

YOU CAN ALSO LEAD

Edition - 2, November 2016



**MBA Academic Session - 9
MBA Healthcare Academic Session - 8
&
MBA Sales & Retail Marketing Academic Session - 5**

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FOREWORD

“Entrepreneurship is defined by results, not by attitudes!!”

Keeping this objective in mind, this book has been introduced by Chitkara Business School to keep our young minds motivated to become the best entrepreneurs. An entrepreneur starts an enterprise putting his own capital, including sweat capital and takes hundred per cent risk. So, the idea to publish this book came emerging from this thought itself. Before our young students, the would-be CEO's start their own ventures, they must have a 'DREAM' for themselves and that is what this book is all about. In this book, you will find stories of our 'would-be' entrepreneurs, where they have shared about their 'Dream Companies.'

No one has the secret of being a successful entrepreneur and even if a successful entrepreneur tells you his or her secret and you work on it 'faithfully', you may miserably fail. And this often happens. Therefore, this book will act as a guide and a source of motivation for our young entrepreneurs to move ahead with great vigor and positivity to focus on how to step into this big world of 'entrepreneurship'.

We thank the faculty members and students of Chitkara Business School, Chitkara School of Health Sciences and Chitkara College of Sales and Retail Marketing for contributing their best to this new piece of work. Our sincere gratitude also goes out to the sources from where any kind of material has been derived for this book.

TO ACT IS TO LEAD



**“The smallest of actions is always better
than the noblest of intentions.”**

We often think of entrepreneurs as ‘larger-than-life’ characters. They take big risks. They make their own rules. They innovate and experiment; question things everybody else takes for granted.

It can almost seem like entrepreneurs are a breed apart. But they're not. All of us are born with the ability to take risks, think creatively and challenge the everyday way of doing things. And as hokey as this can sound, we would all do well to tap into those traits in both our lives and our careers, whether we work for ourselves or not.

Entrepreneurship is a lot more than just dreaming up a big idea. It's about acting on them. What separates the ordinary ones from 'The Great Ones' is a simple fact: the best of the best execute brilliantly around their most vital priorities.

It doesn't matter how many times you fail. It doesn't matter how many times you almost get it right. No one is going to know or care about your failures, and neither should you. All you have to do is learn from them and those around you because all that matters in business is that you get it right once. Success is how high you bounce after you hit bottom.

Entrepreneurship is, in so many ways, about getting good stuff done. Not started. Not in process. Done.

So today, make a decision that will revolutionize your career/life/self: never leave the site of an opportunity without doing something to seize it. And be less about talk-and more about DO. Be so good at what you do that no one else in the world can do what you do.

Dream Big. Start small. Act now.
With our blessings and best wishes !!

Start Strong, Finish Strong...

The students of MBA Academic Session - 9

MBA Healthcare Academic Session - 8

&

MBA Sales & Retail Marketing Academic Session - 5

blessed to be taught by none other than Dr Ashok K Chitkara.

He taught them the module, Business Ethics and Values for seven days.





The mentor says...

Psychologists in America have strongly recommended that writing about your dreams for the future can help you become happier and more successful.

The MBA student participants of Chitkara Business School have been extremely fortunate to attend learning sessions on Business Ethics by Dr. Ashok K Chitkara, Hon'ble Chancellor of Chitkara University.

Dr. Chitkara's personal and professional success strongly advocate the 'power of dreams'. It is neither a fantasy nor an academic stunt. It is all about knowing what you aim for and how far you are from that aim. So it is much more than teaching a subject. I call it 'Coaching'. The students are blessed by the fact that they got best of the best coach to guide them.

This is the 3rd consecutive year when Dr. Chitkara has been grooming his MBA students on Ethics and leadership values, personally. He has changed lives of many in its bravest form during his 35 plus years successful career as an Academic Leader. This module is in form of blessings to these young & growing souls because they learnt everything by act of doing through a proven leader and a coach. This book is an example to prove what I am saying. Each student participating in the session has written about his dream company ; he wants to work with or he wants to incubate as an entrepreneur. While in the process, many students personally admitted the magical positive and inspirational change in their thought process from top to bottom.

I submit my deepest gratitude to Dr. Ashok K Chitkara Sir for his valued and limitless mentoring to the students and faculty of Chitkara MBA programs.

Dr Sandhir Sharma

Dean

Chitkara Business School



**Our
budding
entrepreneurs...**



AHSAAS LOHTIA

Being a healthcare student I realize the practicalities of health and also how INDIA is lacking in health . Many of our metropolitan cities like Delhi, Mumbai, Bangalore are facing a major issue of polluted air. We regularly hear about it. Are we really doing something about it?? Its time to stop and start thinking.

I would like to focus on this problem of our's and also the technicalities of this problem . Many of developed countries like Japan are using this technique of oxygen booths! Yes it is real!

Now the question arises as to what are these booths ? Oxygen booths are just like telephone booth's . In these booths person can pay and rest for some time with given fresh air with high amount of oxygen. My start up plan would be based on the principles of marketing i.e I would set up some booths in major places of Delhi like Dwarka where we have huge residential area. Delhi being the most polluted city of our country would be the best place to start a company like this . Once I am able to establish my company in Dwarka I would look forward to other places in Delhi. After conquering Delhi I would extend my company to other metropolitan cities. My vision is to be the first one to enter this market in India . I would work on the mission of being the market leader in coming 10 years .

This would not only be the start of new technique of breathing but also a step towards mainting the declining health of our nation.

**'A SOCIAL CAUSE IS NEVER A SOCIAL CAUSE. A BUSINESS CAN LEAD TO A
SOCIAL CAUSE'**

“I CAN, I WILL”



AKSHAY SHARMA

“H & S HOSPITALS AND AYURVEDA RESEARCH CENTER”

This would be a chain of hospitals and a research centre for ayurvedic medicines. First of all my dream company would be a chain of multispecialty hospitals with special reference to the cancer and the cardiac diseases. Moreover, these hospitals would be nonprofit organization and will serve needy and poor with good quality treatment. I would like to open these hospitals in tier 2 and tier 3 cities so that resident of these cities need not to go far away for the treatment want to set up the benchmark in the field of health care with quality treatment and using healing therapies other than normal treatment such as dealing patients with love, arts therapy or therapies which would make our patients happy and my company motto will be based on it.

MOTTO: ' HEALING YOU WITH LOVE AND HAPPINESS'

Secondly, I also wish to open a research centre for the ayurvedic medicines. This research centre will do research on the Indian form of medicines. This research centre will help to heal the patients with ayurvedic medicines and without any side effects.

“I CAN, I WILL”



COL ANIL DHAYANI

A fire can happen at any time at any place irrespective of its occupancy status. One can expect a fire at any structure, may be at home, workplace or in a hospital or in public places like theatres, malls, etc. Fire in any occupancy has the potential to cause harm to its occupants and severe damage to property. Ironically it is Negligence and indifference which is major causes of fire occurrences. The occurrence of fire results, in fatalities, bodily injuries, business and/or financial losses, job losses, environmental damages and asset ruins. Hence, fire is not something trivial that any responsible human should neglect. In our country there is lackadaisical attitude towards taking precautions and lack of social responsibility towards this aspect. People tend to take things for granted.

Having undergone a course in fire prevention and safety in the year 2004, I decided then to associate myself in bringing and raising awareness amongst public towards catastrophic results a simple negligence in fire safety can cause. There is an urgent need to educate our school going children on this aspect and develop it as part of their habit to be utmost careful in all preventive steps for avoiding fire accidents. . It has been observed that lack of knowledge in the area of fire and inadequate training in emergency drills, delays the firefighting operations. I am sure with adequate fire safety training and periodic emergency drills at various institutions, emergency response towards fire accidents can be made more effective.

I intend to have a company specializing in fire safety. I would conduct various workshops on this, giving lecture cum demonstration on fire safety. I shall be introducing simple yet effective firefighting equipment for emergency use. I intend to cover Schools, colleges, Offices, Industries, Housing societies, Shops and Malls, and various other places having heavy rush of people. I would also endeavor to tie up with concerned authorities in Central and state governments to recognize my efforts and make it as part of disaster management and mandatory drills at various institutes

“I CAN, I WILL”



ANKIT GAUR

DREAM -A TEACHING HOSPITAL (SANJEEVANI MEDICAL COLLEGE & HOSPITAL)

Being from a family which is into pharmaceutical business for more than 3 decades .I was very aware of the functioning of health care since I was in school. I always used to wonder how medical staff can be so careless when it comes to matter of life and death. That is the bitter truth of today's healthcare industry. If one is from a well to do family .HE/SHE can get treatment in private hospitals which are very expensive and out of reach of majority of the population.

I decided when I was in +2 that I need to open up a Hospital for both poor and rich .Best treatment will be provided for all under one roof. But with time I realized that if I open one hospital in one place and manage it efficiently, I will not be able to meet the demands of patients who are from far areas especially rural population. No organization can start without capital and cannot sustain without regular in flow of cash .I believe this mantra is applicable to every industry. So, in order to overcome this problem I came to a solution i.e. the need to open a medical college along with a hospital in order to increase income of hospital.

Everyone must be treated in this hospital and no one must be refused treatment because of inability to pay .There will be a separate department which will take care of the donations in order to organize money for need ,A percentage of hospitals annual profits will also be ploughed back into the hospital to support the needy.

Apart from hospital the medical students will be given scholarships and rewarded as per their performances. The students will be actually trained by the best faculty of India and abroad. I am a firm believer in that medical professionals must be trained in clinical empathy along with their co-curriculum.

This hospital will have state of the art Departments like Cardiac Centre, Trauma Centre, Medical Emergency, Surgical Emergency, Oncology, Life style clinics, Obs-Gynae , Radio- Diagnosis, Nephrology, neurology, paediatric, Gastro-Enterology, Surgery.etc. It will start with 300 beds , and will expand with time.

VISION - Excellence in clinical care, service, and communication

A dream doesn't become reality through magic; it takes sweat, determination and hard work. --

Colin Powell

“I CAN, I WILL”



APRAA SAIGHAL

ECO-SUN: Sustainable Solutions

My DREAM Company would be a venture leading to create an eco-sustainable energy solution. ECO-SUN stands for environment friendly and solar energy.

Eco- Sun would be the solution for energy requirements by using Solar Energy.

Our **Vision** is to be the only solution for energy requirements which is an eco-sustainable energy solution.

Our **Mission** is to replace the non- renewable sources by renewable sources of energy. To make Earth a better place to live in.

Here in Eco- Sun, we would be making and building equipments and appliances that would be using solar energy as its Source. The technology is booming and this would help us create energy efficient products.

Anyone and everyone could get employment here as long as they want to change the world.

Solar energy is a renewable source of energy and doesn't cause any harm to the environment. It could be used in routine appliances, vehicles, batteries, and even in BIG data centers as they have huge energy requirements.

ECO-SUN would be satisfying the household requirements as well as the energy requirements of IT-computing services.

WE being an eco friendly company would be indulging in CSR (Corporate Social Responsibility). The Plantation of trees would be our major aim with Educating people about the environmental issues we are facing today.

As we know the Humanity is above everything else. So one should focus on being Human and saving the environment.

ECO- SUN is based of environmental ethics and would be functioning on Nature's values.

“Being a citizen of a country is mandatory by laws but we are also global citizens and should respect and protect our planet Earth.”

“I CAN, I WILL”



APRAJITA CHAUHAN

TRAVEL MATADOR

Promoting travel areas like cruise lines

I wish to open a travel company where people have easy access to information regarding all the tourist places .i want to create an edge over others in the market. World's greatest adventure travel company- Offering travel buffs with wide selection of tours packages, safari n group travel options to world's most hidden n unexplored places.

“I CAN, I WILL”



HARMANPREET KAUR

My Dream Hotel- “Royal Care World” “Best of Care, Out of home”

Being a part of healthcare management, my dream is to contribute towards “HOTEL INDUSTRY” as well as Towards “MEDICAL TOURISM”. Serving People in the India and out the India by collaborating with airlines, Medical centres, hospitals & providing all the necessary Facilities. Moreover, 25percent of the profit will be given to hospitals or old age homes as charity. Apart from above mentioned things, the main motive of medical tourism is to meet all the medical standards that an international Patient requires during his medical trip. Hotel industry can offer affordable tourism and medical treatment packages to their guests. The India is the third most travelled destination with 65-90%. Basically, Hotel is for medical tourist but I also want to serve Indian society by donating some of the amount out of profits to the hospitals so that people of India who are of lower income group can also get better treatment. By providing good services more & more international patients will get attract, which can also leads to development of medical tourism sector in India.

WHY NAME “ROYAL CARE WORLD”?

In the “ROYAL CARE WORLD” People from various countries may come here and will get exactly care as home, so that they don't feel home sick. I want to give them that kind of environment which helps them in fast recovery. The tagline itself explains the meaning “BEST OF CARE, OUT OF HOME”

“DREAM BIG & DARE TO FAIL”

“I CAN, I WILL”



HARPUNEET KAUR

“FIT 40”

AGEING WITH GRACE

Music, Dance and Travelling had been my passion since my childhood. But at the same time, I am a healthcare professional (physiotherapist). Leisure is an important part of health. So my dream is to establish a healthcare fitness club named “FIT 40” a START UP for upper middle age people promoting health treating illness through travelling, leisure activities and therapeutic ways. As we know many age related physical and mental diseases start by this age. Club will provide memberships to 40+ people offering a huge database with fitness and nutrition facts. Club will provide yoga training, **Dance** (you get many physical and mental health benefits, including: Better heart health, Stronger muscles, Better balance and coordination, Stronger bones, Lower risk of dementia, Improved memory, Reduced stress, More energy, Improved mood) and **Physiotherapy** for musculoskeletal problems. **Trips and tours** will also be organized by and for the members. Usually we're encouraged to travel a lot when we're young, but I don't think age matters. The only reason we're told this is because when you're young, you have less responsibilities and more free time. However, I don't think it matters when you go so long as you do go. It's never too late to learn and grow. **Traveling** can do wonders for mental health i.e. shed the stress (a major problem today). Basically aim is to ensure health with a little diversification from their daily hectic routines.

“SIMPLE NOVES CAN HELP YOU SLAY HEALTHY”

“I CAN, I WILL”



IQBAL KAUR

PARIVARTAN - MY DREAM COMPANY

“Don”t complain,take action” MAKE A CHANGE

I always wanted to be a counselor, that's something I love to do. I believe we should do that work only we are passionate for, and my dream is to provide a path to others dreams- that is something which would give me internal happiness and that is must for every work we are doing. "PARIVARTAN is a change"- that is my motto. Change could be a turning point in someone life. There are many social issues in our country; the biggest I want to focus is dowry and saving girl child. I will conduct seminars and workshops regarding these social issues in rural areas to make them aware that today the girls are not less than boys in anything. I can start with my dream at a very low investment as well thinking in a practical manner, I will make tie ups with NGO”S also .and will give some part of the profits for providing education to girls, because education is the most important weapon you can use to change the world. The profit of my company would be from the counseling and workshops in universities, companies and schools. I will make it online also it's the easiest way of connecting to people these days.

Your career is your business it's time for you to manage it as a CEO

“I CAN, I WILL”



JASLEEN ANEJA

FLEXIBLE FLYERS

“Being healthy and fit isn't a fad or trend it's a lifestyle”

The popular saying “health is wealth” gives a large meaning to our life as health is considered the most valuable and precious for every individual. Good health means not only a state of absence of disease in the body but a complete physical, mental, social as well as spiritual well being of an individual. Today competition in each field is so intense that nobody can escape from the hectic schedule of life. Earlier, a few decades ago, people used to work differently, enjoying the different color of life. But it is noticed now that people are working under stressful condition and without satisfaction, which is detrimental to their physical fitness. As a result they are suffering from many diseases.

Myself being a fitness freak i want that every person should be healthy and fit. We just need to motivate our mind and the body will follow. So my DREAM is to open a Health Fitness Center. It will provide all kind of fitness services according to person's preferences like yoga, gym, zumba, and aerobics. Proper diet consultancy will also be given as per requirement and needs.

All this will be provided at very affordable rate. More of the empasis will be given on YOGA. The basic motive of this organisation is to cure those people who are surrounded with negativity, unwanted stress and depression .

Our main FOCUS will be on spreading positivity , making person mentally strong and physically healthy.

“I CAN, I WILL”



JATIN GARG

KRASAM PHARMA

**“SUCCESS WILL BE WITHIN YOUR REACH ONLY WHEN YOU START REACHING
OUT FOR IT”**

I have dream of being an entrepreneur in that business where I shall gain profit as well as beneficial for the entire population .Being a pharmacist first I did job in pharmaceutical company like zydu cadila but I wasn't able to fulfill my aim at job so I resigned . I have seen that few of medicines like drugs of cancer, hepatitis C treatment drugs. They are so costly that normal person can't afford the treatment .So I have built an aim to develop these kind of medicines at very low cost so that it should be in budget of everyone. To fulfill such kind of thing my aim is to build a pharmaceutical company named as KRASAM PHARMACEUTICALS. Here I will put equal focus on manufacturing as well as the research department where I will introduce high cost medicines at affordable prices.

“I CAN, I WILL”

The mentor says...

‘You Can Also Lead’ is an effort which has unleashed the entrepreneurial spirit buried in all of us. Due to a variety of circumstances, it lies dormant. However, Chancellor, Dr Ashok Chitkara has triggered a plethora of ideas among the students spanning all sectors.

This book is definitely a labour of love. For a person whose philosophy is one needs to dream first in order to achieve something great, this book is an effort at influencing a whole generation to think, dare to dream and even be bold enough to take the risk to bring the dream to fruition.

This book contains hundreds of dreams each of which can be a story by itself. The effort Chancellor Sir makes to influence and inspire is beyond compare and extremely commendable. India's growth and development happens due to efforts like this by educationists who take their job very seriously of moulding an entire generation to be responsible citizens.

The timing is right where the world is focusing on innovation, entrepreneurship, start ups. It is the right time to grab the opportunity. May the students make the best use of the right environment they find themselves in at Chitkara.

This book is sure to spark among the readers several more ideas for other start ups.

With all the best wishes

Dr Preethi Pradhan

Dean

Chitkara School of Health Sciences



**Our
budding
entrepreneurs...**



KARMANJOT KAUR

MY DREAM COMPANY- “KAY-CIKISTA”

The company I would like to open will be related to Ayurvedic and other traditional ways of treatment. The traditional methods help in treating and preventing the diseases as they have long lasting effects. Indian people are more active towards these kinds of things as their mindsets are like allopathic treatment somewhere has side effects. Home remedies are preferred first and when everything fails, only then last option for visiting doctor is opted. By keeping this thing in mind I decided to cure people by introducing “KAY-CIKISTA” which means “treatment of disease” having least side effects and encouraging people to move from allopathic to “UNANI SYSTEM” of medicine. This will also help us to propagate pure Indian culture.

I would like to give services like BODY MASSAGE, SPA, ACUPRESSURE, MEDICINES made from natural extracts (plants & herbs) and various different products that are needed in daily life, which not only attracts the Indian people but the foreigners also. More emphasis will be given on “AYUSH THERAPY” which is defined as AYURVEDA, YOGA, & NATUROPATHY, UNANI, SIDDHA & HOMEOPATHY which would increase the promotion and idea of Indian system of medicines and modern medicine. AYUSH IS DERIVED FROM SANSKRIT, WHICH MEANS “LIFE”.

“I CAN, I WILL”



LAVANYA BALI

My Dream Company - “DIETSHALLA” “YOU ARE WHAT YOU EAT”

This one of the most common phrase used by the dieticians to encourage people to make better food choices. A lot of illness and terminal diseases have been linked to poor nutritional choices. Diseases like Diabetes, Obesity, High blood pressure and even Cancer have been traced down to poor diet choices. The problem of obesity is increasing day by day. Rising prevalence of overweight and obesity and its health consequences has prompted the WHO to identify it as one of today's most important public health problem.

There are many reasons a person can become obese be it a genetic factor, age and sex, eating habits, physical activity, stress and trauma. Out of all factors Genetic inheritance probably influences 50-70 per cent person's chances of becoming fat. Within families the chances are 80 per cent if both parents are obese and 50 per cent if one parent is obese.

I want to educate the people working in Corporate Sectors as they hardly get time to pay attention on their dietary pattern. Late night shifts, Extreme work stress, Depression, Self Punishment, Anxiety leads to excess caloric intake. Chronic sleep deprivation may increase appetite in some. “DIETSHALLA” will be in their workplace so they can easily see the dietician and get counseled. The meals will be provided by DIETSHALLA to the employees working in the office depending upon their health status. Each employee's nutritional status will be recorded (BMI, BMR) and accordingly they will be given the meals. Diet snacks will be available in canteens/cafes.

Many of us believe that diet food or healthy food is bland in taste with No Salt No Sugar No Oil. Healthy food gets bad rap for being tasteless and sometimes downright unpalatable, but there are plenty nutrition boosting ways to satisfy your sweet, spicy, and savory cravings. DIETSHALLA believes that no food is bad for body be it Punjabi Cholle bhature, Gujrati Dhokla, Dal Makhni, Strawberry Cheese Cake, Choco Fudge till you are consuming it in right proportion, not eating too much and burning the calories.

DIETSHALLA will tell you how much is TOO MUCH!

“I CAN, I WILL”



MALLIKA CHAUHAN

MY DREAM COMPANY: SASHAKTI (Reach the Unreached)

Being a healthcare professional and a woman of this era always wanted to serve women as we all know the condition of Indian healthcare industry. Health is an important factor that contributes to human wellbeing and economic growth. As in India women face a multitude of problem and are often the most vulnerable to the effect of poor sanitation. My dream is to open up a company in which the main agenda will be related to women health hygiene and sanitization as there are still 2.5 billion people without access to adequate sanitization. According to me the women should have self confident to carry out their responsibility by keeping their health physically fit to meet up challenges.

My dream is to make people aware about women related health issues through opening “SASHAKTI” centers throughout the country.

Poor sanitization is an issue that can affect everyone but women are often the most at risk. It has a far reaching impact which has all aspects of a woman's life from childhood through to motherhood and beyond. Alack of access to proper sanitation can impact girls attendance at school, increase women's burden of work and leave females at risk of sanitation borne diseases and even violent assault.

SHASHAKTI centers will create awareness to the people about women health issues. The unique forum 'SASHAKTI' will definitely “Reach the Unreached” through it programs. The lifestyle of women in rural areas will be uplifted through societal contributions. The main aim and motto is to involve the women, students for taking message in thrust areas of sanitization and hygiene management as a part of community rehabilitation.

The company will deal with women hygiene products at lower cost. The company will also do campaigns in schools and rural areas. The company will also contribute promoting menstrual hygiene management among urban and rural areas. The quality treatment will be given at reasonable cost. The facilities will be easily accessible. The funds can be collected through sponsorships, government subsidies and by donations. The profits earned will be used for the growth and development of Sashakti centers. The company will work to alleviate the following:

Malnutrition and morbidity , Breast and cervix cancer, Reproductive health, Sexual TD, Women hygiene issues

We simply cannot wait. By acting decisively we can now make a positive impact on global women health, education, women's safety, social equality and growth for generations to come.

DIETSHALLA will tell you how much is TOO MUCH!

“I CAN, I WILL”



NUPUR SINGH RISSAM

JK HOSPITAL

Hospital with a difference!

As a doctor, I have been in this industry for more than 5 years now learning and interacting with different types of people. Still this time is less to know what actually people need and want because healthcare industry is a service in which we are dealing with lives not machines, so chances of error should be null.

Since my childhood and growing up with a dream of being a doctor and serving people but after working for 6 months in charitable hospital named Guru Nanak Mission hospital, Jammu after my rotatory internship I got to learn that it is not only doctors which can help people heal but it's a team work of all from medical staff to the non medical staff to administration to the ground staff. Each one is equally important.

Till now what I understand from a glimpse of healthcare that "**affordable healthcare**" is a big challenge for poor and downtrodden people. Now as I get a chance to tell you about my dream company, it will be an hospital that will focus on affordable healthcare with proper management. There are many NGO'S and people who come forward to help in social cause but due to lack of management skills that money is not used properly. This is due to the fact the top managers and administrators are experienced doctors who can only treat patients medically but not manage them.

I am confident enough that as a doctor as well as healthcare manager I will be able to focus only on what patient wants and how better it could be and set up an hospital starting from Jammu as I belong to J&K and I have my emotions attached to serve people here first.

“I CAN, I WILL”



POONAM

MY DREAM COMPANY-EUPHORIAN

I always wanted to develop my career in healthcare sector because I like to serve people. When I entered in the medical sector I realized many diseases (like myocardial infarction, peptic ulcer) were caused by stress. So I decided to open a company “EUPHORIN” that will create and inspire magical moments

Through entertainment I want to give education to the children and explore their potential by indulging them in their interest like painting, photography, modeling and acting. I want to explore their potential on what they keen to grow

The Vision of EUPHORIN – Give happiness to everyone and explore their potential with happiness EUPHORIN will give to the children unique and inexpensive ways to entertainment. My company will plan the activities in such a way that it will develop talents and explore new passions.

My company will not only focus on urban area but it will also focus on rural areas. There will be cultural events, creative activities, dances and music events

If you are happy it bring success in your life SO I want to make children happy and successful.

“I CAN, I WILL”



RAKHI SHARMA

Dream School

I have got the opportunity to visit CHAMBA one of the backward and rural districts of Himachal Pradesh. There i got chance to interact with local people and i got touched seeing the plight of the people especially the students of school. Even the students of 8th standard were not able to spell or write their name. Many were not able to do even the basic calculations of mathematics or the basic knowledge of science, social studies etc. I thought why not do something to alleviate the condition of rural children and secure their future. I dreamt of a project-a school chain to provide city level facilities to rural students to nurture their talent so that they can grow and compete with rest of world to excel in life.

A school providing education with all the new technologies like audio visual aids to let students better grasp up the subjects and allow them better understanding of the concepts. And along with this facilities, to explore their talent in extra-curricular activities like music, dance, sports, poetry, sculpture making and so on.

The major step to accomplish this project is meeting financial expenditure. Being cost effective is the crucial point. I have planned it to work at no profit, no loss model. Land could be provided by local people. Services could be availed from retired teachers, volunteers, professionals, A rural co operative society could be made . Small contributions could be done by the locals to make it a self dependent entity or grant-in-aid could be sought from the government or NGOs .To meet up the expenditure loans may have to be taken.

Fees should be minimal or waived off for poor and rural students so that school could run on its own expenditure on a no profit no loss model. Fees could be charged in full from Wards of Well-to-do parents. Good Hostel facilities could be provided to such students at charges that could help the society enrich its funds.

Online tutorials (audio visual) could be made available to rural patients for free and as paid services for other well to do ones on subscription basis so that those who can't join school may also benefit. Free of cost tablets with the subscription lectures may also be provided to children with lack of internet connectivity.

For first of this kind of school i can invest initially or try to persuade some philanthropist to contribute to this cause.

“I CAN, I WILL”



REENAT SANDHU

ASHA - RAY OF HOPE

The mission behind my organisation would be to bring smile one day at a time for the people of India. The factory would be offering toys and accessories for youth ranging from newborn to 17 year old youth, through local shops and online portal. Mainly the idea is to offer low cost, good durability and products to customers.

The factory will be in a rural area in India where job scarcity is present. Production wise the products would include animal shaped toys and numerical shaped toys, children superheroes and sports equipments. The toys will include soft toys and bicycles and sports equipment for children of various ages. The sports equipment would help children explore their ability and talent and develop motor skills. The numerical shaped toys would comprise of electronic toys which make sound when pressed upon and also robotic dolls that speak words or letters in English. The numbers and alphabets will also come in the form of small letters and puzzles and would be of varying prices. This would help children hear and pronounce from a youth age. Also some underprivileged children who do not get opportunity elsewhere, like a formal school can learn from playing with toys. For customer retention and satisfaction, discounts on festive seasons will be given as well. Goals wise, the long term goal for the factory is to build a charity and get people to invest and expand factory beyond one location.

A short term goal is to get the factory set and aiming for profit after 2 years of setting up the factory (approximately). Employees of Asha would comprise of a combination of local artisans who would work with some senior business employees (having minimum five year experience in industry within their specialization) who they can shadow and learn from. The local artisans workers would get meals included in their work. The CEO or director will allow the workers give feedback to him or her through the sarpanch or leader of village. There would be a three month probation period during which the junior staff would train and then get hired permanently.

To continue innovation we would have contest for toys ideas and focus on innovation in product line. Also there would be a focus on improving the logistics area to expand and continue to provide products and services to customers in a timely manner.

Finance wise there would be an accountant who would manage the accounts and work with financial analyst to discuss how to improve productivity. The idea is to sell toys online to customers who can afford to and offline have our products sold in local shops. Aim is employment and production in India and to spread some temporary joy in heart of youth on mass scale.

This factory can work on its lack of breadth by offering services to parents. That would include gift wrapping service at all stores so that parents don't have to worry about taking the time to prepare gift and promotion offers for parents during seasonal holidays. This would be especially important around the holidays.

“I CAN, I WILL”



RIDHINA GUPTA

My Dream Company- Helping Hand NGO

Motive: - To help the Patients and their family.

My dream is to open up an NGO specially which will help the patients and their family members which will come from different- different places to PGIMER Chandigarh for the treatment. My NGO will guide them assist them and provide them facilities. Basically it will provide food to them and guide them the whole process that where they have to go for that particular disease treatment. The basic motive is to assist them.

“I CAN, I WILL”



SAIYAM DEWADI

MY DREAM COMPANY

“MII (MAKE IN INDIA) BIKE CUSTOMS”

I would like to begin stating about what made me think MII BIKE CUSTOMS as a dream company.

Being a child of a parent who worked with a company called Alfa Motors, I developed this interest in machines, bikes & cars. Although I was not interested in studying engineering as it wasn't my field however after watching shows like American Chopper & West Coast Customs, I learnt that to be able to open such a branch one doesn't need to be an engineer. All it requires is the knowledge and ability to manage a group of individuals to be a successful entrepreneur. Also, working with my uncle in his garage taught me lots about bikes and gave me a passion towards custom made bikes.

And after moving to India, I began riding with biking groups and individually too. It is then I realised that a many of us want a bike according to our specifications, and each one of us has a different need, but there is little scope to look for a customised superbike or even general sport bike class building and customisation. Hence, I decided to take this up with a twist of course, as pollution level is rising and it is difficult for superbikes to get an approval from RTO. I want to design hybrid bikes which are eco-friendly and also have low emission levels with the same superbike feel a customer wants. Many bike manufacturers build bikes but which don't meet all expectations of an individual. Therefore, I want to be able to build a bike according to a customer's vision and along quality they require. I would like to get into the industry, earn and have enough finance to start this venture.

MISSION STATEMENT: Build the best product, create using customers ideas & implement designs taking the environment into consideration.

It would be a company that can build all types of superbikes from 200cc's to 1300cc's with different designs and structures, taking into consideration the consumer idea. Of course, with the help of trained engineers who have a passion for Bikes and who would put their heart and soul into building of such customised bikes. Setup in the metro cities of India as it would attract a lot of customers who are ready to spend on these customisations and **USE THESE FUNDS TO** build my own versions of bikes with eco-friendly kits to reduce emission levels in the country. Target the unemployed sector with individuals who are very creative and willing to work.

And since the biking community is on a rise, it would be perfect to grasp this opportunity since many people in India today look for good quality bike builds. Promote this with the **MAKE IN INDIA** tag displaying Indian designs to the world and also giving the opportunity for individuals with low budgets to get a feel of a superbike. As well as targeting all kinds of individuals from the rich to the middle class hence being able to cater all needs according to demands.

Customising all brands as well as self creation of bikes on customer demands.

TAG LINE “you can't buy happiness but you can buy & customize your own motorbike and that's pretty close”

“FOUR WHEELS MOVE THE BODY TWO WHEELS MOVE THE SOUL”

“I CAN, I WILL”



COL SANJEEV DADWAL

SANJEEV JYOTI GROUP OF LIFE CARE (A HUMAN APPROACH)

After my tryst with Indian Army, I desire to render my services to the society from where I belong. What could be the better way to provide health solution to thousands of people staying in remote rural areas where due to apathy/ignorance of government policies development has still not reached? In our country 70% of population resides in rural areas. Apart from agriculture, other primary occupations are employment in defense services, and exodus to foreign lands in search of employment. Their families stay back in villages and face many health related issues. In the light of prevailing ground realities it won't be a bad decision to open a hospital in such areas not only to achieve business interests but also to serve the needy people at large. The success of the venture depends upon affordability yet very state of art model. A brilliant ergonomic strategy need to be adopted to realize the surreal dream.

Apropos my life care facility shall initially at inception stage, will address general medicine, gynecology and pediatrics as primary facility provided at a central located hospital. To outreach max masses mobile clinics will augment the reach of hospital. Critical patients shall only be referred to main hospital, all others shall be provided state of art medical facility at their villages/ door step. Enlistment to ECHS and proactive reach out modus operandi shall provide impetus to the startup venture. A passionate, professional, sincere and hardworking team is utmost important facet of this model to work and grow. It will be a small step towards self emancipation. I will leave no stone unturned for this seemingly small yet a big idea to see the day of light and succeed.

“I CAN, I WILL”



SHAGUN KOHLI

MY DREAM COMPANY

Around the world, diabetes, obesity and heart diseases are rising at an alarming rate. These diseases are no longer confined to developed countries. It's important to spread awareness regarding lifestyle diseases. My dream is to create a company which spreads awareness on health issues and preventive measures so that one remains away from diseases especially lifestyle. For Example, Diabetes education and awareness.

It's really important to create awareness regarding the importance of healthy and balanced diet which can reduce the lifestyle diseases to a great extent. Major lifestyle diseases are caused due to poor lifestyle and unhealthy eating habits.

“I CAN, I WILL”

The mentor says...

'The heights by great men reached and kept were not attained by sudden flight, but they, while their companions slept, were toiling upward in the night'

Henry Wadsworth Longfellow

How true and relevant is the above famous quote in the case of our most revered, respected and Hon'ble Chancellor Sir, Dr. Ashok K Chitkara!

A renowned and distinguished mathematician, an amazing teacher, an inspiring mentor, an expert musician, a great dancer, multi-language's expert and what not? I have yet to see a man with so many qualities and achievements to his credit, like him!

I have had an opportunity for the first time during this year to attend the Chancellor's day, which was truly amazing. It not only instilled tremendous confidence amongst all the participants but also brought about a very positive and long lasting impact on their mind and thinking process. Millions of lives have been touched and changed for the better by Chitkara Sir that include students, alumni, IITians, PECians, faculty, staff, workers, parents, associates and well wishers of Chitkara family, who all, including me, look up to him as our 'Godfather'. His intense love and special liking for Sales & Marketing people is evident from the books, articles and write-ups that he shares most regularly with us to accentuate the cause of bringing best practices in Sales and Marketing domain, particularly in the field of customer service management and delight. The very introduction and start of an exclusive Chitkara College of Sales & Retail Marketing (CCSRM) at Chitkara University, about three years back, is his brainchild and a unique gift to this region. Students now have yet another choice to specialize in MBA SRM, an ever-shining sales sector, greatly in demand always.

We are also extremely thankful to all for including our MBA Sales and Retail Marketing students this time, for attending a special module – Business Ethics and Values, so passionately being delivered by Chancellor Sir himself from November 7 to 12, 2016 along with the prestigious launch of the book - You Can Also Lead Vol. 2.

This book, a compilation of the visualisation of the dream companies or dream careers of our MBA SRM students shall be a unique platform to create blueprint of their ideas and thought processes that will surely give wings to their dreams.

This book will definitely act as a significant step towards initiating and inculcating self belief and self-confidence amongst the participating students. I wish them all success and personal fulfilment in this most innovative and unique literary endeavour – A dream of our Chancellor Sir, Dr. Ashok K. Chitkara!

Writing a foreword revolving around the theme of the new book by our Chancellor Sir - You Can Also Lead Vol. 2, is like showing a candle to the mighty Sun! I honestly feel short of words to express my gratitude for being provided with such a great opportunity and platform to share my thoughts and feelings on the launch of such a wonderful book - You Can Also Lead Vol. 2.

Congratulating all for the great effort & wishing grand success to the publication!

Prof. KDS Bedi

Director-Principal

Chitkara College of Sales & Retail Marketing



**Our
budding
entrepreneurs...**



SHIVANI SHARMA

MY DREAM COMPANY

“TURQUOISE”

All my life, I have been a free spirited individual. Oceans and the marine have always attracted and being in the science field marine biology is always something I have loved.

I have studied biology for 5 years consecutively which left a huge impact on me for taking up this aspect of marine biology.

I don't intent to work in cubicles and castles of glass all my life so in the very near future I would love to take up a formal training in scuba diving and marine conservation.

To talk about my dream company I want to develop my own scuba diving and marine conservation organization in the prestigious Andaman islands which is now becoming mainstream and thus the coral reefs are in stress of protection from human exploitation and are in dire need of a savior.

My centre will focus towards providing locals with jobs who are well versed with the area and local problems, it will employ local fishermen and villages to bring in funds and resources for education.

Speaking of business it will be better to start earlier as the scuba sector in India is still an infant industry. There's a huge scope to earn profits and save the marine and this would in turn be a win-win situation for me and my upcoming business.

**“THE OCEAN, ONCE IT CASTS ITS SPELL, HOLDS ON TO ITS NETS OF WONDER
FOREVER”**

“I CAN, I WILL”



SHRUTI GULERIA

My Dream Company: 'Empower'

My dream company 'Empower' will work to empower the poor people with healthcare facilities. Empower will be a chain of multi-specialty hospitals located at various locations in India as well as abroad providing people with high quality healthcare facilities. As poverty is one of the biggest issues our country is facing these days, so one unit of my hospitals would work as a connection between the rich strata who are willing to donate to the poor people who are usually devoid of health facilities. This unit would collect the funds and provide this money to the poor patients in the hospitals. Along with healthcare facilities I have a vision of training and providing job opportunities to poor so that they can empower themselves and support their families. My company would penetrate every rural as well as urban region for educating the poor about being self sufficient and how we can help them change their lives. This would be the Corporate Social Responsibility.

There would be trained pets visits and art programs for the patients suffering from longer duration so as to provide good experience for the patients and reduce their anxiety levels and avoid depression and promote healing.

I also have a vision of opening a medical, dental and nursing institute as our country is in great need of skilled health professionals. Also, according to a survey, the "doctor to patient" ratio is very low. Only deserving candidates would be admitted so that highly skilled professionals come out for serving the nation. I would also introduce internships and placements for the students into my hospitals or others which has never been done before for the medical professionals so as to prevent brain drain and reduce chances of changing profession by health professionals.

“I CAN, I WILL”



SUNANDA KATOCH

Company - Nirvana Care Company

I would like to open a company which will deal with 3 key drawbacks that we have in Indian system. Firstly, it would focus on affordable medical facility through chain of hospitals providing mobile health care. The prime focus will be rural and semi urban areas as these are still devoid of contemporary healthcare system. Secondly, my company will focus on counseling youth addicted to drugs. This team will also deal within the same institute. Thirdly, women empowerment and encouragement will be the goal as women are quite prone to violence and such cases are first reported in hospitals only. So we can help them easily and efficiently. We can have separate rehabilitation centers for these women and for drug addicts.

“I CAN, I WILL”



SUNIDHI SHARMA

The name of the company is H.O.P.E. (Hold on pain ends)

H.O.P.E would focus on poor people of rural areas who suffer from several diseases but due to lack of awareness and poor financial status they could not get the right treatment.

This would be a charitable hospital. The hospital administration will tie up with different associations of our country and as well as in abroad so that best doctors and other supporting staff can be provided to serve patients. There would be free medical camps organized every year wherein free expensive surgeries would be performed for poor beneficiaries by the experienced hospital staff. Sponsorship will play a major role in it. Being a Healthcare professional, the main aim is to serve humanity and I think it is the best option.

“I CAN, I WILL”



TAMANA CHOPRA

“Institute for Rural people Chopra learning home”.

Focus will be more on the rural people who want to study but because some financial problem they have to quit their study. My aim is to make people educated in the courses in which they are interested in. I would like to built my institute in a rural area where people want to study and make other people aware about the importance of studies. The fee structure of the institute would be affordable. I would want students to learn more and more if they are not able to pay fee that's not a big issue but I want the student of my institute to be a rising stars.

“Come to learn and go to serve”

Families who are unable to the pay fees, I will organize scholarship for them and I would like to create a different type of programmers for them in which they show their talent and build confidence.

“The most beautiful thing you can wear is confidence”

Facilities like (library) to study and look for references, (sports complex) to actively participate in physical activities and more such co-curricular activities to be an all rounder.

One aspect that I would focus would be: That **students have to push themselves to what they want to do in their life they have to it themselves one is going to do it for them**”. I want the student of my institute gain knowledge from my institute provide knowledge to other.

“Padhega India Tabhi to Badhega India ”

“I CAN, I WILL”



TANISHA GUPTA

ENROUTE ADVENTURE

“Have the time for your life”

The gladdest moment in human life, I think, is a departure into unknown lands.” –

Sir Richard Burton

It has always been my dream to visit all countries at least once in my lifetime. I love to travel. It makes me realize that there is so much to admire and treasure in this world. It gives me a chance to explore new places, adventures, traditions and cultures. Travelling is always fascinating. Furthermost it breaks the monotony of life and widens the grasp of knowledge. Each travelling experience teaches me something new and makes me a better person.

That is why my dream is to set up a chain of travel and adventure company, “ENROUTE ADVENTURE”. Company will offer the widest selection of adventure travel, to the most destinations. Not just by booking a plane ticket or a hotel room but making travelling meaningful and memorable one.

Being a healthcare professional I would also like to serve people and contribute to the society. A portion of company profit will be given to charitable trusts (CSR- Corporate social responsibility). There will be a different cell, “Responsible travel” which will be dealing with the same.

“I CAN, I WILL”



COL VIKAS DHODY

MY DREAM COMPANY: “GREEN ORGANS”

Is it time to sell the house in the city and move to countryside? In the past decade organically grown and produced food products have really taken off in popularity and have been scientifically proven to be better for our health. With the increase in awareness of the multiple health risks of foods grown with chemical, more and more people are turning away from food products are grown with fertilizers and other chemicals towards organically grown food. Organic farming is friendlier to the environment and is more sustainable compared to newer farming techniques. My dream is to have an organic farm greenhouse project business which not only make huge profits from organic farming, but will also help protect the environment and the planet as a whole. No formal qualifications are required and you can get started even on a small budget.

Figure out what farm produce sells well, don't invest your time, energy, and effort in growing produce that nobody in your locality wants to buy. Find out what other farmers in your locality are growing on their farms. This will give you an idea of what consumers in your locality are buying. Defining which specific farm produce you will grow will also help you better prepare your land for it.

Earthworms should take a bow. They are the stars of a show that has run for millions of years in the soil of our earth. These small, hard-working wrigglers have a voracious appetite for all manner of organic waste, which they process with stunning efficiency through their sleek, slim, supple little forms. The result emerges at the other end as nutrient-rich organic manure.

You've seen those scenes in Hindi movies, where the hero serenades the heroine while scampering through an entire field of sunflowers, or where the bad guy chases the good through an endless field of sugarcane. Organic farmers practice multi-cropping - planting a mix of seasonal crops simultaneously in a given plot. This has two positive spinoffs. One, since the roots of each plant type are of varying lengths, the plants can source sufficient nutrition from the different layers of soil. Two, most pests are plant-specific. If a plot has a single crop, a pest attack could rapidly destroy the entire crop. In mixed cropping, only the crop specific to that pest would be under attack. The rest of the crops would be spared.

Think local, act local. Organic farmers source locally produced seeds and saplings to grow crops that are indigenous to the region. This not only enhances the chances of a successful crop, but also minimizes environmental footprints. Once I am done with my overwhelming journey in Armed forces, I wish to continue contributing back to humanity albeit in a different style and realize my dream.

“I CAN, I WILL”



VIKAS SINGH

“NEPHRO CARE DIALYSIS CENTER”

The healthcare industry is booming with opportunities for medical inclined entrepreneurs to strike on their own and launch profitable health service centers, including dialysis clinics. As a health care professional, my dream company “NEPHRO CARE DIALYSIS CENTER” (NCDC) would help the dialysis patients in dialysis and diet care.

According to Indian journal of nephrology (2009), it is hoped that the CHRONIC KIDNEY DISEASE (CKD) registry, recently established by the Indian Society of Nephrology, may provide useful epidemiological data in the future. In the prevention study done in Chennai, the prevalence at the community level is 8600 per million populations (pmp) in the study group and 13900 pmp in the control group. The second study based in Delhi, revealed a prevalence of CKD (serum creatinine more than 1.8 mg %) at 7852 pmp. The third study from Bhopal revealed an incidence of 151 pmp suffering from end stage renal disease (ESRD). My mother is also a CKD patient and I have seen many patients in hospitals seeking for better treatment and dialysis facility but these patients have not ample amount of money so they can charge Apollo like hospitals.

NEPHRO CARE DIALYSIS CENTER (NCDC) will help these patients; provide quality dialysis at affordable prices by using standardized protocols, continuous training and focused innovation. NCDC encourage patients on dialysis to lead happy, long and productive life. We would also providing patient with mobile facility for rural patients, so they can call in emergency, in this an ambulance having a dialysis machine and a technician with all required instrument and requirements for dialysis.

For clinic feasibility, coding & billing, dialysis regulations and other important topics, Renal Physicians Association (RPA) can help. Certificate of Need (CON) from state health association is also required. The Certificate of Need is designed to help manage the cost of constructing a healthcare facility and to coordinate community-wide medical services. For finance we can contact NGO and sea link partners and other investors. This company will provide proper follow up for patients regarding their medicine, diet chart, and lifestyle.

I want to develop such organization that believes high quality care should not be completely inaccessible to the masses.

“I CAN, I WILL”



COL VIKRANT SINGH

MY DREAM COMPANY: “ABODE SIKKIM” For that perfectly Relaxing & Wellness Destination

As per the WHO report of 2015, an estimated 350 million people are affected by Depression. It is the leading cause of disability worldwide, and is a major contributor to the overall global burden of disease. With an alarming rate of more than 1,400 of every 1, 00,000 citizens being known to suffer from depressive tendencies, India ranks at the 5th of the countries with the highest depression rates. Keeping these facts in mind, my endeavor as a healthcare professional is to tackle this very important health related issue through Spa cum Wellness Company abode the hills of Gangtok, Sikkim, namely Abode Sikkim. Gangtok figures in top 10 tourist destinations of India and is comparatively considered as lesser crowded Hill Stations. Besides, it has other getaways like Darjeeling & Kalimpong in near vicinity; some of the best trekking trails; and awesome interface with Kanchenjunga. The general area is well connected by air & rail too. A spa is a location where mineral-rich spring water (which is in abundance in Sikkim) is used to give medicinal baths. Spa resorts typically offer various health treatments, which are also known as Balneotherapy. The belief in the curative powers of mineral waters goes back to prehistoric times. Such practices have been popular worldwide, and are catching on quickly in India too. Day spas are also quite popular, and offer various personal care treatments. The Vision of Sikkim Abode is to provide a world-class & unique spa experience, for both our guests and employees; a place where beauty, comfort, knowledge, and personalized attention, combine to create a totally memorable and rejuvenating experience. Abode Sikkim would cater body treatment, spa treatment, as well as medical procedure to help the health of the body. It shall range from Aromatherapy to Hot tub to Mud bath to Body Wrap as part of normal Spa opportunities; and, specialists for mental & spiritual rejuvenation through counselors, yoga gurus & meditation instructors. Towards this aspect, the fields shall include programs like Relaxation Techniques, Improve Self-Esteem, Increase Motivation, Time Management, Effective Problem-Solving, Setting Healthy Boundaries, One-on-One Consultations & Weight-Loss Support Group. The location shall be Penangla, just about 7 km from Gangtok. It has the best view of virgin hills & awesome Kanchenjunga. It is generally assumed that such an exclusive facility is expensive. The Company shall have packages which shall cater for budgeted requirements, premium strata as well as a niche populace for that Wow experience. The USP of Abode Sikkim shall be corporate tie-ups with high pressure companies like Accenture, Infosys and Wipro for rejuvenation of stressed employees.

Abode Sikkim shall be staffed by the very best from Ananda Spa Institute & Orient Spa Academy and Consultancy from Spa & Wellness University, Singapore – which is an accreditation body and conducts programs worldwide.

“I CAN, I WILL”



YAVEESH KASHYAP

The day I started dreaming I always dreamt of having a business venture where I can serve people. So, That moment I actually realized what I wanted to pursue in my life, I felt that I know myself well and this career option would suit me the best so, I established a goal of building up my dream in form of a hospital named “KAY Hospitals Pvt. Ltd”.

Why KAY?? The reason behind choosing the name is, it represents many aspects related to my dream or goal like Kay refers to my sir name's initial i.e.: Kashyap, my mother's name's initial, Kay also means fire in America which according to me means light, hope or positivity that I want to spread amongst people and pure in Greek so it explains my feeling towards the society.

Kay Hospital would serve my two motives firstly to serve people and also to have healthy India by various measures such as prevention, cure, treatment, awareness etc. And secondly to make some money along with it but not in form of huge profits but in such an amount that it covers my operating expenses as well as my personal expenses in short I would like to have a hospital that promotes health sector of our country around the globe serving a social cause or social need and at the same time not doing a charity nor a high profit business ultimately providing a well modern updated healthcare facilities at very low cost so that it is available to everyone.

Also I will not construct or establish a new setup where as taking inspiration from Cygnus group of hospitals I will take over the dead units and will re-establish them so that resources are used to its best and also rather than have one large company that bought in a sufficient income and covered less people, I would prefer to have multiple small ventures which in turn lead to some profit and also can cover most of the population and can penetrate the rural people and promote health facilities there through which people would not have to travel to far places for treatment.

I also think that as a management and commerce student I know how to convert my dream into reality. According to me the phase from dreaming and turning it into reality is nothing but the journey of self discovery and how to discover yourself simply find what best u can do and how it may help others just take this point as open land and start building your dreams into reality over it . I guarantee no one can stop you if you have a full faith in yourself and if u manage to do that it will give good results which will further motivate others.

At last I would like to end by mentioning these beautiful lines by a poet that

**When you find a dream inside your heart
Don't let it go
Dreams are the tiny seeds from which
beautiful tomorrow grows**

“I CAN, I WILL”



DEEPANJALI KAPOOR

DREAM COMPANY.... HEALTHY HEART HOTEL

VISION: To be the first choice for guests in hotel industry

For me, a DREAM Company is one which gives satisfaction of work, opportunity to learn and grow from organizational point of view as well as personal point of view. In India food is linked to one's culture and identify so closely that it varies from region to region. Rich in taste, texture and satisfying, Indian food or at least that part of Indian food that is prepared with minimal oil and healthy cooking methods is often considered one of the healthiest cuisines in the world. So, I intend to open a hotel which will serve these types of cuisines with better facilities and advanced technology by keeping in mind healthy perspective “EAT RIGHT STAY FIT” by exploring those people who are really health conscious and want to conduct a healthy lifestyle. It is one of the fast growing industries as it offers good environment and remuneration to people by employing new talents among people especially youth from rural background so that I can serve the society by keeping millions of heart alive and happy.

Our care for people is expressed with the most powerful icon for embracing them through our work by creating engaging expression straight from our heart to their heart and how we put our hands together to commit for being socially responsible and serve the society for being stay fit and lead a healthy lifestyle.

“I CAN, I WILL”

The mentor says...

Traditionally, business schools have been expected to prepare students for the corporate world with insights that are based on some degree of uncertainty. But in the past few decades, there has been more chaos, an increase in uncertainty and the rise of a slew of new ‘never-heard-of-before’ issues that need to be addressed. Unfortunately, several B-schools across the globe still neither realize nor appreciate these new inevitable challenges and, as a result, continue to offer the same content that was designed a decade or two ago reflecting only a residual relevance in today's environment.

At Chitkara Business School – which is characteristic of other schools at Chitkara University – we make a very sincere attempt to incubate and train management graduates who expect a workplace rooted in today's – and tomorrow's – reality. Our unique pedagogy based on real time issues trains our students not only in various management functions and sub-functions (including entrepreneurship), but also seeks to impart human values and ethics as an essential inseparable part of the student's persona. At an individual level, I am very glad to be a part of the second edition of ‘YOU CAN ALSO LEAD’ which has a theme on the career expectations of our students. I am confident that our mentoring and pedagogy shall be aptly captured in the writings of the students contained in this book and shall reflect the values we hope to instill in anyone inspired by Chitkara Business School.

Happy reading...

Dr Amit Mittal

Dean, Doctoral Research Centre
Chitkara Business School



“Pleasure in the job puts perfection in the work”

-Aristotle

**Our
budding
entrepreneurs...**



COL DIGVIJAY PAL SINGH YADAV

WE CARE – HELPING MANKIND

“A Business Venture to help the aged”

With major improvements in technology and healthcare solutions over the past few years, life expectancy has been constantly rising, especially in India. In Layman's terms, this means people can live for a longer time, sometimes crossing even a hundred years. Now this is good news, but as people get older, they start needing help for certain tasks, and as the years progress, even the most menial of tasks start to seem too difficult for them to perform alone.

Now, seeing that society is moving into a “fast-paced” world, people simply don't have time to fully take care of the needs of the elder people. Some people start to think of their fathers or grandfathers as liabilities, and the elders have nowhere to go. Sure, many old-age homes are present which provide facilities for senior citizens to live and enjoy, but there aren't enough of them and many of them lack a lot of basic facilities which compromise the living standard.

Hence comes the inspiration for my business idea. A chain of premium old-age homes, where senior citizens can enjoy the pleasures of life and attendants are present for helping them with anything they please. Each person shall have his/her personal attendant which will cater to their every need. The company will not be profit oriented, the goal will be to earn only as much as the running costs and with marginal profits (earnings required to ensure such facilities are extended to all others who require them). Donations would be welcome, but will not be asked for. The premises will be lavishly equipped, including facilities such as swimming pool to relax and keep themselves fit, shopping complex for day to day requirements, recreation hall with indoor games along with free wifi for the technology oriented people.

Healthcare facilities will be kept at all times, and ambulance shall be made available if any medical emergency arises. Get togethers will be organised on special occasions where family members will also be invited. Subsequently, many more facilities/activities will be added, such as organization of trips to various places, like hill stations etc, to bring a change in the routine. The services specially the security services of the company would also be made available to all the willing aged couples staying alone in cities at a later stage to ensure them the peace of mind.

“I CAN, I WILL”



MITHLESH KUMAR SHAH

My Dream Company- “TELE-LIFE GLOBAL” “SERVING PEOPLE THROUGH TECHNOLOGY”

Being a healthcare professional I always wanted to serve people and make this society a disease free place to live. The healthcare industry in India is booming but there are still many places which lack the healthcare facilities due to lack of hospitals, doctors, nurses and the transport facilities. Those places require special attention and immediate solution. My “DREAM” is to make all these places accessible to healthcare facilities through introducing “TELEMEDICINE” centers throughout the country.

Telemedicine is a type of healthcare facility through which a patient and doctor can be connected online. It will be beneficial for the patients to consult a required specialist for the proper diagnosis of the disease in a short span of time. For the people living in rural areas it is very difficult for them to pay money and travel to get treated in the city hospitals so if we introduce Telemedicine centers it would be beneficial for them.

Ambulance facilities will be provided at each center so that if any case requires immediate treatment they can be rushed to the nearest hospital in the city and the cost will be at a very cheap and reasonable price. For the cost minimization we can take example of Narayana Hospital where they take the money from NGO's and the people who wish to help in the social cause and invests the money for the treatment of disease of the poor people who cannot afford to pay. Applying this concept in the Telemedicine we can make the healthcare facility more easily accessible and cost effective for the treatment of diseases.

The people having various problems can meet the specialist dealing in that problem in a common platform through Telemedicine. For e.g.: people having problem in the Skin can contact a Dermatologist online within a few minutes. This makes Healthcare more accessible to all class of people. This will also benefit in the follow up treatments of the patient and can also benefit the people living abroad.

Ultimately the main aim is to create a platform through which healthcare facilities would be more easily accessible to all parts of the country.

“I CAN, I WILL”



AKRITY

Every person has some dream in life. My dream job is to be working in a reputed company to gain some knowledge about business tactics to fulfil my higher dream of setting my own business.

Only 38% of corporate and 22% of the private equity placed a significant focus on IT as part of their approach to transaction.

Being a Computer Expert I have great desire to become a owner of an IT company like Infosys, wipro etc.

I wish to set my own IT company or IT consultancy company that would provide IT solutions to each and every corner of the world.

IT is a new trend and has a lot of scope in future.

In next 3 to 4 years I see myself in top management of a reputed company before becoming capable of setting my own company.

I wish I could set an ethically profitable company one day.

I shall and I will prove myself and fulfil my dream.

“I CAN, I WILL”



GUNDEEP SINGH

So many of our dreams at first seem impossible, then they seem improbable, and then, when we summon the will, they soon become inevitable. – By *Christopher D'Olier Reeve*.

Some of us knew from the early childhood that which profession they have to choose in future, but some make their decisions much later in life, may be because they begin to understand the world much later or have a different view point. I am the one, belongs to the category of late bloomers, as during my childhood I dreamed of becoming an engineer and millionaire at the same time, but my family wanted me to pursue my intermediary (12th standard) as a commerce student, so I chose commerce as my line of study. During my intermediary, one day I got a chance to visit my brother's office in Gurgaon, as my brother is a businessman. During my visit to his office, I observed labor class so closely for the first time in my life and felt guilty because till now all I have ever dreamt of was to earn money and live a luxurious life, but after that incident I realized that, I should be thankful for what god has given me. On that day, a paradigm shift was created in my thought process and I resolute that, I will consider myself successful, the day I will be able to support needy ones in one way or the other, as everyone is busy running after bucks rather than values, so now my dream is to become a philanthropist and a successful entrepreneur.

“I WILL WIN, NOT IMMEDIATELY BUT DEFINITELY”

“I CAN, I WILL”



SANDHYA AGGARWAL

My vision for the future entails many goals that I know I will have to work hard to achieve. I feel that the path to accomplish my goals will be through hard work within my education.

My dream job is to work in an organization which gives me job according to my area of specialization and interest. At the beginning I want to be a Finance Manager of the company and with experience I would love to see myself as the CEO of the company. During this path, I wish my company to support me in growing by trusting on me with every kind of task. I am also a keen learner so I want my job to inculcate every possible talent/improvement. Also I want my job to be satisfactory with a decent salary.

Great thanks to CBS for giving me this opportunity which right away leads to my dream job.

“I CAN, I WILL”



POOJA SHARMA

Hello Readers, through this write up I want to tell you all about my life long desire of working in a bank, it is my dream to be a part of a good bank and which bank could be more than HDFC when it comes to banking. The kind of working culture it provides to its employees is unmatched and the kind of benefits it gives to its employees are also world class. Its CEO is Mr Aditya Puri and he is one of the most renowned CEOs and if an organization is led by a person of strong values then definitely it has a strong impact on the entire functioning of the organization. The bank is well known for its modern working techniques and it also provides best satisfaction to its customers. It is one of my strong dreams to be part of the bank so that I also get a chance to be a part of such an ethical organization and I really want to serve the customers being a banker in HDFC bank. The bank has a strong customer base and it treats its customer in most ethical manner. It is well known for providing personal banking services. With modern technologies coming in force the bank has been on the top for adopting all the modernities. I hope that one day my dream comes true and I will prove that I will be one of the most devoted employees of the organization. I will definitely make efforts to be the part of organization once I pass my MBA so that I can make my dream come true. The day I become a banker will be the best day of my life as what can be more better than seeing your dream come true. I am sure that once I become a banker I will do the best of me to the organization. Thanks for reading my write up.

“I CAN, I WILL”



GUNDEEP SINGH

“A DREAM DOESN'T BECOME REALITY THROUGH MAGIC; IT TAKES SWEAT,

DETERMINATION AND HARD WORK.”

LITTLE GIRLS WITH DREAMS BECOME WOMEN WITH VISION.

Actually I have many dreams regarding my future job but I hope someday I would have my own business that would be for the welfare and security of the woman's. Women empowerment and women security will be the objective of the company. In this universe, behind every successful thing there are hands and motivation of women. According to me, a company which provides healthy working environment, freedom to explore, having proper mission and vision, etc. organization that sets their objective for the benefit of economy and would understand the mindset of the employees and where free chance to employs to utilize their skills and innovate things is provided. My company will not be the follower in the market they will force the other organization to be the follower of my company for its working ethics and values. My company will not only work hard but it will definitely work smart for earning profits and for woman empowerment.

**“EVERY REASON FOR A BROKEN DREAM WILL TEACH YOU A LEASON AND
EVERY HINDRANCE IN THE WAY OF YOUR DREAM WILL MAKE YOU A
UNBROKABLE PERSONALITY”**

“I CAN, I WILL”



GURSEWAK SINGH

ABC KH, Inc.

Company Information and Contact Details

Business Name: ABC KH, Inc.

Business Address: 1240 North Expressway, Arizona

Phone: 111-222-8900

Fax: 111-333-444

Annual Sales: \$75 million

Total number of Employees: 50

Number of Employees at Head Office: 11

Primary Line of Business: Wood Products

Management Directory

John Smith, President and Chief Executive Officer

Jane Smith, Vice President of Product Development

Sarah Jane, Vice President of Sales

Noel Richards, Human Resources Executive

Karla Louis, Plant Manager

Company Overview : ABC KH is considered as one of the leading supplier of fibreboard products in North America with 10 offices across the globe, including the head office in Arlington, VA. The company also has operations in the Middle East countries, carrying out work in the construction of new kilns.

Company News : “ABC KH Exports Increasing in China,” International Digest, November 5, 2009.

According to the market analysts, exports from ABC KH facilities in China will exceed the forecast and is expected to see a huge demand in numerous cities of America over the next 5 years. ABC KH chief executive officer, John Smith has announced construction of new manufacturing units in different states of the U.S. states, that are expected to add several new jobs to the region.

Industry Information: The following document provides information related to the industry for SIC 2576.

Background and Development The first market opportunities for designing fibreboard on a commercial basis began with the requirement of high strength resins by chemical industry. In 2000, the shipments of particle board and fibreboard were estimated to be \$5 billion, which increased to \$25 billion by 2010.

“I CAN, I WILL”



ADITYA GUPTA

ADITYA ENTERPRSESIS

“There are three types of people in this world. First type are the one who live in their dream world, second type are those who face reality; and then the third type who are both the first and second type as they turn their dreams into reality.”

BY ADITYA GUPTA

I'm that person who believes in turning dreams in reality. I would like to tell you about my dream to start my own Business and to be an entrepreneur. When I choose commerce as stream that was the night when I first dreamed about “being self-stand and do something about my life.” I am taking steps towards my dream by getting graduated and now perusing MBA.

After my masters I would like to gain some experience by working in a reputed company and then after few years, I would like to see myself as MD of a company. I'll take my company to a certain height with my capabilities and skills. I would like my company to be ethical plus profit oriented.

As the greatest entrepreneur once said “if you don't build your dream, someone else will hire you to help them build theirs.” So I believe in hiring people and not to be hired. I also believe that if you have the potential and skills you can attain the desired goals. I know that my Leadership quality to motivate people will make others to follow me and help me achieve my dream.

I want to do something innovative and different. I have passion, confidence, I'm open minded, and I'm self-believable, creative, risk taker and active. Good with communicating with people, convincing them and motivating them, so I think I have all the qualities to be an entrepreneur.

I have some ideas but I got only 300 words to describe my dream, so I won't be able to tell about them now.

“I CAN, I WILL”



ADITYA VIJ

Everyone wants to be successful. He/she wishes to be successful settled and earn lots of money. Mine is same, my dream company is to work in P&G. It is basically FMCG company which produces household goods.

Procter & Gamble Co., also known as **P&G**, is an American multinational consumer goods company headquartered in downtown Cincinnati, Ohio, United States, founded by William Procter and James Gamble, both from the United Kingdom. Its MD & CEO is AI Rajwani.

It has over 300 brands globally available in 180 countries. It has arranged 24 brands which have annual sales over billion dollars. There is a good chance of growth in this company. My dream job is to be a CEO of such company. It gives us opportunities to grow, interact, understand people and deal with different situations. These companies have some various ways to tackle the employees. Firstly, the employees are given paid time off. Using cleverly the scheme, the company provides additional week off by completing the work on time.

Secondly, earning back schemes and other wellness programs encourage the employees. For example; an employee is allowed to work from home to designated percent. Then, flexible working hours like organising work time across weeks to meet personal needs and also helps to diversify minds in new fields. Innovative ideas progressive growth and leading advertiser has made it a reputed company. It also gives 2% of its profits to the backward classes of our economy. This is a good step towards the development of the poor people. So, I wish I could be a member of such a company.

“I CAN, I WILL”



APURVI MAHAJAN

“My Dream Job”

One Day I Realized a Dream of Doing Something Extraordinary in the Field of “BANKING & FINANCE”.

In this Field, I have a Lot of Options but I want to go with “MUTUAL FUNDS”. This Job became my Dream Job because People are not much aware about Deposit their Savings to Create a Good Wealth, Retirement Plans, Save Tax to secure their Future. I Am Very Happy that People Will Get Good Return on their Investment.

This Dream clicked mind when I was pursuing my graduation. There was a Subject named as “PORTFOLIO MANAGEMENT” from where i thought to go forward for this subject. I had invested a Small Amount in a “Mutual Fund Scheme” from where I got a Good Return on them in a Short-Period.

Then, I Decided to Achieve a Position of “ASSET FUND MANAGER" in a 'Top Asset Management Company'.

I will definitely work hard for achieving my “Dream Job”.

“Working Hard Is the Only Option for Achieving What You Want”

“I CAN, I WILL”

**An insight into
Chitkara University, Punjab
Chitkara University, Himachal Pradesh
&
Chitkara International School
through the lens of our Official Photographer**

Mr Naresh Kumar





The mentor says...

Anyone Can Lead: But preparation is the Key

'If you want to be a great leader, you must first become a great follower'.

My understanding of the above quote establishes it as a bedrock of any leadership – religious, military, political or corporate. Biblical writings show that Apostle Peter followed Jesus for three years, committed many mistakes but eventually became a leader of masses. Trinity of Indian Gods – Brahma, Vishnu and Mahesh, are followers of each other, yet leaders for the mankind. Humility was the key to Sikh gurus, who were first the followers and then leaders. Field Marshal Sam Manekshaw, General Douglas MacArthur or General Erwin Rommel became great amidst defeat and chaos, led after being led.

For the budding professionals of our business school, a few pertinent characteristics stand out from top leadership including of our University. Humility comes first, as one must project leader before self. Clarity is another trait which defines role and followers acknowledge their own role with respect to their leader. Being obedient is being a team player in modern parlance. No one should be allowed to give orders who can't obey orders. Obedience is also about 'alignment', a notion that one can disagree, but agrees to align to and follow a directive for the good of an organisation. Great followers never speak ill of their boss in public. This doesn't mean they can't disagree or even criticize. Great followers understand that public loyalty leads to private influence.

In addition, a great follower as a great leader has to be a great student, as our Chancellor has always emphasized through his own example. Leaders are readers and great followers not only be a good reader but also a great student. Perhaps one of Jesus' most interesting statement was the last shall be first and the first shall be last. I think that this is especially true in leadership. If you do not have the humility to be able to be last then you can never understand fully the responsibility that is involved with being first.

Col (Dr) K K Sharma
Professor and Head
Chitkara Business School



**Our
budding
entrepreneurs...**



ARNICA GARG

MY DREAM COMPANY-DELOITTE

My dream company is DELOITTE, because Deloitte is one of the "Big Four" and the largest professional services network in the world by revenue and number of professionals.

Deloitte is a multinational professional services firm headquartered in New York city in the United States.

Deloitte has services in five service areas. The firm integrates process capabilities and service lines into each service area. Deloitte consultants work with eight industry groups in three geographic regions. When starting my career with Deloitte, as I become more familiar with the processes ways of doing things I'll gradually specialize in a service line and industry group. The four key business areas the company operates in include Audit, Financial advisory, Tax, and Consulting.

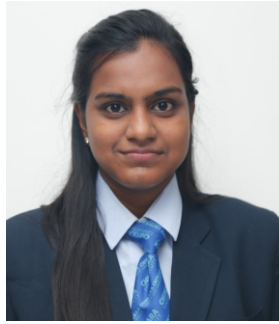
Deloitte Consulting is in the top 3 consulting firms in the world with other firms such as, IBM and Accenture based on Consultants News' estimates, which include revenue from both Deloitte Consulting and DTT. On the other hand, some research firms have listed Deloitte Consulting's revenue the highest amongst its competitors; this would rank Deloitte Consulting (independent of DTT) at number six on the following list. In 2009 Deloitte as the worldwide leader in the consulting marketplace based on aggregate revenue, growth and market share for 2009.

Working at Deloitte can be a great place to work. Because my ambition is to have a long term career in consulting and provide the highest value to clients at the end of the day, therefore, this is the place to work for me.

After my MBA, starting salaries in Deloitte can be \$95,000 to \$120,000. New Deloitte employees get 23 days of personal time off (PTO) each year. PTO includes vacation, sick, and personal time.

Because of various opportunities that I will get there, I would love to work in Deloitte.

"I CAN, I WILL"



ARUSHI MITTAL

Google is an American multinational technology company specializing in Internet-related services and products that include online advertising technologies, search, cloud computing, software and hardware. Most of its profits are derived from Ad words, an online advertising service that places advertising near the list of search results.

As we all know **Google** founded by Larry Page and Sergey Brine while they were Ph.D. students at Stanford University, California. Together, they own about 14 percent of its shares and control 56 percent of the stockholder voting power through super voting stock. They incorporated Google as a privately held company on September 4, 1998. An initial public offering (IPO) took place on August 19, 2004, and Google moved to its new headquarters in Mountain view, California, nicknamed the Goggleplex.

Google has been estimated to run more than one million servers in data centers around the world (as of 2007). It processes over one billion search requests and about 24 pet bytes of user-generated data each day (as of 2009). In December 2013, Alexa listed Google.com as the most visited website in the world. Numerous **Goggle** sites in other languages figure in the top one hundred, as do several other Google-owned sites such as YouTube and blogger.

Google has been the second most valuable brand in the world for 4 consecutive years, and has a valuation in 2016 at \$133 billion. Google's mission statement from the outset was "to organize the world's information and make it universally accessible and useful," and its unofficial slogan was "**Don't Be Evil**". In October 2015, the motto was replaced in the Alphabet corporate code of conduct by the phrase: "Do the right thing". Google's commitment to such robust idealism has been increasingly been called into doubt due to a number of actions and behaviours which appear to contradict this.

They are providing job opportunity for youngsters. And if I work more than 5 years in this company I will get best job opportunity in the Finance industry with the better expose and package.

“I CAN, I WILL”



DEEPALI GOYAL

MY DREAM COMPANY: JP MORGAN CHASE & CO.

My dream company is one which is one of the oldest, largest and best-known financial institutions in the world i.e. JP Morgan Chase & Co. The firm's legacy dates back to 1799 when its earliest predecessor was chartered in New York City. Their firm is built on the foundation of more than 1200 predecessor institutions. Its major heritage firms — J.P. Morgan, Chase Manhattan, Chemical, Manufacturers Hanover (in New York City) and Bank One, First Chicago, and National Bank of Detroit (in the Midwest) were each closely tied, in their time, to innovations in finance and the growth of the United States and global economies. As JPMorgan Chase & Co does today, these firms also made significant contributions to their local communities.

Across the U.S. and around the world, too many people lack the tools and resources to manage their daily financial lives, whether for unexpected emergencies or to plan for the future. Instead they rely on costly non-bank financial services, such as payday loans or check cashing outlets, resulting in billions spent in fees and interest each year. This destabilizes households and has a negative impact on entire economies. They are committed to supporting efforts to address this global problem. Thanks to their global reach, they can help me to get where I want to go. Whether I sharpen my skills or gain something new, I'll have experience that will give me the flexibility to move to another division or country if I choose to.

There, I'll feel welcomed and valued. The clients, transactions, deals and projects are global so they work hard to create diverse, inclusive teams that support their business and each other - it's good for business and it makes sense.

Over the past 200 years, they've been committed to building the best and most respected financial services company in the world. To achieve this, they embrace change and innovation, while staying true to the values on which the company was founded.

Ideas are always welcome there.

So, I'm ready to share mine.

“I CAN, I WILL”



CHHAVI SINGHAL

A **Silent monster** is more than a dream for me. **Jaguar**, founded in 1922, having a long history from SS Cars limited to Jaguar Cars limited to a brand of Jaguar Land Rover sold to Tata motors in 2008. Talking about my love for this company, I just love everything about it, not only in business management but also its engineering design, features, looks and the most important is its promising nature to be supportive for whole time. In 1998, when most of the people don't have cars, I got fascinated about this brand.

There is an incredible change in last five years, from a company struggling with products to a rapidly growing organization. I set up my goals to be there some day and to give my contribution to that company.

Jaguar cars today are designed in Jaguar Land Rover's engineering centres at the Whitley plant in Coventry and at their Gaydon site in Warwickshire, and are assembled in their plants at Castle Bromwich and Solihull. The Best thing about jaguar is its High product Quality, rich culture identity and strong global brand value, Popular Image of luxury brand, Upgraded distribution channels specially in the emerging economies, Good, crisp quality advertising, Increase in Research and development spending, Improvement in global sales after Tata Motors acquisition.

The company has not just been making great products, its been making a difference too. So, Growth is never by mere chance; it is the result of forces working together.

“Born to Perform.”

“I CAN, I WILL”



DHRUV SAXENA

Google is an American multinational technology company specializing in Internet-related services and products that include online advertising technologies, search, cloud computing, software, and hardware. Most of its profits are derived from Ad Words, an online advertising service that places advertising near the list of search results.

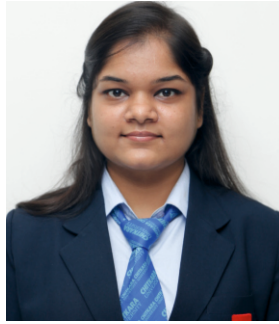
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They are providing job opportunity for youngsters. And if I work more than 5 years in this company I will get best job opportunity in the Finance industry with the better expose and package.

“I CAN, I WILL”



DEEPALI GOYAL

Everyone have some dreams. Some dreams are fulfil by own efforts and some are fulfil with the help and support of others. I am searching for the company which would help me in fulfilling my dreams and my search is stopped when I hear about EVALUESERVE Company. Well, EVALUESERVE is a global professional services provider offering search, analytics and data management services across a white range of industries and business functions.

The company was started by DR. ALOK AGGARWAL and MACC VOLLENWEIDER in December 2000. In 2008, Evalueserve has appointed Nand Gangwani as its new Chief Financial Officer (CFO) and in 2014, Robert Eiselt has been hired as Chief Marketing Officer (CMO) . This company has 3,200+ employees and centres in 7 countries. Company has very attractive slogan i.e. POWERED BY MIND + MACHINE – a unique combination of human expertise and best-in-class technologies that use smart algorithms to simplify key tasks.

EVALUESERVE won many awards, some of them are – India Business Law Journal L.P.O Awards 2009, 2010 , 2011 , 2012, Procter & Gamble Innovation capability Awards 2014, etc. company growing at 40% in the last five years . EVALUESERVE claim to have one of the largest KPO operations in the world, providing over 4 million hours of services annually.

I always wanted take job in growing company .I wanted that my company has good reputation because of his work quality. I think EVALUESERVE is one . This is because I want my skills to be more polished & groomed.

“I CAN, I WILL”



DEEPTI JAIN

DREAM COMPANY

**“IF YOU DARE TO DO THAN DARE TO ACCEPT THE TRUTH,
AND
IF YOUR DREAMS DON'T SCARE YOU, THEY AREN'T BIG ENOUGH”
FOLLOW YOUR PASSION DREAMS**

A company is any entity that engages in the business. Companies can be structured in different ways. According to me, job which an individual is performing reflects the personality and nature of an individual. So my dream company for a job will be the company which will reflects my personality and nature. My dream is to work for the benefit and welfare of our country and society. I don't know the exact company for which I dream to work but the company for which I will utilize my skills will work for the benefit and development of the society and our country. Company should support the girls and women's those are victims of domestic violence, eve teasing etc. by providing them jobs and company should treat their employees equally. Full freedom should be given to the employees to innovate and express their thoughts and explore their potential. Working environment of the company should be healthy and safe. Company should work ethically and fulfil the legal demands of the country and society from the company and activities of the company should not harm the environment of the economy.

“I CAN, I WILL”



DIKSHA

WIPRO

Wipro Limited is an Indian information technology services corporation whose headquarterd in Bangalore,India.

In 2013 Wipro demerged its non-IT businesses into separate companies to bring in more focus on independent businesses.

The company was incorporated on 29 December 1945 in Mumbai by Mohamed Premji .It was initially set up as manufacture of vegetable and refined oils in Mumbai. The company logo still contain a sunflower to reflect product of original business .In 1988 Wipro diversified its product into heavy duty industrial cylinder A joint venture company with United states in the name of General Electric .In 1995 Wipro set up overseas design centre oyssey 21, for undertaking project and product development in advanced technologies for overseas clients. In 2002 Wipro became 1st software technology and service company in India to be certified for ISO 14001 certification. Wipro also achieved ISO 9000 certification to become the 1st software company to get SEI CMM level 5 in 2002 .In 2007 Wipro signed a large deal with Lockheed Martin. In 2012 Wipro announce the demerger of consumer care, furniture, lighting. The merger became effective from 31st March 2013 .The demerged companies together contributed about 10% of the revenue of Wipro limited in previous financial year .In 2014 Wipro signed a 10 year 1.2 billion contact with ATCO a Canadian energy utilizes corporation based out of Calgary, Alberta.

The Wipro group has spawned several industries of national importance in India.

“I CAN, I WILL”



DIVYU SINGHAL

Paper Boat is a brand of non-carbonated beverages and energy drinks produced and marketed by Hector Beverages, which is located in Bangalore, India. Company was founded in 2009-10 by Neeraj Kakkar, Suhas Misra, James Nuttall and Neeraj Biyani. Hector Beverages had around 300 employees in March 2015. Paper Boat beverages debuted for public purchase in August 2013. The product consists of traditional, authentic indigenous Indian drinks that are packaged in single serving, flexible pouches. As of March 2015, ten flavour varieties are produced. The beverages are produced using local spices, fruit, flowers and pulses, and some of the fruits grow wild, such as jamun and kokum. Hector Beverages has contracted with fruit processors and has encouraged some farmers "to cultivate the fruits to ensure a stable supply." The company has stated that it does not use artificial colouring or preservatives in its products

The brand has a strong presence in Bangalore and Delhi, India, and the company has realized significant consumer demand for the beverages. In July 2015, the Paper Boat brand was valued at \$100 million. Paper Boat products are also marketed in Dubai, Malaysia, the United Kingdom and the United States, and are typically consumed by "people of Indian origin."

Hector Beverages presently has two manufacturing facilities, one in Mysuru and one in Delhi, and can produce up to ten million of the pouches per day. The company launched its first brand advertising campaign circa March 2015, which has since included television advertising. In July 2015, the company was pursuing an option to possibly open a third manufacturing plant.

The company has faced challenges in its ability to source ingredients in adequate amounts in order to create and market new product flavours. For example, the company's plans to produce a kanji, a beverage produced using fermented purple carrots, have been thwarted in the past per a lack of purple carrots available in India in contemporary times. The company eventually managed to source purple carrots from a farmer in Southern India, which enabled working on developing the new product.

“I CAN, I WILL”



ISHMEET KAUR

Dreams are not something which you see when you are asleep but they are something which kicks you out of your bed. Investment bankers are one category of people which always fascinated me to dream big. As Walt Disney said 'If you can dream it, you can achieve it'. The sense of aura that this industry has to itself is huge enough to attract any youngster to them. I have witnessed some investment bankers in well dressed suits ,enjoying every luxury of life .Basically dressed from top to bottom in 'Brands' i.e cushion of luxury items.

Working in one of the top investment banking firm in WALL STREET is a dream for me GOLDMAN SACHS is one of the top most investment banking firms in the world which operates worldwide. Founded in 1869, this company has a history of 143 years and is known for its organizational culture worldwide. It is one of the top most M&A advisors in the world by advising clients on how to avoid unfriendly takeovers. Every person wants to join a company which is best in its core business and GOLDMAN SACHS is not only best in investment management but has also done some great philanthropic efforts which have increased its value in my eyes. It is one of the companies that give great importance to its clients even at the cost of employees. Almost Every other company has some dark chapters in its history but time and again GOLDMAN SACHS has come out of it with shining colours which has retained the once lost trust. It has raised the standards of an ideal company in my eyes.

“I CAN, I WILL”



ISHU KATYAL

“DREAM COMPANY”

The day when i entered commerce stream, i always wished to start a multi disciplinary, multi professional firm with my fellow friends from diverse fields. Some of my friends are pursuing professional courses like chartered accountancy, company secretary, advocates and some from my own field i.e. Business administration and investment banking. This way we can provide all professional services from one office and it will increase our client base as they dont have to appoint multiple professionals for their legal and professional matters. Thus my ultimate goal is to start my own firm where i am my own boss and conduct my business with my own terms and conditions.

“I CAN, I WILL”

The mentor says...

It is a proud privilege for me to be part of Chitkara University. Since 2011, I am associated with the esteemed institution. I worked with so many Multi-National and Nationalized Banks in India but my experience in this organization is best of my life. I am blessed with leading and implementing for new projects in the campus. I developed my personality by learning qualities like Leadership, Entrepreneurship skills, Patience, Discipline and Smart work.

It was a pleasure for me to be part of many sessions by Honorable Dr. Ashok Chitkara, and it was motivating and inspiring for me always. His 20-20-20 rules inspired me a lot and it helped me live a better life by implementing them. He always insists us to set up new goals and guide us with techniques to achieve them. It is my privilege to share my views for respected Dr. Ashok Chitkara.

Mr Satyendra Singh

Associate Director

Chitkara College of Sales & Retail Marketing



**Our
budding
entrepreneurs...**



JASPREET KAUR HUNDAL

“The only way to do great work is to love what you do”

From childhood I always want to do job in such a organization where you can lead people in such a way that it will serve great to organization and also gives you respect and prosperity in return, but it is only possible if “ I MYSELF” would be perfect in that job , where no one can do better than you and for that respect and prosperity you should LOVE WHAT YOU DO . When it comes to my dream company I prefer always YES BANK. Now the question comes “WHY YES BANK”?

“YES BANK” says “Experience our expertise” or “Say yes to growth”

According to my point of view this means education is a lifelong experience. Experience is a lifelong education. Education plus experience is equal to expertise. And learn to say NO to the good, so you can say YES to the best

India's 5th largest private sector bank is YES BANK, which was founded by Mr. Ranna Kapoor in 2004. RBI awarded Greenfield bank license to YES BANK from last two decades.

It is an organization which grows at fastest rate in last some years, so I want to be the part of such organization always.

IF SOMEBODY OFFERS YOU AM AMAZING OPPORTUNITY AND YOU ARE NOT SURE IF YOU CAN DO IT, SAY YES – THEN LEARN HOW TO DO IT LATER.

BY RICHARD BRANSON

“I CAN, I WILL”



JYOTI

MY DREAM PROJECT

“Dreams are illustrations from the book your soul is writing about you”

I have always dreamt about what I can contribute to the society. Every time I think of an Idea which would be useful for serving the society. Basically I want to set up my own company or industry which would be based on Handicrafts products which would be for both domestic and export. Quality of products would be main focus. As we know craftsmen or artisans are disappearing slowly because they are not getting full worth for their work. They are exploited by large industry. In my company women will be given training who want to work, so that they can earn more money to increase their living standard. My dream company would be an organization that gives esteem values to their employees, nurtures and give them the freedom to be innovative and also allows them to put up their valuable and innovative ideas into realities, company where there a healthy working environment dominates. My ideal company is one which gives its employees the opportunity to develop creative approaches in order to increase the prosperity of the society. The profits of the company will be spent on the development of the society by increasing the standard of living of employees in poorer sections of society.

I have a dream to start my own business which would help in preserving the heritage of our country and helping poor people to get work. It will also contribute to our country's growth. So, even though my company is small but as I have a long journey to go ahead, I hope to give my best because this is what my purpose is and only if I follow my dream, my soul will be satisfied.

“No matter dream is big or small the satisfaction you gain should be big”

“I CAN, I WILL”



JYOTIKA

My Dream Organization Bank of America

Bank of America is an American Multinational banking and financial services corporation headquartered in North Carolina. It is the second largest bank holding company in U.S. by assets. As of 2016, Bank of America is the 26th largest company in the U.S. by total revenue. In 2016, Forbes listed Bank of America as the eleventh largest company in the world. Bank of America provides its products and services through operating 5100 banking centres, 16300 ATMs, call centres, and online and mobile banking platforms. Bank of America is my dream bank where I want to work. Bank of America is a global company committed to helping clients, customers and communities thrive around the world. They are a global leader in wealth management as well as corporate and investment banking and trading across a broad range of asset classes.

At Bank of America Merrill Lynch, the most important asset is people. They offer a comprehensive benefit package to their employees based on local practices in each country. Compensation and benefits package has been designed to stay competitive with the market and to attract, retain, motivate and reward employees at every stage of their life and help them plan for tomorrow.

Examples of benefits they offer include:

- Flexible Benefit Plan (in selected locations)
- Employee insurance schemes (health, life, disability and accidental)
- Dental benefits
- Retirement benefits
- Comprehensive set-of-leave benefits (including paternity leave, marriage leave, adoption leave, etc.)
- Employee loan or interest subsidy programs
- Periodic health screenings

Because of various opportunities providing by this organization I want to be the part of this.

“I CAN, I WILL”



KANIKA THAKUR

“Who said that Dreams are seen only while you are sleeping, it is something that doesn't let you sleep.”

I always want to be a well known sports personality. During my childhood, I used to watch matches with my family, the crowd's hooting and motivating the sports person really attracted me. I have always been inspired by the great personality like Milkha Singh, P.T Usha, GroHammerseng, Anders Eggert, Katrine Lunde and many more. I always have a lot of craze for different kind of sports to such an extent that sports ground act as magnet for me. But dream is just not enough; you have to work for it. When I was 12 years old, I joined the Handball team in state level and got 2nd position and at the first trial for national level I got selected. I also participated in Athletics and I got Gold medal.

It really feels good when you follow your passion. Day by day, my performance was enhancing and I was stepping towards my dream. Further I was selected twice for national level in Handball. But due to health issues, I couldn't able to continue in sports but passion inside me is still not die. My dream is to open a Sport's Academy, where I can build future sports pillar.

“Believe in your dreams. They were given to you for a reason”

“I CAN, I WILL”



KANIKA THAKUR

The day I realised that I always wanted to work in the Banking Sector. After completing Bachelors in Commerce, there were a lot many options or path in front of me but I wanted to move ahead with my ultimate passion as a **BANKER**. But I want to be Professional or master in this sector. So, I decided to pursue MBA in Banking and finance from **CHITKARA UNIVERSITY**, Rajpura. Another reason would be as my father is also working in Punjab National Bank for the last 25years. Punjab National Bank is an Indian Multinational Banking and finance Services Company. It is one of the Big four Banks of India. Following his guidance and support I would definitely choose this field as my career. For talented and dynamic professional, the competitive environment of banking sector provides ample scope for an individual growth. Money Matters! Let's face it! Being a girl, it is absolutely appropriate and safe to work in a good healthy environment during the office working hours with handsome salary packages, job security, attractive and regular perks and yes of course job satisfaction. In addition, working in bank for me would improve my communication and interaction with the customers and will provide a huge exposure which will help me to build my skills and confidence level in the long run. Taking admission in **CHITKARA BUSINESS SCHOOL** is one of the best decisions of my life so far as they provide many opportunities and exposures to fulfil every individual DREAMS AS A PROFESSIONALS.

“I CAN, I WILL”



KRITIKA

From the very first year of my graduation, I started dreaming to do MBA from reputed college of north zone and established my feet in corporate world. “**HUL**” is the only company which I used to see dreams. I see myself working in “**HUL**” with higher responsibility.

It has also been ranked No.1 in FMCG in Finance as well as No.1 in marketing.

It is rightly said that by James Dean “**Dream as if you'll live forever, live as if you'll die today.**”. “**HUL**” was launched in 1918 by “**Vanaspati**” than a famous “**Dalda**” brand came to the market in 1937 and is founded by “**Lever Brothers.**”....Headquartered in MUMBAI, it gives indirect employment to 65000 people. HUL's products are one of the most trusted brands in the country. Almost every person in the country uses HUL's product which shows that it's very popular. Working in a popular company would give a sense of pride for me .Not only they are one of the most ethical industries but they believe in sustainable living also. They also believe in giving back to the society. They are one of the companies who believe in making future leaders .Giving an opportunity to the coming generation is one of the key characteristics which distinct it from its competitors.

I have always dreamt of working in an organisation where customers are being valued a lot and all the employees are given a chance to perform their best. HUL is a perfect example of this. It is one of the most innovative industries in the world as per Forbes which makes it a nice option to work in. It has one of the best organisational cultures in the world.

For a matter of pride HUL has emerged as the No.1 employer choice for many b-school students.

“I CAN, I WILL”



MADHURIKA

My dream company- Deloitte

My dream company is the one that works with dedicated people to provide the best service to their clients. “Deloitte” is considered as the brand under which tens of thousands of dedicated professionals in independent firms throughout the world collaborate to provide audit, consulting, financial advisory, risk management, tax and related services to select clients. Deloitte has more than 220,000 professionals at member firms delivering these services, and related services in more than 150 countries and territories. Revenues for fiscal year 2015 were \$35.2 billion.

The reason why it is my dream company is the difference it makes from other such companies. There are many specific examples of where they have helped Deloitte member firm clients, their people, and sections of society to achieve remarkable goals, solve complex problems or make meaningful progress. Deeper still, it's in the beliefs, behaviours and fundamental sense of purpose that underpin all that they do.

Like me, for them, good isn't good enough. They aim to be the best at all that they do—to help clients realize their ambitions; to make a positive difference in society; and to maximize the success of their people. This drive fuels the commitment and humanity that run deep through their every action.

Every day, their practitioners make an impact that matters, thriving in a dynamic culture of inclusion, collaboration and high performance. As the undisputed leader in professional services, Deloitte is where I'll find unrivalled opportunities to succeed and realize my full potential.

“I CAN, I WILL”



MANISH JINDAL

Almost every successful person begins with two beliefs:

“The future can be better than the present, and I have the power to make it so”

Well, when it comes to my dream company I always prefer a organization that understands my mindset, an organization where I can work freely and with full concentration because I know that I have leadership qualities. And I want apply my skills whatever I learnt in during my studies. My dream company would be that company where I can lead people and make them perfect teammates.

As HDFC says “WE UNDERSTAND YOUR WORLD” and according my point of view THEY MEAN IT. So my dream company is HDFC BANK. I want to start my career from HDFC and yes I am able to see myself on very big heights of HDFC.

HDFC is an Indian banking and financial company headquartered is Mumbai. THE HOUSING DEVELOPMENT FINANCE CORPORATION (HDFC) was amongst the first to receive an “in principle” improval from RESERVE BANK OF INDIA to set up a bank in private sector. So I want to lead this organization.

“The only way to do great work is to love what you do. If you have not found it yet, keep looking. Don't settle as it all matters with the heart, you will know when to find it”

-By Steve Jobs

“I CAN, I WILL”



POOJA BAJAJ

YOU HAVE TO DREAM BEFORE YOUR DREAM CAN COME TRUE

There is common saying –'critics are your best friends'. They motivate you to do that task which you and others think you cannot do. I too have critics on my path of choosing 'banking and finance'. They say that finance is meant for boys, they can do it, girl

S can learn finance but cannot perform it in practical life.

Before this thought overpower me i want to prove them that finance is not a game of boys or girls, it is meant for those who has capability and skills of finance.

By and then 'kpmg' became my dream company as it is also known as 'god of finance'. So it encourages me to work on my skills and gather more knowledge of finance.

I look forward to work in this company in my future and will also try to make my work environment stress free and peaceful as well. This would be a big challenge for me but wherever I will work I would try my best effort to make as good environment as I could.

“I CAN, I WILL”



POONAM KUMARI

Everyone has dream- Dream of a good life, with lots of money and fast cars. And I will do whatever it takes to achieve it. I don't care how big, how extreme or how nonsensical dream may seem. I feel like most people have some particular thing (or things) that they would like to do.

**“DREAMS CAN INSPIRE YOU,
BUT GOALS CAN CHANGE YOUR LIFE”**

My dream is to work with KPMG (klynveld main goerdeler) which has merged with peat Marwick. However, while the merger to form **price water house coopers** granted regulatory approval, the KPMG/Ernst & young tie-up was later abandoned. It is seated in Amsterdam, the Netherlands and employees 174,000 people. Earns revenue of US\$24.44 billion (2015). KPMG is a great work place. As KPMG is a professional service company, being one of the big four auditors, along with Deloitte, EY and PwC. KPMG are organised into the following three service lines:-

- Audit
- Advisory
- Tax

I am sure KPMG has its own operative goals, and I would like to become a leader in innovation. There are many reasons to work with KPMG. It gives an opportunity for a meaningful career development & experience. As it is a fastest growing big four firm, connections can make you rich, it has good market growth. My academic achievements which include a B.com in (finance) and pursuing my MBA (finance), I believe I possess the right skill set, commitment and drive to flourish at KPMG. But, this not my only goal because my ultimate goal is to become best entrepreneur in the world. I also want to travel the world.

At last thank you for this great opportunity to make me “AUTHOR” of the book **YOU CAN ALSO LEAD.**

**“ALL OUR DREAMS CAN COME TRUE,
IF WE HAVE THE COURAGE TO PURSUE THEM”.**

“I CAN, I WILL”



PRIYANKA VERMA

“The Future belongs to those who believe in the beauty of their dreams.”

Each and every individual who is job oriented wants to work in a well established and reputed company. There may be number of organizations which seek the value that attract and maintain people which tend to make their best efforts so that they can be a part of such an organization.

I would like to work in “Google”. Because I think this company is different from others. This provides many facilities inside the company. Google provides a lot of perks to its workers. The employees can take a break and play a quick game like ping pong, billiards etc. on campus. Google has laundry facilities available to employees on site and many other facilities. I want to get a job in Google as financial analyst. The environment in it is also cooperative and friendly because it will help me in increasing my morale and reducing my stress. It will also provide me knowledge, skills and environment of creativity. I will do my best efforts.

“I CAN, I WILL”

The mentor says...

‘You Can Also Lead’ is definitely a must read as it has been compiled by a visionary who has walked the path of creating many social enterprises in the field of education. In the process, he has turned, not one but several of his dreams into a reality. This compilation contains the unbiased dreams, outpourings of the unfettered heart, unpolluted by thoughts of ‘if and but’ and buoyed by youthful energy .

I hope one day all the dreams expressed in this compilation will see the light of the day. The motivation, inspiration and perseverance of Chancellor, Dr Ashok K Chitkara has ignited the entrepreneurial spirit in each and every member of the class. This infectious spirit has been contagious to bring forth inherent dreams buried deep inside. I wish I could be a student to explore my entrepreneurial spirit.

Good luck to all the budding entrepreneurs!

Keerti Bhusan Pradhan

Professor

Chitkara School of Health Sciences



**Our
budding
entrepreneurs...**



PRIYASHA RABRA

'There is no sincerer love than the love of food'

Hello readers, I hope I do justice to my dream in this write up so that you may also be engrossed in it till the end, so starting with it, I could write about my dream of working in some bank or an auditing company (though it is, being from a finance background) but here as I have got an opportunity to speak my heart and to pen down my imagination of my dream company which I would like to start on my own, how could I do this injustice to my heart by not mentioning my love for food. It has been almost 5 years since I have started cooking and learning new recepies and since then my passion for cooking never took a u-turn. I really wish that someday I collaborate with some really good and well trained chefs and start my own chain of restaurants and turn this dream of mine into a reality. The success story of Mr Colonel Sanders known for founding restaurant chain KFC is really inspirational for me, in fact, it can prove to be inspirational for any one of us who dares to dream and not just dream but also dares to change that dream into a reality. If I ever get a chance of transforming this dream of mine into reality, the main principle which I and my team would stick to will be providing value to our customers in terms of hygienic and healthy food and for that I will put in best of my efforts to travel places and find out the best quality of ingredients which would leave a long lasting impact on our customers and anyone who will come for once will not be able to control their taste buds from coming again to our place. The ambience and hospitality are other two factors which will do wonders for my restaurant chain as the customers will be provided with best of best facilities so that each time they visit our restaurant they take a new memory along. The staff will be so well trained and be treated with respect so that they work effectively as it will be their efforts which will be reflected in the results of my restaurant. I hope you enjoyed the journey of my dream and if you are also a food lover like me then definitely you would also have connected yourself to this. I hope that someday I get a chance of living my dream as it is said that **'if you can dream it then you can do it'**.

“I CAN, I WILL”



RACHIT LAKHOTIA

There is only one thing that makes a dream impossible to achieve: the fear of failure.

My dream work is to work in Infosys. **Infosys Limited** (formerly **Infosys Technologies Limited**) is an Indian multinational corporation that provides business consulting, information technology and outsourcing services. It has the main headquarter in Bangalore, Karnataka. Infosys is the third-largest Indian IT services company by 2016 revenues, and the fifth largest employer of H-1B visa professionals in the United States in FY 2013. On 15 February 2015, its market capitalization was 263,735 crores (\$42.51 billion), making it India's sixth largest publicly traded company.

There are certain points which says that Infosys is best company to work with such as : You'll work with new technologies, while they're still new, You can get trained by Harvard, You'll go on to make history etc..

“I CAN, I WILL”



RAGINI MALHOTRA

J.P. Morgan & Co. is a commercial and investment banking institution based in the United States founded by John Pierpont Morgan .The firm is a predecessor of three of the largest banking institutions in the United States and globally, JP Morgan Chase, Morgan Stanley, and Deutsche Bank. In 2000, J.P. Morgan & Co. merged with Chase Manhattan Bank to form JPMorgan Chase & Co., one of the largest global banking institutions. JPMorgan Chase & Co. (NYSE: JPM) is a leading global financial services firm with assets of \$2 trillion and operations in more than 60 countries.

My DREAM COMPANY in which I would like to work is JP Morgan. Over the past 200 years, it has been committed to building the best and most respected financial services company in the world. To achieve this, JP Morgan embraces change and innovation, while staying true to the values of the company. Ideas are always welcome here. They always encourage to share. JPMorgan Chase & Co. has consistently ranked as one of the top employers in our industry categories across key Employer Brand rankings.

JP Morgan gives various employee benefits of their company as Healthcare plans, insurance plans, wellness programs, family care programs too. It is a workplace that is opened for everyone.

The happiest moment for me will be when I will be able to work in my dream company in the field of investment banker as it is one of the best investment banking company.

“I CAN, I WILL”



RAJAT GOEL

“My Dream Job”

One Day I Realized a Dream of Doing Something Extraordinary in the Field of “BANKING & FINANCE”. In this Field, I have a Lot of Options but I want to go with “MUTUAL FUNDS” because There I Saw A Lot Of Opportunities & Growth Available For Me. This Job become my Dream Job because People are not much aware about Deposit their saying to Create a Good Wealth, Retirement Plans, Save Tax to Secure their Future. I Am Very Happy that People Will Get Good Return on their Investment& Have A Good Life Ahead.

This Dream came to my Mind when I was doing my Graduation. There was a Subject named as “PORTFOLIO MANAGEMENT” from where my Interest Created in this Field. I have 2 Months Experience in this Field. Afterthat, I had Invested a Small Amount in a “Mutual Fund Scheme” from where I got a Good Return on them in a Short-Period. So After that, I Decided to Become An “ASSET FUND MANAGER” in a 'Top Asset Management Company'. In Which, I Will Perform Several Functions Like To Make Funds Schemes, Analysis Of Market Trends, Give Good Return On Investments Of The Clients. “There is nothing impossible to him who will try.” “DREAMS” are part of life. According to me Dream=Life+Reality. As a management student I always wanted to open my dream company. It would be a company where every employee would be treated equally whether at top management or at lower management. It would be such a company which will value their employees and provide them opportunities to innovate and give them such an environment that they can freely tell about their problems. Only profit making is not the only aim of my company but to also provide good quality product and services to our customers. Products are made keeping customer's wants and which satisfy their needs. The company would not only indulge in doing business but surely do something beneficial for the society like helping needy, generate employment opportunities, helping orphan children etc. I want my company to be one of the top companies in the country. The company would provide fairly compensation to its employees like various perquisites and fringe benefits from time to time. It was my childhood dream to become the companies honcho and people like Narayanmurthy, Ratan Tata have always aspire me that Sky is the Limit. My Dream Company would be such which fulfil everyone's dream in the company and fulfil employees' Basic, Safety, Social and Self Actualization needs. Customers would be the biggest asset of our organization. Without Customers Satisfaction the organization cannot be successful. So to be a part of Successful Organization Customers should be fully satisfied and lot of research and development should be done to find out the taste and preferences of the customers. It was always my parents dream that I would become successful in my life and inspire other people as well. Lastly a lot of hard work goes under to become at this statue and would never let success touches my head. According to me if you have dreamt of something, do anything to achieve it. Dreams will only become realty if we decide to do something towards it. **“Dream it - Wish It - Do It”**

“I CAN, I WILL”



RAMANDEEP KAUR

MY DREAM COMPANY (STATE BANK OF INDIA)

There are a lot of banks options in front of me but I want to be part of HDFC bank. This will be a best start for my banking carrier. HDFC is an Indian banking and financial services company. HDFC bank is the second largest private bank in India as measured by assets. It has its deposit programs rated by two rating agencies- care, Fitch Rating Indian private limited. They rated banks fixed deposits with AAA (FD). My father wants me to see as a banker. I make his dream as mine. There are allot of colleges which offer MBA but for my dream I join MBA in finance and banking with CHITKARA UNIVERSITY because I think that they provide me all that opportunities which is necessary for my dream profession. Taking admission in Chitkara is also a challenge for me but finally I got a chance to take first step for my dream. HDFC bank is the second largest private banking organization and I want to be part of this organization once in my carrier life. And also I want that the atmosphere of the organization should be good and the staff should be highly motivated. Also the salaries, perks and opportunities for growth must be there.

“I CAN, I WILL”



RAVNEET KAUR

Dream job

“Follow Your Passion!” “Choose a job you love and you'll never work a day in your life!” “Go after your dreams and the money will follow!”

This is exactly what I am going to follow in my entire life. My dream job is to work in a bank and I will work whole heartedly to achieve my goal.

The day I realized I want to work in a bank, I have been working on my dream job, that's why I opted for this particular field, i.e MBA in Banking & Finance. Even My parents want me to get into this job & My aunt works as senior General manager in IDBI bank, and she keeps on motivating and guiding me towards my goal.

I want a positive and satisfying ambience at my dream job, along with a supporting bosses, staff and good salary package. I want my job to provide me with exposure and good networking. I want my workplace to keep on developing me by providing good training as and when needed. I want to be dynamic in my job. I want my company to boost me up for my good performance and to make me aware about my flaws so that I can improve. Being in CHITKARA UNIVERSITY is one of the best decision I have take in my entire education journey. The university is helping me a lot in achieving my goal and providing me with appropriate skills. The exposure at **CHITKARA UNIVERSITY** is what I always wanted and the opportunities it offers.

I will give my best to achieve my goals.

“I CAN, I WILL”



SAGAR MALIK

DELOITTE- "Always One Step Ahead" (AOSA)

FOUNDER -William Welch Deloitte

Chair Person-David Cruickshank

Deloitte Touché Tohmatsu Limited commonly referred to as Deloitte, is a multinational professional services firm headquartered in New York City in the United States. Deloitte was founded in 1845 by William Welch Deloitte. Deloitte is one of the "Big Four" and the largest professional services network in the world by revenue and number of professionals. Deloitte now refers to the brand under which independent firms throughout the world collaborate to provide audit, consulting, financial advisory, risk management, and tax services to selected clients.

Deloitte offers its staff a variety of career models to choose from based on their preferences, strengths, geographic location and business need. These career models also vary for each function and in some cases across different member firms around the world. Deloitte has been ranked number one by market share for the fourth consecutive year, Kennedy Consulting Research and Advisory ranks Deloitte number one in both global consulting and management consulting based on aggregate revenue in 2016. Deloitte had the largest number of clients amongst 250 companies in the UK and in 2015. Deloitte currently has the highest market share in auditing among the top 500 companies in India. The Deloitte generates revenues of over US\$36.8 Billion with 244,400 employees in 2016.

Deloitte serves as the official professional services sponsor of the United States Olympic Committee since year 2009. The UK member firm of Deloitte was a sponsor of the London 2012 Olympics and the Royal Opera House. Moreover, Deloitte sponsors many university sports teams and societies, such as Edinburgh University Hockey Club. It also entered into a 3-year partnership with the Cambridge Union Society in November 2013.

This company provides job opportunities for youngsters, and if I work there than I will get best job opportunity in Finance Sector with the best exposure and package.

“I CAN, I WILL”



SOARAV KINRA

It is well said that **“your skills, capabilities and knowledge are useful only when applied at the right place”**. Since my childhood I was somewhat philanthropic in nature. So I was searching for that **“right place”** where I can put my best so as to get the best.

My dream started becoming into reality when I joined an organization which is spreaded internationally named **DERA SACHA SAUDA (a non profit organization)** whose main centre is located in Sirsa (Haryana). This organization was founded on 20 april 1948 and is headed by **“Saint Dr.Gurmeet Ram Rahim Singh Ji Insan”**. More than **50 million** people around the world are the followers of this organization. This organization is running three speciality hospitals in Sirsa and one in Sri Gurusarmodia too, where health services are provided to the indigent **free of cost**. Organization has the **largest international eye bank** named 'Poojaneeya Mata Kartar Kaur Ji International Eye Bank'. Guru Ji (**Saint Dr.Gurmeet Ram Rahim Singh Ji Insan**) has founded a specialized **disaster relief** and **welfare agency** called '**Shah Satnam Ji Green 'S' Welfare Force Wing**'. This organization has been indulging in helping in times of natural calamities whenever the need arises, since its very inception. This Wing also works towards **eradicating evils like feticide, drug addiction** etc.

Currently this organization is doing **125 Human Welfare works** some of them are:

Woman empowerment, legal assistance ,spiritual advancement, skin bank ,heart donation ,kidney donation ,blood donation ,tree plantation ,drug free society ,tribal marriages, endorsing dowry free marriages ,AIDS awareness, female foeticides ,prostitute marriages etc.

As a student of MBA(finance) my aim is to serve this organization as a financial manager so that I can serve the mankind in one way or the other.

“As we look ahead into the next century leaders will be those who empowers others”

“I CAN, I WILL”



SHAGUNA GUPTA

MY DREAM COMPANY

Nestlé is a multinational company and is headquartered in Switzerland. It was founded by Henri Nestle in 1866. It is the largest food company in the world with the market capitalization of nearly 247 billion dollars. Nestle owns over 8000 brands now. Talking about Nestle India, it is the leading nutrition, health and wellness company. It ranks 72th in fortune 500 companies. MR. Suresh Narayanan is the Chairman and Managing director. It came in India in 1912 and set up its very first production plant in 1961 at Moga, Punjab.

I see myself as a financial planner of Nestlé in the next 4-5 years of my career. I want to join this organisation because of its outstanding and matchless standards of performance. It is a responsible organisation and facilitates initiatives to improve the quality of life of communities by enhancing the quality of its products that too at affordable prices so that every consumer has an access to the products. That is why it is known for its quality products.

Nestle was the first to introduce the concept of making noodles that is worldwide renowned as Maggie-the 2 minute noodles, today the tradition continues around the world. It handled very efficiently the crisis it went through when Maggie became questionable about its quality raised by FSSAI. It was completely a fraught for them which they managed to overcome by their due diligence and employee loyalty towards their organization.

The most important thing that matters to me, is the working environment of the company, not the only pay package it offers. Nestle provides fulfilling working conditions to keep its employees to keep them safe and healthy. Also it has gorgeous offices!!

Last but not the least, the best thing I like about it is the CSR programs. Recently it initiated *nanhi kali*, to educate the girl child

“I CAN, I WILL”



SHEFALI DUTT

Dream It, Believe It, Achieve It!!

This is what I keep telling myself time and again which keeps me motivated as well as alert, that only dreaming will not help, it is the implementation and the hard work behind the dream which leads us to the path of “Achieving It.”

With the growing Globalization in the world everything is being made available almost everywhere in the world. The countries which are sufficient with resources are producing goods and exporting it to the different countries. The countries which import them are the ones which pay heavy taxes and prices and hence it does not benefit the importing countries at all. India is such a country which heavily imports goods and hence there is a lot of capital flight as a huge amount of money leaves the country.

My dream company is such that it not only benefits me as an entrepreneur but also my country. I would like to build up such an enterprise which encourages the production of khadi clothing and handicrafts. The youth these days do not prefer Indian products as they are more inclined towards foreign brands. In 2016 also I do not feel that India is a free country. The clouds of excessive globalization are hovering over India. I want to promote khadi clothing in an innovative and stylish manner that the youth as well as the other age groups prefer those products over any other thing.

This would help not only my organization to flourish but also the country. I would employ Indians for the same in the organization which will in turn help increase employment in the country and profits and expansion of the organization leads.

This is my dream as a person to do something which not only benefits me, my organization but also my country. It will be an achievement for that I being a single person can make a difference for my country.

So, Lets go for our dreams and make sure that we overcome any obstacles that come in the way and reach the Final Destination!!

“The excitement of dreams coming true is beyond the description of words.”

-Lailah Gifty Akita

“I CAN, I WILL”



SHIVANI SHARMA

Everyone has his/her dream company where they want to work. Likewise I also have a dream company where I want to work i.e. my dream company is MERCEDES- BENZ.

My dream company is an organisation that values its employees, nurtures entrepreneurs, gives them the freedom to be innovative and allows them to turn their innovative ideas into realities.

I want to work in that company because it motivates its employees to be innovative, and also it include better business models, customer services improvements, as well as the continuous process improvements.

Mercedes Benz is one of the Best known and established automotive brands in the world. Mercedes-Benz is a global automotive manufacturer and a division of the German company Daimler AG. The brand is known for luxury vehicles, cars, buses, coaches and trucks. Also Mercedes-Benz is a multinational company and I think that working in a multinational company that has branches all over the world would be the most suitable place for me.

MISSION- To delight our customers in everything we are doing.

- To be aware of our environment.
- To have a professional relationship with our business partners.

VISION: To be the No.1 in quality, image and profitability in the Automotive sector in Indonesia.

Also I consider myself a creative person, who likes to do car designing and also I want to design my dream car working under my dream company. I want to work in this company because it has developed an excellent image in many markets as well as in the minds of people and also people have trust in it.

"ALL DREAMS CAN COME TRUE IF WE HAVE THE COURAGE TO PURSUE THEM"

"I CAN, I WILL"

The mentor says...

“The greater danger for most of us lies in not setting our aim too high and falling short; but in setting our aim too low, and achieving our mark.”

Michelangelo Buonarroti

Dream – this small, but very powerful word has immense potential. It is probably the start point of every successful career and every successful life. A precursor to plans and acts, dreams fuel the passion that drives achievement. So, let's try to learn who we are, what we want to be and dare to dream the dream that transforms our life.

I have had the good fortune to be a part of Dr. Ashok K Chitkara's transformative sessions on numerous occasions. His conviction, belief and commitment encourage us to dream beyond the ordinary. His energy and optimism give us the impetus to set extraordinary goals and achieve them. I look forward to Sir's module on Business Ethics and Values.

Dr Namrata Sandhu

Associate Professor

Chitkara Business School



**Our
budding
entrepreneurs...**



SHREYA MAHAJAN

Since my childhood I didn't have any planning for my career but I always wanted to be independent, free, and self-sufficient. Doing a job was never a goal as I belong to a business family but watching my mother asking for money from my dad made it a priority. I am a feminist as I totally believe in equality and I want this equality to prevail all over especially in the country like India.

It's not a company, it's an institute but it will provide special knowledge which is equally important as education. Opening up a **Finishing School for men** is my dream now and it would be named “**Men at Work Finishing Academy**”. It will inculcate the skills which women are supposed to learn from their childhood. Teaching and training will include **Personality development, Communication skills, Anger management, Cooking, Baby sitting, Stitching, Styling, Designing, Hospitality, Handling family, Counselling methods, Controlling emotions** etc. I dream of having its branches all over India. These are the things which are equally important for men too. This will empower women to be independent in all aspects by leaving all the social and family limitations.

The academy would be for the men from every age group as age should not be the bar and you can learn at any age. The employees working would be the females only so that men can try to understand female psychology. The idea of the finishing school for men will offer men and women with smooth, satisfied lives, enduring and strong relationships and would make men as gentlemen.

“I CAN, I WILL”



SHUBHAM AWAL

Every great dream begins with a dreamer. Always remember, you have within you the strength, the patience, and the passion to reach for the stars to change the world.

My dream is to work in ICICI Bank. (Industrial Credit and Investment Corporation of India) is an Indian multinational banking and financial services company headquartered in Mumbai, Maharashtra, India, with its registered office in Vadodara. In 2014, it was the second largest bank in India in terms of assets and third in term of market capitalisation. It offers a wide range of banking products and financial services for corporate and retail customers through a variety of delivery channels and specialised subsidiaries in the areas of investment banking, life, non-life insurance, venture capital and asset management. The bank has a network of 4,450 branches and 13,995 ATMs in India, and has a presence in 19 countries including India.

ICICI Bank has its own operational goals, and i would like to become a leader in innovations. Banking is my dream job because i want a sitting job and love to manage the funds.

ICICI Bank is one of the best companies to work because banks follow a structured based approach to promotions and hence you feel that career growth is transparent and fast besides having a stable job.

"DREAM'S DON'T WORK UNTIL YOU DO"

“I CAN, I WILL”



SHVETA GOEL

Reality is Wrong. Dreams are for Real !!

This is what I keep saying to myself to make me realize that what I dream for is what I have to work on to make it real and accomplish it in the “Real Sense.”

My dream company is nothing but to carry forward my father's dream or what you call it as business which he set up in his early years and made it reach where it is today. My father has never differentiated between me and my elder brother and has always thought that I can do equally well as my brother can in every aspect of life. Keeping this in mind I would never let him down and make sure that the organization flourishes even more than what my father has thought of it.

My dream or the dream company as you call it is such that the computers business which my father has set up should reach such a point in life where it gets recognized as a brand. My learnings in the MBA Degree would help me achieve all those goals. The leadership qualities which are inherited in me would help me gain the recognition for the organization which it deserves.

I would make sure that the employees in the organization get good working conditions and facilities because they will be the pillars of my organization. I would also make sure that no unethical practices take place within my organization and spoil its goodwill.

Now is the time that we pull up our socks and start working towards our dreams because achievement of such goals does not happen overnight.

“Do not wait to strike until the iron is hot, but make it hot by striking”

-William B Sprague

“I CAN, I WILL”



SUKHRAJ BHATT

DO DARE DREAM

I want to work in an organisation which has a slogan of Do Dare Dream because it is near to my home town so that I will not go very far away from home.

Though I have other options also, as I am a student of Finance & Banking to choose as banking and financial institutions as my career options, but I don't want to opt banking as a professional career because of its technicality, as there are professional there. But, being a teacher in such type of organisations suits more to my personality and I will be more comfortable in performing this job, it will fulfil all my dreams.

As a part of Cambridge organisations being an employee they give a brilliant salary packages, and these organisations are also giving exposure to their employees as they send them in international conferences for working on different projects which really helps the employees in personality development. These type of exposures helps in poses the best speaking skills in their employees and also helps in learning all type of languages. So, that's why I want to see myself in such organisations as these organisations helps in exploring my talent, knowledge, skills and helps in exploring the world.

But, yes by reading all about my dream article, it must come to your mind that why I am doing Finance and Banking as a career option, it's because I also want to stay connected with the banking options also and i also want to explore myself in banking skills as well and after making my career as a teacher this will be my 2nd option where I want to take experience and it will help in earning my livelihood and also helps in fulfilling my dreams.

“I CAN, I WILL”



SUNAINA SETHI

My Dream Company is HDFC (Housing Development Finance Corporation) Bank. I would like to see myself as CEO of the Bank.

HDFC Bank is India's Largest Private Sector Bank. It was established in the year 1994 as a part of RBI's liberalisation of the Indian Banking Industry. HDFC was amongst the first to receive an 'in principle' approval from the RBI to set up a bank in private sector. It is ranked 45th among the Top 50 banks of the world. HDFC Bank is a Market Leader in E-commerce.

I want to make a special recognition in the company with my new innovative ideas providing best services to customers. HDFC Bank operates in a highly automated environment in terms of information technology. HDFC Bank caters to a wide range of banking services covering commercial and investment banking on the wholesale side.

HDFC Bank is going to deploy Robots at some branches. These robots will display services on the screen to the person coming to the branch.

HDFC Bank has been awarded as Best Banking Performer in 2016 by Global Brands Magazine.

HDFC Bank merged with Times Bank in February, 2000. This was the first merger of two private banks in the New Generation Private Sector Banks category. In 2008, Centurion Bank was acquired by HDFC Bank. HDFC Bank Board approved the acquisition of CBoP for Rs. 9,510 crore in one of the largest mergers in the financial sector in India.

Dream. Believe. Create. Succeed.

“I CAN, I WILL”



TARUSH GAHAN

MY DREAM COMPANY

It was the day of my higher secondary education when I decided to visit a bank with my father and after my visit the working conditions has fascinated me so much that from that day onwards I decided to work in a bank and hoping for the best that one day I would start a banking business. My dream company would be an organization that gives esteem values to their employees, nurtures and give them the freedom to be innovative and also allows them to put up their valuable and innovative ideas into realities, company where there a healthy working environment dominates. In my dream company management teams will consider needs and interests in all connected with organization, not only those who have directly financial relations with company profit. Namely: employees, suppliers, customers, competitors, government agencies, clans, public entities and others. In my ideal company, all decisions made by owners are reasonable business decision. This decisions work for the good of everyone in the company and respond positively to those following: they are the only ones alternatively, are fair to all concerned will create goodwill in the organization.

My ideal company is one which gives its employees the opportunity to develop creative approaches in order to increase the profitability of the business while working towards the prosperity of society. Not only does an employee expect monetary rewards from an organization but also recognition for their hard work. Also, I dream to work in such an organization where the organization takes into consideration their work and reward them for it. My ideal company has to have a very comprehensive compensation package. I believe that those individuals that produce extra – ordinary results and are terrific ambassadors of company culture should be rewarded accordingly. These individuals are the most valuable assets of the company.

“I CAN, I WILL”



UDIT MOHAN

"Dreaming big is the first step to success"

A great man once said, "Shoot for the moon. Even if a person misses, he will land among the stars". In reality, we have many dreams, but we may not achieve all our goals because of certain constraints.

My dream is to work with Microsoft Corporation.

Microsoft Corporation (commonly referred to as Microsoft or MS) is an American multinational technology company headquartered in Redmond, Washington, that develops, manufactures, licenses, supports and sells computer software, consumer electronics and personal computers and services. Its best known software products are the Microsoft Windows line of operating systems, Microsoft Office suite, and Internet Explorer and Edge web browsers. Its flagship hardware products are the Xbox video game consoles and the Microsoft Surface tablet lineup. As of 2011, it was the world's largest software maker by revenue, and one of the world's most valuable companies.

Microsoft was founded by Paul Allen and Bill Gates on April 4, 1975, to develop and sell BASIC interpreters for the Altair 8800. It rose to dominate the personal computer operating system market with MS-DOS in the mid-1980s, followed by Microsoft Windows. The company's 1986 initial public offering (IPO), and subsequent rise in its share price, created three billionaires and an estimated 12,000 millionaires among Microsoft employees. Since the 1990s, it has increasingly diversified from the operating system market and has made a number of corporate acquisitions. In May 2011, Microsoft acquired Skype Technologies for \$8.5 billion in its largest acquisition up to, June 2016 bought LinkedIn for \$26.2 billion.

I want to work with Microsoft because in Microsoft I get to work with brilliant people. Every day, I will learn a bunch of new stuff and work with top people from all over the world that you won't get exposed otherwise. Being a big corporation Microsoft will give me more opportunities than other to grow and to being a successful person.

"I CAN, I WILL"



VIDEH VASHISHT

FRIENDS & FUN CO.

I want to start my own company named as “FRIENDS &FUN”. Basically it is a night food business which would provide late night food to all those people who are working at offices with late working night hours. As they are already tired and are not in a position to cook food for themselves, we would provide homemade food at reasonable rates and this would keep them healthy and would satisfy their hunger. We will provide every home made recipe to the people so they can have whatever they like at night when people are not in mood to go in the kitchen and cook a meal . I want to start at small level and gradually increase the area of operation by time.

It is said that “the way to a person's heart goes through the stomach”.

As a person can perform well and is happy if he is well fed and I want to make everyone happy by starting this company.

“I CAN, I WILL”



ABHISHEK SHARMA

Everyone has a dream and amongst them there is a dream of mine which I want to fulfill. The dream is to touch the sky and to fulfill the dream for that I went to the Philippines to fulfill my dream. I really worked very hard and it paid off as I got the Commercial Pilot License (CPL) of Philippines, Which meant step forward of becoming a pilot which is my childhood dream. The inspiration of becoming a pilot came to me from my uncle who himself is a pilot and my father was in Indian air force and every day I used to watch him achieving new heights.

Now I would like to join Cebu pacific. It's a Pilipino national airline. The airline is currently headed by Lance Gokongwei, presumptive heir of John Gokongwei, the chairman emeritus of JG Summit. In October 2010, the airline completed an IPO of 30.4% of outstanding shares. Also Cebu Pacific is the Philippines' largest airline based on number of passengers flown on domestic and international routes. If all this goes according to my plan this will be a huge success for me. After getting my flying license I came to know that sky has no limits. As I have flown cesna 152, cesna 172 and piper cenica (models of air craft). I also joined the group of WRIGHT BROTHERS in 2009. It was always my dream and passion to serve people. So it will be a dream come true if I will get a chance to serve in Cebu Pacific flying a Airbus.

“I CAN, I WILL”



AANCHAL JOSHI

My dream company will be “TRENDZ”. It's an online business where TRNDY CLOTHES will be available for kids, women and men's and in addition to that people can design there dresses on our site using our designing features as per there taste . All the foreign brands will be available in this site. We will provide ethnic wear from various places of the country which will generate employment. It will bring new talents and will also lead to new and innovative ideas and designs. It will be a global business and will provide every kind of stuff to the people. The vision of the company will be to be the most famous online business by providing excellent services. Our company will be not only an online shopping site but also a site which will generate employment as much possible. We will sponsor the people who want to design clothes of their own. The main focus will be on the quality of material to be used and the latest designs.

“I CAN, I WILL”



AKHIL SOOD

From the past 40 years, FedEx has become No. 1 choice of the people to handle their shipping needs than any other carrier. This unique brand is celebrating four decades of delivering the most precious goods almost everywhere around the world.

Talking about the company, it is a US courier delivery services entity; founded in 1971. Its founder Fredrik W. Smith had a belief in emerging technology and also that time is money, so he put his financial resources behind his budding idea to prove that point.

Its first shipment was shuffled onto 14 jets. Now the company has over 684 aircraft and ships over 10 million packages each day, all across the globe.

To continue "Better Service through Better Technology" trend, in early '80's, the company built towers and created a nationwide wireless data network which means that drivers could share tracking information from devices inside their trucks. This was before mobile carriers offered a cellular data network!!

In 2001, it went into a contract that allowed them to put drop boxes at U.S. post offices, transporting express mail and priority mail for them. FedEx is so efficient; that even a competitor is in business with them!

Moreover, this is a company that is not only technologically advanced, but politically strong. It is the 21st largest contributor in the U.S, donating 45% of their funds to democrats and 55% to republicans.

**MY DREAM IS TO HAVE AN EMINENT POSITION IN SUCH AN INIMITABLE
COMPANY.**

“I CAN, I WILL”

**An insight into
Chitkara University, Punjab
Chitkara University, Himachal Pradesh
&
Chitkara International School
through the lens of our Official Photographer
Mr Bhupinder Singh**





The mentor says...

Youth is an age when dreams are rosy – dreams about getting a dream job, material possessions, gaining power or, the more ethereal ones, having to do with dreaming of a better world, of becoming a better person. A dream is something that you visualize during the waking hours. Napoleon Hill defines a dream in practical terms – “A goal, he says, is a dream with a deadline.” Apart from a young individual's grit and determination, a congenial climate is required to fulfil a dream. However, some negative factors or forces result in the death of dreams. The education system, for instance, with its fixed curriculum and outdated teaching practices hampers creativity and out of box thinking. The organizations, as perceived by Gen Y are, by and large, dull, boring and irrational places where individuals don't feel valued and are caught in a mundane routine with their talents subdued. Such work places offer no opportunities for self actualization which is about the full realization of one's potential.

As children they are idealistic, living in a world of fantasy. As they grow up, the adults around tell them to be realistic and to limit themselves to mainstream existence. Some of them, thereby, experience a lifelong conflict between realism and idealism. For a dreamer, the self and the cosmos have a vast potential and there are possibilities beyond reality. The biggest misery of our times is that the youth succumb to harsh realism giving up on childhood ideals. Dream and reality can actually be interwoven, resulting in new vision which can be realized. The essence is that the health of a society is determined by the extent to which the youth dare to dream. It is a sign of hope, of growth.

Reality - cold and biting,

Dreams – so exciting.

Zealous, enthusiastic dreams,

Yes, I dare to dream.

Dr Navreet Kaur

Associate Professor

Chitkara Business School



**Our
budding
entrepreneurs...**



ANUSHTHA SHARMA

My Dream Company is Tata Consultancy Services (TCS) which is an Indian multinational information technology (IT) service, consulting and business solutions company and is placed among "BIG 4" most valuable IT services brand and is also ranked 64th in overall Forbes list and is ranked 10th on the Fortune India 500 list. Considering money not to be an ultimate aim in life the opportunities this firm offers to its employees not only encourages but also gives contentment. To be a part of this firm would be one of the steps to the world i have ever imagined. This company considers its employees to be one of the crucial factors for success which is its best part . It is considered that TCS provides one of the best working cultures to its employees and it draws a sense of pride among them . Being its part would make me realise that this is what i always wanted from my life . To achieve this dream would definitely require my endeavor but at the end of the day the life i would get will be worth living , as " what comes easy, won't last, what lasts won't come easy". This company not only believes in getting the job done but also values people people and employees. I wake up each morning with just one ultimate dream and to reach there and the challenges i face makes me realise of my potential and all the incredible things i am capable of doing . Working with this firm will remind me each day that i am not doing anything just for the sake of doing and also i'll know that i am not spending my days doing something i don't love.

Working with the "India's most valuable brand" would be an accomplishment of my dream and everytime i fail while achieving it would make me more adamant about my dream as

"Winners are not people who never fail but people who never quit"

"DREAM BIG! ACHIEVE BIGGER!"

"I CAN, I WILL"



DEEPA SHAH VIG

Fossil Group is an American designer and manufacturer of accessories, primarily luxury high quality including watches, bags, sunglasses, handbags etc. Based in Richardson Texas, United States and was founded in 1984 as overseas products International by Tom Kartsotis, public recreational goods industry. It also manufacture watches for brands such as Adidas, Burberry, DKNY, Michael Kors, Diesel, Armani Exchange.

Special Products

Fossil owned newest brand Misfit, bringing style & technology to the high growth connected space and also going to bring each brand story to life through extensive wholesale distribution across 150 countries and over 600 retail location. Fossil acquired wearable maker Misfit for \$260 million, with plans to incorporate Misfit technology into traditional looking watches.

Why to join this organization

- I always want to join a widely familiar brand named organization and fossil is one among top 100 best organization. It has also won the award for “Most Effective Use of Online Creative” and 'Best of Show” owner for 6th Annual DGWIMA Excellence in Interactive Marketing.
- It's fantastic company to work that still believe in a solid set of core value of employee which make a lot of difference.
- The activities of the HR department are extremely diverse from recruitment & selection to organizational development training programs and personnel records. The personal growth of its employees is important to Fossil Group.
- It's a place where, I can get myself to be a part of team of great people who genuinely believe in what we do and who are we.
- It also focus on many system and management programs and also tries their best to keep morale high with potlucks & customer service appreciation week.

I want to join this organization as its related to my field as I am pursuing my MBA in Human Resource as HR manager is required in every organization for its smooth and efficient operations.

“I CAN, I WILL”



DEEVANSHI

My Dream Company is HP(Hewlett-Packard Co). I would like to see myself in top position as a General Mansger of HP company in near future.HP Company Is famous for its best quality products . This prestigious organisation gives me more oppurtunities like exploring my innovative thoughts in building this organisarion in perfect manner. Because of its large scale productivity and services all over the world makes any person or customer comofortable.HP company is founded by two great personalities Dave Packed and Bill Helwett by partnership on january 1,1939 and it is a technology based company established all over the world.HP company gives a lots of oppurtunities to the fresher's to give their new ideas in developing and manufacturing like designing software,networking hardware etc.Because of its vast production employees can tell all their innovative thoughts and increasing the growth of the company in friendly manner. And we all know that HP company has a great turnover and became first IT company in history.

So at last i would conclude my words by saying that working with HP is the biggest goal of my life,it would give a new direction to my career and will also prove it be the best decision. Here one gets a chance to explore ones potential by learning new things and also helps the one with a great exposure.

“I CAN, I WILL”



DIKSHA CHAWLA

I will start my own venture which is my dream company. It is kind of games zone-cum-food corner. My aim or motive for this venture is to make families close to each other. As now-a-days everyone is so busy in their respective work and life that they fail to find time to spend with their family. So my venture will be an initiative so that families spend some quality time there. Couples will spend time together. Parents will spend time with their children. In this family corner I will provide an area where various games can be played like carom, ludo, scrabble etc. And there will be an area to eat and drink as well. Soft music will also be played. People can talk with each other, can play games together and can eat together, Different group of people can also come for any celebration like birthdays and anniversaries or get-to-gather. One rule will be applicable to all that no phone usage will be allowed so that no one gets disturbed. When they enter the corner they have to put their phones in a basket which will be there on the entrance and while leaving they will recollect them. If someone wants to cook for his/her family he/she will be allowed to do it. The atmosphere there will be pleasant so that everyone who comes there will feel good and want to come on regular basis. There will be a space on the walls so that families put their pictures there. I want everyone who comes there will make lots of good memories out of their busy schedules. I want to create and spread happiness among all which is also the tagline of my venture “HAPPY HOURS”.

“I CAN, I WILL”



DIKSHA

Microsoft corporation is an American international technology company headquartered in Redmond, Washington. It develops, manufactures, supports and sells computer software, consumer electronics and personal computers and services. Microsoft was founded by Paul Allen and Bill Gates on April 4, 1975. CEO of Microsoft is Satya Nadella.

Reasons to Join Microsoft are: Be part of a devices and services company that is innovating and creating mind-blowing technology solutions every day. Whether you are looking to learn Japanese, want to stay fit, or seek work/life balance. Microsoft offers remarkable benefits that can flex to your needs and lifestyle. If you are willing to work hard and discuss where you would like to see yourself in the future, management at Microsoft will try to get you there. Even from day one. No one is claiming Microsoft is a start-up but it does offer the culture of one, without worrying about whether or not you can find the funding to pursue your ideas.

Mission- Every great company has an enduring mission. Our mission is to empower every person and every organization on the planet to achieve more. I'm proud to share that this is our new official mission statement. This mission is ambitious and at the core of what our customers deeply care about. We have unique capability in harmonizing the needs of both individuals and organizations. This is in our DNA. We also deeply care about taking things global and making a difference in lives and organizations in all corners of the planet.

Microsoft's Vision Statement

Microsoft Corporation's vision statement is “to help individuals and businesses realize their full potential.” This vision statement is based on the value of the company's computer technology and software products. Microsoft's vision statement has the following significant components:

1. Individuals and businesses
2. Help realize
3. Full potential

“I CAN, I WILL”



NISHU SAINI

According to my belief if **you want to achieve big dream big** . So as I want to achieve big I dream big and my dream is to do work in Accenture . So in start I would like to tell about the history of the Accenture. Accenture PLC is a global professional services company and provides strategy, consulting, digital, technology and operations services. It has been incorporated in Dublin, Ireland, since 1 September 2009. It is the world's largest consulting firm as measured by revenues and is a Fortune Global 500 company. As of 2015, the company reported net revenues of \$31.0 billion, with more than 373,000 employees serving clients in more than 200 cities in 120 countries. In 2015, Accenture had about 130,000 employees in India, more than in any other country. So now the reason for why I would like to do job in ACCENTURE because of value driven , value and ethics it holds , leadership quality between employees , client value creation and integrity of the company . In every company the most important thing is not profit ,not production , not sales, employees are the most important for the company. If I want my journey to be very high I would like to work in Accenture as learner. Employees are not only very high experienced in technical knowledge but also grounded to earth people work there because of work culture in the company , it always keep motivated employees to work in their company. This organisation not only help in earn and learn but also help us to grow as individual boost up your carrier. Being a student would like to go for this company which not only provide better platform in future also very good learning experience for me as I am always keen for learning new thing in life so as a learner I wish to do job In Accenture.

“I CAN, I WILL”



SANDEEP JANGRA

DHL Express is a part of the German logistics company that is Deutsche Post. DHL provides international logistics services. Deutsche Post DHL is the world's largest first logistics company that operating around the world particularly in sea mode and air mode to transfer anything salt to steel.

DHL was founded in 1969 to transfer documents between San Francisco and Honolulu. After that company expanded its roots of service throughout the world by the late 1970s. DHL expanded to countries that could not be served by any other delivery service, including Cuba, the Soviet Union, Eastern Bloc, Iraq, Iran, China, Vietnam and North Korea. DHL was established in 1969 by Adrian Dalsey, Larry Hillblom, and Robert Lynn. The name DHL is derived from the first initial of each founder's last name.

This was some history about DHL.

Now! What I need that is getting some hands on experience from this MNC about 10-15 years .I willing to open my company namely ASK LOGISTICS pvt ltd .(if u have any question about logistics ? ASK here). I will try my level best to provide logistics and supply chain services to all small industries at a cheaper or reasonable rate that all can easily afford it. My company will work on some of the values depends or ethics which are somehow important for a business. So at end of this write up any person can be entrepreneur but should get some hands on experience.

(WHAT, WHEN, HOW) these question's answer must be find by an entrepreneur before starting any business.

“I CAN, I WILL”



SHIVANGI GOEL

The PRINCE SPORTS ACADEMY will be basically dealing with the new talent of sports and specially badminton and lovers. Its founder will be shivangi goel who herself having very much interest in badminton and has won so many prizes at state and national level in badminton competitions. This academy will be a dream place for all players who have so much of interest in badminton but yet searching for a right place. We will deal with those players who have zeal to do something big in future in sports related activity. In our country talent can be found even in small colony but they don't get desired platform as per their requirements so they talent remains hidden forever and even some players suffer these type of difficulties due to economy issue as well so through this academy we will try to reach to all those people so that they can get proper required attention which they deserve too.

This academy going to earn money and profit but no through wrong way, which can affect the talent of the players but through the genuine way. This academy will have its first branch at Shamli (U.P) which is a small town and need this type of academy foremost and after getting positive response from people we will move to other cities as well. We assure you people that we will provide better condition of playing environment to the players and better kind of trained coaches and mentor too, which will not only help them in a positive manner but also make them to enhance their skills and to work on the lacking areas. We will make all the players to go on the higher level in sports and give a tough competition to the competitors of other nations as well, so that our players can show their flying colors all over. This would the main objective of this organization.

“I CAN, I WILL”



AJAY SINGH RANA

Coca –cola is American carbonate soft drink produce by the coca-cola company in Atlanta, Georgia united state. It was invented in the late 19th century by John Pemberton. Coca-cola was bought out by businessman as a Griggs Candler, whose marketing tactics led coke to its dominance of world soft-drink market through-out the 20th century. The drink's name refers to two of its original ingredient, which were kola nut (a source of caffeine) and coca leave. The bottlers who hold exclusive territory contracts with the company produce the finished product in cans and bottles from the concentrate in combination with filtered water and sweeteners. A typical (355 ml) can contain 38g of sugar (usually in the form of high fructose corn syrup). Based on Interbrand's best global brand study of 2015, Coca-Cola was the world's third most valuable brand. In 2013, Coke products were sold in over 200 countries worldwide, with consumers downing more than 1.8 billion company beverage servings each day.

PROBLEM DURING PRODUCTION: -1. Due to fluctuation in speed of filler a lot of bottle blast on the production line.

2. Lot of bottle struck in the barmier machine because of bottle size and bottle speed.
3. Lot of bottle reject because of label printing and domino reading.
4. 5s should be implemented in the production department.
5. Bottle speed should be fast from initial point to final point it also effect the production.
6. Supervisor should have good knowledge about all machines like filler, barmier, domino reading machine, label machine and sealing machine.

“I CAN, I WILL”



AMIT SAHNI

My Dream Company is TATA DOCOMO. I would like to see myself as the Sales Head of this company in the near future. TATA DOCOMO is a Indian Telecommunication Service provider which provides GSM mobile services in 17 telecom circles of India. TATA DOCOMO is a subsidiary company of the prestigious TATA GROUP. TATA DOCOMO was the first private company to provide 3G services in India. Initially it was a joint venture between NTT DOCOMO of JAPAN and TATA TELESERVICES that commenced their business on 24th June 2009. It is a very popular company amongst the customer's for its pay per second call rate plans. On October 2011 TATA GROUP brought its various brands like TATA INDICOM, TATA WALKY, TATA PHOTON under the TATA DOCOMO brand name.

TATA DOCOMO gives lot of opportunity's to the fresher's in the field of Sales & Marketing and Distribution Management, where an MBA Marketing fresher can learn a lot of things and set his career path. It has an intense 6 months training programme where they convert a normal MBA fresher into a Professional Telecom Manager. I have a deep interest in the telecom industry because of it continuous innovations and I see this industry as one of the fastest growing industry of India. TATA'S are well known for its ethics so , me being a part of this organization i will also learn how to do business ethically. In business now a days ethics are seen as a very important part because it represents the values and principles of the organization, so by working in this company I will be totally become an ethical corporate guy which will help me a long way in my future career assignments. I am looking forward for that day to arrive when I will step my first foot in this company and be a part of this Prestigious organization.

“I CAN, I WILL”



MANISHA

My Dream company will be 'Real sarees'. It will be a wide range of sarees for the beautiful women across the world, the exclusive part of our sarees will be that the designs, embroidery, borders will be handcrafted. I want to establish this kind of business because it will encourage women to work even from home and it is a good platform for the Art who is dying and being an artistic heart, I want to give good platforms so that rural art or handcrafted designs could get recognition at a global level, after all an Indian women look graceful in sarees as we all know. The prices will be according to handcrafted designs, it will also available online at different big online sites, small promotion also will be done. Also there will be an opportunity for young generation to design their own unit according to their choice , trend and also the new young designers will be welcomed to customize clothing. The varieties will be more, less on price also, more comfortable, ready to wear sarees also available for young ladies, creative designs. Part of company's profits will be distributed with hardworking women and more and more women will be encouraged to join the company for welfare and upliftment of the society. The distribution mostly will be in cities and to promote the art, tie ups with government will be done so that their handcrafted sarees will be sold at a good price. The main reason behind it is to give employment to women and make them independent and in the end this will boost our economy.

“I CAN, I WILL”

The mentor says...

ASPIRATIONS DREAMS, HOPES

We render dreams as manifestations of our inner thought process, our daily struggle with life, but we fail to recognise that dreams are actually reflection of deeper conflicts of our inner soul. We dream big, we aspire high and strive hard to make those dreams come true and achieve our goals. We get disheartened when those dreams come shattering down after coming face to face with harsh realities. The question is how to achieve those dreams, how not to let those dreams die, how to keep oneself motivated in spite of failures? The answer lies in being able to find that driving force within ourselves, ignite that spark which is capable of becoming fire of passion and keep it burning and enlighten our inner self.

At Chitkara University students are provided such environment which helps them grow and develop themselves with a holistic approach towards their lives and careers and inculcate the spirit of excellence so that they are able to explore their potential in the best possible way and achieve their goals and make their dreams come true.

Chitkara University's very core values lie in educating students so that they are able to fulfil their dreams. But it is responsibility of students to extract best out of what is being taught. Nothing can be taught but everything can be learnt if we are focussed to learn. All what is needed is to find your own niche and work towards it. No one will bring your dreams as packed parcel and hand it over to you. It's you who has to make it big, bigger than life!

Happy Learning!

Dr Taminder Kaur

Associate Professor

Chitkara Business School



**Our
budding
entrepreneurs...**



MAYANK SAXENA

Around the world, India is famous for its hospitality. Our culture has a saying that our “guest is god” and this culture is still there in our society. And now a day's service sector is increasing all over the world. This is the best time to enter in any service industry no matter in which department or section it is. Oberoi is a group of hotels and resort in India and it has started flourishing in foreign countries too. In India Oberoi stands at the no. 1 position in comparative to other service oriented organizations. For any person who wants to join the service sector, Oberoi is its dream company. Therefore, I also want to work in this sector and Oberoi is my dream company too. I want to join the marketing department of the oberoi and want to look inside the company because I have heard a lot from there employees. It is a very interesting place to work, you will find well groomed staff all around you with a smile on their faces. Also everyday will be interesting as you will find parties, seminars, shows, etc happening in the hotel and you will find yourself lucky when you will see celebrities everyday and even will get a chance to interact with them. So if you want to enjoy your work and even grow in this competitive environment, service industry is best for you and Oberoi is a cherry on cake...!!!

“I CAN, I WILL”



PINAZ KASHYAP

The Coca-Cola Company, is headquartered in Atlanta, Georgia which is an American multinational beverage corporation, and manufacturer, retailer, and marketer of nonalcoholic beverage concentrates and syrups founded in 1886. The Coca-Cola formula and brand were bought in 1889 by Asa Griggs Candler. Coca-Cola acquired Minute Maid in 1960, the Indian cola brand Thums Up in 1993, and Barq's in 1995. In 2001, it acquired the Odwalla brand of fruit juices, smoothies, and bars for \$181 million. In 2007, it acquired Fuze Beverage. Coca –Cola Company has a great spread throughout the world.

There is something special about the Coca Cola company ,there is a sense of pride that comes from building brands people love. To be the part of something that impacts the world is always a big dream. This company reflects a future where success is defined not solely by how much profit the company generates, but by the impact on our planet and the communities we serve.

Coca Cola is a brand which is present in households, shops, hotels, offices, etc You name it and the place would have heard of Coca Cola. It has a great brand equity and was also awarded by Interbrand in 2011, so its definitely a unique brand and costliest brand with the highest brand equity. Coca cola is present in 200 countries across the world. Chances are, any country that you go to, you will find coca cola present in that market. This vast global presence of coca cola has also contributed to the building of the mammoth brand name. There are only 2 Big competitors in the beverage segment – Pepsi and Coca cola. Out of these 2, coca cola is the clear winner and hence has the largest market share. For more than 100 years.

The company has not just been making great products, its been making a difference too. Despite having grown into a massive global industry Coca Cola has never strayed from its timeless and basic ideals.

“I CAN, I WILL”



PRIYA

My dream company is ITC Ltd. The famous logo of the company that you find on most of the consumer products assures you that it is a trustworthy and reliable brand. Being a part of this big organization will accelerate my learnings. I think ITC Ltd (FMCG sector) is best place to give me the environment that will embrace my knowledge and skills.

ITC Ltd. is one of known organization in FMCG sector who believe in quality that they deliver to the consumers. I will consider myself lucky to work in No. 1 FMCG company and it will be dream come true to be an integral part of motivated workforce.

This company has dynamic and inspiring work culture that gives you freedom to experiment your ideas and encourage to voice your opinions.

I believe this company will give me exposure in different fields of advertising, business to business marketing, product development and various other fields. ITC consider their employees as family and give that interactive and holistic work environment where your ideas and efforts are valuable assets for them.

“I CAN, I WILL”



SHIVAM CHOPRA

Percept limited, an entertainment, media and communication company ,is at enviable position of leadership today .it constructs contents, assets and solutions that are tailor made for its customers in India and Middle East. with a team of over 700 people in 42 offices across the globe ,its capitalized billings reached INR 17.26 billion in 'FY 16'.

Percept has some great global partners such as 'Hakuhodo inc. , Bennett Coleman & co.ltd. . Lal's Group , Passport Capital , Edelweiss Capital , Everstone Group , Local Planet .

Talking about 'Standards and Ethics' of Percept , it incorporates the highest form of In-Class business standards. People in percept are completely focused on accomplishing objectives and goals ,that makes it a place always motivated to work harder.

Percept has always been very active in CSR initiatives such as , joinig hands with Cancer Patients Aid Association and many other such projects.

Vision : To be the preferred solution provider in the entertainment , media & communication domain globally .

Mission: To create and build enduring relationships with all our stakeholders.

Values :

Integrity

Commitment

Teamwork

Excellence

Today the company has number of sister companies such as , Percept one , IBD India , Percept Live , Mash Advertising & I-AM Associates.

Each brand from the company is equipped with its own distinctive visual language and targeted at a specific customer need. This approach has enabled Percept to provide a wide range of products for various applocations , across geographies - ending with a delighted customer .

The company believes its strength stems from the fact that they have best talent in the industry, who take aggressive stance in looking at the future of Percept.

the company wishes to create world class quality and innovative content that cuts across geographies and consumer demographics and applying avant grade technology to enhance the consumer experience.

“I CAN, I WILL”



VIPUL SINGH RAGHUVANSHI

HISTORY

Royal Enfield is among the oldest motorcycle companies. Established in 1893. The Royal Enfield Bullet was chosen as the most suitable bike for the job. The Indian government ordered 800 350 cc model Bullets. In 1955, 'Royal Enfield' or you can say that 'Bullet,' these names are not new for the armed forces. In fact, they have been derived from the company's links with the Royal Small Arms Factory in Enfield, London. Being one of the oldest motorcycle manufacturers, Royal Enfield has supplied bikes for dispatch riders during the Second World War

About Company

Company used the tag line 'Made like a gun' was originally meant for the lawn mowers Enfield built before stepping into the production of motorcycles. In the year 2014, Royal Enfield surpassed the sales of Harley Davidson motorcycle manufacturing company on a global scale. Royal Enfield sold 3 lakh units where as Harley Davidson could sell only 2.67 lakh. Where the rise in the sales of Harley Davidson is just 3%, Royal Enfield raised the bar by 70%.

My Vision

As you all know that royal Enfield is mostly used by long trips rider. For those people RE should assemble a special models in which they can install the carries, suitable alloys for hilly and mountain area and charged accordingly that will effect on the turnover of the company.

Many of them are specially used RE only as a low maintenance vehicle for daily use for those RE have to customize a product according to the need of the customer like Suitable alloys, Fuel injector, Air exhaust, the Teflon coating etc. To modify an RE in India, the sky is the limit.

As you can also see Indian soldiers using Royal Enfield bikes for amazing stunts on auspicious occasions like the Republic Day parade for those we have to take care of the safety requirements for them so we have to customize the bullets as per proper balancing with no error.

Every Royal Enfield enthusiast may not be a biker, but every biker is a Royal Enfield enthusiast at least at some point in their lives, and now you have an even better reason to be!

“I CAN, I WILL”



AJAY SINGH CHAUHAN

Social entrepreneurship

For me success is all about the magnitude and direction (positive or negative) of impact of the individual on the society. Although every profession and practice has importance, but I believe “social workers” or “civil society” has an extra influence, simply because money is not the motivation for them.

Social entrepreneurs are individuals who strive to develop solutions for most pressing issues faced by society. Although money is required for various activities, profit is never the goal. Loosely speaking these individuals give their services free of cost to the society.

Environment is one of many issues that require urgent attention and action, and that's the area of my interest. Recent Paris climate agreement shows us the magnitude of the problem. Environment is being affected in several ways. One of them is use of polythene bags.

I will lead a start-up which will provide low cost paper and jute bags. This will require good technical knowhow and research. Furthermore in our country due corruption, laws are not well implemented. So I will also lead a campaign to make people aware and always deny the polythene bags if offered by shopkeeper.

As the issue is global in nature, so will be my target population i.e. The world. By succeeding in this undertaking, I will be successful as per my definition and will also inspire many more to dedicate themselves for such causes.

“I CAN, I WILL”



ANGADVEER SINGH

**To most people, the sky is the limit. To those who love
aviation, the sky is home!**

Patriotism is in my blood since ever and flying is my ultimate goal in life. I have always been inspired by the likes of great martyr's like Shaheed Bhagat Singh, Flying Officer Nirmaljeet Singh Sekhon, Capt Vikram Batra and other eminent personalities like Air Marshal Arjan Singh and Emelia Earheart etc. I also have a lot of craze for Aviation to such an extent that every time I hear the sound of a plane or a chopper flying, I run outside to catch a glimpse of it.

I have always wanted to prove my patriotism and fulfill my dream of flying by joining the Indian Air Force or the Indian Navy as a fighter pilot/naval aviator. Dream is one thing but actually working hard for it is other, so I started preparing hard for the forces. In my life, till now, I have been recommended 3 times for joining the forces but couldn't make it each time because of some medical issues. They say God has a plan for everyone. With this belief one thing for me was certain, I will always want to remain close to flying, be it inside the force or outside. People should remember my name whenever the term FLYING or AVIATION pops up.

So my dream is to open India's first private Aircraft manufacturing company which will be completely indigenous and will be our very own Boeing or Lockheed. I believe that indigenization is the answer to India's economic problems and there is dire need to manufacture our own defense equipment instead of depending on other countries to do so. Our defense equipment's are in shambles and we are using 2nd Gen technology when the world has shifted to 5th Gen. We need to give our soldiers better weapons as they are the ones whose lives are dependent on it. Why can't we make our own RAFAEL's? If France can do it, so can we. It is a big challenge and many people will object to the idea but LIONS DON'T LOSE SLEEP OVER OPINIONS OF SHEEP!

“I CAN, I WILL”



ANUJ SHARMA

Tour and travel

'Live your life by a compass not by a clock''

All of us have dream job to get or any dream organization to be in but some have to make their dream job true by themselves and for me my dream job is where I can turn all my dreams into reality, that is too travel around the world. I want to fill my life with Experiences not things, want to have some stories to tell not the stuff to show.

Everyone in the world is so much stressed from the day to day work and wants a break from it so as to make their break unforgettable and giving them the moments of life will be my work so that whenever they are going to remember their break it should bring the smile on their face. I love to work in this segment as in any other job profile you opt for, you have to work up with the similar faces, fixed timing, you know what's the work to be done today but in travelling you daily have to deal with the new faces ,daily new challenges to face daily ,new thing to learn about the different culture and especially in a country like India where a language and culture change after every 10 KM a lot of learning can happen along with travelling.

The key things which are going to make my company differ from other tour and travel companies is that trips will be for the retired personalities also the ones who want to travel around the world but their children don't have time for them.

“Better to see someplace once than to hear about it”

“I CAN, I WILL”



CHANDNI MALHOTRA

My dream company is an organisation where every individual plays a major role in the functioning. An organisation that values its employees, nurtures them, gives them the freedom to be innovative and allows them to turn their innovative ideas into realities.

Ideal company is one which gives its employees the fair opportunity to increase the profitability of the business while working towards the prosperity of society as a whole. I believe in rewarding the greater efforts of the employees by introducing a compensation package. I believe that those individuals who produce extra – ordinary results and are the real ambassadors of the company and they should be rewarded accordingly. These individuals are the most valuable assets of the company. My dream company will be the one that stays together like a family and works like great professionals in order to flourish. I believe to build one such company of my dreams.

“I CAN, I WILL”



FIRDOUS MALIK

“Vision is the spectacular that inspires us to carry out the mundane.”

Can achievement be broken down into steps? It isn't always that clean and easy, but those who achieve great things usually go through much of the same process.

Step 1: Dream it. Everything begins in the heart and mind. Every great achievement began in the mind of one person. They dared to dream, to believe that it was possible. Take some time to allow yourself to ask “What if?” Think big. Don't let negative thinking discourage you.

Step 2: Believe it. Yes, your dream needs to be big. It needs to be something that is seemingly beyond your capabilities. But it also must be believable. You must be able to say that if certain things take place, if others help, if you work hard enough, though it is a big dream, it can still be done.

Step 3: See it. The great achievers have a habit. They “see” things. They picture themselves walking around their CEO office in their new \$25 million corporate headquarters, even while they are sitting on a folding chair in their garage “headquarters.” Great free-throw shooters in the NBA picture the ball going through the basket. All of this grooms the mind to control the body to carry out the dream.

Step 4: Tell it. One reason many dreams never go anywhere is because the dreamer keeps it all to himself. It is a quiet dream that only lives inside of my mind. The one who wants to achieve their dream must tell that dream to many people. If we are talking about it then it must be possible. Another reason: It holds us accountable. When we have told others, it spurs us on to actually doing it so we don't look foolish.

Step 5: Plan it. Every dream must take the form of a plan. The old saying that you “get what you plan for” is so true. Your dream won't just happen. You need to sit down, on a regular basis, and plan out your strategy for achieving the dream.

Step 6: Work it. Boy, wouldn't life be grand if we could quit before this one! Unfortunately the successful are usually the hardest workers. While the rest of the world is sitting on their sofas watching reruns of Gilligan's Island, achievers are working on their goals—achieving their dream. I have an equation that I work with: Your short-term tasks, multiplied by time, equal your long-term accomplishments. If you work on it each day, eventually you will achieve your dream.

Step 7: Enjoy it. When you have reached your goal and you are living your dream, be sure to enjoy it. In fact, enjoy the trip, too. Give yourself some rewards along the way. Give yourself a huge reward when you get there. Help others enjoy it. Be gracious and generous. Use your dream to better others. Then go back to No. 1. And dream a little bigger this time.

“I CAN, I WILL”



GAURAV THAPAR

We all have dreams! Not that dream which we see while sleeping but I am talking about that dream which we see with our eyes wide open.

I too have a dream which is about my dream company where I would like to work. The company is NESTLÉ.

Nestlé S.A. is a Swiss transnational food and drink company headquartered in Vevey, Vaud, Switzerland. It is the largest food company in the world measured by revenues, and ranked #72 on the Fortune Global 500.

You must be thinking, why Nestlé? Well the answer is simple. Nestlé is customer centric plus employee retentive. Although only government job is secured but the past record of Nestlé shows good vitality for employees in Nestlé.

I wonder always that how I will be able to make an entry in Nestlé. It will be difficult but not impossible.

You call up your friends/family and share the news. After a couple of hours when all the wishes and congratulations have done a few rounds, you think it over and you realize that you've achieved something - a minor victory of sorts in life.

You've achieved a dream. In the quietness of your mind, you give yourself a pat on your back for a job well done; you pause a bit to reflect on what it took to get you here; a slow smile spreads on your face saying that it was well worth it and a small fountain of joy bursts forth in your heart.

You take a moment to savor it and then slowly drift off to sleep, happy and contented, ready to wake up to another day in a life that has changed forever.

“I CAN, I WILL”

The mentor says...

God has given unique characteristics to each individual. But in an urge to become extraordinary, we start copying others and forget the uniqueness within us and it transforms an extraordinary being in an ordinary being. The first lesson for a leader is to know about the unique characteristics a leader possesses. Then next thing is to know about which leadership role one gets fit in.

Bhagavad-gita has mentioned four types of leadership, i.e., (1) Strategic Leadership, (2) Directive Leadership, (3) Team-building Leadership and, (4) Operational Leadership. Each one of us should focus on building natural leadership style which requires matching of one's unique strengths and weaknesses with a specific leadership role. Your unique characteristics tell you that which leadership role you can play predominantly and which as a secondary leadership role. A natural leader works to make everything effective and found the natural effectiveness in their team members. All leaders have their own strengths and weaknesses. When you try to adapt your natural abilities into leadership style then you can easily make ordinary things into extraordinary things. Recognize your natural leadership style then YOU CAN ALSO LEAD.....

Dr Kiran Mehta

Associate Professor

Chitkara Business School



**Our
budding
entrepreneurs...**



HALLIK BANSAL

“If you can dream it, you can do it”

-Walt Disney

My grandfather and father dreamt about the company. So they established the company in 2010 with the name of COPL (Crop Organics Pvt. Ltd.) at Sangrur. It is a pesticides based company. The objective of the company is to provide quality products in the market. As it has completed 6years, company has made its reach in the market nicely and received good response by the customers. Mostly products of the company are trade mark.

As, I belong to business background family. So i will continue my family business and my dream is to globalize the company and will work on the company's objective i.e. Quality and improve the various systems of the company. I want to earn name and fame with the help of this business. I also want to make its reach in each and every village of the country. As far as the product range is concerned the products which are not available with the company i will bring them and i will bring new innovations which help the farmers in the field.

“I CAN, I WILL”



KARAN NARANG

HockeyShop_India

Starting with my post graduation (July 2016), I also started my little dream project/business. Being a Skating (Roller Hockey) player for more than 14 years now and still counting, I knew how hard it was to get good quality equipment in India. So I had this dream to startup a business for sports equipment, so no player has to suffer to get quality equipment here in India.

This dream business is still in its budding age. I have still fulfilled the need of many players who are happy and satisfied to get superior quality equipment at a good price, though many are still waiting for their needs to be catered.

So “my dream company” would be the one when I get my small business registered and start it legally. Expanding it from one particular sports shop (skating hockey) to a multi-sports showroom (including cricket, football, badminton, etc.) where each and every sports equipment is available would be my main objective.

I see all of this getting completed by the time I finish my MBA with **Chitkara University** in 2018, reaching to the height where no player goes unsatisfied from the showrooms (located in various cities in INDIA), each and every wish of all of them are completed. And never in future, any player has to buy low quality equipment, just because a better quality is not available.

“I CAN, I WILL”



KARANDEEP SINGH

“SEED THE HAPPINESS FETCH IT FOR LIFE”

When we think of something big in our life we always think of big industrialist like Ambani , Tata, Birlas. But when I think to be renowned person in life I would like to be a person who is always ready to help all those needy person who actually need of help.

Yes, you got me right i am starting a company for dual aspect as to earn profit for betterment of myself but maximum percentage of company's profit will be welfare share.

My company name will be “SEMS” as we are going to be a manufacturer of electric and machinery items. Imagine a world without electricity, a nightmare RIGHT? So I have come upon an idea of making a electric goods.

I will start my business with electric wires, minicircuit breaker and when it will be successful business our objective will take a shape towards our vision that to be leader.

Objectives:-

- Every place to be lighten up by next 10 years
- Welfare
- Profit
- Survival
- innovation

“I CAN, I WILL”



LOHIT SINGH

Being a marketing student I believe that, Customer satisfaction is a primary driver of customer loyalty and subsequent retention, especially in a competitive industry. The organization discovers its failure to provide satisfaction via two feedback mechanisms, exit and voice. The customer either exits, or stops buying from the firm, or voices its complaint of dissatisfaction to the firm in an effort to receive restitution. Exiting customers either leave the market or purchase from a competitor. I believe I am good in this field and having a capacity to gauge the taste of the customer and its various demands.

One day I realized the dream of doing something extraordinary in the field of automobile. In this field there are a lot of opportunities and growth options available. This is my dream job because I understand what customer wants from an automobile industry. In our INDIA there are different types of people living together with different mindsets and different people have different tastes in cars as well. Most of the people want a car which is not much costly and containing lots of functions, and this type of Demand, Company can't understand. But according to me, firstly to do research what type of car customer wants then design that type of car which is suitable for customer and falling in their price segment. Indian customers are again focused on its cost of maintenance and service.

“According to me customer is not dependent upon one company but company is dependent upon the customer”. Currently I am doing MBA in marketing and my dream is to work for an automobile Industry. I feel that I can be extraordinary in this particular field and my MBA in marketing will definitely help me to pursue my dream. MBA is giving me great exposure and also budding professionalism in me, which will lift me up for my objective of achieving my ethereal dream.

“I CAN, I WILL”



MANIK LATAWA

Harley Davidson is an American motorcycle manufacturer. It was founded by William S. Harley Arthur Davidson, Walter Davidson, and William A. Davidson .Right now it is a 113 year old company. Its current CEO and President is Matthew Levatich.

Harley has played major role in both world war 1 and 2. From over the years Harley had many different models like Harley-Davidson 1000 cc HT 1923, Harley-Davidson 1,200 cc SV 1931, 1971 Aermacchi Harley-Davidson Turismo Veloce and many more. Not only that, it is the first company to manufacture heavy motor cycles with engine with 1000cc

Right now it is one of the top motor bike manufactures in the world. Harley-Davidson manufactures its motorcycles at factories in New York, Pennsylvania; Milwaukee, Wisconsin; Kansas City, Missouri; Manaus, Brazil; and Bawal, India — and markets its products worldwide

From over the years Harley has developed many different types of engines like BIG V TWINS these are for twin canes between 1200 and 1800cc .After that they have SMALL V TWINS engine and many more.

Beginning with Harley-Davidson's 90th anniversary in 1993, Harley-Davidson has had celebratory rides to Milwaukee called the "Ride Home". And now the 110th anniversary celebration was held on August 29–31, 2013.

If I talk about the revenue then it has a net business of US\$5.25 billion and it is keep on going.

Harley has different models with different price and its most expensive bike is Rocker which is worth \$1 million. And it is world's most expensive bike.

Not in foreign but in India it has a great business as it started in 2009 and from then till now it has a great business as it holds a market share of 7%.

And being a Mechanical Engineer I always wanted to be a part of Harley Davidson. And after completing my MBA this will be like my dream comes true if I will get a chance to work with HARLEY DAVIDSON.

“I CAN, I WILL”



MEENAL DODA

My dream company is Google –USA. I would like to see myself in a top position as Marketing head or General Manager. Google is known for its umpteen users and great services to the customers. This extremely prestigious organization will give me more opportunities to think creatively and it will help me in exploring my potential. Google is founded by Larry Page and Sergey Brin was the co founder of Google, it was founded on September 4, 1998, 18 years ago. Google gives a lot of great opportunities for the freshers to think out -of -the -box. They have done some great innovations in the past like Google glass, Self driving car, Transportation to moon and data centre in SF. Google have vast number of employees 57,100 , they all can bring their innovative thoughts and increase the growth in a friendly manner . I want to make a special recognition in the company with my new innovative ideas and leadership qualities. I want to take this organization on top of the world by leading the road to success. Last but not the least, the perks which the company offers to the employees like free haircut, gourmet cafes, place to take naps , free bikes, swimming pools, free breakfast and basketball courts, I would love to take those benefits which the company offers.

“I CAN, I WILL”



NEEHARIKA GOYAL

Google is an American multinational technology company specializing in Internet-related services and products. It was founded in September 4, 1998, California, United state by LARRY PAGE, SERGEY BRIN.

Their mission is **to organize the world's information and make it universally accessible and useful.**

Their Vision is **“to provide access to the world's information in one click.”** As a result, Google has been the second most valuable brand in the world for 4 consecutive years. Google wins “the overall brand of the year” and “ad of the year” award from Ace matrix

I would like to join Google Company to utilize my skill and upgrade the knowledge. I can grow myself in my life and it is a good platform to enhance the skill. Google encourage their employees by providing free environment like goggle café in which they bring together employees from across the organization where employees gather to discuss ideas or just take a break. In the organization the employees can communicate freely and openly and can share their ideas with their seniors

“I CAN, I WILL”



NIHARIKA JAIN

“It's okay if your idea is failed, take heart in the fact that at least you never gave up on your dream.”

That is what I've always heard from my parents as I was growing up. Never did I know where to head for my dream in life where my soul is satisfied until I realized the increasing number of child beggars in our country every year and thus decided to see myself doing something for their betterment further in life. I wish to start a talent based NPO academy for all the poor children who will be well groomed by professionals in their field of choice where they will also be paid for being regular in order to keep them intact. Next step will be providing them with as many opportunities to showcase their talent and earn a BETTER living for themselves as well as their parents, ultimately creating a respectful identity in the society for them.

I have been working in an NGO and reaching out to all those little kids who don't want to beg for their whole life but yet doing so as forced by their parents more than half of the time. Thus I want to target every part of the country and bring the hidden talent out of them and polish it in order to see them having a better perspective in life because I believe that every child of the country has the right to not only see dreams but also follow them with equal passion as we all do.

“I CAN, I WILL”



NIKHIL GUPTA

GURUKUL

**“Dream is not that you see in sleep,
Dream is something that does not let you sleep”**

APJ Abdul Kalam

A great nation needs great youth and great youth comes from great education. As we all know British killed our prestigious ancient education system and established their own so called English based system to control our young minds. When they left no body challenged this system, it is still working and making our young minds to suffer. **“Today we judge a fish by its ability to climb a tree”**
So this big problem pumps **my dream of making a GURUKUL that provide ancient values with the blend of today's global needs to make our young Indian minds more creative, knowledgeable and culture oriented.**

Some Features of my GURUKUL:

- Knowledge of religious/vedic texts to make them understand the power and truth of Indian culture.
- Mother tongue will be the medium of communication as studies shows children understand best in their mother tongue.
- There will be no marks either one is ready to go ahead or he is not ready.
- There will be real world simulation in the classes so that students can fit their personalities in the real world and can select the streams in better way based on their interest and experiences.
- Self-knowledge is at the root of GURUKUL values. It reduces mental pressures and crimes in the society.
- Free education, no one has right to charge for knowledge it's a birth right.
- Teachers will be our biggest assets and will believe that every child is different.

“Most powerful person in the universe is a great teacher”

“I CAN, I WILL”



NISHANT MOUDGIL

It is a dream of mine that, I want to own a company and one day become the most successful business man in the whole wide world.

The idea to own and run a business actually came to my mind when I saw a movie called "Job's".

The product of my company is actually in the market but I would like to present in a different way all together.

I want EBooks to take over text books. It's an eco friendly way of doing businesses as fewer trees will be destroyed and it'll be helpful for kids carrying heavy bags. This is a budding idea and I'll be working in this idea after completing my MBA.

In my internship I would like to work in a start-up which is in introduction stage as it'll help me in knowing the aspects of business which is still unknown to me as I have no corporate experience

“I CAN, I WILL”



PARAMJEET SINGH

HISTORY: Google an American multinational technology company founded by Larry page and Sergey Brin on September 4, 1998 having its headquarters at Googolplex Mountain view, California. Google has been the second most valuable brand in the world for 4 consecutive years and has a valuation in 2016 at \$133 billion. Google was named the 2014 “Best Company to Work For” by the Great Place to Work Institute and Fortune Magazine. Their philosophy is “To create the happiest, most productive workplace in the world.”

PRODUCTS AND SERVICES: Rapid growth since incorporation has triggered a chain of products, acquisitions and partnerships beyond Google's core search engine (Google Search). It offers services designed for work and productivity (Google Docs, Sheets and Slides), Gmail, Google, Google Drive, Google+, Hangouts, Translate, Google, YouTube, Google Keep, Google Photos, Google Chrome

WHY I CHOOSE THIS COMPANY?

1. Work is all that matters: Google employees are motivated by the fact that they believe their work has a positive impact on the lives of others.
2. Being able to share their ideas with top management and the feeling of being cared for has made Google the best company to work for yet again.
3. Google thrives on the exchange of ideas and has created a strong yet adaptive culture that provides employees with access to incredible people across job title and position.
4. Also, fitness and fun are woven into Google's history. Before there were fancy fitness centers, G-Fit or Zumba, there were Googlers trying to stay active and get to know their co-workers through self-organised sports leagues and fun runs.
5. Finally, free and lots of food is among the key attractions for the employees. Menus vary from North Indian to Italian to continental to Thai.

“I CAN, I WILL”

The mentor says...

In business, as in other aspects of life, there are those who lead and those who follow. However, these are not two mutually exclusive groups. Though many people are under the flawed impression that leaders are born, not made, leadership qualities that make up a leader can be learned. Some leaders are born, some leaders are made. A good one is influential enough to get others to follow him willingly and happily. He has a vision; a dream, and the zeal to hunt it. He also has analytical expertise, a decision-making aptitude, and a self-starter approach. He dreams huge and has the shingle to get it into actuality. He possesses qualities like truthfulness, commitment, fairness, openness of mind to welcome new ideas, and innovativeness. Now the question arises Are all managers good leaders? This takes us to the concept of corporate leadership that highlights the role of effectual leadership in the development and success of an alliance. Managers must have leadership knacks like planning, organizing, delegating, and effective communication. "Management is doing things right; leadership is doing the right things", says Peter Drucker. However, when the line between the two distorts, managers become outstanding leaders and leaders become successful managers. Leaders can be made by instilling in them the qualities that a good leader. The future of any organization is secure only in the hands of able leaders who can persuade the masses with their thoughts and actions. Effective leaders are those who have the ability to pay attention, imagine, prophesy, understand, appreciate and act. **True leaders are those who dare to dream and live to lead!**

Dr Renuka Sharma

Associate Professor

Chitkara Business School



**Our
budding
entrepreneurs...**



RAHUL ANAND

Reverence Home Retreat

I have a dream. It's more of a mission, a mission to live my life to the fullest, and to create same spaces for others. A place called home where tired hearts and minds come to tuck themselves away and recoup. Nature so abundant and gorgeous that it's a sight for sore eyes, a balm for the soul. Food not just to feed the body but also to nourish and cleanse it. A feeling of togetherness pervading to nurture those who come into this Retreat.

I strongly believe in the philosophy of “Vasudhaiva Kutumbakam” which means “the world is one family”. So, I want travelers from all over the world to come to my Retreat and experience a sense of amity.

It would be a huge house somewhere in the lap of nature, closer to a river. People will have three options of accommodation- in the house, hire a cottage, or stay in tent camps outside. We start our day with some meditation and yoga, go for trekking in the day, and end our nights with bonfire and jam sessions. The Interactive kitchen is another thing I am really looking forward to. Herein, the fellows pluck their choice of vegetables and fruits from our organic farm and cook their choice of meal with the chef in the kitchen.

So, it's not just another hotel, it has an organic farm, lively coffee shops, a Panch Karma Ayurveda center, a river-side restaurant, a rehab center, exhibitions for local artisans and much more.

The reason my dream is not a billion dollar earning one and something like this is:

“I don't want to leave property and money for my children to fight for; I want to leave them an empire of felicity”

“I CAN, I WILL”



RAJAT KUMAR

KPMG!! Well I am sure lot of you must have heard this name. If never heard of it, let me introduce you to my dream company KPMG where I would love to contribute as an employee.

KPMG professional service company, being one of the Big Four auditors is a golden platform for a person dreaming for a career as a data scientist.

I consider myself both luck and unlucky at the same time. Lucky because finally I have the peace of knowing what I want to do and need to be, and unlucky because I have figured it out in the midst of my MBA. Well nevertheless the happiness of figuring it out is much more than sorrow of figuring it late.

Whenever I feel distracted in my daily chores, I run a simple thought in my head to get focused. The thought of working as a data scientist in KPMG. And in my free time I love to get lost in such thoughts.

In my visualizations I try to feel the thrill and excitement of getting into the organization for the first time. How would it feel like to work there? I visualize myself sitting on my personal desk, working on huge data and trying to break the code of relationship between huge numbers.

Above all I try to figure out how would it develop me as a person? And I am sure of one thing that accomplishing this dream is must to fuel my ambitions for further success in life. And we all know that success creates a snowball effect, after every success we are excited meet another, then another and it goes on!

“I CAN, I WILL”



RICHA

One aim in life is to have my own organization with a masterly working environment where employees would bend to work and so help in achieving the organizations goals. I worked for three years in different organizations with different companies, but then there are traits we all have, the one common is to come up with the companies flaws at the end of the day. This is where MY DREAM COMPANY comes into existence in my thoughts. How would be my dream company according to me, no matter it would be my own organization or where somewhere I would love to work as an employee. My dream company is an organization that values its employees, nurture entrepreneurs, gives them the freedom to be innovative and allows them to turn their innovative ideas into realities. Company where a healthy work environment dominates. When employees are free to be innovative, the company portfolio will be much more than just product improvements, and will include better business models, customer service, as well as process improvements. In my dream company management team will consider needs and interests in all connected with organization, not only those who have directly financial relations with company profit. Like employees, suppliers, customers, competitors, government agencies, clams, public entities and others. In my ideal company, all decisions made by owners are reasonable business decision. This decisions work for the good of everyone in the company and respond positively to those following and will create goodwill in the organization. Ideal company is one which gives its employees the opportunity to develop creative edge in order to increase the profitability of the business while working towards the prosperity of society. Not only does an employee expect monetary rewards from an organization but also recognition for their hard work. Recognition and appreciation for the good work done by the employees is must. Manager should always practice these as it boost up employees morale and create more will power in them to give their best to the company. Also, I dream to work in such an organization where the organization takes into consideration their work and reward them for it. My ideal company has to have a very comprehensive compensation package. I believe that those individuals that produce extra – ordinary results and are terrific ambassadors of company culture should be rewarded accordingly. These individuals are the most valuable assets of the company.... Apart from compensation package my company must have good health benefits for the employees. It shows that employees are taken care off by the company. Now when everything is going well in the organization then management has to give a slight importance to rejuvenate employees which further ameliorate the overall environment of the company. For instance HR can plan short trips for the employees. Also after certain level organization must provide vacation pay to the employees in terms of points which will be based on the targets achieved by them. I want to make a special recognition in company like with the help of my new innovative ideas and leadership qualities I want organization on the top of the world by providing best services to the customers and removing all the bugs (errors) present in this industry. My vision is to enhance the productivity of individuals and business, change agent, Leading edge research, improving the quality of life, and to provide world wide access to information and infrastructure.

“I CAN, I WILL”



RISHABH AGGARWAL

My dream company is an organization that values its employees, nurtures entrepreneurs, gives them the freedom to be innovative and allows them to turn their innovative ideas into realities. Company where a healthy work environment dominates. When employees are free to be innovative, the company portfolio will be much more than just product improvements, and will include better business models, customer service improvements, as well as continuous process improvements.

In my dream company management team will consider needs and interests in all connected with organization, not only those who have directly financial relations with company profit. Namely: employees, suppliers, customers, competitors, government agencies, clans, public entities and others. In my ideal company, all decisions made by owners are reasonable business decision. This decisions work for the good of everyone in the company and respond positively to those following: they are the only ones alternatively, are fair to all concerned, will create goodwill in the organization.

Ideal company is one, which gives its employees the opportunity to develop creative approaches in order to increase the profitability of the business while working towards the prosperity of society. Not only does an employee expect monetary rewards from an organization but also recognition for their hard work. Also, I dream to work in such an organization where the organization takes into consideration their work and reward them for it. My ideal company has to have a very comprehensive compensation package. I believe that those individuals that produce extra – ordinary results and are terrific ambassadors of company culture should be rewarded accordingly. These individuals are the most valuable assets of the company...

“I CAN, I WILL”



ROHITESHWAR KATOCH

CITRIC JUICE

I want to setup a juice processing plant nearside my hometown and I'll brand it under the name "citric juice". As I belong to the place which is famous for its orchards, which grow crops of *mango*, oranges, leechi and guava. Most of the farmers are underpaid for their crops. So I want to setup a juice processing plant which will also give employment to the workers and also farmers will get good prices for their crops. My company will provide healthy and good environment and lots of opportunities for employees to do work and where the suggestions and views would be taken as positive.

I know this is challenging market because there are lots of juice brands in market but I'll tap the local market first and after that I'll expand my footprints if I get good response from the local market. Changes in lifestyles and awareness regarding the consumption of a healthy and balanced diet have steered the growth of the global juice market. As a result of the growing consumption of vegetable and fruit juice, the global market for juice is likely to witness strong growth over the forthcoming years. However, the growth of the global juice market is entirely dependent on the geographical distribution and availability of vegetables and fruits. In the beverage industry, juices constitute the most competitive segment. Therefore my journey will not be easy but it's also not impossible.

"I CAN, I WILL"



RUPINDER KAUR KALER

If I were to define my dream company, it would be the one which provides an atmosphere that inspires self-development and addresses the twin objectives of personal and professional growth. Some of the ways in which this could be achieved is when a person is well adjusted and functional in diversified teams. Team building activities such as achieving a common goal vis-à-vis another teams, team recognition, dining and outing together should be encouraged. In fact, the company should be conducive and accommodative of varied cultures and opinions. This makes a person culturally adaptive and tolerant. Being a female, it is all the most important that the company meets the gender equality norms and provides a platform for women empowerment by engaging in energetic women guest speakers who inspire a sense of determination and achievement in the women employees. Considering that these days both the spouses work, the company should provide flexible timings to work so that there is work life and personal life balance. Employees should be encouraged to take long vacation to cool off their heels and return back with a new zeal. Foreign assignments should be made available to willing and competent employees which can help them gain a cultural exposure to grow in life. To achieve these, foreign language training programme should be made available to those interested either as hobby for personal growth or for the purpose of their assignments. Other courses for personality development should be made available according to one's interests. The company should make sure that the employees engaged in organizational citizenship behaviour are recognized and rewarded so as to inspire similar demeanor in other employees as well. Various programmes such as appraisal weeks, recognition cards, e-cards etc should be put in place in order to achieve the above objectives. All this is possible when the head of the company or the departmental boss or just anybody in a commanding or supervising position is compassionate and a team builder, somebody who is easily approachable and friendly. To sum up, my dream company should be a home away from home and the one which grows as I grow.

“I CAN, I WILL”



SAGAR KUMAR

According to me dream should be seen through open eyes so that you can better realize it. As my father is a service man so I wanted a job in MNC organization, so after Engineering degree I got job in Mahindra and Mahindra CSR initiative (Naandi Foundation) where I trained students in different courses. After working for 2 years I got responsibility to look for potential clients and tell them about this initiative. Within a period of 1 year more than 20 companies got associated with Naandi foundation. At that moment I realized about my potential of convincing other and how to make good public relations, so I decided to enhance my skills by doing a regular MBA degree it was tough decision but it is great saying that “Many problems that seem dire may really be inconsequential. Don't be afraid of being creative and looking at unconventional solutions for conventional problems”.

My area of interest is in FMCG sector because this sector is growing day by day and has become necessity human beings. The FMCG industry in India is growing at a rate of 15 %. The FMCG sector holds fourth largest position in the Indian economy. Presently the estimated growth is more than US \$ 13 billion. It has a strong presence of Multinational corporate like Hindustan Unilever Limited, ITC, Dabur, Cadbury etc.

My short term goal is to get job in the above mentioned companies so that I can understand the operations, supply chain, sales and marketing and branding of product and long term goal is to start my own business by launching new products in the market.

“I CAN, I WILL”



SHRUTI GUPTA

If You Don't Dream Big there's no use of dreaming. So i decided to dream bigger and have a purpose for my life. Being a creative person my dream job is to become a marketing manager in Lakmé Cosmetics. I know I will need a lot of effort, hard work and also the personal qualities to make myself qualify for the job. I always knew that I need an outlet to express my own unique beauty and working for Lakmé would be really fulfilling my desire. I know the job is very challenging that it needs plenty of important personal qualities to help the company to improve the production but i am willing to work hard for it. Everyone has a unique skill set that plays an important role for the big picture. I know my skills and i am willing to contribute it to the company. Working with such a big company would really bring out the best in me because i have always wanted to work in such a place where I would love my job and when you love something you do working hard is never a problem.

Studying at Chitkara Business School, my vision and desire has become even clearer that i need to fulfill my passion and have a burning desire to dream big dreams and also have faith in them. I know there is a long journey ahead of me and with every obstacle I overcome I would be one step closer to my dream. But since my vision is clear all I need is to better myself everyday in every aspect of life but i believe in my dreams. So I have decided to follow my dreams and not let anyone stop me.

Never Say Never!!!!

“I CAN, I WILL”



SMARTH BHANDARI

First let's talk what I know about myself. I completed my Btech and now I am pursuing MBA because I wanted to couple my technical degree with this management degree to enhance my skills in management because I am technically good, which is required for a good career to pursue.

Well let's talk about my dream! And I have one...surprisingly. Well my dream is to be in the reputed organization called the coca cola company.

Now you must be thinking why coca cola? Let me tell you in brief.

I always use to drink this with my lunch and many other times; hence I was always keen to know how this drink is made. Well I came to know that it is an effort of all those involved right from the procurer to the distributor.

What I think about the company is that there's something special about The Coca-Cola Company. There's a sense of pride that comes from building brands people love and making the most of ourselves as a company and as individuals.

The Coca-Cola Company is a place where you can make a positive mark on the world. Whether through our sustainability initiatives, human rights work or the ripple economic impact each person creates by simply doing their job well, there are endless opportunities to build shareholder value and make an impactful contribution to many communities.

I visualize myself as an employee there contributing in refreshing lives and as well as thriving for my personal growth.

“I CAN, I WILL”



TANVI VERMA

My dream company will be based on the vision to eradicate diseases from the under developed nation and to provide cheap and easily available quality health care solutions to all classes of the society. This will help people to focus on living their life and to live their life to the fullest and do something purposeful with it. My companies goal will be to reduce mortality rate around the world especially in under developed countries where people do not get easy access to basic health care. If we look in India most of the people die and suffer everyday from various diseases as they can't afford the checkups and the expensive medicines. If we see in Uttar Pradesh the infant mortality rate is very high as compare to the rest of the states females are not given proper medical care. Everyday people die because most of them can't afford the expensive medicines. My company will make medicines for the people who can't afford the expensive medicines at a very low cost so that at least no one dies because they can't afford medicine.

“I CAN, I WILL”



TARUNDEEP SINGH

Dream job! Doesn't it sound like a dream?????

So let me tell you about my dream job. The job I always longed for. The sector I always wanted to work in the automobile sector. The automotive industry in India is one of the largest in the world with an annual production of 23.37 million vehicles in 2014-15, following a growth of 8.68 per cent over the last year and accounts for 7.1 per cent of the country's GDP. So it is obviously the sector will continue to grow at a steady pace and will create more jobs and opportunities in future.

As having a technical background and having a fair knowledge and liking towards the automobiles (cars, trucks, cranes, drillers, rollers, stone crushers, tractors, combines etc) it will be my dream come true if I get an opportunity to work in the sector. The particular group that I always wanted to work for is AUDI as I think it will be the best feat that I can ever achieve in my life at least till now.

Audi AG is a German automobile manufacturer that designs, engineers, produces, markets and distributes luxury vehicles and is headquartered in Ingolstadt, Bavaria, Germany. Also the company's tagline "Advancement through Technology" is something which I find very interesting and also something to which I can relate myself since I also believe in same.

It will be a dream come true for me to work as a product manager for the company so I can help in planning and devising creative strategies to sell the product in market. And help the company as well as myself to grow further.

"I CAN, I WILL"

Glimpses of the MBA module, 'Business Ethics & Values' - Year 2015





The mentor says...

Any idea or an invention goes through 3 basic stages before taking a final shape

- a) An idea gets conceived in the mind
- b) It gets planned on the paper (a blueprint)
- c) & finally the plan is executed

Well, this is broadly how most ideas take form or shape. I strongly believe the Book 'YOU CAN ALSO LEAD' by our H'ble Chancellor Dr. Ashok Chitkara is a great platform for our students to create a blueprint of their ideas. As mostly with young people, an idea (no matter how good, bad, unique, brave or crazy) remains only in their minds as more often than not they don't get a conducive platform to discuss it, let alone document it.

I am confident this book will give wings to the dreams of the students. It will give a sense of self belief to the students; it will genuinely make them feel 'I CAN ALSO LEAD'. Peer mentoring is a great tool to create future leaders and knowing and understanding each other's ideas will help the students bring in a collective sense of entrepreneurship and leadership as a peer group. This book will surely create some future Change Agents who will write their success stories with inclusive growth that is exactly how our H'ble Chancellor Dr. Ashok Chitkara achieved his dream – with inclusive growth, impacting and changing several lives. He still continues to do so for thousands of us.

This book will surely act as a catalyst and a small yet highly significant step towards self-belief and self-realisation for all the participating students. I wish them the best of success and fulfilment. Happy dreaming, happy believing, Happy achieving!!!

Mr Rajesh Chandran

Senior Manager, Corporate Affairs

Chitkara College of Sales & Retail Marketing



**Our
budding
entrepreneurs...**



VARSHA CHARAK THAKUR

In a small town near Gurdaspur back in 2012, my parents dreamt of an educational institutional, which was their dream project. Not just with the project to come up, they have always believed in serving quality education and providing employment to several other people. They had a belief that EVERYBODY IS SOMEBODY. Having faith in every child and giving them the right path to follow for shaping up their futures is what they have always concentrated on.

STEPS THEY FOLLOWED TO ACHIEVE SUCCESS:

Dream it. Everything begins in the heart and mind. They dreamt it to make it happen. If you had a dream that you let grow cold, re-ignite the dream! Fan the flames. Life is too short to let it go.

Believe it. Yes, your dream needs to be big and believable. And that is what led them to follow the path of success.

See it. They “see” things. They picture themselves walking around with a crown on their head.

Plan it. Every dream must take the form of a plan. The old saying that you “get what you plan for” is so true. Your dream won't just happen.

Work it. They worked and are working on the institution each day.

Enjoy it. When you have reached your goal and you are living your dream, be sure to enjoy it

WHERE DO I SEE MYSELF?

Everyone here has a dream company or a plan to startup, but my plan is to work upon the organization that my parents have been running since 5 years now.

Objective: My objective is to open multiple chain schools all over India and providing them education at very low rates.

Multiple Locations: The key focus is to cover the areas where people are not aware of the quality education and want to excel their talents.

Franchising: Franchising works best when your institute is consistent and customers have certain expectations about your brand. So I see myself franchising my own prestigious institute.

“I CAN, I WILL”



VARUN SHARMA

Apple Inc. is an American multinational technology company headquartered in Cupertino, California, that designs, develops, and sells consumer electronics, computer software, and online services. Its hardware products include the iPhone Smartphone, the iPad tablet computer, the Mac personal computer, the iPod portable media player, the Apple Watch Smartwatch, and the Apple TV digital media player. Apple's consumer software includes the MacOS and iOS operating systems, the iTunes media player, the Safari web browser, and the iLife and iWork creativity and productivity suites. Its online services include the iTunes Store, the iOS App Store and Mac App Store, Apple Music, and iCloud.

Apple was founded by Steve Jobs, Steve Wozniak, and Ronald Wayne in April 1976 to develop and sell personal computers. It was incorporated as Apple Computer, Inc. in January 1977, and was renamed as Apple Inc. in January 2007 to reflect its shifted focus toward consumer electronics. Apple (NASDAQ: AAPL) joined the Dow Jones Industrial Average in March 2015

Apple became the first U.S. company to be valued at over US\$700 billion. The company employs 115,000 permanent full-time employees as of July 2015 and maintains 478 retail stores in seventeen countries as of March 2016. It operates the online Apple Store and iTunes Store, the latter of which is the world's largest music retailer. There are over one billion actively used Apple products worldwide as of March 2016

Tim Cook is current CEO of Apple Company.

Apple has the biggest loyal customer in the world and it has its goodwill in the market. If anyone once purchases an Apple product, he will never use another company's product. As a MNC company, Apple sells more product than an FMCG company. So if ever get a chance to be a part of Apple, it will be like a dream come true.

“I CAN, I WILL”



VIDUR GULATI

From my childhood I was very attracted towards this brand. I always wanted to know about how this company reached at every corner of the world. That's why I want to be a part of my dream company (PepsiCo)

PepsiCo, Inc. is an American multinational food, snack and beverage corporation headquartered in Purchase, New York. It was started in August 28, 1898; 118 years ago, by Caleb Bradham, Donald Kendall, and Herman Lay.

PepsiCo has interests in the manufacturing, marketing and distribution of grain-based snack foods, beverages and other products. PepsiCo was formed in 1965 with the merger of the Pepsi-Cola Company and Frito-Lay, Inc. PepsiCo has since expanded from its namesake product Pepsi to a broader range of food and beverage brands, the largest of which have included an acquisition of Tropicana Products in 1998 and the Quaker Oats Company in 2001, which added the Gatorade brand to its portfolio. According to data PepsiCo has net worth of US\$63.056 billion.

If I talk about the different products then Pepsi (soft drink) is the biggest product which is sold by this company around the world. PepsiCo Company manufacturing diet Pepsi, mountain dew, Frito-lays, corn chips, lays.

In India Indra krishnamurthy Nooyi has been the CEO of PepsiCo since 2006

In India, PepsiCo has biggest market share and has many loyal customers. PepsiCo marketing strategies are also very attractive to attract its costumer and they do lot of advertising and cope with changing business environment.

“I CAN, I WILL”



VIJAY THAKUR

My dream companies are GOOGLE & TATA MOTORS; I want to join these companies in future. Tata Motor is ethical company and has various scopes to build my future. These are blue chip companies. I have knowledge and experience of transport business and chain networking business (MLM).

I have always been a big dreamer, loves surrounding. They create the blueprints of my future.

1) **Think**

I started thinking towards my dream and think about what it is i want: I need to be clear and confident. i start with small goals and work my way up to my ultimate dream.

2) **Dream**

I want to become successful entrepreneur but firstly I want to join my dream companies **to learn how they work, make strategies, do business & CRM**. Now I have my short & long-term goals, I need to dream it. Spend my leisure time thinking about how will I achieve this? I start to make strategies to achieve it sometimes I feel impossible then I revert this to the smaller steps and after that I took admission in **MBA**(marketing) in **CHITKARA BUSINESS SCHOOL**.

“I CAN, I WILL”



AMANDEEP SINGH

My name is Amandeep Singh. I am pursuing M.B.A SRM. As you know young people are crazy about bikes, I have a dream of opening a company 'Infinity Riders' which will produce sports bike. As petrol variants are expensive and everybody can't afford, so I have an idea of manufacturing diesel bikes having an average around 40-50 km. It will be cheap and affordable.

It will be a revolutionary product in the Indian market. Our Company will organize rallies annually to generate awareness among youth. Bikers and stunt lovers will be invited to participate in that rally. Funds will be raised through this rally. Entire fund collected from rally will be donated to charity. I would also like to open different Franchisees in different areas. I am going to hire employees who are good in sales as well as finance. I want to establish myself as a successful entrepreneur in the future, to be remembered for a long time.

“I CAN, I WILL”



AMIT SINGH

My name is Amit Singh. I am pursuing MBA in Sale Retail Marketing Batch. I have a golden opportunity to talk about my Business Start-up. As I am food lover, I want to open a BAR & GRILL like LORDS OF THE DRINK.

The population of Indians with disposable income is large and people love to spend on food items. The ability to help interested people discover new places to eat that also gives them great deals has enormous potential. We can see the reaction to the menu, the flavours, the prices and everything else without having to commit to a lease, a full time staff or a ton of inventory. A plan must be executed effectively and efficiently to be successful. I will be focused towards proper execution of my plan. Some of the capital will be invested by family and remaining will be taken as loan from bank. The point is with a good concept and good execution, it doesn't matter, what the macro environment is doing, what I able to grow and succeed.

“I CAN, I WILL”



ANKIT MALIK

My name is Ankit Malik. I am a software engineer but I decided to do MBA in Sales and Retail Marketing to step ahead towards my dream. Dreams are necessary. Without dreams, there will be no ambition to chase. There will be no goal to reach. We will all be nothing without dreams. Not having dreams is like chasing a traceless murder. It is like following an invisible shadow. It is a dreadful goose chase. We must know what we want to do and follow that ambition. We can't achieve anything in life without goals, and for these goals, we need to dream. Most people have dreams. Even the most successful people had dreams and that is what has made them what they are today. Dreaming is essential for a human being

My dream is to open a chain of cyber café cum restaurant in every city of India. It will not only offer internet surfing but it will also provide basic classes of computer to the children. In addition to this snacks will be available along with tea and coffee as most people love to eat while surfing.

“You know you're in love when you can't fall asleep because reality is finally better than your dreams.”

“I CAN, I WILL”



ANSHUL THAKUR

My name is Anshul Thakur, a student of Chitkara College of sale & retail marketing. I am very glad to have this opportunity to share my dream with other people.

I want to open retail outlets in HIMACHAL PRADESH. Because in Himachal Pradesh some of the places, people have to suffer from it because shops are very far from their houses so I want to overcome their problems. I decided to open retail outlets in HIMACHAL PRADESH after some years because I want to start a business with my own capital. And also I will search for a partner who will be interested and also invest in my business. Rather than retail outlets also I'll work as a distributor to sell the products to the retailer's in Himachal Pradesh. I'll hire those people who will have good communication skill and good convincing skills which help me to earn more profit so that will help me to expand my business all over India.

“I CAN, I WILL”



ARPIT AGGARWAL

My Name is ARPIT AGGARWAL. I am a student of Chitkara College of Sales and Retail marketing. My father is a business man. His business is of iron and hardware retail and wholesale business and my dream is to set up my business under micro gravity conditions. If I do so, then I would be the first business man whose business is run under micro gravity conditions.

My ultimate goal is to make a different identity from others in my own business through my hard work and want to become top and most successful businessman so that I can also take best decision of my own for the betterment and success of my business in the unpredictable future. I want to change the mentality of public towards private sector regarding exploitation. My efforts will be to make such an organisation in which employees would love to work using their best traits and efforts for the organisation. I want to create such an environment in the organisation in which employees will not feel being exploited by solving their problems, providing safe working conditions and remuneration in accordance with their work done in standard hours.

“I am m of the view that dreams can only be achieved by a lot of hard work. Struggle is no excuses to give up your dreams.....winners are those who fight till the end. And I will also fight with all difficulties and obstacles coming in the way of reaching at my ultimate goal.”

“I CAN, I WILL”



ASEEM GROVER

As described from the meaning of my name 'Aseem' means 'which has no limits'. Proudly started my schooling with St. Xaviers and with great academic records and strong focus on business, being an entrepreneur, as I have a strong capability of building relations with new people and carrying the old ones along with me. I have got a lot of support from my parents in my carrier. I opted to start my BBA in Chitkara University and with time being, I learnt a lot from industrial trainers, did my personality development course under guidance of Brigadier Zorawar Singh Dhaliwal, being focused about my placements, I got an opportunity to work with Shoppers Stop, not my dream Company, but I believe that acted as a strong base for my future carrier, working in a very cooperative professional environment and with the support of my colleges, I got promoted to Customer Service Desk as a Team Member. This was not the least. To gain more knowledge and Industrial Exposure, I started with MBA in Sales and Retail Marketing from Chitkara University.

Gaining rich Experience from the Industry will help in my dream come true which is opening up my own brand with a name “LEE DAY”, As in Punjabi Culture it is use to describe clothes, so mostly attached with Punjabis and with extreme quality and Experience it can be expanded to India and then to World Wide.

“BE THE CHANGE YOU WISH TO SEE”

“I CAN, I WILL”



BHRAT BATRA

My name is Bhrat Batra. I am student of MBA-SRM in Chitkara University. My dream company will be an Apparel company. The name of the company will be BB CLOTHING. My target market will be Kids, gents as well as ladies. As there is lot of competition in apparel industry so apart from normal selling of clothes, I will use some unique strategies to compete such competition.

1. CREATIVITY - First of all for designing my Apparels I will use thread work, sewing skills, handicraft techniques as it will reflect Indian tradition and its start up is also low
2. BELT BUCKLES MAKING – My Company will Create their own personalized belt buckles. Displaying the brands or sports teams names as it is required simple machines and moderate capital investment.
3. CUSTOMIZED BUTTONS MAKING - I will also initiate button making as it is a home based project with low start up capital investment on the hand the demand is massive.
4. ORGANIC CLOTHING - Organic Cloths are the garments made from materials raised in or grown in compliance with organic agriculture standards.
5. SAFETY CLOTHING - Safety clothes are very much essential items from several industries and construction businesses. I will start safety clothing business but for that I should have solid network with industries those who demand safety clothes
6. TAILORING SERVICES - Tailoring service will be my most important strategies to compete with others because I will focus on providing efficient and effective alternation services to those who will buy my appeals as per their requirements.

“I CAN, I WILL”

The mentor says...

It is a proud privilege for me to be working with Chitkara University. In 9 years of my working with the institution, I have been enriched with many qualities like Patience, Smart work , Learning Ability, Building new skills and much-much more. I have been a part of sessions by Honorable Chancellor Dr. Ashok Chitkara, it was motivating and inspiring for me always. His thoughts and motivational write-up always guide us to live happy and peaceful life and insist us how we can enrich our qualities by following the thoughts to live a better life. He leads and motivates us for setting up goals in life and techniques to achieving them for success in life. It is encouraging for us to be a part of the special lecture by Dr. Ashok Chitkara on “Business Ethics”. I learned many qualities from him and he inspired me a lot. I am feeling proud for providing us the opportunity to share our experiences and students to give their dream project/company idea to explore. It is great pleasure for students to learn best practices of Business Ethics from Dr. Ashok Chitkara and implementing them in their Dream Company and life. It's always inspirational and encouraging for us to work under his leadership.

Mr Vimal Sharma

Program Manager

Chitkara College of Sales and Retail Marketing



**Our
budding
entrepreneurs...**



DAIVIK SHARMA

My name is Daivik Sharma, I am a student of MBA SRM from Chitkara university. I am feeling very thankful and honoured to write a page on my dream company.

My dream company is very different and unique to others. I want to open a cricket stadium on a height of 3000ft above sea level. I know that's sounds very weird but that's my dream and I working hard on it. I want that all cricketers should experience playing in this stadium. Now a day the cricketers feel warm specially in playing test matches particularly in India in the months of June, July and August. Another advantage of playing in this stadium is that the fast bowlers' ball will swing and move fast. They would have a upper edge on batsman because they feel disheartened and confused where to ball particularly after the invention of T-20 cricket.

The spectators would enjoy very much seeing their favourite cricketers. My stadium would have proper drainage system and a professional pitch curator whose guidance and skill is required. No doubt I could hire any foreign pitch curator..

The players will travel by air on their visit to this stadium. The seating capacity in my stadium will be around 30000. The location and atmosphere of my stadium would be perfect for a cricket match. I wish my dream becomes a reality one day.

“I CAN, I WILL”



DAVINDER SINGH

I am Davinder Singh Basma. I am from village Basma, near Banur, Patiala. I am a commerce graduate from CHITKARA UNIVERSITY. Now I am pursuing my MBA in sales and retail Marketing from CHITKARA UNIVERSITY, Rajpura.

Everyone has dreams. Whether they are to become a scientist and discover new and amazing things, or become a star cricket player and be the highest paid player in the league, people dream about their future. I have dreams for the future just like everyone else, dreams of the good life, with lots of money, big house and fast cars. And I will do whatever it takes to achieve it.

All of us wants everything for our self only BUT I want to spend some part of my life for others. So that's why I want to start a NGO. The name of my NGO will be Sh. J S B FOUNDATION on the name of my father Late sardar Jasdev singh Basma. I already have experience regarding social work. I will also do some projects for Women Empowerment, Green revolution, Rural education, Agriculture fair. Being a Social worker is DIFFICULT, but being a good Person is even more difficult but I want to be the both before I say good bye to this world.

“I CAN, I WILL”



DEEPAK SINGH BISHT

I am Deepak Singh Bisht pursuing MBA in Sale and Retail Marketing from Chitkara College of Sales and Retail Marketing. My dream is to take the present world's communication system to the next level. As we know Wi-Fi or wireless fidelity) is common used communication system which is quite fast technology to transfer data, streaming content and communication. My company Supernova Technologies Pvt Ltd have developed a technology which will revolutionize the present day communication system. The technology that's been developed is called Li-fi or Light Fidelity.

Life is a visible light communication system running wireless communications traveling at very high speeds. It is wire and UV visible-light communication or infrared and near-ultraviolet instead of radio-frequency spectrum, part of optical wireless communications technology, which carries much more information, and has been proposed as a solution to the RF bandwidth limitations. Life uses common household LED (light emitting diodes) lights bulbs to enable data transfer, boasting speeds of up to 224 gigabits per second. So this technology will revolutionize the present communication system by making it more efficient and fast.

So using this technology Li-Fi is reportedly being tested in Dubai, by UAE-based telecommunications provider, du and Zero1. Du claims to have successfully provided internet, audio and video streaming over a Li-Fi connection. So our company is planning to introduce this technology in India.

“I CAN, I WILL”



DIVAS ANAND

The day I realized about dream is, doing something extraordinary in the field of the education become my dream. Earlier there were many options in front of me but I decided to move ahead with my ultimate passion, which is my dream company that this is 'ANAND & CO.' As I did almost everything towards my institution different types of activities where theoretical or practical in difficult scenario for achieving desired goals and objective timely, so I had this burning desire inside me to become manager of my own company so that I can accomplished my own dream fulfilled.

So, that is not my ultimate goal as at that time I was just thinking about my dream but in reality it was not fulfilled. Afterward when I join my MBA course I thought that from here I can achieve my own desired dream company to be there for which I started thinking and working in this institution for this ultimate and big goal, as I am very hardworking and disciplined person so I want to join this company in order to make myself capable towards organization and world effective and innovative manager. while in my schooling and profession life I whole heartily telling that I faced many difficulty and problem, so I gradually thanking the one of the big institution in my life-CHITKARA UNIVERSITY, under which I also want to thanks my previous faculty member and teacher and also my currently faculty members of CHITKARA COLLEGE OF SALES AND MARKETING, as well as I want to give my gratitude and success for making my life more joyful and giving more wonderful tastes of that part of career which I alone cannot do it without their help and also thanks to Chitkara school for encouraging me to join this institution and in selection of a my course through which I can move on the path of my dream company.

“I CAN, I WILL”



GAUTAM SAHOTA

My name is Gautam. I am a student of MBA SRM. I am glad to have this opportunity to present a business idea before you.

I always wanted to be an entrepreneur and an independent person, to be a successful entrepreneur one must concerned about, finance, infrastructure, location etc. Apart from that one must have to plan and execute it. And if you want to establish and achieve your goal you must live out of suitcase.

My business idea is not so, fascinating and new one.

SIX heard of it? But one day all you all will.

Yes, this will be the name of my company so, why six pocket & what is it all bout , well those who have played snooker, must be able to understand it , I named it” SIX POCKET “because snooker table has six pockets , one in each corner and two in middle .

I will import the snooker tables from USA. I will target the young generation and I will make sure that I have my SIX POCKET outlet outside every college of India.

WHY PEOPLE WILL PLAY SNOOKER: It will help the people to relax and increase concentration.

ONE DAY ALL WILL PLAY “6X POCKET”

“I CAN, I WILL”



HARKIRAT SINGH

My name is Harkirat singh, I am a student of Chitkara College sales and retail marketing. I have a dream of opening a restaurant, which is unique and attractive.

I am looking to open up a restaurant , the very first restaurant which is different visualization concept named '**UPS and DOWN**' ,now why ups and down ,as I am focusing on unique concept , here I want to put things reverse like the upward ceiling should be kept in floor, vica versa

I would like to open this dream project after 5 years, as then I will have a good financial support , I'll look for those employee which belongs to HM because I'm not focusing on just visualization also on the quality of the food to be served.

Probably I'd like to open in North region especially in hill station. I want to be a business tycoon, wanted to create a unique image, so that I should be remembered by others.

“I CAN, I WILL”



HARMANJOT SINGH

My name is Harmanjot Singh Gill. I am from Patiala. I have completed B. Tech in electronics and communication. Now I am pursuing MBA in sales and retail management from Chitkara University.

My dream is to start a company which manufactures shoes for middle class with range from 1500 to 5000. We will also have accessories under same brand name. All the shoes will be totally handmade and no machinery will be used at any point. So, it will provide employment to the people who are being forgotten from long time as their place is taken by machine. The leather for shoes will be of dead animals no living animal will be harmed to have leather from them.

It will be durable and rough & tough product. 50% of capital I will take from make in India start up policy and rest of money I will take up from angel investors

“I CAN, I WILL”



HARSH KUMAR

My name is Harsh Kumar, a student of Chitkara College of sales and retail marketing. So a dream company is a word that is really fascinating to me because it is not only my dream company but it will also going to fulfil thousands of other people's dreams. My dream is to open a restaurant which will serve nutritious and healthy food for masses specially those who are into fitness and sports.

Today every company is busy in making profits at the cost of citizens' health which is not acceptable. You may wonder how I will do this. Well I do have a plan in my mind initially i will collaborate with sport and fitness coach to understand their need and how can I make food not only tastier but healthier also. My dream is to serve affordable and healthier food to every single person in my country and to see a smile on everyone' face

“I CAN, I WILL”



KAMALDEEP SINGH

My Name is Kamaldeep Singh, I am a student of MBA-SRM Batch-5. I am very happy and excited to discuss about my dream company and share my views. My dream company name is “THE CLICKER” it's related to photography and reality. My dream company is an organization that values its employees, nature's entrepreneurs, gives them the freedom to be innovative and allows them to turn their innovative ideas into realities. My company will have a healthy work environment dominates.

In my dream company might not have well-educated people but one thing is grantees they will be dedicated and passionate about their work. We don't need any masters or bachelors, we only need those people who have passion in this field. My company earn more profits during seasons of marriages. The scope of my company is not only clicking the portraits but we will also shot documentary. Now a day people don't have time to watch long movies so we will focus on making short and precise documentaries. And, in last I would like to say that if u have a dream about job, your work or anything else, then don't sit and wait for the perfect moment, work on it with all your potential and use the moment now and make it perfect. I share one of the famous quotes of 'ELEANOR ROOSEVELT' is 'The future belongs to those who believe in the beauty of their DREAMS.' And that's all about my thinking and dream company and I'm very happy to share my views and thank you to Chitkara university for give me a great opportunity for share my views about my dream company.

“I CAN, I WILL”



MANOJ KUMAR

My name is Manoj kumar. I am from Himachal Pradesh. Now I am pursuing MBA in Sales & Retail marketing from Chitkara University. I want to open retail store stationery outlet. Name of my dream company is Stationary.com.

There will be 3 workers in my stationery store, Cheap A4 copy paper for sale. In my store there will be books, copy, pen, gift etc. My store will be supplying products to other states also. There will be facility of photo state and printer. I want to start business from Himachal Pradesh.

I will open more outlets of this store to provide the products to the customer at their door step.

After success of my store I want to start to give distributor ship. Further I would like to expand my business and be a successful entrepreneur. After that I will open my factory so that I can earn profit and high margin.

I am thankful to Chitkara university as well as faculty member of CCSRM for giving me this opportunity.

“I CAN, I WILL”



NAVJOT SINGH HARIKA

My dream company does not exist it is still my dream which need action to fulfil.

My dream is to start new company (Brand) which deals in Premium apparel, accessories, shoes etc. The name of brand will be mu”assel and it will be pronounced as mushael. It will start from handmade fabric for shirt as it will represent Punjabi culture, quality, royalty, perfection and will be tagged as Hand Made in India. Its first showrooms will be in Chandīgarh and Delhi as these are the fastest growing retail markets in Asia .Chandīgarh will also give it Punjabi touch this will be just a starting with this product I have many more ideas for its Visual Merchandising, brand logo, future growth etc.

“I CAN, I WILL”

The mentor says...

Today, we need more innovators and creative thinkers because of globalization, technological and knowledge revolutions. The book will provide an excellent opportunity for the students to showcase their creativity and enlightening their thought process. It will motivate the students to think 'Outside the Box' and empower creative problem solving. I am sincerely thankful to Honorable Chancellor Dr. Ashok k Chitkara for providing such platform in the form of a book where students can visualize their dream and develop their leadership and entrepreneurial skills. I want to congratulate each and every author and wish a grand success for this publication.

“The future belongs to those who believe in the beauty of their dreams”

--Eleanor Roosevelt

Dr Rajesh Kumar

Associate Professor

Chitkara Business School



**Our
budding
entrepreneurs...**



PARAMDEEP SINGH

I Paramdeep Singh, student of MBA want to say that everyone has a dream in life. Someone has rightly said that DREAM WITH YOUR OPEN EYES. One want a perfect job, lifestyle, family etc . Now I will think about my dream job. Do wonders for the world .My dream Career is to become a well renowned artist and have **my own art gallery**. I love art and enjoy while making it my career. Because i want to express the nature beauty while making it on the sheet .I would want to live in Canada and establish my business there also i want to open an drawing institution where i can taught the students and explore my artistic carrier with the new innovative techniques given by my students. I also want to devote my time to my family.

As a well owned gallery owner I would make a sufficient amount of money so that I can fulfill my kid's wants and also have enough money to give back to needy. Also have a charity that i would donate to. Also I think becoming a well renowned artist it difficult to do because most artists that is famous are dead. As it is very hard business to be successful in it because only few got success in it but at last i want to say nothing is impossible I CAN and I WILL do. To achieve my dream and have a peaceful life this is my dream life

“I CAN, I WILL”



PAWAN KUMAR

Inspiration can strike from anywhere, but sometimes the best business ideas come from looking at existing businesses and seeing how they've found their way to success. Aspiring entrepreneurs can learn a lot from other companies, especially those with innovative business models. Whether it's a birthday, holiday or other special occasion, there are many times throughout the year that people need to purchase gifts. But finding the perfect one isn't always easy, and sometimes, you just don't want to give the same old predictable present.

My dream company " HANDWRITTEN".

Handwritten allows you to send real cards and notes, with a message that's handwritten in ink. Simply pick out a card and type your message, and the website's robotic handwriting machines will "wryte" messages in a variety of different handwriting styles, from casual to fancy. The card is then sealed in an envelope, addressed, stamped and sent out for delivery. The starting price is 100Rs per card which can be cheaper than cards in stores — making Handwritten an extremely economical way to send meaningful notes.

Being a INDIAN Citizen, I was born in small city, with a big dream, lots of responsibility. Like me, many students, a brother, a father, a mother, a sister they move from their hometown and came to big city to full fill their dreams or for their sibling future. My company specially provides gift to our 'SOLDIERS' who are unable meet their parents, family and children. My company provides all of them to provide a handwritten gift from their beloved once to make them special.

**"Ghar Se Sapne Pure Karne Nikle The
Kiya PataTha Ghar Jana He Sapna Ban Jayega"**

“I CAN, I WILL”



PRAVEEN KUMAR

My name is Praveen Kumar. I am pursuing MBA in Sales and Retail Marketing from Chitkara Collage of Sale and Retail Marketing. I want to start a business that is modern trade like e-commerce so that people get choice in the price of the product. That company includes FMCG products like Home care, Personal care, Food and Beverage at very cheap price as compare to Retail price. The name of my start-up will be "**Godara**". My company will adopt business to business as-well-as business to customer policy as. For running my business I need financial support which I will get from financial institutions and angel investor. As my company will grow they will require of more funds to invest. Our target segment will be middle class and lower class customer. So according to them company will provide good products at cheap price. We also provide after sale service for better customer relationship management. The company vision will be "maximum sales and customer satisfaction".

"I CAN, I WILL"



RAHUL

My name is Rahul. I'm pursuing MBA in Sales and Retail Marketing from Chitkara University.

I want to start my NGO (Non Government Organisation) named “**SERVA KALYAN CHARITABLE TRUST**”.

The Reason is, in our country people who are physically challenged and orphans are not getting facilities according to their needs. So, I want to start this charitable trust. First of all, I will find out the location where I can run it efficiently. I will include my 5-6 partner with the help of whom we will invest some of our money. We will discuss about the dream plan with government for getting their help. We will continue run awareness program which further will help us to getting help from the society.

After the NGO is setup, our management will provide basic needs to disabled person. After the success of the trust I will also open a School and provide other knowledge like- social, religious, cultural etc. My dream company will not only satisfy the basic requirement of people but also give employment to people who are involved in it.

Completing my dream is my vision and mission.

“I CAN, I WILL”



RAHUL CHOPRA

Each one of us definitely has one or the other kind of a dream job that we would like to do one day. The idea might have derived from either someone in our family, a role model or someone whom you really admire, or even for other situations. No matter what the reason, having a dream would definitely help you have a goal in life and to be there.

I too have a dream and I would love to become a great BUSINESSMAN when I grow up.

Why businessman?

My idol is my father who is a businessman and when I see him doing such kind of struggle for us, I am inspired by him and in future by joining business I also want to make him proud.

The world of Retail Business is a changing one and anyone entering to the field has to be ready for tough competitions and challenges. You need to be constantly aware of the latest's challenges and competitors because they customize according to the customer's choice.

After graduation I started CA course but I left that course and am pursuing MBA from Chitkara University. When I was young I loved to go with my dad to our business premises and loved to attend the customers and now in near future I want to join our business and I want to take my business on to great heights.

Remember your dream is not out there but right here within you.

“I CAN, I WILL”



RAJAT GUPTA

I am Rajat Gupta of MBA Sales and Retail Management from Chitkara University, Punjab. It's being an honour that I got an opportunity to write on my dream company that is **Gupta's event planners LTD** to attract people. As a wedding planner I will come up with creative ideas & theme. Meet the couples to discuss about their requirements and budget .Advice them on wedding customs and etiquette. I will set a tradition of underwater wedding. That's means we are establishing our resort below the ground that will be underwater. Year by year, we will come up with new technologies as well as new ideas. We will also catering in different cosines. I want to introduce a new thing which is wedding photo booth in which one can take pictures inside the photo booths. People can get pictures clicked including different props, serious & funny pictures both. One can get immediate printouts. As an event manager we will be managing corporate events as well. We are coming up with the facility of translators which will be helpful to connect two persons from different country & languages as well. As corporate events will have people coming from all over the world, we are also providing hotel and transportation facility which will be helpful for visitors to move from one place to another. That will be my Dream Company and Yes I CAN BE THE FUTURE of event planning.

“I CAN, I WILL”



RAJAT SUMAN

I am Rajat Suman. I live in Zirakpur, Punjab. I am pursuing MBA in Sales and Retail Marketing from Chitkara University. The reason to choose sales and retail marketing course is because retail industry is one of the booming industry in India. Lots of foreign retail companies are investing in India. Retail industry is the industry, from where a consumer gets all the products related to his/her requirement.

The name of my company will be RATZ and its website would be www.ratzap.com or www.ratzau.com. This site will provide different kinds of products like Apparel, gadgets, mobiles and accessories etc.

The site will have easy format for the consumer convenience. Consumers can access the website without facing any problem. All the products would be available of the website and consumers can get free home delivery at their door steps. There will also be the offers for the festive season to attract consumer.

“I CAN, I WILL”



RATTAN SINGH

My name is Rattan Singh. I am student of Chitkara college of Sales and Retail Marketing, it's a great privilege for me that i am studying in this course, Everyone has a dream in life ,someone wants to become scientists some cricketers similarly i want to become event organiserMy name is Rattan Singh ,i am student of Chitkara college of sales and retail marketing, it's a great privilege for me that i am studying in this course, Everyone has a dream in life ,someone wants to become scientists some cricketers similarly i want to become event organizer, I want to open event organisation company .i decided its name that is Maharaja event organisation, about My dream company is an organisation that values its employees, nurtures entrepreneurs, gives them the freedom to be innovative and allows them to turn their innovative ideas into realities. A company where a healthy work environment dominates. When employees are free to be innovative, the company portfolio will be much more than just product improvements, and will include better business models, customer service improvements, as well as continuous process improvements.

In my dream company management team will consider needs and interests in all connected with organization, not only those who have directly financial relations with company profit. Namely: employees, suppliers, customers, competitors, government agencies, clans, public entities and others. In my ideal company, all decisions made by owners are reasonable business decision. This decisions work for the good of everyone in the company and respond positively to those following: they are the only ones alternatively, are fair to all concerned, will create goodwill in the organization.

In the end I would like to say that my main motto of the company will to satisfy the people and serve them in effective and efficient manner so that they can easily attract towards my organisation

“I CAN, I WILL”



RAVINDER SINGH DESWAL

“Ambition” means goal or aim. Like others, I am also ambitious. But for me to be ambitious means a strong or eager desire to achieve my goal at any cost.

Now, if I talk about my goal in my life then it is to become part of such an organisation in the field of marketing that can help me in getting best out of me. Basically I want to work in an automobile company because I have great interest in automobile sector. I don't want to run after earning much wealth but I want to run after achieving targets in given time to increase the strength and availability of more and more opportunity for the organisation, I am working for.

My ultimate goal is to make a different identity from others in organisation through my hard work and want to become part of top management so that I can also take best decision of my own for the betterment and success of the organisation in the unpredictable future. I want to change the mentality of public towards private sector regarding exploitation. My efforts will be to make such an organisation in which employees would love to work using their best traits and efforts for the organisation. I want to create such an environment in the organisation in which employees will not feel being exploited by solving their problems, providing safe working conditions and remuneration in accordance with their work done in standard hours.

“I'm of the view that dreams can only be achieved by a lot of hard work. Struggle is no excuses to give up your dreams.....winners are those who fight till the end. And I will also fight with all difficulties and obstacles coming in the way of reaching at my ultimate goal.”

“I CAN, I WILL”



SALEEM MANSURI

My name is Saleem Mansuri, I am a student of MBA SRM Chitkara University. My dream company is LOGHUB. Its an Online transport company. I want to give a platform to transporter and shipper as well. 'LOGHUB'. Its stands for logistics HUB.

LOGHUB, the online transport hub is an online transportation portal which provides transporters and trucks in all over India. LOGHUB, aims to brings transparency and visibility in widely unorganized Indian transportation industry. My vision is to empower Indian transportation industry with technology.

With the help of this LOGHUB application in mobile and other device, shipper can find easily transporter in his area, who want to ship his load form one place to another place in a good price. And on the same hand this application is also helpful for transporter. Transporter can find the shipper who wants to ship his load from one place to another.

Pros: Many transporters will be available on this application and they will bid for your load in a good price. Shipper will have many options to choose better one option according their profit.

“I CAN, I WILL”



SAMIRPAL SINGH

A 'DREAM'- For me is to see myself reaching the top stair after climbing the initial ones; full of hard work and toil.

I wish to see myself running a business in retail- like owning some agency of cars.

Side by side I wish to opt my passion for cooking as a profession too sometimes by working in a restaurant of mine. In order to achieve satisfaction in success, I feel passion is must. And so my little idea is to accomplish my work choice and my passion to go hand in hand. I think of having an innovative infrastructure where in the same place a traditional food corner would look pretty depicting my culture and on the other corner I'll have my agency of cars or bikes thus furnishing my professional side as well as I want to grow more in that.

It is a saying- that one should build its name so strong that it becomes a brand and this is what I believe in. Last but not the least I want to be an achiever when I make my parents proud of me.

“I CAN, I WILL”

The mentor says...

I have been a part of Chitkara family for last one and half years out of my 15 years of industrial and academic experience. It's indeed a great learning experience for me working in Chitkatra University.

Professional values, ethics and governance are essential skills needed for Management Graduate as the profession moves towards strengthened codes of conduct, regulation and legislation.

The aim of the Professional Ethics module is to help students develop ethical knowledge, sensitivity and judgment which can then be applied in the personal and professional Life.

This book really is a “Combination of thoughts” of Teachers and students, and shall provide great insights about Business Ethics and Values to the students. Definitely, Business Ethics and Values will be an inspiring module for the students who will be the future leaders.

Dr Ashoke K Chitkara is really a role model for students and Faculties. It is indeed a great learning experience to be part of Chitkara College of Sales and Retail Marketing.

Regards,

Mr Munish Kumar

Assistant Professor

Chitkara College of Sales and Retail Marketing



**Our
budding
entrepreneurs...**



SANTOSH KUMAR

My name is Santosh Kumar Student of **CHITKARA COLLAGE OF SALES AND RETAIL MARKETING**. I want to start the business of **DISTRIBUTOR** in **APPAREL** in **HIMACHAL PRADESH**. Initially I will start my operations from Shimla, **HIMACHAL PRRADESH** thereafter I will expand it to further locations like **MANDI** and **SOLAN**. My first goal will be to tap the unsaturated market in my local area.

Due to extreme climatic conditions in **HIMACHAL** there is shortage of efficient distributors. My vision is to bring branded clothes from multi-national companies and distribute the same to unorganized retail outlets because now a days people are more brand conscious than earlier times Moving further I want to see a smile on end consumer face through these branded clothes because when you look good your confidence level automatically rises.

“I CAN, I WILL”



SAURABH MUTNEJA

“Dream” a word commonly used by many but really understood and actualized by some. Dream, from my perspective is a filtered form where we allocated ourselves in some place for future perspective as a result of inductive nature looking at its positives.

My dream is to Being an Entrepreneur is one of the most exciting and popular things to do. Though starting and maintaining my own business isn't easy. Through real life experience I have learned how to manage and maintain a business. In the following I intend on telling you how to do it yourself to display what I have learned.

Dreaming a dream is one thing, but bringing the dream to market is another dimension entirely. Business is all about making money, which means the bottom line, is the bottom line. However, once your dream is realized there are several steps you must take before going to the market.

From the final phase of schooling, I was very keen in the field of accounts and management and that interest made me so strong that I am now able to look after my dream company in these areas of expertise and “Chitkara University” is providing me that ample need of education and exposure to my personality to flourish and boom to fulfil that one dream of mine.

“Everybody dreams but only some people's dream set examples”

“I CAN, I WILL”



SAURAV SRIVASTAVA

My name is Saurav Srivastava currently pursuing MBA in Sales and Retail Marketing. I am very excited and honoured to discuss about my Dream Company. Talking about being entrepreneur working for yourself will improve your state of mind, you will be able to manage your personal time the way you want it, and essentially gain control of your financial future.

My dream Company is to start my own CAB System. You just need to download the app and there will be two options either you can have driver or you can drive your own. Name of the company will be **YOUR OWN CAB**. Your own cab is looking to make the cab service more affordable. Your own cab people sharing the same route (as opposed to the regular source –destination pooling solutions) and arranges for a common cab to transport them. Your own cab has introduced their services in Chandigarh for daily commuters initially for weekly and monthly booking and have made the pricing simple at Rs7.5/Km (introductory offer for people registering in July is Rs. 6/Km). The service is targeted towards people commuting on the same route often:

The company will be founded by Saurav Srivastava. Your own cab vision is to change the way India travels in public transport mode. Aware of the challenges, Saurav Srivastava says, “We understand that this isn't an easy problem to solve. The way to do that is to learn constantly – from previous and existing attempts.” Your own cab also has the green card going their way as the service when it gains sufficient reaction can lead to a reduction in pollution and traffic of the city.

There are lots of variables to solve and a good technology base will be a must to scale this business. The youngsters have started out well and have managed to make it work to an extent in Goa. Launching in public now, the real test for **Your Own Cab** will be Chandigarh. Stay tuned to keep track of how the service is shaping up.

“I CAN, I WILL”



SHIVAM DABRA

My name is Shivam Dabra and I am student of CCSRM. I am glad to have this opportunity to present my dream idea before you Sir. I have a business plan in my mind and I want to share it with you.

The name of my company is 'Walk - In - Cut'. So what is it all about, As I observed that in this modern world people don't have too much time for haircut and moreover they have a perception in their mind that it will consume their nearly 2 hours, which irritate a customer the most..

So the different thing about my idea is that the customer will not have to go to Barber shop instead the customer will call in my company and the barber will reach their house or where ever they need.

For the start up I need some team members. First a computer software engineer, who will make a app for me and a official website for my company. And the person actually who will perform the task i.e. Barber.

So for that I have to do marketing in Barber outlets and personally crack a deal with them and talk about the division of Margin or salary. And a full team of barbers will be made for the task.

“I CAN, I WILL”



SHUBHAM JASWAL

During My school days I was very confused about myself, that what I should do & why. There was no one around me from whom I could consult as advises coming from all of the people only confused me even further. But one thing I was aware about that I want to do something Different and which should not only help me but also the society. So, I started observing things around me & then I realise that I was not the only one who was confused and stressed about their life and Career but all the people around me were in stress and in dilemma. They all need a person with whom they can talk freely and ask for suggestions/guidance.

I was getting more curious to know that why we all are so confused and depressed in our life and I came up with lots of reasons which I was also had.

So, I started talking with my friends, family and others about their problems which they were facing and talking about the available solutions. I started motivating them and guiding them how to choose the right path. I was getting unbelievable feedbacks from those people as my guidance was helping them in their life.

That was the moment which enlightened me & I decided to open a “Life coaching company” which will help people to come out from dilemma, guides them to take a corrective decisions regarding their problem. Vision of my company will be “Providing Path breaking solutions to people and develop radical shifts in their mind sets by enabling everlasting transformation so that they can live their life at its best.

We will provide our services by giving seminars & workshops to students their parents, Professionals and anybody who needs our help.

“End is not when you lose, it is when you stop”

“I CAN, I WILL”



SHUBHAM SOOD

I am Shubham Sood student of Chitkara college of Sales and Retail marketing. My biggest dream is my goal of life to be an entrepreneur to start my own business. I want to be an owner of an unique wedding place. I believe that each wedding celebration must be wonderfully unique. So I have come up with an idea which is unique for a wedding and party venue. As we all know that marriage palaces as well as resorts are in trend and they charge a lot for each function. So my idea is to provide a water resistant tent on cheaper rates then marriage palaces in an open atmosphere which can be used in both ways in open as well as a wedding hall. There is a huge investment for a single person to get his function in such a venue so I want to put up this tent in an open area where this tent can be used for many of the weddings. And I think that is going to be a great competition for all the marriage palaces in that area. As its unique feature is its pillar free grand ballroom adjoining sprawling and lush green large lawns which can cater up to 3000 guests at a single time on a low cost. My main target is middle upper income people who want big bash classy wedding in lower budget price

“I CAN, I WILL”



SIMRANJEET SINGH

I am Simranjeet Singh of MBA Sales and Retail Marketing from Chitkara University, Punjab. It's my privileged that I got an opportunity to talk about my dream company. My dream is to open a finishing school in modern cities of India, teaching and training people from youngsters to seniors, to empower them with valuable self-confidence and upper class personality.

Initially finishing schools were famously located in Europe, and best known to be in Switzerland but slowly and surely, I want that this education should be branched out to cities in India. I want to target the common people for their future role in public life or to enter high society. Empowering topics and subjects include image management, which is the process of evaluating and controlling the impact of your appearance on you, on others, and the achievement of your goals. Image management is all about respecting self and respect for others.

Anger management is a term used to describe the skills you need to recognize that you, or someone else, is becoming angry and take appropriate action to deal with the situation in a positive way. Others are personality development, body language, communication skills, postures and gestures, fine grooming, dress sense, fine dining, negativity.

These skills are equally or even more powerful than only academic and vocational skills.

“I CAN, I WILL”



SUMIT BAWA

My name is Sumit Bawa and student of Chitkara College of sales & retail marketing. I am happy to have this opportunity to share my business idea. I want to be an entrepreneur of an E-retail company with keeping the competitor in mind. I will make a unique thing is tie up with all manufacturing and transportation to achieve maximum customer satisfaction. The financial sources for my business I will get from MAKE-IN-INDIA policy start up business in this 50% subsidy provided by government and rest of the amount I will take from Angel investor.

A dreamer designs a path which draws them closer towards their destinations likewise Sumit Bawa is also a dreamer born with the hunger of thriving to achieve my goals, seeing myself as an employee in a most renowned business sector one or the day

The experiences I have congregated as a trainee from sector like Big Bazaar, Retail, etc has awaked me to conquer beyond this all those experiences I have perceived helped to generate new ideas about running a business.

If people were competing for producing tomatoes in the market of tomatoes, I would never be one of them as my idea is to start up on E-retail portal, which can be standardized above the level of competitions.

According to my specialization in retail & sale marketing, I have learned different strategies of retail marketing in which I am very confident to maintain customer base and achieve margins

If we are determined then we can achieve any thing
“WE CAN”

“I CAN, I WILL”



SUCHET MAHAJAN

If you depended on tomorrow, things that you can get today, you can get them tomorrow. My beginning is always today. My name is Suchet Mahajan. I am a student of MBA in Chitkara college of sales and retail marketing. Everyone has some dream. I have also a dream to startup a service consultant company- A company that can give the suggestion or consult the other company, local shopper, and the unorganized store. How the idea came into my mind when I was the child I gave suggestion to my grandfather to how we expand our business, how we can reach to the every customer in that area, which type of the store layout and how to make a happy customer and given the service beyond its dream. In my company, we gave the suggestion to the local grocery store, a vegetable store, electronic store and also to the service to the other company in a sale. When I go to the market to buy product and service, the service part is missing. When I ask for a bill they do not give it to me, so why should I buy from them. I always realize how silly their work is. When I was in Delhi in 2014 I noted down top 100 consultancy firm name and realize that what common work they do and how do I contribute. My business model is directly contacting with the client who needs any help in business. I will use the SPARE formula which means self-knowledge, passion, action, realization, and evaluation. In a self-knowledge, I must know but I am offering to a vendor, shopper, to a company who are willing to pay me next word is passion client does not pay us if we don't have passion, in my company we are not only representing our body of consultancy but we are offering him a relation. A stand for action we are not lazy to our work we active 24*7 to our Client. In a realization understand the work of my client so how my company helps him to resolve the problem the last word is evolution which means keep changes, my company believe in constant change as the world change. so it will help to the client how to do the business in a better way. How do I make a client? We make a website, application, business card and a free consultancy to our client in beginning to establish a name of my company. I will charge only when my client makes some profit. If they make the profit then a model come name as a word to mouth advertising which help me to get a new client. So How it **work advertising> website/application>business card>client1>client 2>client 3** so on and word to mouth start client three 1,2,3 given me a goodwill into the market and also a new client. Most of the time I see in a top 100 company charges consultancy are very high. local shop, small vendor or a small company are not able to afford such high fee. So what we do in my company simply, if our client makes 100 Rs sale through our consultancy we divided them into hour how much time we spent with him 100/20 so our charges are Rs 5 per hour. Who will give the finance to my company. The biggest thing is there is no need of finance because we are the corporate soldier who handles the other business. We will also provide a skilled salesman to the company that can help the owner to understand the customer. We will also provide a part time salesman to our client for example if in your organization a women need a maternity leave so client will not appoint a new salesman because it's very costly process to hire a new so we will provide a part time skilled salesman in her post. So your business never stops. In my company, there is no need for employees to come to office they can do the business at their home also. How in a consultancy business, we do the call and active 24-hour to resolve client problem. My company name is **SHIM**. At the end of this article, I would like to say with the grace of god I hope this idea successful and I may contribute toward my country thanks.

“I CAN, I WILL”



SURUSHIKA DEV

“Dream” a word commonly used by many but really understood and actualized by some. Dream, from my perspective is a filtered form where we allocated ourselves in some place for future perspective as a result of inductive nature looking at its positives.

My dream company to open up is a company manufacturing safe and healthy drinking water keeping in mind the change in the environmental factors and the soaring cost and demand of clean water especially in the lower and lower middle section of society where water is contagious still they can't afford to buy healthy water and that is where I want to provide cheaper cost water with highest quality as it has a lot of latent demand keeping in mind all the calculations, all the cost cutting factors and all the economies of scale which will make the things easy and executable for me.

Being a proud citizen of Nepal, I initially started my schooling from there and lived with the cliché of having recessive character being a girl and that too that I belong from a place with less infrastructure and facilities, I was entitled and ignited to prove all of them wrong and my parents supported me as well to do well by sending me to India for further studies.

From the final phase of schooling, I was very keen in the field of accounts and management and that interest made me so strong that I am now able to look after my dream company in these areas of expertise and “Chitkara University” is providing me that ample need of education and exposure to my personality to flourish and boom to fulfil that one dream of mine.

“Everybody dreams but only some people's dream set examples”

“I CAN, I WILL”



VISHAL SINGLA

A dream is not that which we see while sleeping, it is that which does not able you to sleep. My name is Vishal Singla and I am a student of Chitkara College of sales and retail marketing, Why marketing? Because I love to meet new people everyday .So my dream is to start a shop at a low level of medicine because my father is in that business but after some time like one year I will expand the business after getting some experience by taking distributorship and CFA of a company. Gradually it will be converted in to a company it will be name Singla private limited. After the success of expansion of the company I would like to invest in that business which will give me rental income without any efforts like investing in restaurants, malls, and any other material.

The most important thing in my life is value not money, I want to recognize everywhere. Money is not priority for me; it is goodwill which matters for me. I also want to reduce social cause of India like unemployment, poverty, etc. by acting as an employer I think we can reduce all this thinks. After getting the success, I will not stop because dreams never end. I also want to open sports complex for children so that can create their interest in sports not on video games which will provide fitness and wealthy body to everyone. I want that every kind of facility is being provided to everyone who has passion or say interest in different things like dancing, singing, drawing, and many more. These all things would come under one company.

I don't want to work for whole life but I will work harder till I work and develop the sources of finance for my whole life because I don't want to ask or beg money from my children also. Most important thing in my life is I want to feel my parents proud due to my services to the nation. My company will be fully dedicated to the nation.

“I CAN, I WILL”

The class is on...





The mentor says...

“Think big, think fast, think ahead. Ideas are no one's monopoly.” This quote by the iconic business tycoon Mr. Dhirubhai Ambani is an inspiration to many, including me. A majority of students tend to prepare themselves for businesses. There are very few who dream big and take the road less travelled. When it comes to students - the future leaders, the thoughts and the magnitude of dreams is what matters.

India, the world's fast growing start-up ecosystem, provides immense opportunities to experiment and achieve. In 2015 alone, around 3500 start-ups started in our country. A few may have closed before they could flourish, but at the same time, Flipkart, Ola, Quikr and Zomato are some Indian start-ups that are leaders in their respective businesses. Their competitors with all their experience and financial backing failed to counter these Indian monsters. Business pundits attribute their success to the founders of these businesses. For once, they chose to dream and chose to lead.

Many debate the force behind these leaders. A few doubt the importance of training and believe that leaders are born. On the contrary some believe that leaders are made. Whatever the case, the education and skills imparted to these entrepreneurs cannot be questioned. Strength of an academic institution lies in the capability to imbibe the belief in the students; the belief to dream big and the belief to lead.

Mr Dilpreet Singh

Associate Professor

Chitkara Business School



**Our
budding
entrepreneurs...**



ZAFFAR ALI

I am Zaffar Ali student of CCSRM. “**Success is Journey not a destination** “ This line always make me self motivate and focus toward my career. Turning point of my life and it take me to me right path of my journey. final year of my collage I got placement in one of the giant retail company Shopper stop so I entered in retail world, where I want to grow and make a career . One thing I loved about working for a large corporation was the Professional life. There were a lot of great, educated and skilled people and always something fun going on. I even liked my job. I worked as Fashion associate deal with customer relationship. Another plus about a large corporation is you have an opportunity to move around to find the department best suited for you. But I have some big plan so after 1 year I quit my job and I start my own business in retail. I opened an Apparel outlet with the help of my family. All that I learned from my 1 year experience in Shoppers stop.

I put it in my business all that learning. With all the Family support and hard work that my business is going well. I made many links and contact of apparels vendors and I made my own brand @looks. Now I want to do Forward Integration (Brand Packaging, SOH in big store) But I am still hungry I want to take it in next level in big scale for that I need more learning and experience so I came back and continue my studies in MBA in sales and retail Marketing. My brother runs that business. So right now my aim is to get Placement in giant companies like Reliance retail, Aditya Birla retail ventures. And get most of it learning and Finance to complete my Dream.

Success is a journey not a destination
Journey Continue.....

“I CAN, I WILL”



JASPREET KAUR

HINDUSTAN COMPUTER LIMITED

ABOUT HCL

HCL Technologies Limited is an Indian multinational IT services company, headquartered in Noida, Uttar Pradesh, India. It is a subpart of HCL Enterprise. Company exists in 34 countries including UNITED STATES, FRANCE, GERMANY and U.K

Founder of HCL is **SHIV NADAR**

C VIJAYAKUMAR is the current CEO of HCL

“Together we create the entries of tomorrow”

It is an organization which gives many opportunities to excel and also empowers to achieve goals and offers employees job satisfaction clubbed with job stability.

My dream company HCL will give me satisfaction of work, opportunity to grow from organizational point of view as well as personal point of view and from monetary point of view.

According to me, Dream Company is that company where I can enhance my practical knowledge and can interact with my colleagues so that we can work together i.e. group, because in group we can learn and discuss a lot for company welfare. Working in HCL will be huge pride booster and it will instantly accelerate my credibility in any given situation.

When I imagine myself in HCL, I feel by default to tend go after **SUCCESS**. Successful people, successful things, anything that's tagged as Success. Just by associating myself with HCL, I believe I have achieved the prosperity.

“I CAN, I WILL”



SIMRAN CHHABRA

Bharat Financial Inclusion Limited (formerly known as SKS Microfinance Limited) BFIL is a national banking finance company (NBFC), linked by the Reserve Bank of India. It was founded in 1997 by Vikram Akula, who served as its executive chair until November 2011. The company's mission is to provide financial services to the poor under the premise that providing financial services to poor borrowers helps to alleviate poverty. In 2013, the company operated across 17 Indian states. Its headquarter is in Hyderabad.

Why I want to join –I want to join this company because this company is one of the top listed company which provides financial services to the people .Now these days SKS Microfinance follows the Joint Liability Group (JLG) model. The methodology involves lending to individual women, using five– member groups as the ultimate guarantor for each member. Through group lending, situations of adverse selection and moral hazard due to asymmetric information are better managed. "Social collateral" replaces asset collateral (which is lacking in the poorer segments of society) In Nov 2015,SKS Microfinance Ltd has cut interest rates by one percentage point to 19.75% on the loans it offers to low-income women borrowers, making it the sole Indian microlender to offer loans at a rate below 20%.

“I CAN, I WILL”



VINNI BADOLA

Established in 1998, Genesis Colors Ltd. is the holding company of well known Indian fashion brands – Satya Paul and Bwitch (premium lingerie). Satya Paul is known across the globe for its iconic prints and a vivid color palette that transformed the way the world viewed the traditional Indian Sari. The brand is a pioneer in printed saris and has also moved onto include ready-to-wear and accessories that have a universal appeal. Genesis Colors also holds the marketing and distribution rights in India for several international luxury labels under its arm 'Genesis Luxury Fashion Pvt. Ltd.' They bring an eclectic mix of splendid designer labels from India and across the globe ensuring that our customers are spoilt for choice from opulence to effervescence by brands.

Genesis Colors are the exclusive Indian distribution partners for the iconic British label Paul Smith, Italian hand-crafted leather bags and accessories by Bottega Veneta that exude a high glamour quotient, the stylish red carpet favorite Jimmy Choo, the most respected Italian fashion brand Armani, high quality Italian accessory maker Furla, Dutch denimwear brand G-Star, leading American travel and lifestyle accessories brand Tumi, the iconic American designer label Michael Kors, German brand Hugo Boss and America's original House of Leather Coach. Recently TataCLiQ.com, the Tata group's upcoming e-commerce venture, has tied up with Genesis Luxury Fashion Pvt. Ltd

The Genesis Group also has joint ventures with the favorite British brand Burberry, Canali, the highly sophisticated Italian menswear specialist and Villeroy & Boch Germany (for tableware).

With its headquarters in Gurgaon (Delhi NCR), the company is led by Sanjay Kapoor and has a workforce of over 500+ employees across the country. Brands are distributed out of 98 mono-brand boutiques and other multi-brand stores and shop-in-shops across major cities in India.

“I CAN, I WILL”



MUKUL SINGH PUNDIR

MY DREAM COMPANY- “MAERSK GROUP”

A.P MOLLER –MAERSK GROUP also known as Maersk is a Danish Conglomerate. A.P Moller –Maersk has activities in various activities in different Business Sectors, Primarily in the Transportation and Energy Sector. It has been the Largest Container ship Operator and supply vessel operator In World since 1996. As of September 2016 the company is in splitting the Transportation and Energy sector into Different Divisions. The group is based in Copenhagen and has offices in more than 135 Countries, with over 90,000 employees. It was ranked 148 on Fortune 500 in 2016.

WHY TO JOIN

Work culture

Maersk ran the biggest talent accelerator program in shipping until 2008, taking in up to 600 fresher with college or undergrad degrees each year. This means that a large chunk of the employees in each country have spent their whole working life in Maersk and have no intentions of leaving. It creates a very strong culture and commitment. The average time each employee spends in a position is relatively short and most people want to move up the ladder on a gradual basis.

Employee satisfaction

The annual Employee Engagement survey benchmarks with other Fortune 500 companies and are consistently in the top quartile. They had some nasty rounds of lay-offs in 2008 and 2012, but satisfaction is still surprisingly high.

Growth

The four core divisions carry the majority of the business in the Group Maersk Line will grow with the market (3%), Maersk Oil will double their outputs, Maersk Drilling and APM Terminals will reach 1 BUSD in earnings, thereby giving the Group a ROI C of 10%.

Salaries & benefits

Highly dependent on which country you're in. In general I would assume it is higher than most carriers.

“WHO DON'T WANTY TO JOIN THE WORLDS LARGEST LOGISTICS COMPANY”

- Awarded the Global Carrier of the year.
- Awarded Best in Innovation 2016

“In order to Succeed we must Believe that We can”

“I CAN, I WILL”



KUNAL SARDANA

Logistics and E commerce are the 2 of the top growing industries. With the aim of working in both of them together I have a dream of startup with a business name.

ENSURE PRODUCT- ENSURE YOUR HAPPINESS

OBJECTIVE

- To ensure your expectations regarding your online order.
- To increase customer satisfaction of online order.
- To secure customer interest and increasing security level of online shopping.

SERVICE

This startup will provide services of ensuring your product quality before it comes to you. It ensures product will meet specification mentioned in its ordering page by the seller.

How it will work?

There will be option with the tied up web sites just when 'ADD TO YOUR CART 'dialog box arrived. By selecting this option you will give us authority to open your product before it came to you.

We will have our care centers in each, from which ever website you will order your order will reach first to us with and **our team of professionals** ensure that product quality and specification should match to the mentioned one.

We will also ensure that product will reach you before the expected date given by e commerce website.

“I CAN, I WILL”



SUMIT KUMAR HORA

HORAIZON

When we talk about movies or even think of them, there is only one benchmark i.e. the Hollywood. The reason is the quality of movies that they produce and the most distinguishing factor is the VFX, 3D effects and animation. The youth of India doesn't want to watch any Bollywood superhero or animation movie, solely due to lack of international standard graphics.

My dream company Horaizon would provide Indians the platform, time, money and resources needed to produce astonishing results which would even give Hollywood studios a tough time. Each and every design and implementation would be done solely by Indians. We would aim to fulfill Bollywood assignments targeting to produce movies having breath taking VFX, 3D effects and animation. The Bollywood movies would then be the source of inspiration for the Hollywood.

There is immense inherent talent in Indians but it remains undiscovered due to lack of facilities, opportunities and trust. My graphics studio will change this notion. The company would produce the best of animation and VFX. My dream is to make Horaizon ,the best VFX company in the world. It would take on the likes of Pixar and Walt Disney Animation Studios.

The trend of outsourcing the VFX of Bollywood to foreign studios would stop. There would come a day when the Hollywood movies would come to us for their graphics demand. It would be a moment of pride to see the Indian talent being recognized as the best in the world. The brand Horaizon would then become synonymous to VFX. It would uplift itself by uplifting the genius Indian talent.

“I CAN, I WILL”



AJAY RAWAT

FedEx-Connecting People and Possibilities

FedEx Corporation is a US multinational courier delivery Services Company headquartered in Memphis, Tennessee. The name "**FedEx**" is a syllabic abbreviation of the name of the company's original air division, **Federal Express**, which was used from 1973 until 2000.

As we all know that FedEx is one of the big brands in logistics and courier services. Dream Company because of so many reasons and the very first one is the FedEx working more than 220 countries. The very first companies who start giving overnight shipping services as well as track packages and real time updates on package location to help in find and lost on packaging and this features Implemented by most of the other company. If I talk about the history from 1973 to 2016 they keep innovating on their working environment. More 400000 employees working in FedEx along with 100000 fleet vehicles, 650 planes 400 airports. The best part about the company is that they keep doing innovation and also put so much focus on safety of the product because customer trust us that's why they choose us. They also work for social welfare programs. Recently FedEx started new company Genco a FedEx company which will deal in technology, retail, consumer & industrial & and healthcare. That's the best part about the company that they are keep doing innovating things which doesn't give them profit but apart from that they are providing job opportunity for youngsters. And if I work more than 5 years if this company I will get best job opportunity in the logistics industry with the better exposer and package

“I CAN, I WILL”



SONI KUMARI

MY DREAM COMPANY-MICROSOFT

Microsoft is an American multinational software corporation headquarters in Redmond, Washington that develops, Manufactures, licenses, and supports a wide range of products and services related to computing. The company was founded by bill gates and Paul Allen on April4, 1975. Microsoft is the world's largest software maker measured by revenues. It is also one of the world's most valuable companies. According to me, it is my dream company, a company where I can enhance my practical knowledge and where I can interact with my colleagues so that we can work together i.e group, because in group we can learn and discuss a lot for company welfare.

Here in future I want to become HR STRATEGIC MANAGER, as Microsoft is itself is well-reputed company, and through this company I will get maximize knowledge, exposure and experience.

“I CAN, I WILL”



LALITESH KUMAR

Motilaloswal group

MotilalOswal Financial Services Ltd.

The company was founded by Motilal Oswal and Raamdeo Agrawal. Motilal Oswal was elected director and joined the Governing Board of the Bombay Stock Exchange in 1998. This group is diversified in financial services like offering the services of wealth management, Asset Management, Private Equity Retail Broking and Distribution, Commodity Broking and Home Finance, Institutional Broking, Investment Banking.

Though the company is diversified but I am looking myself to start my career as an assistant manager for investment banking with this firm and looking forward to gain as much as I can so that I can fulfill my dream of becoming as a part of top level management as a general manager of the company. With the guidance of my senior and through my efforts I want to take the firm to reach at the top most level.

“I CAN, I WILL”



SHIVANI SHEKHAR

My dream company is the one that I decided to start on my own after some years. Its name will be “BORN TO SHINE”. It will be a venture of, for and about women and girls who want to do something and want to be independent. It will focus on those women and girls who have dreams in their eyes and also are eager to make them true. It is a kind of collaboration of lots of activities that will be happening at one place. It will be a mix of non-profit organisation and profit organisation because its main aim will not be profit generation but to earn profit to empower the women all around. I will start on a small scale with the focus of spreading awareness on various issues in general or related to women among women or society. I will do this with the help of volunteers. Then will provide education to those who want to have it but can't due to family pressure or society or any other reason. Then will guide them about various things that they can learn to earn and also make them think about all the small or big ideas that they have in their minds. Starting with spreading awareness and providing education I will add a branch to encourage creativity, art and innovation. I will help them in thinking and recognizing about qualities they are good at and what they want to do in their life for their living. I will start and incorporate various other departments which provide ways and means for all of them to do what they are good at and from what they will start earning. There will be a handicraft start up, a food corner, a designer start-up, etc according to the skills of the women. I will give everybody a platform to find their skills or talents, polish them and finally to showcase them to the world. There will be a department to provide the training about self-defense also. My aim is to make everyone realize their worth and make everyone recognize their caliber. Women should know the fact that may need the support from others but they don't need to depend on anyone to live their lives. Women only need to believe in themselves and in their respective dreams. They have the courage and determination to fulfill their dreams but they just take care of other's expectations and forget their own dreams and that is not good. I want everyone to follow their dreams along with thinking about expectations of others about them. My vision is to empower more and more women and girls and my mission is to make them know the skills they are having in themselves and giving them the direction and support to do something of what they are capable of. I believe every girl has something within her but doesn't get the opportunity to find it or to do something about it. Lots of them have dreams but can't pursue them for whatsoever reason. I want them to think beyond the societal boundaries that are becoming hurdles in their ways of their success. I want each and every woman to feel her worth. I want to create and spread happiness among their lives

“I CAN, I WILL”

The mentor says...

My association with Chitkara University is so short to share my views on honorable Dr. Ashok Chitkara but in less than a year, I have realized that I am lucky to stand on the platform of success which most of the people dream of. I feel an awesome work environment with complete satisfaction is a sign of success in professional life.

I am very blessed to work under the highly motivational and inspirational seniors. I am sure to explore my skills in Chitkara University as there are opportunities to grow my career at a senior level within the organization.

I must share that I was a student of Dr. Ashok Chitkara in the year of 2006. Right from that period of time, I was so much inspired by his personality as a teacher, a humble gentleman and I am really blessed to work in his organization after 9 years.

Chitkara University, under the successful supervision of honorable Chancellor is like an escalator where I am standing with complete confidence to reach to the world of success.

Mr Saurabh Kumar

Executive Assistant

Chitkara College of Sales & Retail Marketing



**Our
budding
entrepreneurs...**



DEEPANSHU BANSAL

The **National Stock Exchange of India Limited (NSE)** is the leading stock exchange of India, located in Mumbai. NSE was established in 1992 as the first demutualized electronic exchange in the country. NSE was the first exchange in the country to provide a modern, fully automated screen-based electronic trading system which offered easy trading facility to the investors spread across the length and breadth of the country.

National Stock Exchange has a total market capitalization of more than US\$1.65 trillion, making it the world's 12th-largest stock exchange as of 23 January 2015. NSE's flagship index, the NIFTY 50, the 51 stock index (50 companies with 51 securities inclusive of DVR), is used extensively by investors in India and around the world as a barometer of the Indian capital markets.

This dream came in my mind when I was in Graduation and I am regularly watching stock market from 12th std. In this Field, I have a lot of Options but I want to go with “**INVESTMENT PLANNER**” This job become my dream job because people are not much aware about deposit their saving to create a good wealth, retirement plans, save tax to secure their future. I am very happy that people will get good return on their investment.

I had invested a small amount in a “NSE” from where I got a good return on them in a short-period. After that I decided to join NSE for my bright future.

“I CAN, I WILL”



PRIYANKA JAYANI

Reliance industries is an Indian multinational conglomerate operating in various sectors in and outside India. It was founded in 1966, RIL is based in Mumbai, Maharashtra. Dhirubhai Amabni founded reliance as a textile company. He is the person who inspires me to work in reliance as he started from brick and stood up an empire.

Reliance is a proud product of the hard work commitment and ingenuity of its people.

OPPORTUNITIES- growth of reliance industries from a small trading company into a fortune 500. Global business conglomerate in just over one generation is a story of ambition, growth and entrepreneurial vision. They have turnover of nearly USD 66.8 billion and a net profit of over USD 3.9 billion. They are the biggest private sector company in India.

What matters is not what is on offer but what you can create with the fire of your ambition. If you can discover your passion, you can match it with opportunity.

Reliance believes in young leaders and is looking for more of them. It encourages indevideries to achieve the great height at a fast pace. In reliance you get to work with the sharpest brains with different ideas, experiences. So I look myself in reliance after 10 yrs.

MISSION

Provide best and most value adding advice within vestor relation, issues management.

VISSION

To be clients 'FIRST CALL' and preferred collaboration partner within business.

VALUES

Passion for best quality innovative

With the recent progress with JIO I have been inspired with its remarkable performance and see myself emerging with the company.

“I consider myself a path finder. I have been excavating the jungle and making the road for others to walk. I like to be the first in everything I do”

“I CAN, I WILL”



SHUBHAM MISHRA

Google founded in year 1998 by Larry page and Sergey Brin is a whole sole IT company which started by giving internet users a mere search engine, which was initially called BACK RUB that used links to determine the importance of individual web pages.

LARRY and Sergey named the search engine they built GOOGLE a play on the word **googol** the mathematical term for a followed by 100 zeroes.

THE company mission statement from the outset was “to organize the world's information make it universally and accessible and useful”, and the company's unofficial slogan is “DON'T BE EVIL”

The company was incorporated in september4, 1998 bringing its IPO on august 19, 2004 .It's headquarters are situated in 1600 Amphitheatre Parkway, mountain view California 94043 which known by the name “GOOGLE PLEX”

SUNDAR PICHAI is the current CEO of GOOGLE.

It is my dream company because TO be able to say to at GOOGLE is a huge pride booster and instantly ups the credibility of a person in any given situation.

To be a part of Google, by default I would tend to go after SUCCESS, Successful people, successful things, anything that's tagged as Success. Just by associating myself with Google I believe I will achieve the prosperity.

“I CAN, I WILL”



ISHAAN JOSHI

When Adrian Dalsey, Larry Hillblom and Robert Lynn founded DHL in 1969, they didn't know they would revolutionize the world of logistics. Today, DHL is the world's leading logistics company. Our 340,000 people in over 220 countries and territories work every day to help you cross borders, reach new markets and grow your business. Or simply send a letter to your loved ones.

DHL is part of the world's leading postal and logistics company Deutsche Post DHL Group, and encompasses the business units DHL Express, DHL Parcel, DHL ecommerce, DHL Global Forwarding, DHL Freight and DHL Supply Chain.

Why to Join:

- 1) The strength of DHL organization ultimately lies in the people who work there. They form a single team, the members of which are attuned to one another, so that they can provide customers with the best possible service so that everyone continues to develop.
- 2) DHL not only wants to be its customers' first choice, but also of its employees. They call this “employer of choice”. Every position is important, and we stimulate people in every position to develop their talents further.
- 3) The activities of the HR department are extremely diverse: from recruitment and selection to organizational development, training programs and personnel records. The personal growth of its employees is important to DHL.
- 4) DHL has proved to be very successful, as they have skilled and engaged workforce and are recently named as the second consecutive year as 'Best employer' in the middle east and north Africa
- 5) By simplifying processes and structure DHL has been a success. They follow the 70, 20, 10 development framework, which sees training time allotment to on the job experience, direct feedback and formal training respectively.

In the end I choose this company because it's related to my field as I am perusing my MBA in logistic and supply chain management.

“I CAN, I WILL”



MOHIT HAMBIRIA

Deloitte Touche Tohmatsu Limited commonly referred to as **Deloitte**, is a multinational professional services firm headquartered in New York City in the United States. It is the brand under which tens of thousands of dedicated professionals in independent firms throughout the world collaborate to provide audit, consulting, financial advisory, risk management, tax, and related services to select clients.

This is my dream Company because many firms are members of Deloitte Touche Tohmatsu Limited, a UK private company limited by guarantee (“DTTL”). Each DTTL member firm provides services in particular geographic areas and is subject to the laws and professional regulations of the particular country or countries in which it operates.

Deloitte has more than 220,000 professionals at member firms delivering services in audit, consulting, financial advisory, risk management, tax, and related services in more than 150 countries and territories. Revenues for fiscal year 2015 were US\$35.2 billion.

For them, good isn't good enough. They aim to be the best at all that they do—to help clients realize their ambitions; to make a positive difference in society; and to maximize the success of their people. This drive fuels the commitment and humanity that run deep through our every action.

“I CAN, I WILL”



RAGHAV VAIDYA

My dream company is BOMBAY STOCK EXCHANGE (BSE), Established in 1875, BSE is Asia's first stock exchange. The BSE is the world's 5th largest stock exchange with an overall market capitalization of \$1.7 trillion; more than 5500 companies are publicly listed on the BOMBAY STOCK EXCHANGE.

Role of Bombay stock exchange are Providing Liquidity and Marketability to Existing Securities, Pricing of Securities, fast settlement, Contributes to Economic Growth.

PROVIDE LIQUIDITY - it means at any time any person who has invested his money in shares can get his share converted into cash.

PRICING OF SECURITY - It means that prices of security are based on demand and supply of shares in stock exchange.

FAST SETTLEMENT- Earlier the transaction in stock market get settle by 15 or 20 days but now it takes on 2 or 3 days for making transaction settle.

Indian capital markets are regulated and monitored by the ministry of finance, the securities and exchange board of India and the reserve bank of India. The ministry of finance regulates through the department of economic affairs - capital markets division. The division is responsible for formulating the policies related to the orderly growth and development of the securities markets (i.e. share, debt and derivatives) as well as protecting the interest of the investors.

Reason of selection of Bombay stock exchange is that it is the fully developed stock exchange, major reason of selection of stock exchange is that it consist of all latest equipment for trading and having more than 5500 listed companies.

In India less than 2 percent people invest in security market, because of which there remain scarcity of funds available for companies. The major reason behind the less contribution in stock market is that people is not having trust in stock market, they think that by investing in stock market, they will lost their money and this happen because people are not fully aware about the stock market. And I think that government is doing a lot in making a people aware about the securities. I also want to do this but on large scale by forming a large chains or teams who will go to state to state and make them educate. Educating investor here does not mean that by just telling them different types of securities and how they can invest, I want to tell them how they can monitor their own securities. This is what I want to do for stock exchange and increase the percentage of contributors from 2% contributor to at least 20% contributor.

“I CAN, I WILL”



ETIKA PANWAR

The new wings dance academy basically teaches all types of dance form have its masters in CONTEMPRORY dance style. Founder of this dance academy is Etika Panwar and will get started in 2018 on 3ed November; the purpose of introducing this dance academy is to make those people perfect in dancing who wish to dance but cannot dance due to criticism or any other issues, the name NEW WINGS means itself that we will give wings to fly on the rhythm of music and to float with it and let yourself live in the moment of dance, this means let go yourself don't stop and dance through open heart.

Dancing is the best way to show your emotions by expressions and through moves, whether you are angry, sad, happy, feeling low, want to say something but words are not there in you so dance will help to express yourself, and here we come with our academy who will provide you the technical way or perfectionism in dancing and expressing yourself. The motive of this academy is to spread itself by opening new branches in many cities and to generate trust among people that we will make best use of your potential.

This academy will set up in Dehradun (Uttarakhand) first and then move on towards further new places, the basic motto is spread real knowledge and awareness about dance in people and gaining their trust that ANY ONE really can dance. The best teachers for dance will be appointed here as per their qualification and specialization in dancing, we will try to have a separate teacher for every dance form and make sure that your tender stage of dancing will go in fine hands.

“I CAN, I WILL”



ANAMIKA SAXENA

MY dream company is nestle as it has always attracted towards its product especially chocolates so my interest increases in nestle company always as I want to see myself into this company after 10 years so that I could know each and every aspects of the company in detail. NESTLE's relationship with India dates back to 1912, when it began trading as The NESTLE Anglo-Swiss Condensed Milk Company (Export) Limited, importing and selling finished products in the Indian market. After India's independence in 1947, the economic policies of the Indian Government emphasized the need for local production. NESTLE responded to India's aspirations by forming a company in India and set up its first factory in 1961 at Moga, Punjab, where the Government wanted NESTLE to develop the milk economy. Progress in Moga required the introduction of NESTLE's Agricultural Services to educate, advise and help the farmer in a variety of aspects. NESTLE set up milk collection centres that would not only ensure prompt collection and pay fair prices, but also instill amongst the community, a confidence in the dairy business. Progress involved the creation of prosperity on an on-going and sustainable basis that has resulted in not just the transformation of Moga into a prosperous and vibrant milk district today, but a hub of industrial activity, as well. NESTLE has been a partner in India's growth for over a century now and has built a very special relationship of trust and commitment with the people of India. The Company's activities in India have facilitated direct and indirect employment and provides livelihood to about one million people including farmers, suppliers of packaging materials, services and other goods. The Company continuously focuses its efforts to better understand the changing lifestyles of India and anticipate consumer needs in order to provide Taste, Nutrition, Health and Wellness through its product offerings. The culture of innovation and renovation within the Company and access to the NESTLE Group's proprietary technology/Brands expertise and the extensive centralized Research and Development facilities gives it a distinct advantage in these efforts. It helps the Company to create value that can be sustained over the long term by offering consumers a wide variety of high quality, safe food products at affordable prices. NESTLE India manufactures products of truly international quality under internationally famous brand names such as NESCAFE, MAGGI, MILKYBAR, KIT KAT, BAR-ONE, MILKMAID and NESTEA and in recent years the Company has also introduced products of daily consumption and use such as NESTLE Milk, NESTLE Dahi and NESTLE Jeera Raita. NESTLE India is a responsible organisation and facilitates initiatives that help to improve the quality of life in the communities where it operates.

“I CAN, I WILL”



AMIT KUMAR

I have already started working over my dream company.

I have many innovative ideas for starting my new upcoming companies.

I am here giving brief one of my dream company. Work has been started over this and will be able to complete this as soon as possible.

Descriptions:

New Era of Sports started.

Finally whole stage has been built for showing every bit of stories with full accurate statistics regarding sports from every known parts of the world.

One place for every sports lover who is dedicated in sports.

You can be the partners with us and also you can share your views in our blogs/forums opened for everyone specially who likes to talk over sports.

“I CAN, I WILL”



SAURABH

Talking about my dream company I want to join a company which is an organization that values its employees, gives them the freedom to be innovative and allows them to turn their innovative ideas into realities, a company where a healthy work environment dominates. In my dream company management team will consider needs and interests in all connected with organization. I always dream of joining a car manufacturing company because of my interest in cars designing, engines. My dream company is Koenigsegg, because it is big name in sports car manufacturing company and it values its employees as I mentioned earlier. Koenigsegg is a Sweden car manufacturing company. Company was launched by Christian von Koenigsegg in 1994 when he was very young at age of just 22. He is suchs inspiration for me that just at age of 22 he made such a big company. Today, Koenigsegg has a full R&D department with state-of-the-art equipment to call upon. This is enough for inspiration and making it a dream company. I would like to see myself in top position in the company. I would like to improve my skills, so that one day I would dream of my own car manufacturing company.

“I CAN, I WILL”



MONAL GUPTA

My dream company will be 'Fashionic'. It will be an online business where all kinds of latest wears will be available for men, women and kids but in addition to that people can even design their dresses on our site using our designing features as per their taste and then it will be our duty to get that ready for them. We will be contesting competitions and the one who will be giving us best designs will be offered a job from our side. All this will not only encourage new talents but will also lead to new and innovative designs and ideas. As all this will be conducted online each and every person sitting in any corner of the country will get fair chance of being selected. All this will reduce the cost for searching new talent and at the same time we can get wide number of ideas. Our company will be not only an online shopping site but also a site which will provide jobs. We will not be selling clothes of any brand on our site in spite of that we are going to launch our own designs. The main focus will be on the quality of material to be used and the latest designs. Our mission will be to give best choice to our customers whether it is in ethnic wear or western wear.

“I CAN, I WILL”

The mentor says...

First of all a big thank to Chitkara University while giving me an opportunity to share my views about Dr. Ashok Chitkara, Chancellor of Chitkara University. I must say that in my total industry experience of 15 years, I have never felt myself so blessed and honored as I have been feeling under the Awesome Administration of Chitkara University, which is under Golden Governance of a Mathematic Magician and Day Dreamer.

I believe that success is not possible until and unless we associate with the most successful person in life. Even after my short term association of 13 months I strongly believe that I am heading towards success as Dr. Ashok Chitkara has not only changed his life but he has been changing the lives of others also.

I am very pleased and honored to have him as my Chancellor and Role Model.

I am very happy, satisfied and motivated to change my life in this organization.

This session will be full of learning and motivation for the students and I will personally recommend all students to attend this session if they really want to change their life from a person to a personality, a struggler to an achiever.

I wish them Good Luck and Happy Learning.

Mr Sudhir Tripathi

Senior Trainer

Chitkara College of Sales & Retail Marketing



**Our
budding
entrepreneurs...**



NISCHAYA LACOUL

Apple Inc. is an American multinational technology company headquartered in Cupertino, California, that designs, develops, and sells consumer electronics, computer software, and online services. Its hardware products include the iPhone smart phone, the iPad tablet computer, the Mac personal computer, the iPod portable media player, the Apple Watch smartwatch, and the Apple TV digital media player. Apple's consumer software includes the macOS and iOS operating systems, the iTunes media player, the Safari web browser, and the iLife and iWork creativity and productivity suites. Its online services include the iTunes Store, the iOS App Store and Mac App Store, Apple Music, and iCloud.

I would like to join this company because it is one of the biggest and well known companies in the world and having Apple on your CV is quite a achievement, and it's no surprise that many people want to work for the world's best tech company. The great thing about applying to work at Apple is that it's all done from one place - there's no need to search endless job sites hoping to find an open position. Once you head over to the Apple careers page, you can browse jobs in both Retail and Corporate.

An Apple Store can be one of the best places to work in retail. No sales targets and a fun, relaxed work environment means you can spend all your time concentrating on the customers' needs without having to push expensive products on them.

Steve Jobs is one of the greatest legends in the business world of all time and to work in the company which is founded by such a huge personality and influence it would be my dream.

“I CAN, I WILL”



CHARN SALH

Talking about my dream company I want to join a company which is an organization that values its employees, gives them the freedom to be innovative and allows them to turn their innovative ideas into realities, Company where a healthy work environment dominates. In my dream company management team will consider needs and interests in all connected with organization. I always dream of joining a car manufacturing company because of my interest in cars designing, engines. My dream company is Porsche, because it is big name in sports car manufacturing company and it values its employees as I mentioned earlier. Porsche is a German car manufacturing company. Company was launched by Ferdinand Porsche in 1931 when he was very young at age of just 22. He is such inspiration for me that just at age of 22 he made such a big company. Today, Porsche has a full R&D department with state-of-the-art equipment to call upon. This is enough for inspiration and making it a dream company. I would like to see myself in top position in the company. I would like to improve my skills, so that one day I would dream of my own car manufacturing company.

“I CAN, I WILL”



ANUP MAHARJAN

Fender Musical Instruments Corporation (FMIC), commonly referred to simply as Fender, is an American manufacturer of stringed instruments and amplifiers. It is known for its solid-body electric guitars and bass guitars, such as the Stratocaster (also known as the "Strat"), Telecaster (also known as the "Tele"), Precision Bass, and the Jazz Bass. Its headquarters are in Scottsdale, Arizona. The company, previously named the Fender Electric Instrument Manufacturing Company, was founded in Fullerton, California, by Clarence Leonidas "Leo" Fender in 1946.

The company is a privately held corporation with Andy Mooney serving as the Chief Executive Officer. The company filed for an initial public offering in March 2012 but this was withdrawn five months later. In addition to its Scottsdale headquarters, Fender has manufacturing facilities in Corona, California (US) and Ensenada, Baja California (Mexico). The company also makes and / or distributes acoustic guitars, electric basses, mandolins, banjos, and electric violins, as well as guitar amplifiers, bass amplifiers, and PA (public address) equipment. Other Fender brands include Squier (entry level/budget), Jackson, Charvel, Gretsch guitars and collaborated with Eddie Van Halen to make the EVH guitars and amplifiers.

I always had interest in guitars and Fender has always been my dream guitar and getting an opportunity to work in the company which I have always admired will be the dream come true.

It is one of most reputed company all over the world and I would love to work and get exposure here and broaden my horizon of learning and would get chance to contribute to my dream company. After getting experience here, I would like to start up my own organization where I will import the Fender products to Nepal and start up an authorized Fender showroom as the western music scene in Nepal is rapidly increasing but people are facing lot of problems in finding the original product. I hope this will help to achieve my dream as well as create possibilities for the Nepali artist to experience the original Fender products.

“I CAN, I WILL”



ANJALI KALRA

My dream company is 'BRIGHT INSTITUTE'. I want to open an institute. In this institution more and more students are able to get knowledge. In this institute practical knowledge will be provided instead, of more theoretical knowledge. There is less usage of books. Students can easily connect to the study material through presentations and other websites. Exams will be held more on the basis of practical knowledge and less on the theoretical knowledge. All the teachers are well experienced in their respective fields. As practical knowledge will be given to students they don't have to carry heavy bags and there will be no burden on them. Fees charged will also be not very high so that students of all income groups can get opportunity. We will provide good infrastructure to the students. Students will be arranged in the classes according to their skills, compatibility and interest. Teachers will attend students individually. Students who fall in low income group and perform well in class will be provided scholarships.

“I CAN, I WILL”



SUPREET KAUR

Facebook is a social networking service launched on February 4, 2004. It was founded by Mark Zuckerberg. The website's membership was initially limited by the founders to Harvard students, but was expanded to other colleges in the Boston area, and by September 2006, to everyone of age 13 and older with a valid email address. On October 1, 2005, Facebook expanded to twenty-one universities in the United Kingdom and others around the world. Facebook launched a high school version in September 2005, which Zuckerberg called the next logical step. At that time, high school networks required an invitation to join. Facebook later expanded membership eligibility to employees of several companies, including Apple Inc. and Microsoft. Late in 2007, Facebook had 100,000 business pages, allowing companies to attract potential customers and tell about themselves. These started as group pages, but a new concept called company pages was planned.

At present, Facebook earns US\$17.928 billion, headquartered in California, U.S., with millions of users around the globe. And to cater to the needs and expectations of these many users, Facebook employs a number of employees in offices around the world. HRM places greater emphasis on a number of responsibilities and functions such as relocation, orientation and translation services to help employees adapt to different environment outside their own country. Facebook is a dream company because it keeps its employees happy. However, I would want to join Facebook as an HR manager because of availability of a huge number of opportunities for growth and development. Facebook's very essence of global presence and presence of diversity in its workforce attracts me to join this company. It would be full of new experiences dealing with such a diverse workforce and cater to their needs and expectations. This would further add to my personal skills and knowledge for my life.

I think Facebook is the largest organization to mark its global presence, by making place in hearts of people across the world. From children to adults, from small to big organizations use Facebook to keep in touch with each other and with the world. Facebook has emerged as a helpful tool to increase the business of many organizations. Thus, Facebook is a dream company for me to join as a leading position in HR to learn and grow on my career graph.

“I CAN, I WILL”



ANKUR TURAN

Talking about my dream company I want to join a company which is an organization that values its employees, gives them the freedom to be innovative and allows them to turn their innovative ideas into realities, Company where a healthy work environment dominates. In my dream company management team will consider needs and interests in all connected with organization. I always dream of joining a car manufacturing company because of my interest in cars designing, engines. My dream company is Audi, because it is big name in spots car manufacturing company and it values its employees as I mentioned earlier. Audi is a German car manufacturing company. Company was launched by Horche and Cie in 1899 when he was very young at age of just 22. He is such inspiration for me that just at age of 22 he made such a big company. Today, Audi has a full R&D department with state-of-the-art equipment to call upon. This is enough for inspiration and making it a dream company. I would like to see myself in top position in the company. I would like to improve my skills, so that one day I would dream of my own car manufacturing company.

“I CAN, I WILL”



ANUBHAV NARWAL

FedEx Corporation is a US multinational courier delivery Services Company headquartered in Memphis, Tennessee. The name "**FedEx**" is a syllabic abbreviation of the name of the company's original air division, **Federal Express**, which was used from 1973 until 2000.

As we all know that FedEx is one of the big brands in logistics and courier services.

Dream Company because of many reasons and the first one is the FedEx working in more than 220 countries. The very first companies who start giving overnight shipping services as well as track packages and real time updates on package location to help in find and lost on packaging and this features Implemented by most of the other company. If I talk about the history from 1973 to 2016 they keep innovating on their working environment. More than 400000 employees working in FedEx along with 100000 fleet vehicles, 650 planes 400 airports. The best part about the company is that they keep doing innovation and also put so much focus on safety of the product because customer trust us that's why they choose us. They also work for social welfare programs. Recently FedEx started new company Genco a FedEx company which will deal in technology, retail, consumer & industrial & and healthcare. That's the best part about the company that they are keep doing innovating things which doesn't give them profit but apart from that they are providing job opportunity for youngsters. And if I work more than 5 years if this company I will get best job opportunity in the logistics industry with the better exposers and package.

Awarded the ' QUEST FOR QUALITY' in 2015.

“I CAN, I WILL”



TEGJIT SINGH JUNEJA

WWE a publicly traded company is an integrated media organization and recognized leader in global entertainment. The company consists of a portfolio of businesses that create and deliver original content 52 weeks a year to a global audience. WWE is committed to family friendly entertainment on its television programming, pay-per-view, digital media and publishing platforms. WWE programming reaches more than 650 million homes worldwide in 25 languages. The award-winning WWE Network is the first-ever 24/7 direct-to-consumer premium network that includes all 12 live pay-per-views, scheduled programming and a massive video-on-demand library, and is currently available in more than 180 countries. The company is headquartered in Stamford, Conn., with offices in New York, Los Angeles, London, Mexico City, Mumbai, Shanghai, Singapore, Dubai, Munich and Tokyo.

WWE broadcasts to more than 180 countries in 25 languages, and can be seen in 650 million television households worldwide each week. WWE creates seven hours of original programming that is watched by approximately 13 million fans in the United States. Our diverse audience spans generations of fans. Approximately 36 percent of WWE's audience is female and 17 percent are under the age of 18.

WWE airs live wrestling between highly trained professionals, these athletes are from different parts of the world that qualify to the standards of the organization and abide by its rules. At the end it is just an entertainment business mixed with scripted fights. It creates interest by giving different characters to these athletes which they enact during their contract of work and are also apprised by different TITLES that they earn if they perform well and are on top.

The most interesting part of this business is that even though the fights are scripted but people miss out on observing that how these athletes put in their efforts against all odds of momentum, adrenaline and raging emotions perform perfect fight sequences and entertain the viewers.

This is my dream company because of the charismatic image that it possesses in the minds of their viewers and all-the-more it is interesting for the employees of this company to work towards that direction with a never ending enthusiasm and zeal and above all you get to stay fit with everything pro-fighting going on around you.

“I CAN, I WILL”



PRIYA CHAUHAN

The American Express Company, also known as Amex, is an American multinational financial services corporation headquartered in Manhattan's Three World Financial Center in New York City, United States. Founded in 1850, it is one of the 30 components of the Dow Jones Industrial Average.[6] The company is best known for its credit card, charge card, and traveler's cheque businesses. Amex cards account for approximately 24% of the total dollar volume of credit card transactions in the US.

The company's logo, adopted in 1958, is a Centurion[11] whose image appears on the company's traveler's cheques, charge cards and credit cards.

American Express currently has over 109.9 million cards[33] running on its proprietary network, these include consumer, small business and corporate cards issued by American Express themselves and cards issued by its Global Service Network partners that run on its network (such as Commonwealth Bank, Westpac and NAB in Australia and Lloyds Bank and Barclays Bank in the UK).

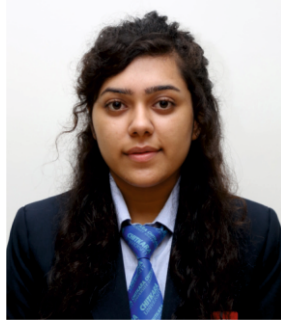
American Express is also the largest card issuer in the world based on purchase volume.] It is the 4th largest card network in the world, based on the number of cards it has in circulation.

American Express is best known for its iconic Green, Gold, and Platinum charge cards, and offers credit cards of similar color levels in most countries.

Each day, American Express makes it easier, safer and more rewarding for consumers and businesses to purchase the things they need and for merchants to sell their goods and services. An engine of commerce, American Express provides innovative payment, travel and expense management solutions for individuals and businesses of all sizes. Most of all, we help our customers realize their dreams and aspirations through industry-leading benefits, access to unique experiences, business-building insights, and global customer care. Our heritage has been built on service and sustained by innovation.

“I am looking forward to work with such a company like AMERICAN EXPRESS and showcase my set of skills and achieve my future goals and contribute in achieving organizational goals as well.”

“I CAN, I WILL”



KRITIKA CHOPRA

When I think about a dream company the first thing that comes into my mind is “where dreams come true”, and my mind takes me back to the land where it all would happen 'WALT DISNEY'

The magical kingdom where the work won't really seem like a work but yet involve so many diverse situations where I would be able to truly explore and experience my skills and potential.

Being born in a family where I was exposed to so many cultures, I developed my keen interest in researching and to figure out what every area could contribute. There are so many things that I wish to do with so many roles that I wish to play, this is the best company I can figure out my answers to, learn and then contribute. The Disney's diversified family of various business segments aspires to achieve more than what will call customer delight and the hard work, efforts and mind behind it is commendable.

I aim is to inspire and starting my journey with such company that originated from an inspirational story is itself an inspiration. The reason for choosing Walt Disney as a dream company to work is the Disney Difference. More than just a slogan, this expression represents the efforts this company has invested to emerge as the most adorable recognized brand. There is so much that this company do for their people that it is a privilege to be a part of such global family.

After working my way out at my “dream job”; yes, dream job, because I want to build up my Dream Company that would include all the learning and magical inspirations that I gain from my dream job.

My dream company would be the youngest student oriented company that would aim to give platform to young minds and their passions around the globe. A step to support young innovation, creativity and knowledge in interest field making them inspired for future experiences and skills.

'Together lets be inspiringly happy', that's will be the core value of my dream company.

For I believe, your dreams need a spark of imagination, an engine of efforts, a road of consistency and a little touch of magic.....to come true!

“I CAN, I WILL”



AKARSH CHAUHAN

Will'-o'-wisp

This is one of the most interesting things for me to write and achieve. Sports is that only thing which can fancy me, Neither I am professional player nor I a district level champion, I feels I could've been reached somewhere but lack of exposure and a poor platform are the major culprits behind this setback.

I belong to a semi urban area where young generations are full with zeal and enthusiasm. I've a dream to create a platform for the people who don't get the chance to put their talents in flair. The sport complex would be including sports like Athletics, gymnastics, swimming etc. As I am much interested in sport and adventure, i feel that Armed forces will help me in pursuing my interests. I'll get exposure for the afterlife and will also able to generate capital. Currently I am doing my MBA in financial markets; this thing will profusely help me in capital generation. The job after this MBA course can be either done by sitting at home but it requires a lot of knowledge and latest information.

In a nutshell I'll say that the stock market trading and my interest in defense will lift me up with pace to put my final dream into action. I'll be requiring huge amount of capital so that I can make an effective and successful sports complex from where athletes can get an opportunity to represent country. I am very much influenced with the story of KFC CEO "HARLAND SANDERS". His story is very familiar with my dream, he had plenty of failures in his life but he didn't give up and ended up with a successful business. In the end of this write up I'll say that, I believe in carpe diem strategy and making my present the best. I am enhancing every kind of information from every sector of my interest and creating a good hypothetical plan in mind to pursue my ethereal dream.

“I CAN, I WILL”



SHUBHAM GARG

My DREAM is to set up a Steel Manufacturing plant. I dream to commence a company whose operation will be to manufacture steel and to establish the branch in every region of the country.

The root of this dream is set up in my childhood only because my father is an iron merchant. Since my childhood, I've seen him as a merchant only, who buy iron and sell it to the local customers. But, I want to do something big. So I dream bigger. I dreamt to open my own steel manufacturing unit. So far, I have decided in my mind, to open the first unit in Punjab state because of cheap availability of man power and all units of iron industries are set up in Punjab. Slowly and gradually, I will expand my business from Punjab to other states of India as well. Through my business, I'll generate huge job opportunities. This will ultimately help in raising the standard of living of people together with the accomplishment of another mission that is to increase GDP of India.

To raise the funds so as to finance the project of setting up of steel manufacturing plant, I've planned that I'll borrow the money from commercial banks because as per the new plans of ruling government, banks will charge less rate of interest for new entrepreneurs. After getting successful in the operations of setting up my first unit of plant, I will raise the money through IPO.

As off now to achieve my dream, I'm educating myself. I'm on the way of becoming a better manager and inculcating all the qualities that are being required to manage such a big project and to become a better self as an entrepreneur.

“I CAN, I WILL”



PARTH PATEL

Talking about my dream company I want to join a company which is an organization that values its employees, gives them the freedom to be innovative and allows them to turn their innovative ideas into realities, Company where a healthy work environment dominates. In my dream company management team will consider needs and interests in all connected with organization. I always dream of joining a car manufacturing company because of my interest in cars designing, engines. My dream company is Porsche, because it is big name in spots car manufacturing company and it values its employees as I mentioned earlier. Porsche is a German car manufacturing company. Company was launched by Ferdinand Porsche in 1931 when he was very young at age of just 22. He is such inspiration for me that just at age of 22 he made such a big company. Today, Porsche has a full R&D department with state-of-the-art equipment to call upon. This is enough for inspiration and making it a dream company. I would like to see myself in top position in the company. I would like to improve my skills, so that one day I would dream of my own car manufacturing company.

“I CAN, I WILL”



AKASH ATTRI

Volkswagen group is one of the world's leading automobile manufacturers and European Number one Company. The Group is made up of nine brands i.e. Volkswagen, Audi, Bentley, Bugatti, Lamborghini, SEAT, Scania, Skoda and Volkswagen commercial vehicles. Each brand has its own character and operates as an independent entity in the market. Volkswagen India has its state of the art manufacturing plant at Chakan, Pune.

My dream company is Volkswagen .I would like to see myself in top position as a General Manager of Volkswagen Company in near future. Volkswagen is known for its best quality products and great services. This prestigious organization gives me more opportunities like exploring my innovative thoughts in building this organization in perfect manner. Because of its large scale productivity and services all over the world makes any person or customer comfortable. It gives a lots of great opportunities for the fresher's in developing and manufacturing where the fresher's come into play because of its vast production employees can bring all their innovative thoughts and increasing the growth in friendly manner.

My vision is to enhance the productivity of individuals and business, change agent, leading edge research, improving the quality of life, and to provide worldwide access to information and infrastructure.

“I CAN, I WILL”



VISHAL PRASHAR

My dream company is an organization that values its employees, nurture entrepreneurs, and gives them the freedom to be innovative ideas into realities. When the employee free to be innovative, the company portfolio will be much more than just product improvements and will include the better business model, customer service improvement.

As student of supply chain management, my dream company is Godrej & Boyce Mfg. Co. Ltd. As I want reach the higher level in SCM in the same company because here in Godrej **they do business with clear faces**. This is a company which treats its employees like family and treats its vendors like their partner. Godrej believes in **WIN –WIN** position for vendors as well as employees.

A 115 years old company which is increasing day by day because they are stick with their culture and values. Company is also contributing about their all stake holders including society and environment. They are doing lots of CSR activities.

This is a company which always open for innovation, adopting new techniques and providing trainings to their employees for their personal and professional grooming.

“I CAN, I WILL”

**Some Experiences
shared by our budding
entrepreneurs...**

Good evening sir,

Sir I had a phenomenal week with you. Personally saying when before I used to see the mirror I had dreams of getting a good package or have got placed in one of the best companies, but since the time I have met you I have started walking with my collar high and am much more confident than before. And sir I used to read books before but then I have started reading them again and have started learning Spanish also.

Sir I do not have words to thank you. The amount of respect and gratitude I have for you

in my heart is endless. Thank you so much sir for changing me completely to a better and wiser person. The amount of energy and dedication that you have makes me learn so many things. Sir I have learnt the best lessons of my life in these 6 days. Congratulations sir. I wish you many more empires and the happiest life ahead.

With so much respect,

Varsha Thakur

Respected Sir

Thank you for the stimulating lecture you gave last week. I am very grateful to you for the time and efforts you took to deliver Business Ethics lecture to the students with such wonderful videos. Each moment of your lecture I learned a lot and it gave me immense confidence in giving recap of 4 lectures in front of everybody.

You never gave impression that you just come to class because you have to give a lecture instead of that u had made a lot of changes in

the minds of students specially in me, I can proudly say that I am just about to complete reading a book and I will read many more.

At last I want to thank you again from core of my heart and looking forward for your more lectures.

Sagar Kumar

Very good evening sir,

I am Himanshi sharma ,a student of MBA-HR in your esteemed university. Sir, inspired by you during your business ethics module, i decided to involve myself into book reading. I loved reading books earlier also but with the time passing by i almost forgot about my passion for books but after i attended your module, all that passion revived in me. I heartily want to thank you sir and i also want to tell you about the books that i have just purchased today. One of them is The

Alchemist by Paulo Coelho and the other one is The monk who sold his ferrari by Robin sharma.

Respected sir, i will feel myself privileged if you will recommend books to me.

Himanshi Sharma

It was a priviledge to be taught by you sir since you were also a teacher to my dad
Thank you soo much sir

Saiyam Dewadi

A glimpse of the first edition of
'You Can Also Lead'



YOU CAN ALSO LEAD



