to turn into an anti-Hindu movement, the most horrific of which was seen in Malabar where over 10000 Hindus were done to death by Moplahs. Others like Ali Brothers cast away Gandhi like a piece of

crumpled paper after using him like a ladder. Abul Kalam Azad stayed on and was promoted for the cause of Hindu-Muslim unity, but he remained a pan-Islamist till his last day. Khilafat movement lost its reason to exist with the victory of Mustafa Kemal's forces, who overthrew Ottoman rule to establish a pro-Western, secular republic in independent Turkey. He abolished the role of Caliph and sought no help from Indians. But the damage to India was done.

In their greed for political gains and self-promotion, Gandhi and Co gave political legitimacy to a bunch of rabid fanatics which would lead to the vivisection of the country in less than three decades. There is ample evidence now to prove that nationalist Muslims like Abul Kalam Azad and the then Jamiat Ulema-e-Hind president Ahmad Hussain Madani opposed Pakistan only because they felt that Partition would affect Muslim domination in the sub-continent and Muslims would heavily lose. Plus they tried to extract a heavy price from Congress for their patriotism in the name of minority protection. Congress leaders have tried to hide the fact that as Congress president in 1945, Azad even went to the extent of agreeing to a proposal of rotating Indian headship. It meant India would have a Hindu and then a Muslim head of State and army chief by turns. So, eventually, Gandhi and Nehru made Congress a hostage to 'Hindu-Muslim unity at any cost' which Jinnah skilfully exploited and got more concessions from the Congress to establish parity in numbers between Hindu and Muslim representation.

The Damage Caused

And since we had the honor of having him as the first education minister of so-called independent India, it's not surprising that we have to read about the Mughal rule in Delhi being golden age of India and many other such perversions. Maulana Abul Kalam Azad opposed partition till his last breath because he saw it as an event which will scuttle the Islamic takeover of India as the Muslim populace will be divided forever.

His views make it crystal clear that his loyalties were always with Islam and the real impact of his ideology and Islam-influenced policies, agreed to and seconded by Nehru, can be seen in our History text-books where the crimes of Islamic invaders have been white-washed to the extent of presenting Mughals as "messiahs of the oppressed Hindu masses" and in the worst case as 'benevolent dictators'.

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Yoga therapy principle - Role of yoga therapy in healing

N.V. Raghuram

From a layman's point of view, Yoga is a way of life in our culture from time immemorial. Meaning of yoga is the state of 'being'. Any practice that will take us to that state of being from our life of 'doing' is also known as yoga. The state of being is also a state of self or Jeeva. When we are in that state we are in harmony, health, blissful and inner freedom. This is also the divinity within. Yoga is therefore being in touch with inner divinity. This article takes the reader through :

SAMSKARAS AND YOGA:

Though health, harmony and bliss are supposed to be our own nature but we fall away from this nature of ours, due to some external reasons. Though essentially we are meant to interact with the outside world through our 'mind instrument', antahkarana consisting of mind, memory intellect and ego [Manas, buddhi, chitta, ahamkara] which is a natural aspect of us, and get back once the activity is finished, but unfortunately we become caught up in the external world. This identification with the external objective world starts in the form of a mere habit, progressing into vasanas (hardened habit), on to samskaras (tendencies percolate deep into unconscious levels) Because of that we lose touch with our nature, which is health, harmony, bliss and peace. Due to ignorance we go on looking for getting these things from outside world. We may get temporary peace or harmony or apparent health, but they are not permanent. Therefore our search continues endlessly or we may just compromise saying life is like this only, no fun but misery, unhappiness and disharmony. Wise will understand this and find out techniques to practice consciously to go back to the natural state. These techniques are called as yoga.

> **All our internal disturbances are hardened habits**
>
> **Episode ⇒ Habit ⇒ Vasana ⇒ Samskara Unchecked habit becomes dependency [vasanas]**
>
> **dependency unchecked becomes deep rooted deformity [samskaras]**
>
> **A conscious process of reversing the habit will not only remove habit but it can remove Samskara, the deep rooted deformity**

Health is our own nature. It is also a dynamic, meaning, it is constantly taking care of us adjusting itself. For example when you are trying to climb up the gradient you need more oxygen your inner nature called health, increases your lung functions to cater. Sickness is going away from our nature. Being in our nature is called Swastha [swa + stha]. And health Swaasthya comes from this swastha. Whereas being away from our nature is called as Aswatha [a+swastha]. Repeatedly happening of this being away from our nature becomes habit leading to Vasana and then samskara as described above being chronically away from our nature. The solution therefore, is the reversal of this process which means discipline at whole personality level so that you reverse samskaras to vasanas and then further you can get back to our nature, health. The habits, vasanas, and samskaras form because of lack of awareness. Therefore, when we are going to reverse this process with awareness which is the greatest component in the practice of yoga. stronger the vasanas and samskaras we need more rigorous practises to back to our nature. When we say, 'whole personality level', we need to understand how the indian philosophy understand our personality.

According to the Indian philosophy man is considered as a complex human being working at all these five personalities which is known as panca kosa ['panca=five, kosa= sheaths]. How we come away from our nature and and how consciously going back to nature and what is our nature is also given in the following table:

What is the panca kosa understanding of our being?

KOSAS	PERSONALITY	DISTURBENCE	REMEDY	PRACTICE
ANNA MAYA	PHYSICAL	TENSION	RELAXATION	ASANAS, KRIYAS
PRANA MAYA	LIFEFORCE	SPEED	SLOW	PRANAYAMA
MANO MAYA	MENTAL	AGITATIONS	CALM	MEDITATION
VIJNANA MAYA	INTELLECTUAL	CONFUSIONS	WISDOM	JNANA YOGA
	EMOTIONAL	IMBALANCES	BALANCE	BHAKTI YOGA
ANANDA MAYA	BLISS	DISHARMONY	HARMONY	

	ANNAMAYA PHYSICAL
	PRANAMAYA LIFE FORCE
	MANOMAYA MENTAL
	VIJNANAMAYA INTELLECTUAL
	ANANDAMAYA BLISS
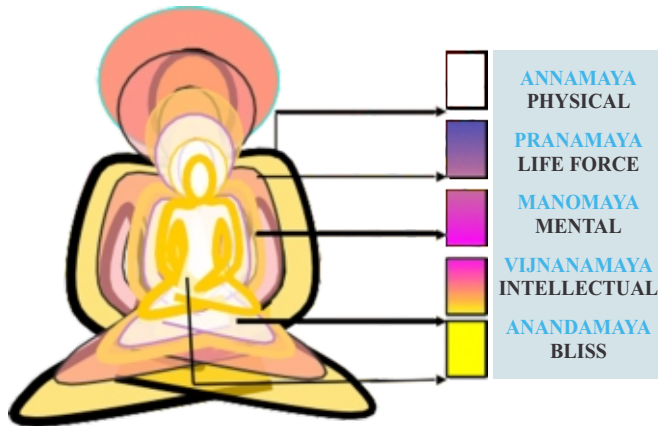
These Kosas are subtleties of existence, and notwater tight compartments. They are one merging into other

When we look at human being from outside we see only body [gross] and at subtle level we are mind. Behind that we assume there is consciousness. Indian wisdom looks at human being from within. This can happen only by looking at oneself from within. This reveals as our own experience at the grossest level we are physical body made out of food called as 'Annamayya Kosa'. What makes it to function at the next subtle level is life-force called 'Pranamaya Kosa'. But deeper that prana is our mind which directs the prana where we need it to function. This personality is roughly what modern science recognises as psyche 'Manomaya Kosa'. Deeper observation reveals our own experience that it is the intellectual being we are which is called as 'Vijnanamaya Kosa'. And deep within all these layers we are the bliss personality called 'Anandamaya Kosa'. Every child is innocent which means not corrupted by the world outside is blissful. Being joyful is not based on any thing but it is as natural being. As we grow up in this world we moved away from this nature of us and we lost touch with that joy. As a result we need some object or the other to make us feel joy! Yoga therefore is any practice where we can find our own nature called bliss. The above table lives us the detailed picture what is our nature at various personalities and how we have moved away from our nature and how practice of yoga at various personality levels help us trace back to our natural state of bliss. Therefore in this culture those who are dedicated to yoga are given suffix to their names as 'ananda' [bliss]!

Scriptures say and we also find find some people who don't have to do all the practises to go back to there natural state. One small sample suggestion will help them to get back to their own nature. Such people are called as Uttama sadhakas. But for common man we need sustained practice of yoga.

SICKNESS AND ITS ORIGIN - VYADHI AND ADHI

A very simple knowledge is that before the tree comes up it is hidden inside the seed. Before the child is born he or she is in mothers womb for nine months. Same way before a external manifestation a thought incubates inside our mind. Same way before manifestation out side the sickness is growing inside. Many times the cause for sickness can be the influence of outside like injury infection or change of weather conditions. Adhi is the cause and when it manifests it is called as vyadhi. Since harmony is our health by nature disharmony os the sickness called vyadhi. The cause for this vyadhi is called as Adhi. When external is the cause it is called as Anadhija [na+adhi] + ja.

I feel it's arrogance on the part of human being to think that he knows every cause for the sickness. Medical science is making tremendous progress in trying to find out the cause of sickness. The model Yogavasishtha offers is to some extent guideline in this direction and it also suggests the remedy.

Every sickness is an indication that the harmony in the body is disturbed. This may be because of two reasons, one being the cause from outside, and where outside cause is rolled out, then that disharmony must have surfaced from deep within. The first one is called as Anadhija vyadhi and the later is the Adhija vyadhi. It is very easy to rule out the causes for the Anadhija vyadhi and it's also easy to find out the remedy. The text Yogavasishtha clearly specifies the remedy for this types of Vyaadhi are medicine, physiotherapy and vibratory techniques [Mani Mantra Aushadhi].

Logically speaking in case of any Anadhija Vyaadhi, the remedy can only be by removing the Aadhi. From the above table, you can see that equivalent to inner harmony, is relaxation at body, slowness at prana, calmness in mind and wisdom at intellect, and also emotional balance. On the contrary, disharmony inside is represented bye tension, speed, agitation, wrong notions, emotional upsurges respectively at various personality levels. All the

techniques which will take are various personality levels and this harmony are known as techniques of yoga.

The sickness or the disturbance may have started as tip inside deep within. May be at the deep levels of emotions, but it percolates from subtle to gross, from consciousness to intellect, to mind and then on to the body level.

Which part of the body gets affected by the disharmony is also discussed. It is because of three reasons. They are vulnerability of the part of the body due to weakness, injury or infection of a particular part or, over or under use of that body.

INTEGRATIVE MEDICINE CONCEPT

The concept of integrative medicine in the case of ancient Indian wisdom is as follows. The core of our being is health, harmony and happiness. If we move away from the core, the responsibility to bring us back to our core is of yoga and yoga therapy. Here we don't use any external aids.

If we move further away, then natural remedies such as purging,, puking, Yama, fasting et cetera. Where we use only natural elements such as sun, water, steam et cetera to bring us back to our nature. This is known as naturopathy. Here we use only natural elements judiciously.

Science of Sankalpa Balam

Courtesy: Rushipeetham

For any goal or ambition or objective to be achieved, we need to first make up our minds to go towards it. We call it "Sankalpam" and our achievement is dependent on the Sankalpa Balam. Let us discuss how to improve or strengthen Sankalpam. The stronger the Sankalpa Balam, the higher is the achievement.

Let us scientifically examine. Loosely put, our Manas or mind is the software that drives our hardware called the Brain and based on the commands from the brain, our body parts work. Therefore, our Manas is the leader which decides the quality, quantum, and direction of our sankalpam, and the brain – the manager which uses the body's available resources to get the command of mind completed and our body parts are workers.

We can, therefore, examine the achievement from two angles – one based on Manas and another based on our management theories.

Analyzing from mind or Manas – we have two distinct parts – Conscious mind and Subconscious mind. The conscious mind is the one that takes information from outside and analyses and drives the brain to work with the body using temporary memory – like driving a car in traffic, using OTPs, working on our routines, etc. When the subconscious mind decides that the outside information is in line with our beliefs, faith, emotions, etc, and then the information is sent to a permanent memory to be recalled later.

So, when does the "Sankalpam" become strong? When it comes from Subconscious mind. How can we make the Sankalpam go to Subconscious mind? When our brain works at Theta Waves of 4 to 7Hz or Alpha state from 7 to 14 Hz frequency – either just about going to sleep or in deep meditation. Let us analyze how to program our subconscious mind. We will discuss how to avoid viruses in our programming in the next issues.

First, our mind cannot differentiate between imagination and reality. That is why we feel our dreams are real when they happen.

Second, if we observe carefully, anything we want to do or become, we see photos or videos of the situation in our mind.

Next, our brain does not understand unimplementable statements - like do not do so and so. Say, for example, we decide NOT TO THINK of a monkey, we first see the monkey in our mind!!! An implementable statement does so, therefore, when we want to become or do something we need to think of the situation.

Third, Brain's past is history – it cannot implement anything in past. The future is not there to implement. So, our brain can process anything only if it is in the present tense.

Taking the above factors into account, when we go to sleep, we need to create photos and videos of what we Sankalp and record them in the Theta state or Alpha state of mind. Then feels as if it is happening now. Once we do it for a minimum of 21 days every night, the subconscious is programmed. We can also create an Alpha or Theta state in a meditative state of mind during any part of the day.

Such a Sankalp gets imprinted in our subconscious mind and slowly but definitively takes us on a journey towards corresponding knowledge, skill, and desire to create habits needed for the realization of sankalpam. In conclusion our Sankalpam must be a statement which is positive in the present tense. Let us be aware that Subconscious mind does not distinguish between reality and imagination. This aspect comes handy for us when we are programming our mind. What we want to achieve is imagination but when we program our subconscious mind we see it as real happening now.
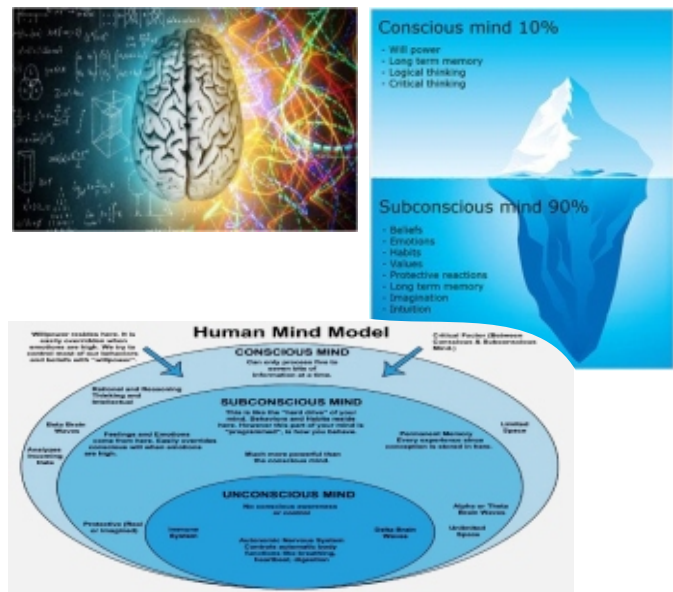
Distribution Network of Kelloggs India-A Descriptive Study

Kusal Kedar Tumu, Gujja Laxmipriya, Venkat Sai Vanka

W.K. Kellogg established the business as a result of his commitment to good nutrition and overall wellbeing. He invented the first breakfast cereal and went on to influence an entire industry because of his enthusiasm for people, quality, and innovation. Kellogg quickly gained a recognizable name, and his signature was a dependable seal. Everyone at Kellogg's is still motivated by his legacy today. The primary motto and tenets that guide the global breakfast cereal market are "Working together, we create moments of delight for people around the world with our well-loved brands".

FMCG Sector in India:

Introduction:

The fourth-largest industry in India, fast-moving consumer goods (FMCG), has been growing at a healthy clip over the years as a result of rising disposable income, a growing youth population, and greater brand awareness among consumers. The business is a significant contributor to India's GDP, with household and personal care making up 50% of FMCG sales in India.

Given that India has a middle-class population that is larger than the entire population of the USA, no FMCG company can afford to neglect this market. As more people begin to climb the economic ladder and the advantages of economic advancement become available to the general public, the FMCG market in India keeps expanding. More importantly, India's population, with a median age of just 27, is growing more consumerist as a result of higher aspirations. Government programs to promote financial inclusion and provide social safety nets have also helped.

The main factors influencing the sector's growth have been more awareness, simpler access, and shifting lifestyles. The majority of the revenue generated by the FMCG industry in India (which amounts for a revenue share of about 55%) comes from the urban segment. However, compared to urban India, the FMCG market in rural India has expanded more quickly in recent years. The semi-urban and rural populations are expanding quickly, and FMCG products make up 50% of all rural spending.

Market Size:

The Indian retail industry is predicted to rise to US$ 1.1 trillion by 2020 from US$ 840 billion in 2017, with contemporary trade forecast to grow at a rate of 20–25% annually, which is likely to increase FMCG businesses' profits. From US$ 110 billion in 2020 to US$ 220 billion in 2025, the FMCG market in India is projected to grow at a CAGR of 14.9%. In spite of widespread lockdowns, the Indian FMCG sector expanded by 16% in CY21, reaching a 9-year high. This increase was fueled by consumer-driven growth and value expansion from higher product prices, especially for basics. According to projections, the Indian processed food market will grow from US$ 263 billion in 2019–20 to US$ 470 billion by 2025.

FMCG behemoths like Johnson & Johnson, Himalaya, Hindustan Unilever, ITC, Lakme, and other businesses—which have long controlled the Indian market—now face off against start-ups with a D2C focus like MamaEarth, The Moms Co., Bey Bee, Azah, Nua, and Pee Safe. Market juggernauts like Revlon and Lotus required 20 years to reach the Rs 100 crore (US$ 13.4 million) revenue milestone, whilst new-age D2C companies like MamaEarth and Sugar took 4 and 8 years, respectively.

The amount of television advertising increased significantly in the July–September quarter, reaching a record-high 461 million advertising seconds in 2021. With a 29% increase in ad volumes compared to the same period in 2019, FMCG kept up its dominant position. Even the e-commerce market had increased by a solid 26% through 2020.

GLOBAL KELLOGGS:

Kellogg's Global Operations is a pioneer in plant-based foods, providing a variety of favoured foods to promote overall wellbeing. It is committed to provide food for needy children, the environment, promoting healthy eating, and advancing equity. Everyone's day can be improved by taking one of these actions. When everything comes together, real change is evident. By the end of 2030, Kellogg aims to improve the lives of 3

billion people. Due to its history and current operations, Kellogg's is in a unique position to positively impact its workforce, local communities, and the entire world. The company with heart and spirit that is Kellogg's stands for this.

KELLOGGS INDIA OPERATIONS:

Although it is now being done in 180 nations throughout the world, including India, Kelloggs India proudly upholds the values W.K. Kellogg instilled more than 100 years ago. It offers better breakfasts for you and your family, which results in better days, and Kellogg's India Flake Corn in the same manner that W.K. Kellogg did in 1898. That way, it simply tastes better!

Making since 1994 in India

Consumers can choose from a variety of cereals manufactured with grains like wheat, corn, and rice that are offered by Kellogg's India. Whether a family member is the breadwinner, a youngster is developing, or an adult is on the go, its cereals meet the varied nutritional demands of each person. Kellogg's Chocos, a food designed primarily to meet the dietary requirements of developing youngsters, was introduced in 1996. When they started Project Red Alert in 1999, adding iron to Kellogg's Corn Flakes to address the issues of iron insufficiency in youngsters, they advanced the cause. Then, in 2008, it made yet advancement when it introduced Rs. 10/- SKUs with the aim of making nutrition affordable and readily available in India. By introducing the adored Pringles chips to India in 2014, they expanded their selection of snacks.

KELLOGGS PRODUCTS IN INDIA:

S.No	Brand	Variant
1	Chocos	Regular
		Moon & Star
		Crunchy Bites
		Duet
		Chhota Laddoo
		Webs
		Magic Hearts
		Froot Loops
		Fills Double Chocolaty
		Fills Cookie Creme Flavour
2	Corn Flakes	Original
		Real Almond Honey
		Real Honey
		Real Strawberry
		Special K Original
		All Bran Wheat Flakes
3	Museli	Fruit and Nut
		Nuts Delight
		Fruit Magic
		0% Added Sugar
4	Granola	Almonds & Cranberries
		Chocolate & Almonds
		Honey, Almonds, Strawberries & Pumpkin Seeds
5	Oats	Oats
6	Pringles	Original
		Sour Cream & onion Flavour
		South American Style PERI
		PERI Flavour
		Pizza Flavour
		Fusion Chutney Flavour
		Desi Masala Tadaka
7	K Energy Bar	Choco Nutty
		Protein Almonds & Berries
		Berry Yoghurty

LITERATURE REVIEW

For its cereal and convenience food businesses, the Kellogg Company has employed its planning system (KPS), a sizable, multiperiod linear programme, to direct production and distribution decisions for over ten years. The location of product production and the method by which finished goods and in-process goods are transported between factories and distribution hubs are both determined using an operational version of KPS, at a weekly level of detail. Making decisions on capacity development and consolidation is made easier with the use of a tactical version of KPS, which is implemented at a monthly level of detail. Production, inventory, and distribution expenses were lowered via operational KPS by an estimated $4.5 million in 1995. A recent production capacity consolidation led by tactical KPS was anticipated to save $35–40 million annually.

General Mills, the country's second-largest cereal producer, announced a per-box price decrease on April 4, 1994, affecting eight brands that made up 40% of its cereal sales. The drop ranged from $0.30 to $0.70. The case focuses on Kellogg's potential reactions to the General Mills price cut, offering chances to talk about different strategies for fending off competition from store brands and private-label products. Price reductions, use of coupons and other promotional tools,

and advertising are some of the specific reactions covered in the case. The way Kellogg uses advertising to draw consumers' focus away from cereal prices per-box and toward cereal prices per-bowl is very intriguing. Moreover, see case B. (UVA-M-0472).

A key idea in physical distribution and marketing is that if distribution activities were more closely coordinated and centrally planned, a company's overall expenditures could be decreased, customer service could be enhanced, and interdepartmental conflicts could be greatly avoided. Practitioners and academics both are interested in this idea, which is now known as "integrated physical distribution management." Physical distribution management is described as follows by the National Council of Physical Distribution, an organisation comprising more than 2,000 distribution executives and academics: The term "physical distribution management" refers to the coordination of two or more tasks in order to efficiently move raw materials, inventories of items still in production, and finished goods from the place of origin to the site of consumption. Customer service, demand forecasting, distribution communications, inventory control, material handling, order processing, parts and service support, site selection for plants and warehouses, procurement, packaging, return goods handling, salvage and scrap disposal, traffic and transportation, and warehousing and storage are just a few of these activities that may be involved. 1976 NCPDM Revised Version This idea of connecting various distribution activities and treating the end product as a system signifies a "integration" of the historically dispersed physical distribution management function.

The NMHC has created costing methods for the food and grocery distribution industry that can be used by any business to conduct a full cost audit and evaluate how well it is doing in terms of warehousing and transportation. At a recent conference of the Institute of Practitioners in Work Study, Organization and Methods, Robert Williams presented an expanded version of the survey that is below. He gave an overview of the Center's approach to costing, the order of costs, and typical performance levels that they discovered. The primary cost-influencing factors will be identified in a second section that will appear in the May/June issue of RDM, along with some doable recommendations for their reduction.

The majority of marketing executives would concur that trying to forecast future sales is one of the most important activities in management planning and control. In Part One, Nigel Piercy investigates the function of forecasting within a distributive organisation and defends the significance that marketing analysts place on sales prediction. The difficulties of attempting to forecast sales when there are no facilities for sophisticated procedures are given particular focus. This is especially true for smaller distribution companies, but it also applies to small unit managers who lack access to centralised resources and have limited time to analyse sales data or conduct marketing research. For these managers, short-term forecasting is typically crucial. A realistic model of the time series analysis will be included in Part Two, which will be published in the following issue of RDM, and will discuss some of the various forecasting techniques and the situations in which they should be applied.

OBJECTIVE OF THE STUDY

❖ To study the distribution network of Kellogg's India product line at Hyderabad.

MODEL:

DISTRIBUTION HIERARCHY

Manufacturer unit
↓
Carry & Forward Agent
↓
Distributor
↓
Retailer/Wholesaler
↓
Customer/Consumer

METHODOLOGY

The Primary data was collected by meeting the retailers in each area personally and explaining them about the features & benefits of the product, analyzing their behaviour towards the product and noting down their inputs towards it for further development of the product. For the purpose of the study, a sample of 150 retailers was considered in particular areas of Hyderabad. Only individual shops are considered leaving the well known franchises. Simple Random Sampling Method (out of 500, 150 were selected from Secunderabad, Alwal, Tirumalagiri, Bowenpally areas).

ANALYSIS & FINDINGS

Product Delivery System process comprises of the Distributor Point, need to check out the outlet billing

printout, wherein to monitor the Delivery Process and getting a fair understanding of Route Alignment, so that Distribution is done accordingly to finally reach the Retailer.

PRODUCT DELIVERY SYSTEM

Distributor Point
↓
Outlet Billing Printout
↓
Delivery Process
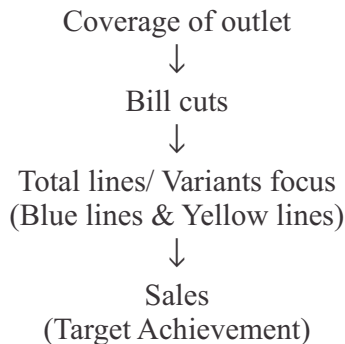↓
Route Alignment
↓
Distribution
↓
Retailer Reach
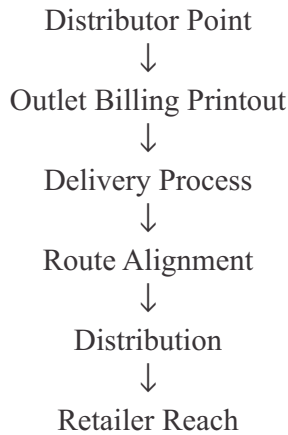
SALES PROCESS OF COMPANY

Sales process of Kellogg's includes the preparation by entering the market and gathering all the necessary information regarding the sale of good or service, it establishes the first contact with their customers at this stage. Kellogg's also develops the sales strategy, including how to target their customers' needs.

Based on the nature of business that Kellogg's India Distribution Network has different types of sales teams and reps follow standardized sales process. However, the standard steps involved in the sales process which are mostly followed; starting from finding the customer, customer acquisition, sale, then building a long-term relationship with their Distributors and Carrying & Forwarding Agents (CFA).

THE SALES PROCESS OF KELLOGG'S:

Coverage of outlet
↓
Bill cuts
↓
Total lines/ Variants focus
(Blue lines & Yellow lines)
↓
Sales
(Target Achievement)

MODEL RETURN ON INVESTMENT (ROI) FOR A DISTRIBUTOR:

- NET PROFIT = MARGIN – EXPENSES

- NET PROFIT / INVESTMENT * 100% (Would be the Annual Profit 22% - 24%)
- MARGIN = 7%
- TURNOVER = 2170000

INVESTMENT	AMOUNT	EXPENSES	AMOUNT
STOCK VALUE	500000	GODOWN RENT	10000
CREDIT VALUE	100000	SALARIES	95000
CLAIMS	50000	STATIONARY	1000
DAMAGE & EXPIRY	50000	LECTRICITY	900
		INTERNET	1200
		VEHICLE EXPENSES	20000
		MIS (OPERATOR)	10000
TOTAL	700000	TOTAL	138100

Turnover x Margin= 2170000x7% = 151900
Net Profit = Margin-expenses = 151900-138100 = 13800
Roi = Net Profit/investment=13800/700000x100=1.97x12 = 23.64

CONCLUSION

In Closing, The Kellogg Company also known as Kellogg's is a Multinational American food manufacturing company with its Main office in Battle Creek, Michigan. Producing crackers and toaster pastries as well as cereal and convenience foods, Kellogg's sells its goods under a number of well-known brand names, including Corn Flakes, Rice Krispies, Frosted Flakes, Pringles, Eggo, and Cheez-It. "Nourishing families so they can flourish and thrive," reads Kellogg's mission statement.

Having observed the distribution network of Kellogg's India and compiled data pertaining to the distribution network at Hyderabad. The behaviours and culture of the new target market are crucial to a brand's success. When promoting a product, the appropriate claim must be made. The way that consumers are perceived and how retailers behave has undoubtedly given the company's current global advertising strategy a new dimension.

A failure of culture led to Kellogg's failure. Kellogg's marketing approach was doomed to failure for Indian Plates. Their early method of enforcing beneficial behaviour changes significantly hurt them. Despite the fact that there is a growing trend towards globalisation, regional identities, cultures, and preferences remain distinct (company is now showing

good growth, but it is still much below its global standards). A sales officer's responsibilities include monitoring DVSMs (Distributor Visibility of Sales Man) for coverage, sales, focus brand drives, and primary distributor negotiations. Planning DVSM's Target Setting, Stock Gaps, PJP - Permanent Journey Plan (ITENARY), Analysing CFR (Customer Fill Rate), Hence reviewing Kellogg's Premium Club Stores, Kellogg's Premium Club + Stores, Pringles Loyalty Club Stores have given a very good understanding of the Distribution networks at Kellogg's India which is in line with the fast growing consumer goods industry.

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Entrepreneurship Teaching & Learning: Real or Myth?

Dr UB Raju & Dr. S Pratap Reddy

Genesis

Grabber-Holder dynamics is a fundamental analytical framework developed by Tse (2001, 2002) for a firm in the context of diffusion of innovation to maintain the first-move advantage. A Grabber attempts to grab people's interests as well as human emotion and imagination sans his/her rationality. The Holder of a grabber vision collects economic agents, mobilizes infrastructure, processes, knowledge, and skill-sets that enable the grabbers to realize value from embarking on it. In the course of new business dynamics, it is the strong grabber that triggers the innovation and change; but it is the dynamic formation of the holder structure that shapes the forces driving the innovation dynamics.

In any decision making context, the two extreme polarities are rationality and emotion. The Grabber represents the interest/emotion while the Holder represents the economic rationality. Before a grabber is articulated, all the elements constituting the holder exist in different forms that may not be easily identified by most people.

Figure 1 illustrates the analytical framework of Grabber-Holder dynamics. According to Tse, an exciting grabber would grab a group of economic agents to participate. If there is no holder, then we have negative feedback cycle that would die out the grabber effect. If the holder is weak, then we need to continue pushing the grabber to maintain the growth in the ecosystem. If the holder is strong, then the ecosystem would provide a rational base for more customers and economic agents to participate and induce a self propelling growth dynamics. Very often, in the creation of new business dynamics, there is no holder in the beginning and thus it is the strong grabber that triggers the disruption.

Grabber-Holder (G-H) dynamics and Entrepreneurship

Applying the concept of G-H dynamics to the domain of entrepreneurship, we delineate entrepreneurship into two distinct components, viz., grabber and holder. While the former is unstructured, chaotic and follows no known, fixed path, the latter is relatively more structured and relatively involves more planned and organized effort. It is the authors' position that the 'grabber' component is not amenable to the known processes of teaching and training, while 'holder' component is. This is due to the inherent characteristics of the respective two components.
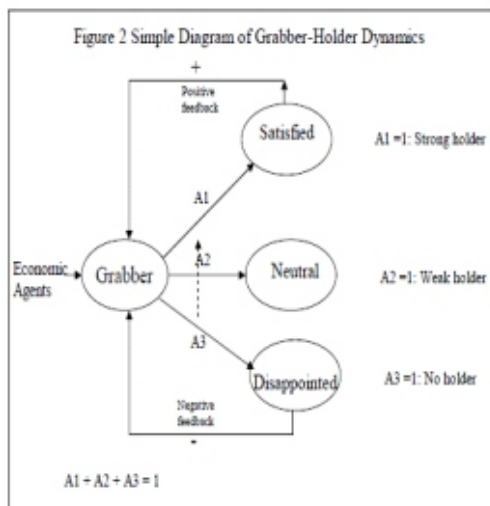
Figures

Figure - 1

G-H Matrix

	H √	×
G √	Entrepreneurship Creativity Sciences	Leadership Ethics None
×	Engineering & Technology Small and Big Small acting as if big.	Merely Small. Small acting as Small.

Figure - 2

G-H dynamics and Creativity, Leadership and Ethics

In addition to entrepreneurship, three other domains of study, viz., creativity, leadership and ethics share the inherent attributes of G-H dynamics. It is the premise of the authors that the architecture of entrepreneurship and creativity comprises both 'grabber' and 'holder', leadership and ethics have only the 'grabber' component. However since all the four streams of human endeavour do possess 'grabber' component, they are beyond the realm of conventional teaching-training processes. This proposition is best illustrated in figure 2 through Grabber-Holder (G-H) matrix.

G-H dynamics and Entrepreneurial Effectiveness

The action, intra-action, interaction and consequent reaction emanating in the respective sub-domains of entrepreneurship, viz, the G and H components decide the effectiveness of entrepreneurship. This theoretical proposition is articulated in figure 3 through depicting G push to H and H pull on G. The effectiveness of entrepreneurship (EE) is best characterised through the following multiplicative model involving Grabber Effectiveness (GE) and Holder Effectiveness (HE).

$$EE = GE \times HE$$

McLuhan's Law, G - H dynamics and Entrepreneurship

According to McLuhan's Laws of Media, four things happen to all media and human artifacts; the phenomenon being inevitable and universal. Further, some results may take years to unfold, McLuhan

Grabber Push to Holder

Environment → GRABBER component of Entrepreneurship (Entrepreneurship) Process → HOLDER component of Entrepreneurship

Holder Pull on Grabber
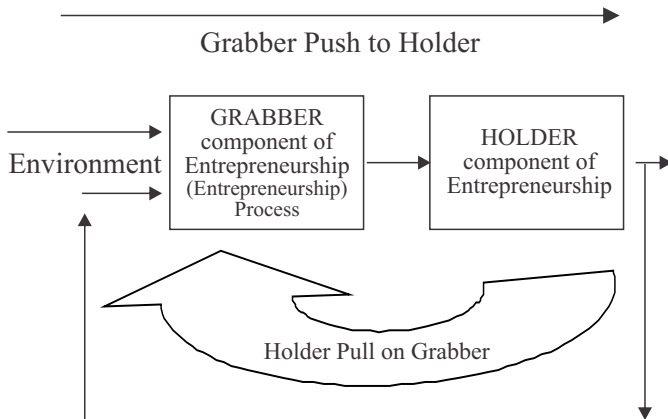
Figure - 3

McLuhan's Law and G-H dynamics

Enhances G-H together enhance entrepreneurship effectiveness.

Reverses G-H is a single entity.

Outcome of G-H Interplay KNOWLEDGE DEMOCRATIZATION

Retrieves G-H can be both aggregated and disaggregated.

Obsolesces G-H is non-separable.
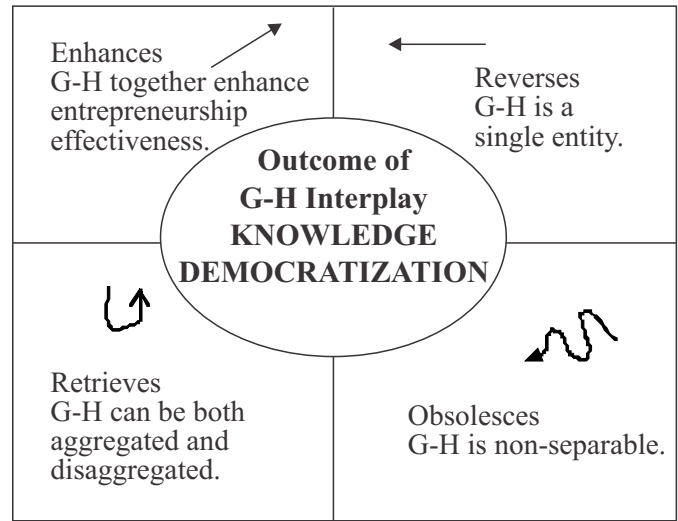
Figure - 4

G-H Typology Matrix

H

	High	Low
High (G)	Conceived and Born robust	Conceived strong Born Weak
Low (G)	Conceived Weak Born modest	Conceived Weak Born Weak

Figure - 5

insisted these are happening simultaneously. He portrayed the tetrad to exhibit the interlocking nature of these effects.

Applying the foregoing to know the interlocking nature of G-H dynamics in the context of entrepreneurship as depicted in figure 4, the tetrad enables us to know what enhances, what reverses, what retrieves and what obsolesces in respect of the composition of entrepreneurship.

Further, as matter of incidental and concomitant interest, we portray in figure 5 a theoretical proposition of enterprises in terms of conception and birth using the twin components of entrepreneurship, viz., Grabber and Holder.

Conclusion

In this paper, we propose application of the grabber-holder dynamics framework to explain why teaching/ training in fields such as entrepreneurship cannot be undertaken. The framework is derived from Eastern philosophy based on Taoism and Confucius, and Western economic theory based on rationality. The Grabber component is beyond the purview of any formal/ traditional training pedagogy while the Holder component is amenable to such an endeavour. This argument holds good in respect of creativity, ethics and leadership in addition to entrepreneurship as all the four domains share the same broad structure of Grabber-Holder.

Thus irrespective of the attempts, notwithstanding their scale, scope and sweep, to create entrepreneurs in large numbers, entrepreneurship will continue to be a bewildering, baffling, daunting and challenging field of inquiry. So are the domains of creativity, ethics and leadership.

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End of Document Fraud:
A Decentralized blockchain implementation

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Blockchain
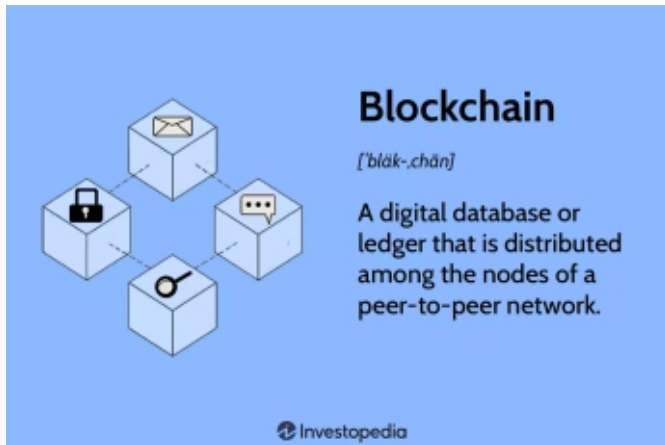
A blockchain is a distributed database or ledger that is shared among the nodes of a computer network. As a database, a blockchain stores information electronically in digital format. Blockchains are best known for their crucial role in cryptocurrency systems, such as Bitcoin, for maintaining a secure and decentralized record of transactions. The innovation with a blockchain is that it guarantees the fidelity and security of a record of data and generates trust without the need for a trusted third party.One key difference between a typical database and a blockchain is how the data is structured. A blockchain collects information together in groups, known as blocks, that hold sets of information. Blocks have certain storage capacities and, when filled, are closed and linked to the previously filled block, forming a chain of data known as the blockchain. All new information that follows that freshly added block is compiled into a newly formed block that will then also be added to the chain once filled.

A database usually structures its data into tables, whereas a blockchain, as its name implies, structures its data into chunks (blocks) that are strung together. This data structure inherently makes an irreversible timeline of data when implemented in a decentralized nature. When a block is filled, it is set in stone and becomes a part of this timeline. Each block in the chain is given an exact timestamp when it is added to the chain.

Why Blockchain?

One study published in the Journal of Information Security and Applications examined the potential of using blockchain technology to prevent document fraud in the higher education sector. The authors found that blockchain-based systems could be used to store and verify educational certificates and transcripts, making it more difficult for fraudsters to create counterfeit documents (Jie Zhang, 2018). This study examined the potential of using blockchain technology to prevent document fraud in the higher education sector.

Another study published in the Journal of Financial Crime investigated the use of blockchain technology to prevent identity fraud. The authors found that by storing identity documents on the blockchain, it would be more difficult for fraudsters to alter or forge them, as any attempt to do so would be immediately detectable (Jie Zhang, Blockchain-based Identity Management System for Identity Fraud Prevention, 2019). This study investigated the use of blockchain technology to prevent identity fraud by storing identity documents on the blockchain. Other articles have also explored the potential of using blockchain technology to reduce document fraud (Sorkin, 2018). This article examines the use of blockchain to prevent document fraud in the supply chain industry. Another article discusses the potential of using blockchain technology to improve the security and authenticity of documents in various industries (Gomesn, 2018).An article published in Forbes discussed the potential of using blockchain to authenticate documents and prevent fraud. Overall, the literature suggests that blockchain technology has the potential to play a significant role in reducing document fraud by providing a secure and immutable record of transactions. However, it is important to note that blockchain is not a complete solution to document fraud and should be used in Blockchain technology is not just a single technique, it is a combination of many techniques such as cryptography, mathematics, algorithms and distributed

consensus algorithms. A blockchain is composed of six key elements as follows:

Decentralized-Bockchain doesn't have to rely on a single centralized node any more like a master node, each node can record, store and update the ledger, and together they form the blockchain.

Transparent-The block's data recorded by each node and distributed among other connected nodes is visible to each node which creates transparency among connected nodes.

Anonymous- In order to make the transactions anonymous, data is hashed before sharing by using a secure algorithm. Consensus Base. Since node are publicly connected on blockchain and changes can only happen when majority of nodes accept the change, all nodes are eligible to transfer and update data safely providing a consensus base to the system.

Immutable- All records are permanently kept which cannot be altered unless someone can take control of more than 51% nodes simultaneously.

Open Source: Most Blockchain systems are open to everyone, allowing participants to modify the code and technology in ways that best suits their needs. However this does not mean that anyone can modify a running blockchain solution. Making any modification to a running solution means all connected nodes are publicly accepting the change.

Blockchain Structure: Each block in the blockchain contains five elements which are: 1) the main data; 2) the hash of the pervious block; 3) the hash of the current block; 4) the timestamp and 5) other information Main Data. The data depends on the type of transaction; it is generally a transfer between nodes A and B however it can be of any type like money transfer or record transfer. Hash of the Previous Block. When a transaction is executed, its hash is generated and broadcasted to the network. There are several hashing algorithms in use but the most dominant is the Merkle Tree. This algorithm allows easy hash and easy de-hash options which is why Merkle Trees is a common choice. Hash of the Current Block. The final hash value is recorded in block header (hash of current block), while the content itself is stored in the body of the block. Blocks are generally bound to a size hence allowing a limited number of transactions per block.

Timestamp: In cryptocurrency, a nonce is an abbreviation for "number only used once," which is a number added to a hashed-or encrypted-block in a blockchain that, when rehashed, meets the difficulty level restrictions. The nonce is the number that blockchain miners are solving to receive the block reward.A blockchain nonce is a number added to a hashed-or encrypted-block in a blockchain.In cryptocurrency, nonces are used as the number that is used in a hash to verify the transactions and other data contained in a block.The time the block was generated. No other Information. Like signature of the block, Nonce value, or other data that the user defines. The data structure of a typical blockchain application is indicated as well.

Examining the case of Educational certificates:

This article is limiting itself to educational certificates. The important requirements here to eliminate document fraud are :

1. **Authentication:** Ensuring that the document is genuine and has not been altered or forged. This can be achieved through the use of security features such as watermarks, holograms, and serial numbers, as well as authentication systems such as blockchain technology.

2. **Integrity:** Ensuring that the contents of the document have not been tampered with and are accurate. This can be achieved through the use of secure storage and transmission methods, as well as checks to verify the accuracy of the information contained in the document.

3. **Confidentiality:** Protecting the privacy of the individual whose information is contained in the document. This can be achieved through the use of secure storage and transmission methods, as well as appropriate access controls to ensure that only authorized individuals have access to the information.

4. **Non-repudiation:** Ensuring that the individual or organization that issued the document cannot deny having done so. This can be achieved through the use of digital signatures and other forms of electronic authentication.

There is no doubt that some of these measures are already coming into place with new robust solutions such as Digilocker. Some of the blockchain implementations are already in place. These solutions were reviewed by Saleh et al (Saleh, 2020).

Institution/ Solution.	Salient Features, Functionalities	Shortcomings in feature/ functionality
KMI, OU-UK.	Badges, certificates and web reputation in the blockchain.	Does not support employers as an entity Data is stored on public blockchain The certificate is vulnerable to manipulation No clear method of authenticity of parties.
UNIC	Resolve fake certificates Tools available for the authenticity of the certificate Good in integrity, privacy, and ownership.	Requirements for an employer to verify the certificate is inadequate A student cannot authorize the prospective employer to verify the certificate No clear method of authenticity of parties.
MIT Media Lab	Offers more control to students Uses digital keys	Level of trust is low. The certificate can be accessed by everyone No clear method of authenticity of parties.
Blockcert	Open standard platform	No separate verification service Vulnerable to spoofing attacks.
SmartCert	Resolves problem of fake certificate Student shares hash with the employer Proof of authenticity in the certificate The entire verification process is based on ownership.	Vulnerable to spoofing attacks Vulnerable to attacks Need for basic information security measures No clear method of authenticity of parties
Record Keeper	Proof of authenticity in the certificate The entire verification process is based on ownership	Certificate tampering vulnerability Participants can verify after obtaining ownership.

Discussion: As can be seen from the above table they are a significant leap from existing methods,The biggest issue in any blockchain implementation is the entry point. Because of its decentralized nature there is no gate keeper. An employer or an educational institution would need validation, possibly by a centralized authority This authenticity validation can be done by the rest of the blockchain with some regulatory guidelines. Other challenges involve the viability, particularly the cost factor:

1. *Cost:* Implementing and maintaining a blockchain-based system can be expensive, as it requires specialized infrastructure and skilled personnel to manage it. This may be a barrier for some organizations, especially those with limited resources.

2. *Complexity:* Blockchain technology can be complex and may require a learning curve for users to understand and utilize it effectively. This may be a challenge for some organizations, especially those that are not familiar with the technology.

3. *Limited adoption:* For a blockchain-based system to be effective at verifying educational documents, it needs to be widely adopted by educational institutions and other stakeholders. However, adoption of new technologies can be slow, and it may take time for a sufficient number of institutions to adopt a blockchain-based system to make it effective.

4. *Security:* While blockchain technology is generally secure, it is not foolproof and can be vulnerable to attacks. For example, a blockchain-based system could be compromised if a large number of nodes in the network are controlled by a single entity, or if the system is not properly secured against cyber attacks.

Conclusion:

There is no doubt that blockchain has the potential to eliminate document fraud completely and there is a lot of work which has already been done yet, the challenges named above have to be addressed. There is an optimism that in the very near future document fraud will be a thing of the past.

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VIDWAT (विद्वत) in Sanskrit means: know, understand, find out, learn, ascertain, discover and expound.

"Vidwat – The Indian Journal of Management" is an annual publication. Its objective is to encourage and publish applied research in all the functional areas of management. It lays emphasis on juxtaposing ancient Indian wisdom to modern management that is relevant to academicians and practising managers grappling with Gen Y

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7. Tables and Figures should be numbered consecutively and the source should be indicated at the bottom.

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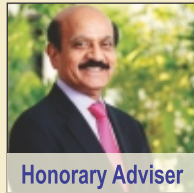*To sustain its formidable position as one amongst the top 25 BSchools of India*

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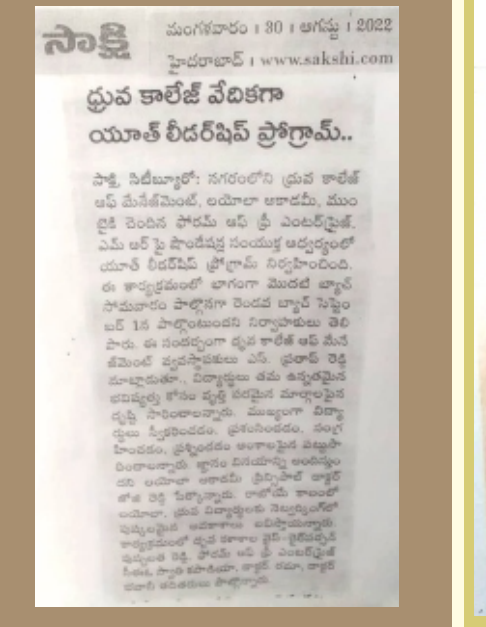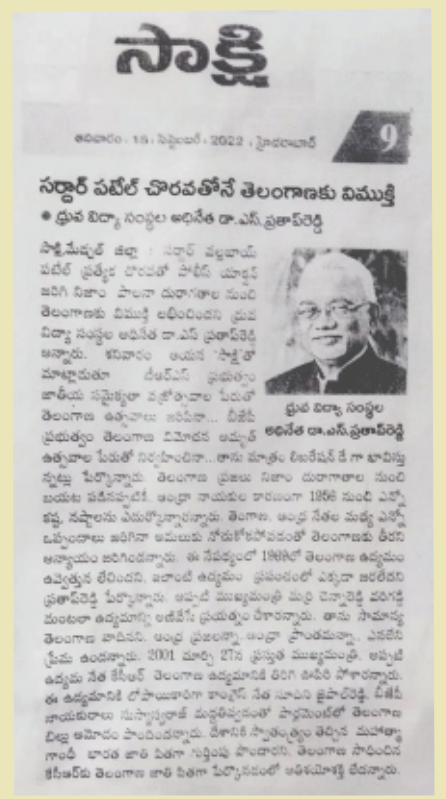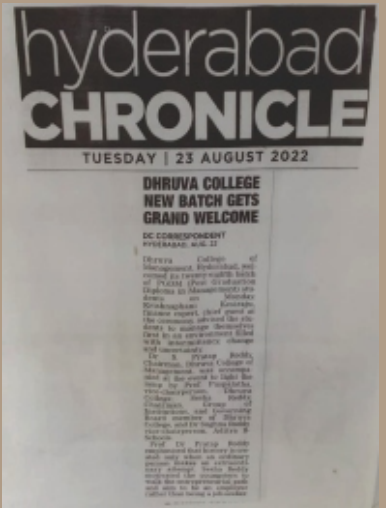**Dr K Anji Reddy**
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పాల్గొన్న 25 రాష్ట్రాల స్టూడెంట్లు

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hyderabad CHRONICLE
TUESDAY | 23 AUGUST 2022

DHRUVA COLLEGE NEW BATCH GETS GRAND WELCOME

DC CORRESPONDENT
HYDERABAD, AUG. 22

సాక్షి

సర్దార్ పటేల్ చొరవతోనే తెలంగాణకు విముక్తి

● ధ్రువ విద్యా సంస్థల అధినేత డా.ఎస్.ప్రతాప్‌రెడ్డి

ధ్రువ కాలేజ్ వేదికగా యూత్ లీడర్‌షిప్ ప్రోగ్రామ్..

THE HINDU — Sunday, October 16, 2022 — HYDERABAD

Parents honoured for wards' academic credentials

In line with the ancient gurukul style, the parents of gold medallists of Dhruva College of Management were honoured along with the students at the college's 26th convocation on Saturday. The class of 2022 received their degree certificates from Director General of Police M. Mahender Reddy. This year the prestigious title of 'The Valedictorian' was shared by Lahari Sakilam and A. Shefali. Lahari Sakilam also bagged a gold medal as 'Finance Topper' while Shefali was awarded the gold and silver medal for being the topper in 'HR' and 'Business Analytics' streams. Arvind Gunjali was felicitated as the 'Marketing Topper' and Sai Divya Tejasree was bestowed with an award as 'Salutatorian'.

సాక్షి

సందడిగా ధ్రువ కళాశాల స్నాతకోత్సవం

THE HINDU

Be resilient to change, Dhruva graduates told

Management college celebrates silver jubilee

SPECIAL CORRESPONDENT
HYDERABAD

The silver jubilee celebrations of Dhruva College of Management saw an exhibition of Indian traditions in line with the ancient Gurukul style that the college follows, and parents being honoured for the achievements of their children.

Former Deputy Vice-Chancellor of Bolton University, UK, Kondal Reddy Kandadi was the chief guest at the event that also saw the participation of alumni from across the globe.

In his convocation address, he shared some important messages with the graduating students and asked them to be resilient towards change and enlightened them that the term 'perfect job' is a myth. Telangana DGP M. Mahender Reddy and retired IIM-A professor Mathew M Monippally, who is a member of Dhruva's governing board, congratulated the graduating students through video-conferencing. Former TPCC chief and senior Congress leader Ponnala Lakshmaiah, Vipin Gupta of California State University USA, Annam Ramaswamy of ASCI and Jagan Reddy, a US-based psychiatrist, were among other guests.

College founder-chairman S. Pratap Reddy, in his welcome address, touched upon the values such as humility and love for work which Dhruva has always attempted to ingrain among students. This resonates in the mission statement of Dhruva, that is co-producing leader-managers grounded in intellectual humility and ethical profundity.

Shanthi B. (valedictorian and marketing topper), Vallakathi Sai Kishore (salutatorian); V.V.S.V.S. Maheedhar (finance topper), Dheeraj Rampal S. (HR topper) and Chepuri Aravind (analytics topper) were felicitated with medals and trophies for their exemplary performance.

Parents of the meritorious students were also felicitated on the occasion and shared how the Dhruva family had made a meaningful impact in their lives. The graduating students received their certificates from the chief guest.

K. Pratap Reddy, director of Society for Entrp Devt and Agri Business Management, R K Jain, director-Symbiosis, Mr Pratap Reddy, chairman of Dhruva College of Management and Puspalatha Reddy, college vice-chairperson were present.

Dhruva College of Management chairman S. Prathap Reddy and vice-chairperson Pushpalatha Reddy inaugurating the silver jubilee function on Saturday.

వెలుగు
09.01.2022 | 05

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Faculty & Students

I would like to express my gratitude and a very big "Thank You" to our beloved chairman Dr. S. Pratap Reddy and learned faculty for moulding me "What I'm Today"!As I look back, I've come to think that the key things Viz; World Class Infra, Case Method Pedagogy, Curriculum, Internships, Diverse group of cohorts, Life Skills Training & Mentoring, Large alumni network spread across globe that make DHRUVA PGDM unique: DHRUVA is an Institution where all students get equal opportunity to explore their talent and fulfill their dreams. I am one of the live example-I have been campus placed in Byju's during the pandemic with a decent package and my current package is Rs 15 lakhs.

Sindhura Raj Perugu
PGDM 2018-'20