YOU CAN ALSO LEAD

Edition-5, January 2020

MBA Academic Session-12
MBA Healthcare Academic Session-11
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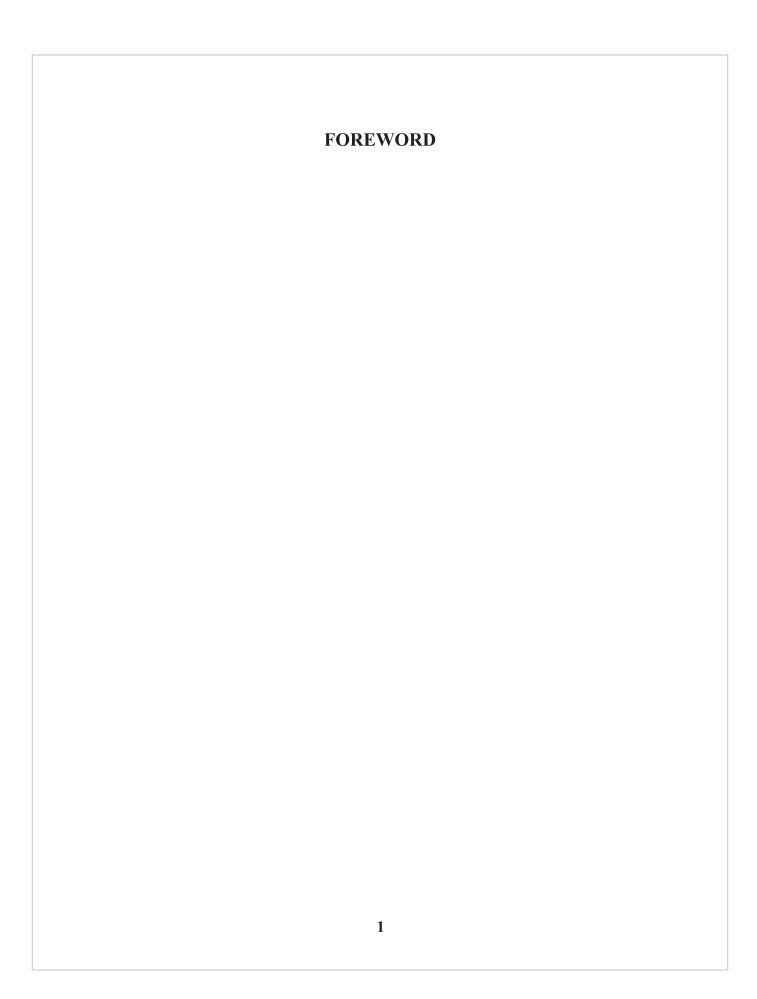
& MBA Sales & Retail Marketing Academic Session-8

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AWAKE, ARISE, AND ASSERT YOURSELF



A BURNING DESIRE TO BE, AND TO DO, is the starting point from which the dreamer must take off. The greatest achievement was at first and for a time, a dream.

"The oak sleeps in the acorn; the bird waits in the egg; and in the highest vision of the soul, a waking angel stirs." Dreams are the seedlings of realities. The world is filled with an abundance of OPPORTUNITIES the dreamers never knew. We have become accustomed to new discoveries. The world has shown willingness to reward the dreamer who gives the world a new idea.

We encourage you that if the thing you wish to do is right and you believe in it, go ahead and do it. Put your dream across, and never mind what 'they' say if you meet with temporary defeat, for 'they' perhaps do not know that EVERY FAILURE BRINGS WITH IT THE SEED OF AN EQUIVALENT SUCCESS.

Tolerance and an open mind are practical necessities of the dreamer of today. Those who are afraid of new ideas are doomed before they start. Never has there been a time more favorable to pioneers than the present. Wishing will not bring success, but desiring success with a state of mind that becomes an obsession, then planning definite ways and means to acquire success, and backing those plans with persistence which does not recognize failure, will bring success.

There is a difference between WISHING for a thing and being READY to receive it. You are never ready for a thing until you believe you can acquire it. The state of mind must be BELIEF, not mere hope or wish.

Nature has given us the way to channel DESIRE unwaveringly toward the goals we name and seek, it is the way of FAITH.

This book is all about your DREAMS, your AMBITIONS and the plans that you have to achieve those dreams and ambitions. We wish you all the best to achieve your DREAMS and turn them into REALITIES.

"Without leaps of imagination, or dreaming, we lose the excitement of possibilities.

Dreaming, after all, is a form of planning."

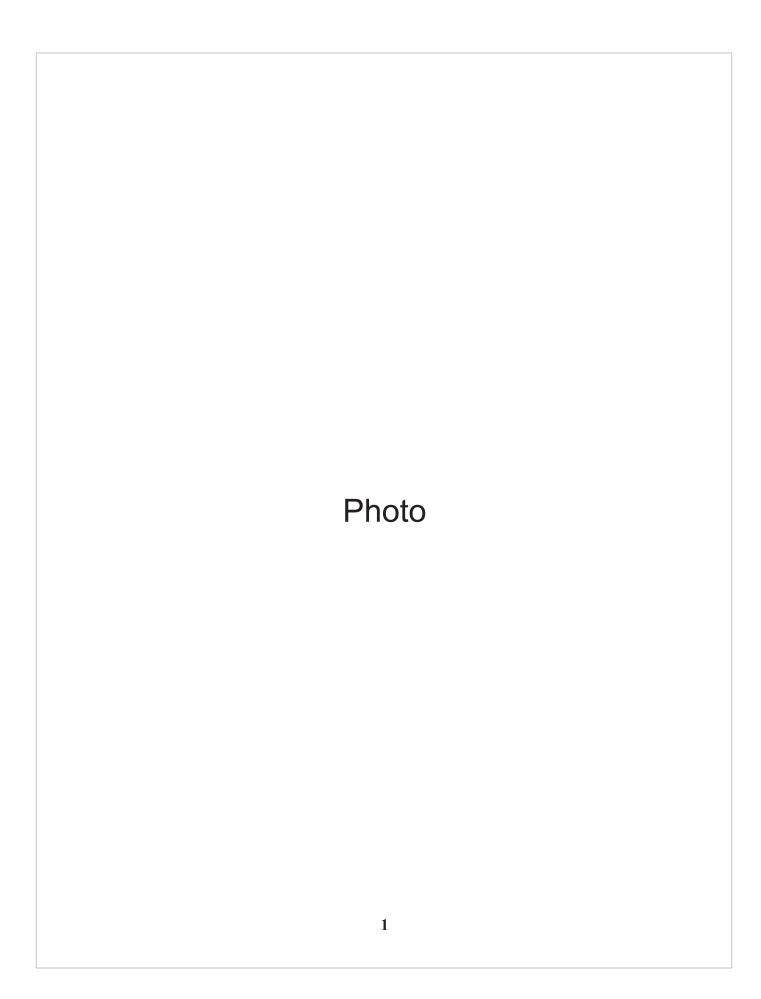
Start Strong, Finish Strong...

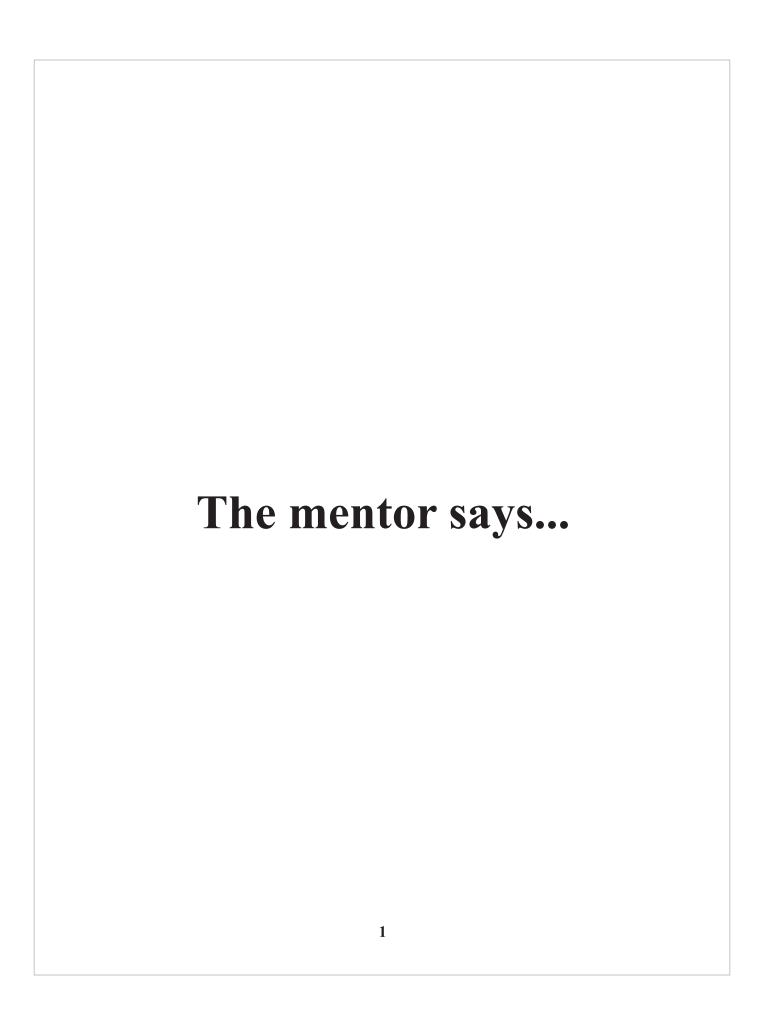
The students of MBA Academic Session-12 MBA Healthcare Academic Session-11

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MBA Sales & Retail Marketing Academic Session-8
blessed to be taught by none other than Dr. Ashok K Chitkara.
He taught them the module, Leadership Development, Ethics and
Values for six days.

Photo





Change and Challenge both cannot be avoided but can be ignored. I personally think it is the biggest mistake of a mankind ignoring or avoiding both of these elements. Change takes you to learning; challenge enhances value of your life. We at Chitkara University strongly believe in our punch line "explore your potential" which acts as catalyst to both events of life; Change and Challenge. You are fortunate to get this wonderful opportunity to interact with Dr. Ashok K. Chitkara Sir who is a proved winner over elements of change and challenge. If you ask him ;he will say that its still not over. His complete one weekmodule and interaction with you is based on real time life experiences and a unique blend of teaching-learning standards. The module will ride you through excellent knowledge circle, bring occasions to be fearless and expressive and few moments on stage for sharing your dreams with none other than



Dr. Chitkara himself. It's a promise that a week after the module; you will feel positive change in you. You will be strong to face challenges. We, Faculty and Students of Chitkara Business School, always take pride of being part of such unmatched learning experience 6th time in a row through our own Hon'ble Chancellor Dr. Ashok K. Chitkara Sir.

Happy learning!

Sandhir Sharma

Ph.D.(Management)
Dean, Chitkara Business School





AAINA

Who doesn't like travelling and keeping memories of travel? My idea for startup is named THE SOUVENIR CORNER which would operate as a niche brand. It is like a dream venture which I would like to raise by seed funding. There would be a lot of SKU's for apparels, gifting and mementos. In this, firstly I planned to start with placing my product in local brand outlets and then slowly move to trendy and cool pop-up-stores at tourist places specially. As today's era is a social era so thinking about social business too, I would have a tie up with local people where they would produce souvenirs representing there local culture. Keeping the quality and price sensitivity of Indian customers in mind, raw material would be supplied to these people and they would be paid for their skills. The selling price of these souvenirs would be at competitive rates in market, the only thing which would make my business different from rival firms would be that for each sold unit, 5% of sale price will go to the education of poor children in slum areas. Except the standard souvenirs depicting the local culture which are to be sold at tourist places, I will deal in customized souvenirs too which will make my business a boutique brand. Also this one to one selling will make my brand cross the mind of customers when they would want to go for gifting and collectables. The products would be symbolic of happiness by making them as colorful as possible. The challenge probably my venture will face is the initial market positioning.



AAKANSHA SHARMA

In this busy world as we can see that both husband and wife are working and nobody is having enough time to go out and purchase stuff for their house so the venture is to open an app which would be named 'Daily Basket' In this app the goods of household items like pulses, fruits, vegetables, spices, all type of groceries and utensils will be provided that is related to kitchen. The app would be very helpful for home delivery there is no need to go out and we all know that the requirement for kitchen related goods is unavoidable and endless. one can not ever stop having need for these kind of goods.

The app could be easily made with the help of a technological person and the initial cost is comparatively lower because there is no physical presence of any store all the things are going to held backhand virtually.



AAKASH KOUL

"If you can dream it

You can do it."

"Dreaming, after all, is a form of planning and I planned to be a Business man since I was in class 12th. I still remember the time when our school administration decided to not give us farewell party due to some issues and at that time a thought came into my mind to organize a party with my classmates in some hotel and I did so. This was the first time that I was organizing some event and after that I keep on organizing such events in my hometown (JAMMU) with different school and college students.

It's been more than 3 years I am organizing such events in my hometown only but without any Name.

My Dream is to give a big start to this same business by gaining some more experience and knowledge which is the most important requirement of any Business. I would also expand this business by expanding my Geographical reach and also by working with corporate.

I am very Thankful to Dr. Ashok Chitkara (Hon'ble Chancellor Chitkara University) Dr. Madhu Chitkara (Hon'ble Vice Chancellor Chitkara University) for providing us such a great Business School where we can explore our potential. Here in Chitkara University, I can gain experience of organizing events by working in Events organized by the University.

I will name my Venture 'KOLAA' as my friends call me that.

My dedication and family support aspires me to fulfil my dream of starting this business one day for sure.



ABHAYDEEP SINGH

I visualize a good bussiness venture in my life i want my company to be very diffrent from all of other companies as i want my company should contribute a lot in csr and to the society also and my company would cotribute more towards women empowerment and women safety .as from other prospective of work my company would follow employes suggestions as most run the company.



AKANKSHA SURI

There is nothing like a dream to create the future.

Dream does not work unless you take action. If you can dream it, you can do it.

As my father is an entrepreneur so i also have a dream to become an entrepreneur. Earlier i was not sure, what type of business is suitable for me.

So for achieving my dream venture i have started pursuing MBA. I want to start my apparel store that should cater all the needs of the people. The store should contain the best ethnic and western wear attires. It should be popular not only in india but also in abroad. It will be the best designer store for women as well as men.

The location of that store will be in the metro city and in the center of the market so that more and more people will attract towards it. Moreover, i will also focus on the price and the quality of the products as we know indians are very price sensitive.

TO BE A SUCCESSFUL ENTREPRENEUR PURSUING MBA IS VERY WORTHFUL IDEA.

WHEN A DREAM IS FULFILLED, IT IS ALWAYS A GLORIOUS FEELING.



AKSHIT DUGGAL

My dream venture would be to make that kind of technology for screens of phones, tabs, laptops that can be a detachable and and which can get itself charged from sunlight, it would be used as an accessory and when it would be used phone would charge itself and can be used simultaneously using that screen . second is i would use this technology to use it as phone screen directly. screen embeded in phone



AMAN SOOD

Dreams are made to come true someday, I being brought up by a business family who deals in automobile industry, I also wanted to enter into the automobile sector. From LML to Bajaj I have seen my Father selling different two wheeler brands . But I always wondered that ,why is there restrictions of selling only one brand, why can't we sell different brands at a time. This way we will we be able to meet the requirements of today's customer. Who wants every option under one roof , for every reason possible , from easy comparison to time saving .

My dream venture is to open a Multi-Brand Showroom from Cars to Two- Wheelers . I want to open a Showroom where every brand product is displayed from economical to luxury product. I know that this is a difficult task, but every thing that happens at first look impossible, as our ancestors has said, "There is wish, there is a way".

As the future of the automobile is electric, so my main focus will be to open an Electric all Showroom. With firms ranging from entry level segments like Suzuki to luxury segment like BMW . If my firm gets successful , then I will enter into second-hand automobile sector.



ANKITA

My dream is to becone a CEO of reputed firm. Every person have their own dream which could only be acheived if we are passionate about the same. Having dream is not only sufficient but working on it to acheive your goals is required.

My opinion or how i visualize my company is that it should have a good reutation in the market.

Working environment of company should be appropriate. Employees should be given opportunities of promotion .wages, bonus, should be provided to employees for there good regards to company.



ANKITA WALECHA

Everyday of my life I takes sometime to think about my dreams that I have to achieve. My dream is to be a businesswoman.

"What is not started today is never finished tomorrow." Everyone has their own dreams but some of them can only achieve that . Why so? Because if we are dreaming something we have to work on that with full of dedication.

As doing business is not to easy, first I need to understand the basic of what business actually is. So I'm planning to cross every single step which will help me to do business. Now I'm doing MBA in finance so that I'll have gained the complete knowledge on business and it's functioning which will help me to reach my dream.



ANUJ KUMAR

At present I am doing MBA in Finance and I always wanted to start my own business in financial services which includes (Financial Advising, Taxation, and Accounting). At present, I know about the condition of market many firms compete with each other, so I need to formulate marketing strategies and determine the goal of my business. I have always taken interest in Financial Activities and wanted to start an online business and Dealing in financial services. For this, I will prepare an online Portal. On this portal, the fees structure will also be available. I want to start this business with my buddies, the reason behind it is that if anybody faces a problem related to financial service, they can share with each other and solve the problem as soon as possible. Most people find finance inherently difficult to understand so I want to make it easier for them to deal in finance. As these days, people are focusing on selling their products, they are always after hiking their sales and they try to get maximum profit out of that and make money but they do not know how to invest their hard/earned money smartly. So they need financial planners to avoid troublesome situations and loose their money. The ideology of my business would be "Everything is easy but we need to change our vision".



ARUSHI

Ventures are formed out of goals and aspirations, My Dream is to see myself as a stable, strong woman and my parents proud of me in addition i see myself helping society.

As i come from a business family i have always seen my father and brother working towards making best of what they have and adding more to it with every step. I would love to add more to what they do . They dress women in attires and i have always aspired to be a stylists and this could make me creative and also would grow my family business. As i am learning managing skills from chitkara university i would be able to manage my business in more efficient way not just in designing purpose but also in finance side and this would help the business growing immensely .



ARZOO

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

I always wanted to start up my own business in the form of a restaurant. This restaurant will have all the traditional food cooked all around the states of the country. Many of us are not aware of the varieties of different kinds of dishes and they are the best when it comes to simplicity & taste. So, the basic idea is to make people aware and fall in love with our traditional food. In India, we have unity in diversity and food is the source of connecting people all together.

Also, the idea is to provide employment and hire local people who have got some specialized skills that would help them in reaching at higher levels. It doesn't matter whether they possess any professional degree or not. They will just have to cook the food according to their knowledge and experience. We will be going to have special attire every day for the staff (Rajasthani attire, Gujrati attire, Punjabi attire, South Indian Attire, Himachali Attire) to make the feel of home for customers.

Grooming classes shall be provided to the employees so that they may know the importance of presenting in front of customers, which helps in huge success in the business.

Also, charity is the other thing we would be interested in. On every Wednesday, we will serve free food to the needy people without charging anything. Leftover food, if any, will be provided to NGOs.



AVNI KHURANA

"Art is something that makes you breathe with a different kind of happiness"

I love to do artistic and creative works . I also post $\,$ my artworks on social media. My passion towards art often inspires me to open a Fine arts school i.e my dream venture .

Finearts school - This school will be open to every age bracket . The charges will be modest . It will consist all types of painting (acrylics, oil, water) , clay art, interior decor , calligraphy art, etc. All the courses will be certified.



AYUSH AGGARWAL

I usually thought that time One Day I would be a Big Entrepreneur but with first mover advantage that another business does not have. My Dream Venture is to provide services to the farmers which deal in Agro-based business help in selling their wheat, Rice and vegetables etc to direct customers.

Farmers not getting adequate profits due to which they attempt suicides and get into debttrap. As per data from National Crime Records Bureau (NCRB) 11,379 in 2016 day by day farmers is attempting suicides for not able to cover cost and whole in selling process Middle agents involved from which they charge plenty of commissions due to which prices increases in market But farmers still not getting adequate prices, But Ministry of Agriculture and Farmers Welfare doing efforts like eNam (National Agriculture Market) but whole system involved agents which farmers again need to face Minimum Support Price(MSP).

To get ride off this problem my dream venture is to launch platform where there is direct contact of farmers and customers where farmer sell directly to end consumer without any loopholes there is a strict compliance provisions, we earn only through nominal fees or commission. In this system there is no commission Agents involved on the basis of demand and supply this system works where farmer get adequate support services from our end and training modules.

Nothing created by humans is ever perfect, focus on your goals and serve society.....



BALKEET SINGH

It is sad reality of today world that we are losing humanity and can't even get spare time to understand other pain but we forgot we can only survive if we run with cooperation. We don't even properly take care of our nature while we are so busy in making money

So my plan is kind of social venture plan where I believe everyone has talent and every one should be given opportunity to enhance their capability so first of all I want to train those unemployed and poor people so that they can become independent. They will be trained in different fields according to their choice and capability. Then for those people three kind of field Will be made ready first of school where students can learn beyond books some exploring the own potential things ,second will be a clothingfactory where actual training can be used . This clothing will be a competition in market to those expensive foreign brands

. At third there will cooking section where students and worker can get free food but it will be delicious and desi home made food for those who work day and night and search for hygiene and home taste.

If this all get successful I have a little dream of making a mini jungle for all those animals which get homeless due to humans ruthless development



BHANU PRIYA

"I don't design clothes, I design dreams"

My dream venture is to start a Boutique. I would like to open a business preferably designing clothes. Clothes are needed in a daily lifestyle of any person. With the increase in time new generation prefer new type of clothes which are not available easily in market and which can only be design by hand. Now a days, Every girl want new and unique design as she looks beautiful by wearing that design of clothes. This type of thought impress me to open a boutique so, that I can easily available that unique clothes at cheap price with best quality so that every girl buy that design of clothes.

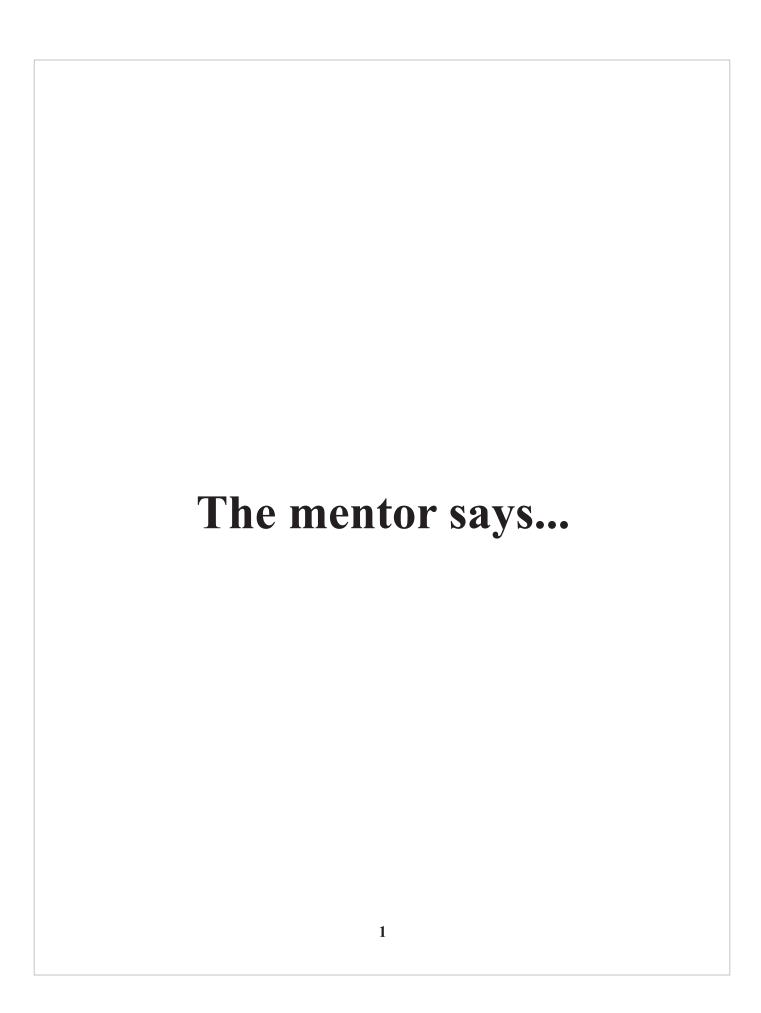
"Style is something each of us already has, all we need to do is find it"



BHAVYA DHAWAN

We all have dreams .Maybe yours will be to be best at your work or have good financial status or anything out of the box. Its not necessarily that the dreams we dreamt of are fulfilled yet but could be fulfilled if we have the courage in our mind . I dreamt to have a beautiful 'art gallery' in Chandigarh . As I love to paint and I am good at that I really wish that I could reach out people with my paintings. Sketching and painting has always been on my priority list as it calms my mind and I always have a smile on my face doing that. A beautiful art gallery with lots of colorful and black and white paintings at reasonable prices so that each and every individual who wants to buy them don't have to think twice before buying.

Along with my gallery I would encourage ones who want to learn or do not have enough funds could sell their paintings through my gallery. This would be my dream venture my dream place because "You are never too old to set another goal or to dream a new dream."



"You Can Also Lead" is an effort which has unleashed the entrepreneurial spirit buried in students. This book is part of a continuous effort at influencing a whole generation to think. This book contains hundreds of dreams each of which can unfurl as a story by itself.

Chitkara University founded on a teachers vision and passion is moving forward shaping thoughts, moulding lives. The entrepreneurial nature of the Founders has unleashed a wave to groom several other entrepreneurs. This again is being done through a meticulous system with varied resources being put in place to ensure this happens seamlessly. Yet at the heart of it is to develop all new entrepreneurship ventures with ethics in its heart and soul. Dr Chitkara himself teaches the multifaceted dimension of ethics. The planting of the importance of ethics seed is sown early so that students can realise its critical significance.

The Business Ethics module is a great opportunity for the students to listen and learn from the Chancellor himself. The syllabus has been designed keeping the most important components of Business Ethics. In the current context it is very vital the students learn this subject thoroughly as it has great significance for corporate governance.

All the best!

Dr Preethi Pradhan

Dean, Chitkara School of Health Sciences Chitkara University, Punjab





BHUMIT THAPAR

"Chase the Vision, Not the Money, Money will end up following you", the quote given by "Tony Hishesh" CEO of Zappos. I follow this quote in my life to achieve a target. As I born in a business family so, my dream venture is to open a Sports store named "Sports Kit Hub".

In every business it is required to have Leadership Development. Leadership ethics and value should be important because we live them in our daily actions every single day.

I will have following values in my Leadership:

- 1. Be open to employees
- 2. Trust Them
- 3. Respect of workplace
- 4. Walk and Talk as a Leader
- 5. Show them why staff can trust you.

So, these will be my basic ethics in my leadership time and will be working on it



BINU SHARMA

FOOD HUB

India is rich in culture, spices and flavours. Every state is famous for different menus, flavours, taste etc. My aim is related to my hobby. My hobby to visit different places to eat their special dish, and also to learn to cook new things and make other to eat.

So I want to open an restaurant to fullfills my dream to become a successful businessman. I need proper planning , courage , budget , scheduling and monitoring. My family doesn't belong to business background. I want to run my own business. Firstly 1 register my restaurant in food safety and standard authority of India (FSSAI). I follow the rules and regulations of this authority.

I hire employees which are perfect in their profession and who deal better with customers. I use better quality raw material for making food. My restaurant provide better quality food to customers at reasonable price. I want people to be connected with their motherland through my restaurant, Because I will introduce the real magic of food that is Indian food.

This is how I will fullfill my dream of opening a restaurant. So be ready to taste the flavour of my restaurant in future.

"Food is the ingredient that binds us together".



CHERRY

Dream is a wish your heart makes and my heart wished to become a successful business woman since childhood. However I was not sure what type of business I want to start to start with . While growing up, gradually I started realizing that apparel store should cater all the needs of all segments of people . I want it to be the best ethnic and western wear apparel store not only in my country but in other countries as well .It would be a store that would also focus on outfitting all sizes including women's plus sizes and all sizes for men .I tried building all this but only through an online whatsapp and instagram groups . I always want the location of the store to be the central part of the market . I want my store to be located in every city so that I can can capture and serve more audience. As we know that Indians are price sensitive so I would specifically focus on how I can make the good quality products at an affordable price.

JUST DREAM BIG, WORK HARD AND BELIEVE THAT YOU CAN DO ANYTHING YOU PUT YOUR MIND TO.

IF YOU CAN DREAM IT, YOU CAN MAKE IT SO. IF YOU CAN DREAM IT, THEN YOU CAN ACHIEVE IT.



CHHAVI ABBOT

STONES, ARCHITECT AND DESIGNING

As all of us know very well our country is enriched with many types of minerals and stones. There is great scope to use stones in the form of statues and other equipments for daily use, decoration and worship. As raw material, stone is available in abundance in India. This raw material is cheaper and easily available for the use of different kind of manufacturing. This idea in the form of dream came into my mind and I thought ,why a stone industry cannot be setup with tip top quality and suitable products. As far as skilled manpower is concerned ,architect of stones and designer of stones are easily available in our country, This idea came into my mind seeing the infrastructure of stones in Jaipur, Rajasthan . Stone products of Jaipur are famous in the world.



CHIRAG GAKHAR

HUNGROO

Hungroo is the name of coin which i supposed to launch in the market. Basically this coin is used for the purpose of charity. Those who want to donate their money to beggars(poor peoples), now can donate by giving a coin to them. For this purpose firstly we have to open some resturants in the city may be 2-3. And we provide food to those poor peoples who have this hungroo coin. As now a days, the money which is donate by the peoples Also be used for some wrong purposes for example, drinking alchol, drugs etc. So in this way there is also a surety given to the givers that there money is not used for wrong purpose. And by doing charity we can also earn money as we may charge 40 rs per coin to the person for one meal. So by doing this both the work can be done earning money as well as doing charity also.

Thankyou



DEEPTI AGGARWAL

I decided Event Planning Business from home as dream venture. This can be a great idea for setting up an event planning business as it keep overheads down in those critical early stages of trading and can maximise productivity. I decided it doing it from home because instead of worrying about paying heavily office rent in intial stages I could focus on developing my business. I will organise an event for celebrations that includes fairs, weddings, reunions, birthdays and anniversaries as well as education which includes conferences, meetings and graduations. As people lack shortage of time to plan events themselves. Independent planners can step in and give these special events the attention they deserve.



DIKSHA TANEJA

As I wanted to start my own business because I belong to a business family and I want to become a Fashion designer as I am found of collecting new clothes and I want to design my clothes and I am determined towards my goal and want to achieve success in my life and I want to make my parents proud. My art skills are also good and I want to show my talent . I am found of drawing many things . In the fashion designer business I want get chance to interact with many people and to know them well and to know whats happening in the fashion world. In this passion my family supports me . I want to become an independent girl . I want to make unique designer clothes . Lastly I want to open my own boutique.



DIPIKA BHAU

Dreams become reality when they are lived every second, every day of their lives. They need handwork, patience, and determination and I think I had that urge to start my own business since the very beginning.

My dream venture would be part of a social entrepreneurship programme in which my organisation would be selling and purchasing used and old books on behalf of the customers. It would start as a local venture and then grow slowly towards PAN India. Books sold would be of any type. It may be college books, novels, magazines, etc. This would not just help the poor and needy but would help reduce the use of paper for the production of new books.

The cost associated with the business will be very less since most of it would be online. Also, some of the books or novels are quite expensive for single use purpose. It would create good educational opportunities and will curb with the problem of illiteracy in our country to an extent.



DIVYE KUMAR

As I belongs to a village and my father is a farmer, I have seen how farmer grow all the vegetables, wheat, rice etc. In order to increase productivity the farmer started to use chemical pesticides and fertilizers, which not only affects our health but also reduces natural productivity of the soil. This situation is not good for our present and future generations. As I am very health conscious, I am planning to start a venture in which organic farming will be done and all the produced items will be sold at a higher price then the normal price. I have observed that people are becoming more and more health conscious and I am pretty sure that people will be ready to buy those organic items. As I will be getting more and more good response from the customers I will expand my venture in other cities also and also some part of the profit will be set aside for social activities as whatever a

business takes it all belongs to society and in order to survive in a long run we have to contribute towards social cause.



GARIMA GOSAIN

In this busy world it is very difficult for us to keep ourselves heathy. It is because of hectic life style and busy schedule. People are becoming conscious about their heath but they don't have proper knowledge of how to live a healthy life.

To make a difference in people's lifestyle. I want to open a 'Health Club'. In the health club gym and health spa facilities will be in the health club. Sports facilities like swimming gymnastics will be in the health club. There will be personal trainer for the members of the health club. Nutritionists will be hired to give consultancy to members of the health club about food and how to live a healthy life style. Health check-up facilities will also be provided to the members of health club.

"My Health Club venture will be a step forward to heathy India."



GARIMA

"I want to open a coaching institute for the students who are not able to pay high fee for coaching classes." After completing my MBA, I want to work with a reputed organisation and get some experience and knowledge. When i feel like, I am able to do something independently for others then I will start my own coaching institute. I know it requires lot of efforts and money. I will also start working in my institute as a professor. I will give concession to the students who are really brilliant but not able to pay such a huge amount of fee.

Further I will expand my business as a computer trainer for senior citizens/poor people/students. There are many people who want to learn how to use computer and internet. I will start offering this service in my neighborhood. Some people who are curious to learn things at old age, they will learn that things in my institute. This will also help me to give back to the society. What I am learning, is going back to the society by helping others.



HARRY KALYAN

Ethics refers to the attractive and suitable qualities and ethics as per an individual or the general public on the loose. Ethics manage the virtue of people and their goals. Ethics fill in as rules for examining "what is fortunate or unfortunate" in a particular situation. Connecting ethics with authority, we find that ethics is about the pioneer's character and the pioneer's job.

Moral speculations on initiative discussion around two primary things:

- (a) The activities and conduct of pioneers
- (b) the character and character of pioneers. It is basic to take note of that "Ethics are a fundamental to administration". A pioneer drives and impacts the subordinates/devotees to accomplish a shared objective, be it in the event of collaboration, authoritative mission, or any venture. It is a moral activity of the pioneer to approach his subordinates with deference as every one of them has exceptional character. The moral condition in an association is manufactured and created by a pioneer as they have a compelling job in the association and because of the way that pioneers have an impact in building up the authoritative qualities.

A powerful and moral pioneer has the accompanying qualities/attributes:

Poise and awareness: He regards others. A moral head ought not utilize his adherents as a medium to accomplish his own objectives. He should regard their emotions, choice and qualities. Regarding the devotees infers listening adequately to them, being sympathetic to them, just as being liberal in hearing contradicting perspectives. To put it plainly, it infers treating the supporters in a way that confirm their qualities and convictions.

Serving others: He serves others. A moral chief should put his devotee's advantages in front of his inclinations. He ought to be compassionate. He should act in a way that is constantly productive for his devotees.

Equity: He is reasonable and just. A moral chief must treat every one of his devotees similarly. There ought to be no close to home predisposition. Any place a few adherents are dealt with in an unexpected way, the ground for differential treatment ought to be reasonable, clear, and based on profound quality.

Network building: He creates network. A moral head thinks about his own motivation just as his devotees' motivation, while endeavoring endeavors to accomplish the objectives appropriate to them two. He is obliging to the network interests. He doesn't neglect the devotees' aims. He works more enthusiastically for the network objectives.

Genuineness: He is faithful and fair. Trustworthiness is basic to be a moral and successful pioneer. Genuine pioneers can be constantly depended upon and relied on. They generally gain regard of their supporters. A genuine pioneer displays the reality and conditions really and totally, regardless of how basic and hurtful the reality might be. He doesn't distort any reality.

It is fundamental to take note of that initiative is about qualities, and it is difficult to be a pioneer in the event that you come up short on the mindfulness and worry for your very own qualities. Initiative has a good and moral perspective. These ethics characterize initiative. Pioneers can utilize the previously mentioned qualities as measuring sticks for impacting their very own conduct.



HARSHIT

I want to open a mall which has variours brands, food court, gym, saloon, healthcare, pvr, Fun city And something new like and adventure park and swimming Pool. Helipad.. 1 Floor for hotel, Car showroom and it should be eco friendly...And it should have vertical gardening and Bookshops And library.



HIMANI SHARMA

As I don't belong to a business class family and I don't have any exposure to business. I always wanted to start my own business. I was curious to know how business actually works and what are the requisites to start up an actual working business. so i joined MBA to get more exposure about how business works and what are the requisites of starting a business. As I always love to play with numbers and curious to study about the financial position of the company So, I always wanted to start a bookkeeping services firm. A bookkeeping service offers a three-tiered approach to developing and maintaining company's overall financial processes and management. A full-charge bookkeeper also manage payroll, handle deposits, create and maintain monthly financial reports, manage the ever-changing world of sales taxes as well as quarterly taxes and withholding. Bookkeepers also reconcile bank statements to internal accounts and even help out during an internal or IRS audit. By getting into a bookkeeping business I am not only getting the knowledge of the financial working of various companies but also helping various businesses to create and encourage uniformity in tracking, paying and reporting. Some of the services that my firm will be providing are:-

- Creating balance sheets
- Providing income statements
- Creating various monthly, quarterly, or annual financial reports

i would love to start up my business to get more knowledge about market and financial position of the companies



HRITHIK SINGLA

A STEP TOWARDS WOMEN SAFETY

"Violence against women is 4th most common crime in India" ACTO NCRB

As an entrepreneur or we can say, social entrepreneur, I dream to manufacture ammunition which will be helpful for the violence-affected women and children's in India.

Design of ammunition:- this ammunition will be as it will temporarily take a person to unconscious condition it will be manufactured by adding Drug (Furosemide) this drug helps to faint a person.

How it is useful: - as many women freak-out and hesitate to use a pistol that can kill a person but if there is ammunition that can help to faint a person temporarily the women's can use it easily and even if by mistake any innocent gets attacked through this kind of ammunition then he/she will be soon cured.

- With this kind of ammunition, women will get enough time to go to the police or a safe place and this will be highly in demand in India as there are many women feeling unsafe on Indian roads.
- this must be provided by the government on subsidized rates.
- other can also adopt this kind of product for their civil safety.
- we can not completely vanish the crime but we can cut it by producing this kind of product.

[&]quot;A small step towards women safety which can bring a huge change"



IBAPREET KAUR

"Dreams come true only when you apply it to your real life"

My dream is to work with the big four companies which set a great example for everyone. These companies make person feel that you are capable of doing any kind of work. Even people around as feel so proud listening about the name of these companies. I am in Finance and banking stream as i want to get more into the share market and grab the opportunities what we are getting right from chitkara university itself.

So if i am dreaming of working with the big four companies, I need to get into that companies, make that my vision and start working on that. This is the right way to achieve your goals and become a successful person.

"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."



JASPREET SINGH

I want to start a business application for local people whose business are getting ruined by the coming of international companies.



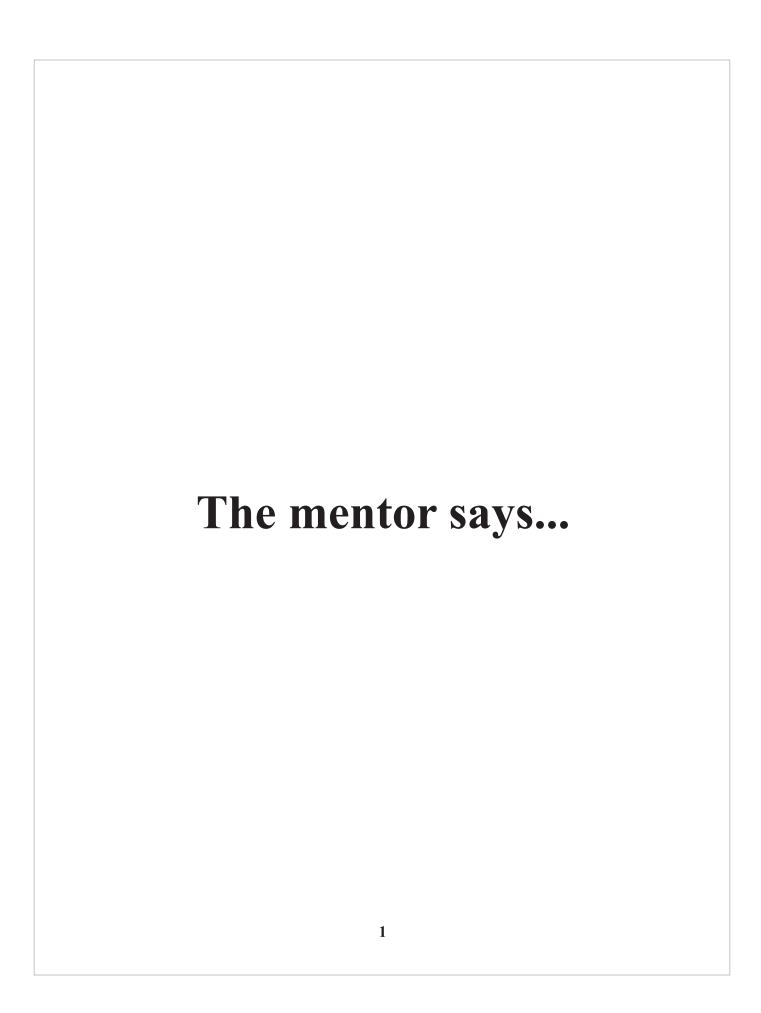
JYOTSANA KHURANA

My DREAM VENTURE is to be a wedding planner and establish a venture named "VISION VIVAAH". I'm personally a very much influenced by such ventures and have a good knowledge background about such stuffs as many of my friends are already into this business. i"ll collect the stuff from the best of places at the economical prices and provide packages to the customers which will be starting from 2 lakhs so that every indiviual can easily afford it and making their weddings memorable forever, they'll be provided with all the facilities including their accomodation, parties, decoration, outfits and food and various other necessary stuffs, the quality will definitely be depended on the packages the customers are purchasing, i would start this with the help of at least 5 members in my team and will collaborate with many other stuff providers who'll be available every now and then, i would borrow funds from my family and few of my own savings will do much. I will initially cover areas around my locality to cater experience and then would love to expand my business. This is a small overview of ,y dream venture.



KAJAL KALIA

Dreams are through your thinking. Dreams are only those thoughts which comes in mind and go away in a short duration of time. As my dream to become a fashion designer or cosmetologist but it is also for short duration of time but after that my new dream is to work in a corporate sector or banking sector were i can learn many things related to that sector so its my dream which i want to fulfil one day for sure



Visualisation is the first step to success

Visualisation requires specifying a personal goal, being positive about the same and creating a mental image of the same – a part of design thinking process. Students visualising their dream companies or new ventures are attempting to have such an image which will lead them to a path of preparation, hard work and mental determination to achieve the same. It is a noble leadership advice coming from Honourable Chancellor sir for our budding entrepreneurs. We cannot achieve anything, unless we understand the value to visualising it and creating a clear image of the same in our minds. In technology field, this may be a process or hierarchy which needs to be imagined and operations performed. Athletes and sportspersons do it all the time, and so did historical character of Arjun keeping the eye of the fish in his mind. Everyone else had set their eyes on everything but Arjun had single goal, the eye of the fish.

Students of MBA have a great opportunity to look at the corporate world and define their ideal company, which inspires them and they would like to work in. This is an aspirational goal and can lead to amazing results not only during the working life but also being inspired to create a new enterprise on your own. Congratulations to the students for clarity and creativity in exploring your dream world before joining these economic engines of the country. Jai Hind!



KK Sharma





KAJAL GARG

I always wanted to be a fashion designer but due to some reasons I have to drop my dream. Whenever I told someone about my hobbies they always ask me that why I don't choose my hobbies as career option. So, here I am with the ans. If in a future I got the opportunity to have a business I will definitely work on my dream, my hobby and be a fashion designer as I don't stop dreaming of it. I'm good at drawings, sketching, painting so I believe I can achieve it so highly......

Don't stop dreaming or changing ur dream, just wait for the right time or change your path to achieve it.....



KANISHKA KALRA

"All our dreams can come true, if we have the courage to pursue them."

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. As I belong to business class family, I always wanted to open my own business as my family does not allow me to enter into an existing business. So, my plan is to do Affiliate marketing. It's a home based business idea which is done by blogging. Actually, it is selling other's products and getting commission out of it. I want to have many YouTube channels and online sites so that I can recommend products to audience by targeting every segment of people.

As we all know India needs good marketers for online products as there is more scope in online businesses so my focus will be to enhance my marketing skills so to increase sales of owner and so will get more commission. My target is to first focus on every segment of people, analyzing their needs and demands then taking feedback from them after selling the products.

When you focus on the good, the good gets better.



KASHISH MALHOTRA

I am always want to start my own business and i am always want to open my own healthy food restaurant. People love to eat out but that food is not healthy so i want to open that restaurant which provide only healthy food which is good and benefitial for peoples health. It is very profitable business. i want to start up this business in Chandigarh in any mall, industrial area or corner of busy interaction where people can see easily and build out with vibrant combination, good interior and with stylish name. its going to have a light hardwood floor that will make the customer feel very comfortable . the waiters are going to wear a comfortable uniform that will represent the restaurant colors. the exterior of my restaurant is going to have a big and decorative sign that will be visible from long distance. the food preparation area should provide an Afficent movement of food from the kitchen to the dining room. a description of the type of menu being planned should list the types and number of items like breakfast, lunch, soups, side dishes, salads and desserts. The most important aspect of my restaurant is the atmosphere, as we know that indians are price sensitive so i would specially focus on how i can make available the good quality food at an affordable price.



KASHISH THAKRAL

My company will have loyal, dedicated, passionate about the work they do, looking forward to work, kind of people who can relate their emotions, show their values and can define ethics in their own way and also can motivate people to be like what you are.

Business ethics and values does not mean showing only the good behavior, it is also the right way to do the right thing to do at right time.



KESHAV CHAWLA

Starting an ethical business typically involves embedding details about your core values into your business plan. As you organize and structure your business, set up a code of ethics that includes standards for business conduct at your company. By developing policies and procedures to train your staff, you ensure that employees realize that they are personally accountable for their actions.

Document your intention for ensuring a culture of ethics and compliance at your company. Your business plan typically includes an executive summary, market analysis, company structure, product description, marketing strategy and financial statements

Write a code of ethics document. Start by describing the purpose of the document. For example, state that your document lists requirement guidance for behaving ethically on the job. Outline your company ideals.



KRITIKA ARORA

 $Women \ who \ know \ handicraft \ work \ in \ rural \ areas.. \ will \ connect \ with \ them \ and \ provide \ them \ employment$

Provide online platform like Facebook; instagram and website so that handicraft business will have awareness among global as well as national boundries



LOVEEN SINGLA

I want to make an app that will help the individuals who are travelling to new places. As, if someone is travelling to a place which he doesn't know well and there are some individuals who want a cheap or reasonable place for accommodation and to eat so, my app will provide them the complete details about all the hotels, homestays and restaurants of that particular place about the price and location which will help travelers making comparison easy between places. For making this app I want an app developer and details can be uploaded by exploring all the cities and localities or by taking the help of local individuals who know that place very well. This app can be very beneficial for every traveler who want to explore new places but with a convenient budget. This app can also give best ROI as travelling is evergreen thing, there are number of travelers who travel on regular basis.



MANISHA

I have two ventures for a company. Both will be help for society as well as environment. Both will be Eco-friendly and help to improve environment conditions. These two ventures are following:

- open a Pub: I will open a pub in which providing a drink to change the world. I will employ the homeless, ex-offenders and people with disability. Sell beer brewed from leftover bread, serve only vegan food, uses straws made from wheat and sponsors local projects and food banks. Support to 30-40 charities. Donate the more funds to water projects in India because recently water problem is the main problem. Recycled tissue will be build to build toilets. Prices will be affordable and 50% will go to charity. It will be sustained for long term.
- Open a cycle center: Open a cycle center in which consumers could be book online cycle like Ola and Uber and they could get cycle near to cycle center. They could be use it to going to somewhere like market, exercise, etc. It will be provided at cheaper price. Its lock could be connected with mobile phone and record distance which is travelled. And will be pay according to distance recorded. It will be help to reduce the pollution in big cities.



MANPREET KAUR

Magic won't turn dreams into reality, but, actually it's Hard work. My Dream Venture is to open an online platform for the second-hand clothes which people think are useless. I want to make an online website and selected clothes will be displaced for there for sale purpose. This would add value to the clothes that is actually nothing for anyone. The name of the store will be "EverFashion.com".

My friends and I will be executing this plan as there is requirement of people for managing different task needed for the success for the venture. This is going to add value to the society as well like the waste clothing will be arranged in a manner and be sold using an online platform. Through this the problem of environment and waste clothing be reduced.

The feasibility of this venture is more as there is not much capital needed in initial stage and slowly, the investment will be more. On the downside there will be many challenges and limitations for the same as listed below:

- -Cost for marketing the website
- -Competition
- Distribution Channels
- Changes in Demand, Tastes of the customer

There can be more challenges regarding the cost of capital as the order will be delivered to the customer that incurs cost.



MEGHA NEGI

My idea of business is what the whole world is concentrating on and that is one of the R's which is recycling. And the idea is to recycle clothes and making new recycled items which are trendy . I want to employ poor unemployed men and womens and want to train them to make items like decorative toys or DIY clothes, denim bags etc. This will help them to provide employment and moreover it will help to use those clothes which are dumped usually and which create environment hazard. India can be a great place for this business idea as it is the biggest importer of used clothes and tonnes of used clothes are dumped in India. So by this business idea we can take advantage of this adverse situation. biggest challenge will be to train these people and to convince the upper class that these clothes are worth purchasing and arranging money will be biggest limitation to my business idea



MEHAK

When we think of sanitary napkins..people usuallu feel shame but in actual it is not a matter of shame of shame regardless this is a matter of awareness, people need to be aware to use sanitary napkins specially at rural villages, using cloth at the time of menstruation leads to different diseases and infections which would harm reproductive system so my dream venture would be to aware women at rural side for using sanitary pads as it will help them in their daily schedule to not to worry and just be relaxed.



MUSKAN KAKKAR

DREAM VENTURE

"Dreams can become a reality when we possess a vision that is characterized by the willingness to work hard and a desire for excellence."

While sleeping we all dream but it takes courage to make that dream possible. Everyone is unique so are their dreams and ideas which makes them different from each other. Mixing your idea with the development of society is something unique in itself. So keeping this in mind I have thought of a new venture though small but something to return back to society.

ORIGNALITY AND RELEVANCE OF IDEA- This is a small effort done to make money, prevent wastage and help needy. This is a purely self generated idea.

IDEA EXECUTION AND PLAN- It starts with collecting waste or used clothes from people at less amount and then regenerating some new products out of that and then selling that to people basically it is modifying into something new . this work would be done with the help of people of old age so that they also get employed and start using their time and energy.

SOCIAL RELEVANCE- It is done to give back something to society. It will help old age people to earn money at such old age and be independent. Moreover the profits generated out of this will help to donate its 5% to those in need.

FEASIBILITY- it is purely feasible as it requires less capital and need not much space for working. Only few machines are required and some raw material. Rest is the idea generation and creativity.

CHALLENGES FACED/LIMITATIONS-

- Convincing old age people to work at this age is a challenge.
- Selling the modified products in a unique way is also a challenge.

AT LAST DREAMS ARE OF NO USE UNLESS YOU WORK FOR IT.



MUSKAN VALECHA

"A dream doesnt become reality through magic it takes sweat determination and hardwork"

As i belong to business family so i always want to start my own business and I always has a passion of becoming a fashion designer. I always want to design my own clothes and extremely passionate person with love for fashion. In my fashion designing i want to show my creative side of art ability and clothing would be definately worthful for everyone as i enjoy making sketches of clothing and one day will hopefully be available in my stores so i beleive i can acheive so highly if i stay focused and continue to pull all my efforts in my creation. My goal is to create designer clothes for all sizes so my dedication and family support inspires me to fulfil my dreams of opening my own boutique

Life isn't perfect but your outfit can be.



NAVDEEP KAUR

INTRODUCTION:-Entrepreneur is a person who sets up a business, taking on financial risks in the hope of profit. From my childhood I always choose difficult tasks over easy ones. So, I think that I could be successful entrepreneur because I can bear risk without any hesitation. As I am a girl I have much knowledge about cosmetics. So, I want to set up a business of women cosmetic brand. To start my business I will follow these steps:-

- 1. START SMALL:-One cannot reach at the top in a single day. So, first of all I will find small investors and create a team to make some products like, lipstick, facewash, cream etc. The products will be made after collecting realistic data from consumers and production will be at small level. Moreover, to promote product I will provide sample products to customers so that they can come to know the quality of product.
- 2. SPOT THE BIG TRENDS:-I will make sure that my business should be up to date. Because old trends are not liked by consumers so I will give my best to active in the hot market trends.
- 3. MAKE A BIG DIFFERENCE:-As there are so many top brands in the market. So, second step must be that we will make the product different in some senses i.e. quality. In this way at a slow pace my product can become a brand.
- 4. ETHICS AND VALUES:-The product must be so that it must follow business ethics and values. So, we will take care that our products will not so costly over their worth and product quality will never harm consumers. Moreover, we will take care that our business will follow legal ways and inner and outer environment of the business will not be harmed.



NEHA RAJPUT

Seeing the cut throat competition in the global world I see a lot many people from rural areas who are good in having skills with them have talent but are not able to explore it worldwide either due to lack of knowledge or finance . As we know india is a land of many colors and traditions. Since ancient times it is famous for its handicrafts, potteries ,pashmina shawls , phulkaris etc. So I'm planning to make up a dream venture where I'm going to purchase these items from rural areas or certain NGO's and then try to sell it in the market national as well as international through online apps.this on one hand will provide employment to rural people prevent their migration from there and will encourage the heritage of our country with corresponding profits .



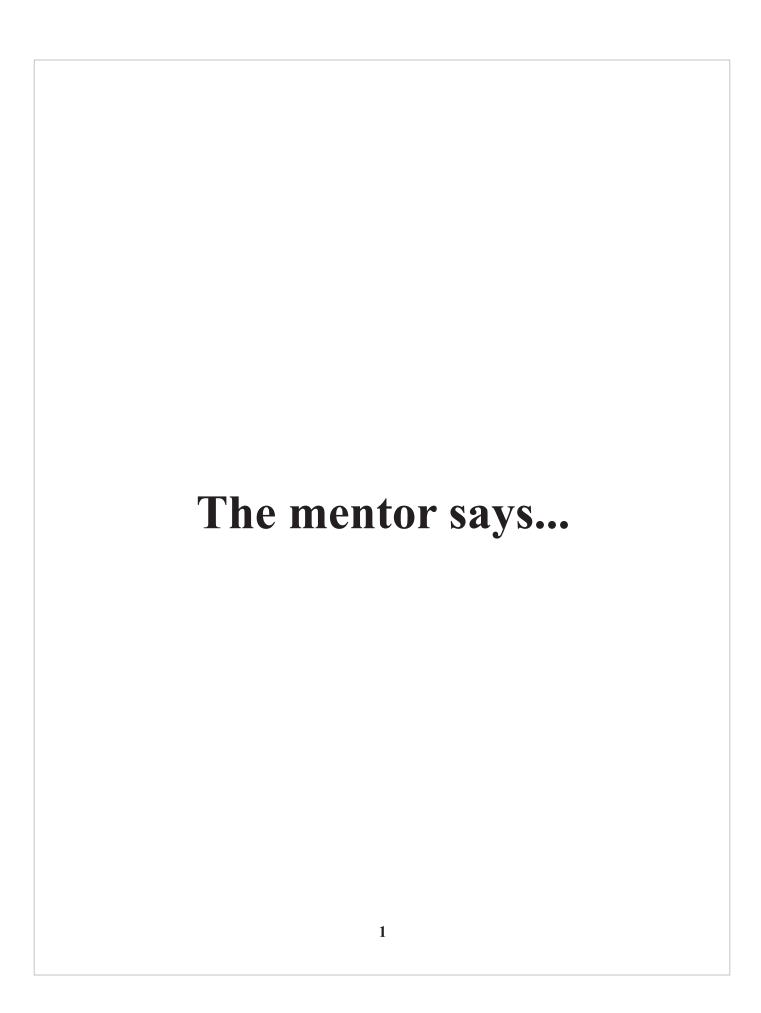
NIKITA SHARMA

I have dream to set up my own company and this company will do business on technology and want to recognise the company brand all over the world



PALAK

Some business ideas come from a long held dream to turn a fun hobby into a profitable life's work. My dream venture is to open up a inspiring restaurant, combining a good atmosphere with excellent and interesting food. The mission is to have not only a great food selection, but also efficient and superior service. The restaurant will be great choice for mature and adult crowd, couples and singles, young and old, male and female. The restaurant will be providing fair profits to the owners and investors. The menu will be featuring the regional specialities around the globe like Spanish, Indian, Thai and along with it local tastes. Along with all this cost control will be an integrated function, the main challenge in this business is that there are already established restaurant chains which are very successful but the idea is to maintain competitive edge and grow in terms of customer service and quality so that customers can feel a home away from home.



You can also lead (5th edition)

As a matter of providence and coincidence, I had the privilege of delivering a talk on 'Leadership' as a part of the 'Vice-Chancellor Lecture Series' on December 7, 2019, just as we received the invitation to write this foreword for the immensely popular series 'You can also lead', now in its 5th edition.

Both of these initiatives, i.e. the lecture series and the book series, are the direct consequence of the directions of the Hon'ble Chancellor sir Dr Ashok Chitkara and the blessings of the respected Vice Chancellor Dr Madhu Chitkara.

'You can also lead' focuses on developing leadership skills in our young MBA students with a focus on specific, desirable and pivotal leadership attributes namely: character, honesty, initiative, task-oriented, knowledge, abiding, responsive and affinity – all of which combine to make the acronym: CHITKARA. Chitkara today is a strong brand in the education sector that is built on a rich heritage which in turn was based on fairness, merit, ethics and empathy.

I sincerely hope students, faculty members, entrepreneurs and corporate executives read this book which I am confident shall add a lot of value to their existing knowledge base and thought process. It is important to read a lot as the Nobel Laureate Orhan Pamuk once said, "I read a book and my whole life changed".

Best wishes!

Sincerely,

Amit Mittal, PhD

Dean – Doctoral Research Centre, Chitkara University, Punjab, India.







PALAK AHUJAA

Visualising your dream into reality is one the main motive for every entrepreneur. To be an entrepreneur there must be an idea which is different from other's existing ones. If I ever get a chance to have my own Dream Venture, then it would be definitely related to Fashion Industry. My company will provide a platform to the women who have their own boutique at home but they are not able to sell their stuff in other countries because of some kind of hurdles. My company will have a collaboration with big designers who need designs and are ready to employ new talent. This idea of mine will help me to do my CSR and through this I can generate a lot of income for further investments.



PALAK GUPTA

Like we see nowadays how the girls are being abused. So I think we should set up self-defense camps for girls at least 2 months course at reasonable prices. So that the every girl comes forward to take part in it. This training unit should be given by the girl itself so that they can get employment and also get courage of other girl. Also she can teach the other girl how not to let herself be bowed down. After training her, she should take her test so that she also knows how she can cope with the difficulties. And they should not only be given training but also Situations so that they can enjoy this training and also learn it. For this training, some girls who know Judo Karate and Self-Defense should be appointed. Then girls who have taken training should be sent to some other place to learn so that they can increase their courage by teaching more girls. I know it's not easy to reach that place where we can teach every girl how to face the trouble, we have to pass through many hurdles, we may fail, fall in near future. But "where there is a will, there is a way. At least we should try and find peace by helping others. As said by Swami Vivekananda - "When I asked God for peace, He showed me how to help others". Because if something goes wrong with a girl, not only her but many families get shocked.



PARDEEP CHABRA

"Company minus Values, culture, ethics is nothing.

I visualize my company as a family where i can feel like a home. Talk about culture, it must be the same as mentioned in vision, mission and objectives of the company. There must be a value of every employee who are working in. A company where the process of learning is unlimited, so you could be the different person as you were yesterday!



PAYAL

In today's world everyone wants to celebrate their occasion in restaurant to make memorable for them. But sometime because of the high price of the restaurant people are unable to afford their prices. So I want to establish a restaurant for those people who can't afford high prices. Because they also deserve happiness... I dreamed of establishing a dream venture "restaurant".

Market analysis summary:

Target market:

1. Affordable people

What services we will be providing:

- We deliver all meals to your door
- We cook food with better and healthy ingredients.
- And enjoy the service with fully tasty and fresh meal.

Why restaurant?

Because we really want to terminate their excuses that we can't afford restaurant. And we also provide a place where they live a memorable time with their family and friends.



PERVESHIKA SUNGAR

My dream company is an organisation that values its employees and their work. Company should give them a platform where they will turn their innovative ideas into reality , where healthy work environment is conducted . Also i dream to work in such an organisation where the company gives reward not in monetary term but for their hard work as well .



PRABHJOT PATHAK

PRACTICAL INDUSTRIAL TRAINING

- The Business Opportunity :-
- As we are aware of the economic slowdown and declining job market, companies in this scenario are looking for people who are holding the required on job skills and the company is eventually cut the cost of training on a particular candidate.
- In this phase where majority of the educational institutions are providing students with theoretical knowledge or the old skill set this venture will focus on the latest demanded skills training to the desired candidates.
- Industry Analysis :-
- Their are a number of factors affecting the success of an organization, cost, quality and quantity are the major factors that affect the success of an organization.
- -Cost: In this, the major factors are, cost of the place of training, instructors cost, marketing cost, administration cost and other sundary cost.
- Quality: In this industry, quality plays the major role in make or break of the organization, where cost is one of the major concern, quality can be the major factor of success too. In this industry quality is determined by the results and is conveyed by the trainee, which becomes one of the marketing criteria of the organization.
- Quantity:- One of the other major factors is quantity, which in this industry can be classified ad the cost to returns factor. If a trainee is providing something to the organisation then it the duty of the organisation to give a required return on investment.
- Target Market :-
- In this country where the job market is declining and fresh graduates are rising in number with every passing year, their is a high prospect in providing in demand job skill set to fresh graduates, to have a desired career, in a desired field.
- Marketing Plan:-
- As we know that the fresh graduates are highly active on social media, all the social media platforms can play a major role in marketing of an organisation.
- Financial Summary :-
- Fixed Cost: Salary to permanent staff, equipments cost, maintainance cost of the office/location of training, utility cost.
- Variable Cost: Guest mentors fees, staff development cost,
- Revenue Stream: The only revenue stream of this venture are the trainees which join our program.



PRANAV JAIN

My dream venture would be in energy sector. One of the main reason for the underdevelopment of my cities and villages in india is lack of electricity. My dream venture would basically focus on solar and wind methods of generating electricity as in long term they will be more beneficial and operating cost is also less as compared to hydro and other methods. Venture would have two approaches for different regions:-

1) URBAN Areas

Centralised approach would be followed i.e generating power in one plant and than distributing to the concerned areas.

2) RURAL Areas

Decentralised approach would be adopted and solar panels would be attached to every household for charges that would be recovered in a period of one year.

Main challanges would come in rural areas as:-

- risks in default of payments
- unequal generation of power

Measures that will be taken:-

- Blockchain concept would be used. for e.g there may be cases that one house is
 producing excess energy and another is producing less energy than required so in
 that case by linking all the houses on a blockchain, automatically excess energy
 would be transferred to deficiant energy household, and company would charge for
 these services as well.
- For risks in default, banks could be involved



PRATIKSHA SHARMA

All our life we look for the perfect job where we can earn good money and which is within our comfort zone. We all want to settle down and enjoy our life in peace. According to me this is a perfect dream venture as long as they are happy with this simple life. On the other hand we look up to those people that are travelling the world and are doing risky but profitable ventures. This is also a perfect dream venture for someone who enjoys taking risk.

We are too busy at admiring the life of other people that we forget about what we actually want to do in life and what kind of life we want. Dream venture is not just about doing your favourite business or doing a reputed job. It is more about doing something that brings satisfaction and happiness in life. My dream venture is to work in an organisation where I can learn something new everyday and develop my skills not only as an employee but also as an individual. It is to be part of a company where I can get frequent opportunities to travel and learn new things about different organisational cultures, socialise with different people and explore the new destinations. I want to take risk, explore different opportunities and fulfil the vision of my life.



PULKIT ARORA

While growing up my center of interest has always been in Automobile Sector whether it be Car or Bike. Automobiles has always grabbed my attention as a kid, as a teenager, as a man. India as a market has a lot of potential for the automobile sector and I want to contribute my part in this society by following my passion for automobiles. My Dream Venture, manufacturing self driving electric cars. India which is having a population of 1.3 billion among that population there is 230 million cars on road and total road network available of roads to drive is 5.5 mn Km comprises of national & state highways and urban & rural roads. National Highway carrying 2% of total network and carrying 40% of total traffic.

Because of all this Traffic is ubiquitous and comprehensible. This situation needs a STRUCTURALLY SYSTEMATIZED SOLUTION which is exactly what self driving cars are because they can be programmed to stay in middle in of two cars and maintain that distance continuously. Self driving cars can also be programmed to communicate with cars on one road to cars on another road. This will remove the problem of intersection between two cars and which can withdraw the problem of TRAFFIC from society and also electric cars will contribute to create a pollution free environment. For this Idea to implement Technology has to meet up with engineering and make society free from traffic.

"It always seems impossible until it's done." -- Nelson Mandela



PURTI BHAT

My dream is to make a small place for old age people and children those who are not living with there parents. I want to give them best education and health care facility. I will try to get help from people who are know personalities and ask them for help financially. I want to give them homely feeling and facilities so that the never feel alone. I will name my place as "Ghar sab ka" . I will give them employment and the employees in my company will also be they. I want to solve there problem and a smile on their face with all facilities.

Limitations that i may face

scaricity of funds

#place

#people may get trust issue

Advantages

#happiness

#popularity

This can one work as team



RAKSHITA SEKHRI

My dream venture is to provide a platform for non working women who want to work under working women . One need not to search for maids , they can get the maids booked online . This will help both working class women and the women who are willing to work .



RIDHIMA ARORA

As I did MBA from Chitkara University and its pleasure that I am pursing MBA from this institution. We are glad that CBS schdeuled a module of "LEADERSHIP DEVELOPMENT ETHICS &VALUES". with our vice Chancellor.

As Its an golden opportunity for us to meet Dr. Chitkara and learn valualables of life. Its an indeed a great way of "EXPLORE YOUR POTENTIAL".

BUSSINESS IDEA

"A dream doesn't become reality through magic it takes sweat, determination and Hard work.........

As ,I belong to bussiness born family .So ,I always fond to start my own bussinesses and I always have a passion of becoming graphic designer. I always want to design my logos, fliers, News letters and Advertisements. I always started with my computer applications such aw photoshop or Illustrator .

First of all I create my own visual concepts by using computer software or by hand to communicate ideas that inspire inform with consumers.

Its basically extremely passionate person with love of graphic designing. I want to show my creative side of my ability and my hand making graphics visual concept.

I enjoy making different styles of logos and magazines design that one day will hopefully be available easily on websites. Its fun to put in creativity and get the change to interact with clients and to satisfy the requirements of the customers. So, I believe I can acheive so highly if I stay focused and continue to put all my efforts in my creations .My goals is to create graphic designs of different concepts. So, my dedications and family support aspires me to fulfill my dream of opening my own designer workshop one day for sure.

"Life isn't perfect but your outfit can be".



RISHABH JAIN

"Dreams do come true" is a quote which everyone of us has listen and i was also one of them. Since I belong to business and middle class family I was always interested in doing business. I have dream to expand my own business online so that customers find it more convenient and there is wide reach of products. Since it would be a difficult task but you need to have a big dreams if you have to be achieve something.



RIYA ARORA

Dream is a wish your heart makes and my heart wished to become a successful business woman since childhood however I belong to a service class family and being a girl child It was difficult for me to do so. However I was not sure what type of business I want to start to start with , While growing up, Gradually I started realizing that apparel store should cater all the needs of all segments of people . I want it to be the best ethnic and western wear apparel store not only in my country but in other countries as well .It would be a store that would also focus on outfitting all sizes including women's plus sizes and all sizes for men .I tried building all this but only through an online whatsapp and instagram groups . I always want the location of the store to be the central part of the market . As we know that Indians are price sensitive so I would specifically focus on how I can make the good quality products at an affordable price.

JUST DREAM BIG , WORK HARD AND BELIEVE THAT YOU CAN DO ANYTHING YOU PUT YOUR MIND TO.

IF YOU CAN DREAM IT , YOU CAN MAKE IT SO . IF YOU CAN DREAM IT , THEN YOU CAN ACHIEVE IT.



ROHAN MITTER

At present i want to do job after some couple of years i will join my father's business because doing my father's business is my own interest. But at present I want to Gain more knowledge skill and technical knowledge as well as it is the only time for me to study and learn new things. As this will help him to understand what is going in the market and I will be aware with current technologies and business process . Better industry exposure and great learning will be there for me.



S VINAYAK RAMAN

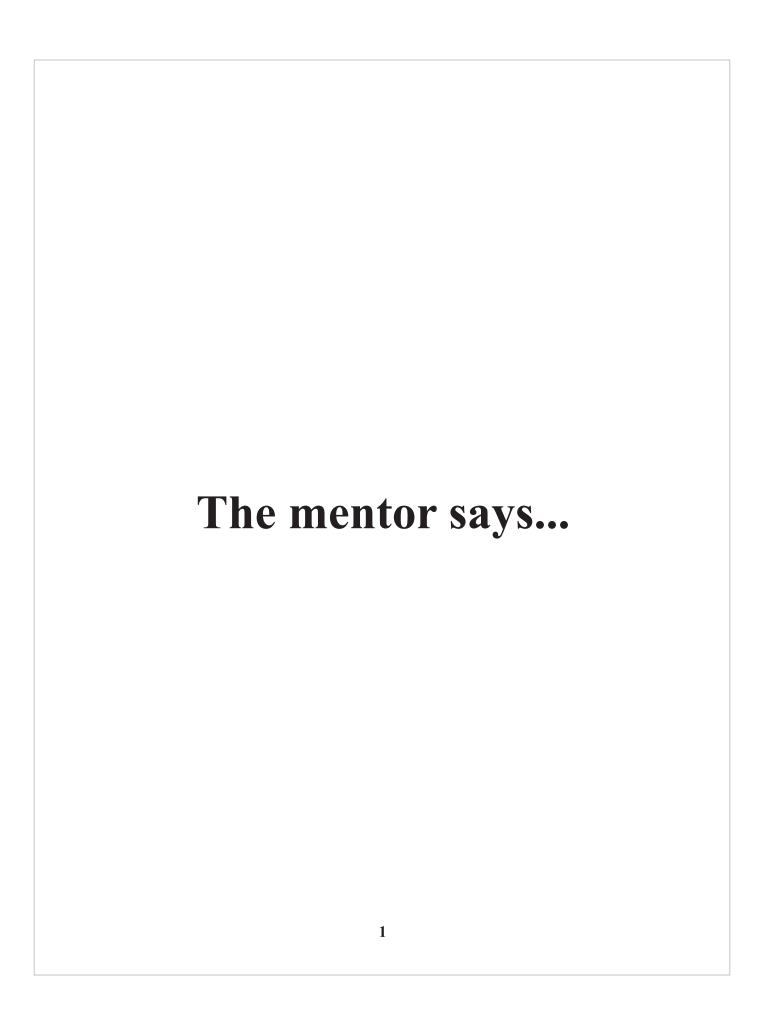
Dream is a kind of wish that you want should become reality. We all have many dreams that we want should get fulfilled. My dream is to do a job in a multinational company. It has been my dream since childhood to travel the world. If I get a job in a multinational firm then it can help me in achieving my dream of traveling the world. I want to do job in a company which has its subsidiaries in different parts of the world. A job that can offer you a good amount of salary and can make you explore the world is according to me the best combination ever. So this is my dream venture that I want to achieve in future.



SAHIL SHARMA

My drem venture is to start up a photo studio as because I just love to click people photograph and I has love to hold cameras. For being a new start I first need to get professional first. As a professional firstly I has to take take proper certifications under it.

- 1) firstly of all I need to be certified
- 2) I should assess my photography business start up cost. As apart of it. I need to assess camera equipment first, as per other necessary equipment with .cameras and also video cameras.
- 3) I have to secure my start funds like how much money is required in it, as because many of people start business without thinking of funds
- 4) a proper pricing plan must be prepared as how much I charge for my services like for one pic how much and for video shooting there must be differen rate chart
- 4) employee is considered as a backbone of every business. It is essential to appoint skillfully employees.



How blessed and excited I feel to write a brief foreword to the reprint of - You Can Also Lead Vol. 5. The year gone-by was extremely important and extraordinary for CCSM with record number of admissions and top level placements, making us reach the pinnacle of success!

'Business Ethics & Values' - A Module so very passionately conducted and delivered by our revered Chancellor Sir to all fresh MBA Students is indeed a unique and most valuable experience for all the budding future leaders @ Chitkara. It is so well planned and properly timed that these young MBA Students get to learn the value system for personal



growth and character building at the very beginning of their professional careers.

Being part and parcel myself of this unique publication journey for last so many years, I was absolutely amazed at the level of indulgence, involvement and perfection created while compiling the dreams of our MBA Students. The book is unique and surely a work to treasure making it a real masterpiece.

I extend my sincerest gratitude and profound appreciation to all for including CCSM, this time again, in this fantastic endeavour where our MBA Sales & Marketing Students get an opportunity to express their cherished dreams for achieving the desired goals.

Heartiest congratulations to all for the brilliant effort and wishing great grand success to the publication!

Prof. KDS Bedi

Vice President.

Strategic Alliances, Skill Development Initiatives, Sales Training & Development, & Founder – Director-Principal, Chitkara College of Sales & Marketing CHITKARA UNIVERSITY





SAKSHI RANI

"Dreams can become a reality when we possess a vision that is characterized by the willingness to work hard and a desire for excellence.". This is the most beautiful line that gives us a thought that Dreams can only become reality when we have willingness to do work hard and we should have desire for that excellence.

The dream entrepreneur that I am looking for is automobile industry. I have a dream that in future I'll be in automobile industry. And the risk that I am considering that it will effect my business in future is Gst rates and returns ...because government is charging more rates from the automobile industry . Few months back I have read one article regarding this and in that I had read that gst rates were affecting too much to the automobile industry and due to that sale of cars was very less and people were not buying the car due to high rates. They have to pay more money. So looking at that article thought come to my mind that this problem will come in future also . So i visualize that my venture to be free from this risk . This will be only done when the government cut down the gst rates so we have to check the rates time by time if the rates go beyond the limit then we have to write a letter to government for cutting down the rates. So that my business don't bear any loss and my business will be successful in future.

"HAVE A VISION. It is the ability to see the invisible.

If you can see the invisible, you can achieve the impossible.".

This lines gives me a thought that we have to give more importance on invisible things so that we can achieve the impossible. Earier i have forecast that in future rates will be increase but now i have vision that in future it will go opposite and gst rates will be low with that i'll achieve success in future and sales will be increase....!!!



SALONI

As I'm very fond of clothes so I want my dream venture will be of clothes. I always want to look so different and attractive that people feel that they also should be like that. I want to look so impressive which I think is necessary for everyone. I want to create my own brand value like other brand. As I grow I became more clear of what's going in today's trends, what people want to have, how they want to look. Also I want people find it worthy after wearing my clothes. I want that everyone should look so charming. I also want to promote awareness about my clothing style kn social media as it's very effective. I love to draw different dresses of different pattern. It makes me so happy to put my creativity in fashion industry. This is not just my passion but is mu dream which I hope will come true sooner or later. I'll be so happy that I'll get the chance to interact with the customer and fulfil their requirements. This is all about my Dream Venture. At last I want to say..." look stylish, look unique"



SALONI GARG

"Life is uncertain. But Safety can provide certainty to it to some extent."

I as an individual never thought of to run a business of my own. But now as I got an opportunity to thought of my "Dream Venture", I explored it and reached to business of manufacturing and selling product named as "Defense Kit". Keeping in mind the incidents and crimes happening with girls and women all over the world, especially in India that have shoot up to a great extent in India both in numbers and intensity of inhumanity this idea emerged in my mind. This kit will be equipped with the necessary items that can turn out to be of great help in the time of need i.e. to be stuck alone at a place with persons having bad intentions. The items I have thought of are a swiss knife, a pepper spray or a chilly spray, cheapest and smallest mobile phone. A swiss knife to make a person physically weak, a pepper spray to make a person go blind for the time required by you to escape yourself and leave the place and a mobile phone, as there is highest possibility of forgetting the phone, or having a phone with dead battery. This phone will help you to contact your savers and saving yourself. Basically, this business does not involve the task of manufacturing these items as these are already available. But this business is more of assembling these items into a small box and ultimately manufacturing "Defense kit." I know these items are available at market already and girls can keep them with themselves for their safety but I believe when the concept of "Defense Kit" will touch the market it will grab more attention and will arose more seriousness among the target market i.e. Girls and women.

"Best Defense to any problem is the Self-Defense."



SAURABH CHAUHAN

Being fond of cars my dream venture would be mine own designer car company naming Shimla Motor Company with logo of "SMC". I always had a dream to build unique and fast cars and sell them in international markets.



SAVI BATRA

"Don't Call Them DREAMS, call them PLANS."

Well after considering the menaces of this time, so I just want to start a venture of handmade cloth bags as it is a high time that we should discard the use of plastic bags as soon as possible for saving this beautiful Earth for the future generations and taking the concept of sustainability a step further.

My venture will be named as "INDIA'S NEW FASHION BAG"

So, in my venture the cloth bags will be available in different size, capacity and quality and can be customized as well. I will also provide the employment opportunities to the local people who will be given training and to those women who are not educated so can make them self sufficient. A dream venture is always a special one for anyone whether it is a small project or a big one.

This venture will be socially acceptable and capable of being started due to easy feasibility of raw material and workers required. No doubt, it will face competition from jute bags which will be risk for its existence but as it is said,

"The greatest Rewards are the result of the greatest Risks"



SHAMIK GOYAL

I am from a business family so it is my dream also to have my own startup as I don't want to join my dad's business. I want to become biggest entrepreneur of the country. My dream startup is to open an application where everyone can go to order products from their local markets and they don't need to go to market for shopping. There will be flexible environment for the employees and will try my best to keep them happy as employees are biggest assest of every company. I will be very happy when people will go to my application for ordering product and their time and money will get saved. When I will have a successcul venture i will try to help people below poverty line and also in the direction of indian education system.



SHASHWAT SHARMA

I belong to Ambala which is located in Haryana and I am also a table tennis player and my dream is to open a table tennis academy. As our country is doing well in sports. In small towns like Ambala and many more districts of Haryana. This is dream my because as I earlier mention that I am from small town. And I am not able to get good opportunities to explore my game this is the problem which is faced by many players in our country. To remove this problem I will start an academy in Ambala then slowly and steadily I will cover all the backward area over the country. This will be good venture because till now there are very less academies in India of table tennis.

To get sponsored I already talked to some companies i.e. STAG, BUTTERFLY, TIBHAR. They showed some positive response. After collecting some money I will start working on my dream of opening academies. By opening this venture I will fulfill my dream of having academies in small town and I will earn good amount as now a days India is one the top leading county in sports and more over table tennis is getting Good fame in India because Indian team is on 8th position in world. In coming years this will be one of the best source of earning. And our country is many policies to bring good players to lead our country.

By this venture I can easily serve my country by giving good players to our country. For this venture I am having a full fledged plan to execute and more over I also have selected some dealers for infrastructure and equipment s. If we work for our nation our nation will automatically rise.

If you can't fulfill your dream yourself, you can try on others to achieve them



SHIVAM MOHINDROO

DREAMS COME INTO REALITY WITH HARDWORKING AND DEDICATION

If i think about my dream venture i always wanted to be in the business field as i belong to the business family. I decided to do MBA to brush up my skills. If i get a chance to start my own business i wanted to enter into a poly bag industry which is in the trend in the market where i can serve the society with the jute bags as it is a great opportunity for me because plastic bags are banned by the government. I wanted to produce multi color jute bags with best of my printing and quality material. By taking care of the environment jute bags are not harmful for the environment. It is a Eco-friendly product. As we know people resist themselves to carry bags because of unattractive, i will produce a designed jute bags which are attractive to the peoples and encourage them to carry jute bags. The main aim of my business is not to harm our environment, earn profit as well as serve the society the best of myself.



SHIVANGI

"Future belongs to those who believe in the beauty of their dreams". I truly believe in this phrase. I am a dreamer and sometimes my dreams scares me but i feel if dreams don't scare you they aren't big enough. Clothing has always been my area of interest. I wish to launch a designer range of clothing which will cater all the needs of all the segments of people. Apart from the stores this range will also be available online. I wish it to be the best not only in my country but in other countries also. And the last pieces which will be left out because of sizes or colours will be free distributed to poor people because who said poor people can't wear nice clothes? They can also dress well. All the clothes will be designed by me with the help of students pursuing fashion designing so that they can also get some exposure and clothing will also be cost effective. Focus will be on providing this range on affordable prices to grab more market share.

Dreams are the seedlings of realities. We Should

Never give up on a dream because of the time it will take to accomplish it This time will pass anyway.



SHIVANI SINGH

Being surrounded by so many products it becomes difficult for a customer to make a wise choice. And when it comes to Skincare the confusion goes long way as there are so many skincare products available but all of them are made according to the global skin standards. My dream venture is to launch a herbal skincare products which are made according to the Indian skin standards. It will also be helpful for the Indians who are living outside India who are not able to get personalized skincare products. All the ingredients which will be used in the products will be original and herbal which will have no side effects. The products will be available online as well as offline (within the country) so that it can be within the reach of masses.

The challenges would be to creating awareness about the product and the competition from the existing players in the market.



SHIVI KHERA

Started by zeal, nurtured by passion,

Dreams are nothing, but the foundation of our reality

Obstacles are nothing but the landmarks of our unknown venture!

The biggest fear for anyone wanting to startup is the fear of failure. Well this has been mine too at some point of time. It will be surprising that the risk to startup is not just for people who are testing the new waters of entrepreneurship for the first time but for everyone at large.

Here's the idea of HOMEMADE CHOCOLATES for the dream venture. You can enter into this highly profitable small business idea with some chocolate making skills and little investment. Nearly every major pastry shop or gift shop sells homemade chocolates. They are in high demand as their taste varies from the varieties provided by bulk that are commonly available on the market. Also, several companies order home made chocolates to send to their business partners as gifts. During the festive and wedding seasons, such chocolates are in great demand.

So, now to start my chocolates business from home, Firstly I should be very clear about my product line regarding, What chocolate variety? What's the flavor? What can be done with new flavors and tastes and styles? You may be able to make milk chocolate or dark chocolates, white chocolates or caramel chocolates and many more.

Next, I think I will study or review the local market in order to find out what others are selling as chocolates are also the most popular gift products as nowadays, keto, vegan, sugar free, organic chocolates are available to people who are available for health-freak people. I should analyze everything and create something unique from the rest, along with the regular ones as Unconventional creations are always appreciated.

Next I will decide the market, that where I will sell retail, wholesale, events or online. Initially as a start on a small set up, may produce chocolates for special days like Father's Day, Mother's Day and so on. I can also supply in local markets, fairs and exhibitions and even in corporate events also.

Next, get my own chocolate making equipment by knowing what equipment and ingredients are required. Have all ready in place so that you can complete and deliver on time as soon as you receive orders. It's better to invest a little bit in buying a commercial chocolate making equipment as you never know when your chocolate business is booming and you've got to handle large orders. It's a big thing...

Next, Get your own space, don't turn your kitchen into a chocolate making space, because it's your home business. Alternatively, designate a separate space in your home specifically for your company, with all equipment and other supplies properly stored, as well as keeping the space clean and hygienic.

Next, keep your packaging supplies ready .You also need to worry about the box, along with the chocolates. It requires a small investment as well. So, buy your stocks of chocolate packaging. Sometimes, your packaging is an enticing way of selling the items.

Lastly, be open to criticism. Regardless of how expert you are in chocolate processing, there is always a chance for improvement. So, don't hesitate to get feedback from other people. Let it be your friends, colleagues, family taste your chocolates and take their views. It's also best to get feedback from the customers to improve and do better.



SHRUTI

Every person aspiring to be a successful entrepreneur in his/her life comes across plethora of choices before making his/her dream venture a reality. Some opt ideas out of zeal to earn huge lump of money while others go for options which match their interest. As there is huge demand of handmade items nowadays, I have a dream venture of starting a small-scale business of handwoven stationery kits, handbags and decorative items. These items will be knitted with help of KROSHIA. The bag's variety will include college bags, handbags and pouches whereas decorative items will include wall hangings with pouches to store valuable items. The startup would involve a capital of Rs.2 lakhs. In the initial stage, I would be hiring two workers. The prices of the items would be kept reasonable in the range of Rs.200-Rs.1000. The retail shops and online sellers would be targeted as a channel of distribution. Due to various competitors of handicrafts in the market, the business will be facing challenges in the introductory phase. For promotion of the product, I will be making an online web page specifying the brand name"HANDY TRENDZ". When my dream venture will start giving good returns in the future, I would be expanding it by introducing more capital and hiring of more workers. More choices will also be there for customers as there would be wide range of clothing items available under KROSHIA. I would be going for repetitive analysis of the changing tastes, needs and preferences of the customers so that my product matches their expectations. And this would really help me in converting my dream venture into a success story.



SHWETANK SHARMA

Ethics refers to the attractive and suitable qualities and ethics as per an individual or the general public on the loose. Ethics manage the virtue of people and their goals. Ethics fill in as rules for examining "what is fortunate or unfortunate" in a particular situation. Connecting ethics with authority, we find that ethics is about the pioneer's character and the pioneer's job.

Moral speculations on initiative discussion around two primary things: (a) The activities and conduct of pioneers

(b) the character and character of pioneers. It is basic to take note of that "Ethics are a fundamental to administration". A pioneer drives and impacts the subordinates/devotees to accomplish a shared objective, be it in the event of collaboration, authoritative mission, or any venture. It is a moral activity of the pioneer to approach his subordinates with deference as every one of them has exceptional character. The moral condition in an association is manufactured and created by a pioneer as they have a compelling job in the association and because of the way that pioneers have an impact in building up the authoritative qualities.

A powerful and moral pioneer has the accompanying qualities/attributes:

Poise and awareness: He regards others. A moral head ought not utilize his adherents as a medium to accomplish his own objectives. He should regard their emotions, choice and qualities. Regarding the devotees infers listening adequately to them, being sympathetic to them, just as being liberal in hearing contradicting perspectives. To put it plainly, it infers treating the supporters in a way that confirm their qualities and convictions.

Serving others: He serves others. A moral chief should put his devotee's advantages in front of his inclinations. He ought to be compassionate. He should act in a way that is constantly productive for his devotees.

Equity: He is reasonable and just. A moral chief must treat every one of his devotees similarly. There ought to be no close to home predisposition. Any place a few adherents are dealt with in an unexpected way, the ground for differential treatment ought to be reasonable, clear, and based on profound quality.

Network building: He creates network. A moral head thinks about his own motivation just as his devotees' motivation, while endeavoring endeavors to accomplish the objectives appropriate to them two. He is obliging to the network interests. He doesn't neglect the devotees' aims. He works more enthusiastically for the network objectives.

Genuineness: He is faithful and fair. Trustworthiness is basic to be a moral and successful pioneer. Genuine pioneers can be constantly depended upon and relied on. They generally gain regard of their supporters. A genuine pioneer displays the reality and conditions really and totally, regardless of how basic and hurtful the reality might be. He doesn't distort any reality.

It is fundamental to take note of that initiative is about qualities, and it is difficult to be a pioneer in the event that you come up short on the mindfulness and worry for your very own qualities. Initiative has a good and moral perspective. These ethics characterize initiative. Pioneers can utilize the previously mentioned qualities as measuring sticks for impacting their very own conduct.



SIMRAN MEHTA

I want to start my own application for local rickshaw pullers so that they can easily acess to customers whenever they require as their business is ruined by many cab apps



SIMRANDEEP SINGH

I want to start my own old age home and give them new hope to live life joyfully. I will give them source of living to live self independently.



SNIGDHA GUPTA

My Dream is to launch an app on the targeted areas i-e life coaching. As so many students are their who are not able to get their answers mostly about their career. Then there are plenty of possibilities for sales, future life, health. Life coaches can sometimes specialize in helping people find their inspiration for instance, if you're in the midst of making a major life decision—such as moving or switching jobs, you might rely on a life coach to help you talk through the decision you need to make. Life coaches can act as a friend, a confidant, which is a lifelong support.

This app provide a following features like: one on one mentoring will be done. group coaching workshops. video courses, E books, or even physical books.

Those who don't able to reach the consultancy firm then they can use video calling system and face time to clear their doubts and take help in making decision regarding their career.

The price will be reasonable so that everyone able to use and take benefits of this app. This will be useful for those students who are not able to pay the tuition fee, or consultancy fees.



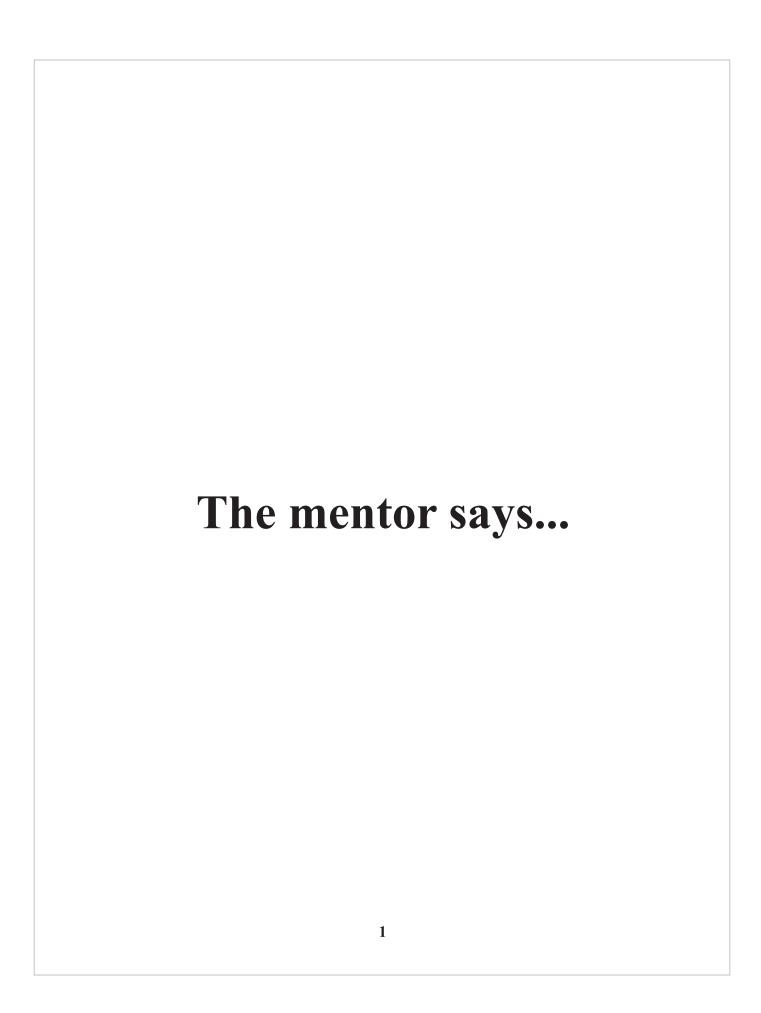
SOMYA CHAUHAN

LEADERSHIP DEVELOPMENT: ETHICS AND VALUES

"Leaders become great, not because of their power, but because of their ability to empower others"

John Maxwell

Recently, we celebrated the 150th birth anniversary of a person who epitomized ethical leadership. He has inspired people not just in India but across the globe. From Martin Luther King and his struggle for a just society in USA to Nelson Mandela and his quest to get rid of Apartheid in South Africa, Mohandas Karamchand Gandhi and his way of life has given leadership goals to people struggling to make their voice heard. Gandhi as a leader is venerated not just because he played an active role in ensuring independence of India, but because he led the masses while not compromising on his values and ethics. His commitment to non violence was so strong that he was ready to even suspend the Non cooperation movement at its peak because he feared that the movement could turn violent. His secular credentials were so upright that he refused to bypass the interests of the minorities to achieve nationalist goals. His style of leadership never compromised on his ideals like amelioration of untouchability, village centred livelihood, truth and satyagraha. It was his belief in his values and ethics that made him not just a political leader, but also a spiritual and ideological leader. The world needs more ethical leaders like him right now more than ever. In a world infested with communalism, islamophobia, terrorism, corporate crimes, climate hazards, hate crimes and overall cynicism, leaders who can lead from the front and deliver on multi dimensional aspects without doing away with ethics are indispensable. The need for ethical leadership is not just limited to political world. Leaders with ethical priorities are needed in corporate circles, sports, and entertainment business and as a matter of fact in all fields of life. This in longer run ensures harmony in society and sustainable progress for all. Ethical leaders who base their actions in values and not in ulterior material interests indirectly ensure that such methods are adopted by others in the organization as well. For example when in the 1960s, India faced a major food crisis, it was Prime Minister Shastri who led from the front and quit a meal every day so as to conserve nation's grains. Soon, thousands followed suit. Ethical leadership in corporate world is equally important because it leads to confidence in prospective shareholders; strengthen customer loyalty, less micromanagement as workers are trusted to complete their respective tasks etc. There are umpteen numbers of such leaders in India, Rahul Bajaj, Ratam Tata and Azim Premji being a few prominent names. Leaders influence followers to act or take up a task in a certain manner. They can also influence proceedings, nurture a change in perspectives and viewpoints. If the world has seen leaders like Martin Luther King, then it has also witnessed the rise of Hitlers and Dyers. It is therefore all the more important for the society to recognize and encourage leaders who not only know the right way but also show the right way.



"You Can Lead" is a must-read as it has been compiled by a visionary who has walked the path of creating successful social enterprises in the field of education and human resources capacity building. En route, 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 day. The purpose, patience and perseverance of our Chancellor Dr Ashok Chitkara has ignited the entrepreneurial spirit in each and every member of the institute. This infectious spirit has been contagious to bring forth inherent dreams buried deep inside. I wish I could be a student again to gain from such an opportunity which i had missed in my student days and explore my entrepreneurial capacity.

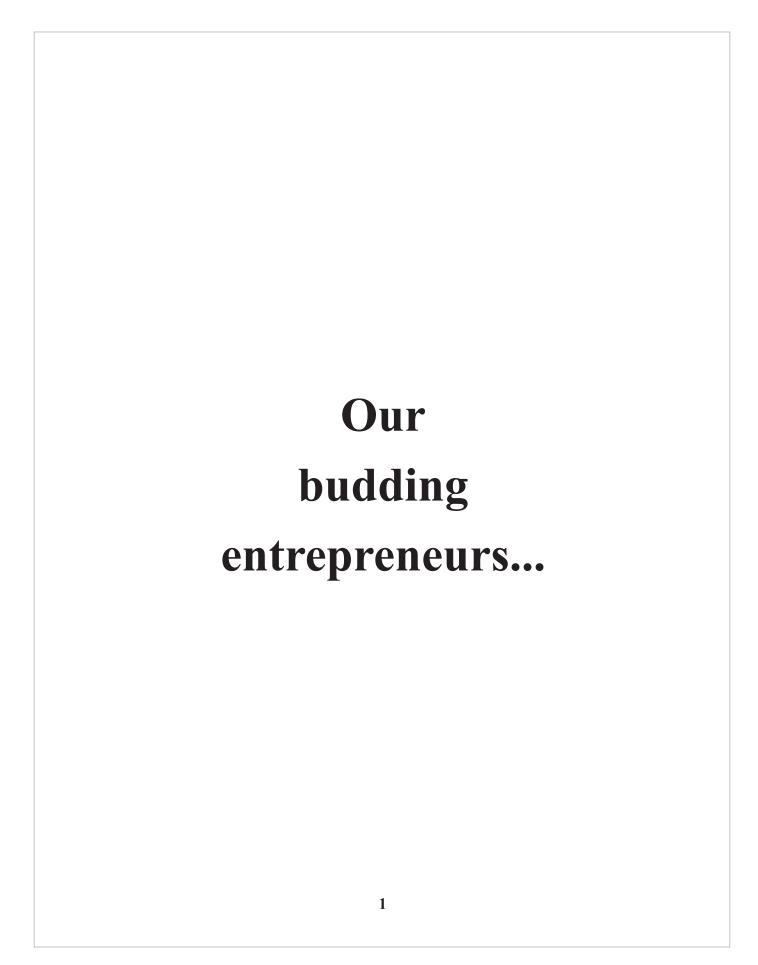
Good luck to all the budding entrepreneurs!

"If we tried to think of a good idea, we wouldn't have been able to think of a good idea. You just have to find the solution for a problem in your own life." - Brian Chesky, Co-founder of Airbnb

Prof. Keerti Bhusan Pradhan

MHA(TISS), MIPH (Emory Univ-USA)

Professor-Healthcare Management





SUJATI

Today when to get education and for job we have to go out of station. Than that's crucial to find a stay place. If there is any organised institute which act as intermediate in between owner and customer. Such institute can earn money from owner only.

And no charger from customer. All this work with application and offline also.



SUKHPREET SINGH

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SUKRITI SACHDEVA

I want to start up a new safety app for women that is really crucial nowadays . This app will provide location details to their loved ones by power button . This app will provide free service of transportation to Home , Pg , flats after $10\,\mathrm{pm}$. This app will give notification to their loved one automatically when they will reach their homes and provide location at every point of time . GPRS will be linked so that location can be detected automatically. This will provide safety to the women that is quite important in Today's world .



SURPREET KAUR

DREAM VENTURE

Are entrepreneurs born or made? Did they perceptually recognize this is often what they wished from life or did an opportunity come up and light the way?

I always thought I ought to 'do something'... one thing for the betterment of the folk.

Would cross all the bounds , Shatter all norms and skew rules. And will add a new word in Google's dictionary: Lamicon International School (LIS).

Right from my childhood days I was deeply interested in social upliftment and it is my 'interest' and not 'hobby'.

I want to give back to the society with a vision to make education available to all .With so many appreciation and laurels underneath my belt, I will begin exploring more about the Education Sector and with a sheer commitment and dedication to take Education in singrauli (M.P)to a much greater extent.

It will be 'Lamicon International School' the name means "Last Minute Contender".

LAMION INTERNATIONAL SCHOOL , school for handicapped students with well-educated faculties . The school will have all the necessary facilities which every normal school have .

Where is the challenge?. The biggest challenge is find more like minded people to assist him who all shared the same dream in a similar passion to learn, grow and contribute towards the development of education in Singrauli.

And one day to make Lamicon Internation School a brand in singrauli and they in the state . LIS will be committed to shape the future of thousands of handicapped students by providing them quality education and making them global citizens. The team at LIS will provide world class education to the students from Class – Nursery to Post Graduation

The vision of this venture is to bring singrauli on the Education Map where handicapped students from all across the india would visit singrauli to pursue through LIS group.



TAMANNA SAINI

I want to start my own clothing brand and be a fashion blogger ,create my own youtube channel . I m also working towards my dream and started my own shoots and represent s designer clothes soon i will start my own brand with a name jaat . As it represents class with a touch to Indian grounds.



TANYA MEHNDIRATTA

DREAM VENTURE

As long I could imagine now for starting my Dream venture, I have a desire to be a food Blogger in future. Food Blogging can be in relation to

- Recipes
- Photography of food
- □ Travel and food
- □ Food Review
- Restaurant Review

I am very fond of preparing and eating food of different region. Whenever I get free time from studies I usually like to watch different Bloggers of food in which they tell about food of different areas and regions. In initiation of this, I have already opened a page on Instagram and named it as "Cooking Funda" in which I usually upload the pictures of dishes prepared at home and food of various places. At this point of time as I am studying therefore I don't get that much of time to be spent on dream venture of Food Blogging and it takes a lot time investment in editing and uploading the data on Social media sites but I upload the pictures of food on Instagram page. Now a days Food Blogging is working at very faster pace. Many restaurants and eating points invites famous food bloggers at their places to promote the food of their eating points. And we all know every second person in today world is foodie and they enjoy to watch blogging so that they get an idea about the food of various places to be tried by them. Food Blogger usually get earning by sponsored Advertisements, Food Reviews, Advertisement spaces in between videos. So, it can be a good option to be pursued in future as far as return on investment is concerned as it requires less of investment to made in terms of money and a good return can be earned. Apart from earning, it is best option for a person who is fond of food & photography and I like both food and photography.



TWINKLE GARG

As I belong to a business family so I always wish to start my own business. And I came up with an idea of providing space saving products when I saw people are facing space shortage problem.

It may include light weighted bed which can be molded into a sofa, chair, double decker, etc.

And when u need empty space, you can easily shift it to any other place due to its light weight.

My ultimate goal is to create such portable products for every poddible space. Thus this is my idea about my dream venture and I wish I could soon be able to accomplish my idea.

I have caliber to achieve my goals.. and I will soon achieve them..



TWINKLE VERMA

My dream venture is scuch where i just want proper punctuality and discpline. I just want that everyone must have proper authority and responsibility. everyone should have to follow proper ethics in venture which is really very important for the smooth flow of work. Motivation process also be there to get the work done properly by persons..



VAISHALI

My dream is to open a restaurant but after doing MBA and performing excellent in corporate world ,as techniques ,concepts of MBA helps me to manage my business in an efficient way and the experience of corporate world makes me learnt the exact meaning of discipline .after doing excel in corporate world i will open my own resturant . basically my dream is to open a big restaurant chain bt i will start from a small venture . Being from a Punjabi family i have passion for cooking food ,love for traditional spices flavour that are somewhere loose interset in the western culture , so my restaurants main vission will be to continue the original taste of India basically Punjab .and my mission is atithi devo bhvya . means guests should be worshipped like God .My resturant will be open for everyone , every class of society ,even i will try food will provided to every needy who don't afford to buy that . With my management skills ,i'll be able to run my resturant in very effective way ,i'll train my staff very well with my effective leadership skills. I will teach my staff first and foremost integrity ,mankind.



VANSHIKA GAKHAR

'Poverty is the worst form of violence'-Mahatma Gandhi

According to the recent survey, more than 21.9% of the India's population lives below the national poverty line. This makes me think of why not give my contribution to solve this issue. My business startup idea revolves around making a company that acts as a mediator between the people who earn their living from begging on roads and the people who require labor for the work .In order to implement this idea, I would require a team of 10-15 volunteers who will be connecting both the parties. The major challenges I am going to face is the lack of integrity and awareness among the poor people because they think begging is easier than some other work. I will try to overcome these challenges by convincing the poor people regarding opting for decent jobs rather than begging. This startup idea will be beneficial for the society in numerous ways such as:-

- 1. Generation of employment for the poor section.
- 2. Generation of employment for volunteers who will act as a connectors.
- 3. People who are in need of helpers will get appropriate service which can make their life easy.

Once the company has been successfully introduced in the market, I can start earning the profit by charging commission from the parties who are in requirement of helpers. This business idea will help build my leadership skills and team management skills.



VISHAL

"No one cannot think well, love well, sleep well if no one has not dined well."

As i belong to a business family and so i also want to start my own business and my business will be related to food because i love cooking and some of people love to eat but i am feel good when i serve to another person and so if he/she likes my food then its very happy moment for me. So i really want to be a owner of my own hotel and i dont to be seat on chair and count the money. If i will not cook at there then i really dissatisfied with this because only money cant give you happiness so i want to be a owner and handle my own kitchen in hotel. For me customer and employees will be on top before me and i know how to take work from the employees without any restriction and i want my employees love to work with me and customer just enjoy the meal which gives me happiness. I can handle the pressure easily and if my dream will be complete then i will do so much for my society also and in today era there are some people who done for our society and i really want to be in list so my parents will be happy with it and thats the proud moment for me beacuse they want me to stand on there own feet. Other things will come in this also but i never want to be like those person who didnt do anything for our society. I just want happiness in my life and want to live normal life not luxury because no body can take money with him so if they do some for society that make so much people life easy and good beause of 1 person

And mainly thing we all know that " if we earn from our society so we can give back to them "

Through my dream i want to do that work only so i can live happy and quality life without any regret.

If we firstly do think about that then money take part in this easily

If my heart is pure and for my society then money will never go away from me.



YASH GARG

I dream about my own venture which is basically related to the supply of materials to the contractors and builders. The name of my 'Dream Venture' would be 'NK Ventures'. This venture of mine would be for the builders and contractors who require electrical as well as hardware material for their construction purpose. There are many suppliers selling the required material to the respective builders but in my venture i aim to make it available to them at the best possible rate and good quality. To remain ahead of others i would also create a separate website from where the purchase manager can book the items that they require at their site and we can quote them the rates as per their required quantity. It would ease the way of doing business. I dream to have such a venture one day..

Thank you!



VRITI NARANG

All my life i have struggled a lot to gain knowledge and to dream big because i belong to a small town still i believe that you can do anything you want. I want to become a successful business women since childhood and being a girl i was not allowed to help my father in his business however i was not sure what type of business i want to start then gradually i started realizing apparel is my center of interest for achieving my dream venture. I have started pursuing MBA. I want that my store should fulfill all the needs of all segments of people. I want to be the best ethnic and western wear store not only in my country but in all the country's as well. As we know that Indians are price sensitive so i would focus on good quality and affordable prices.



ANURAG MITTAL

I am planning to open a gym based on my innovative ideas ,and as per my interest ,passion and experience in fitness .gyms are basically a platform where everyone can become fit.and if i do a startup for a gym i'll try to keep professional trainers those who have experience in body building and certified from a reputed institute.as gym doesn't complete everything to provide a good physique .so i can provide a gym meal centre or kitchen next to gym or in the gym so that people can eat healthy as basically 70 percent is diet in a good physique or a fit person.as per my experience and knowledge i ll train as many people as possible and provide good guidance related to fitness industry .



AMAN GUPTA

There are some business ideas which arise from a long time dream to convert your hobby into a profitable work of life. Most of these start-ups which are usually small to initially begin require proper time, energy, and investment.

I am among those people who are having a natural eye for capturing images. My small business idea involves photography, so i have to review the sample start-up business plans existing in the market for photography businesses. Also, many competitor photographers initially works from home, I also have to review various resources on home-based businesses. Photography studio in the market gives many tools and kits that can help to understand basic skills and concepts.

My aim is to be successful in my life and to be boss of my own. This can be achieved by doing what I like do the most. Initially this start-up can b home based business, with the growth of the business studio can be set up in the market keeping in mind the place and services to be provided.

No dream is small unless you try to achieve it.



GEETANSHU

As i am a big foodie so Every time i think about startup a big smile comes on my face thinking about the food which i love to make and also by making this food i get money also.

God gives everyone one type of talent which is somehow difficult for a person to know that what is their speciality. If a person knows that what is his talent then the person can become so much happy by doing his/her work with which they are having interest. I am also having interest in cooking and i love to open my kitchen in a mini truck which is parked on a highway and their will be some good music installed in it so that a group of friends can eat food with some party atmosphere. The kitchen is installed on the backside of mini truck and people can see clearly the kitchen. Every Saturday and Sunday i will provide a big screen right next to my truck and play some evergreen movies with dining in . In morning time i could do preparation of all the eatery stuffs and evening time it is parked for food.

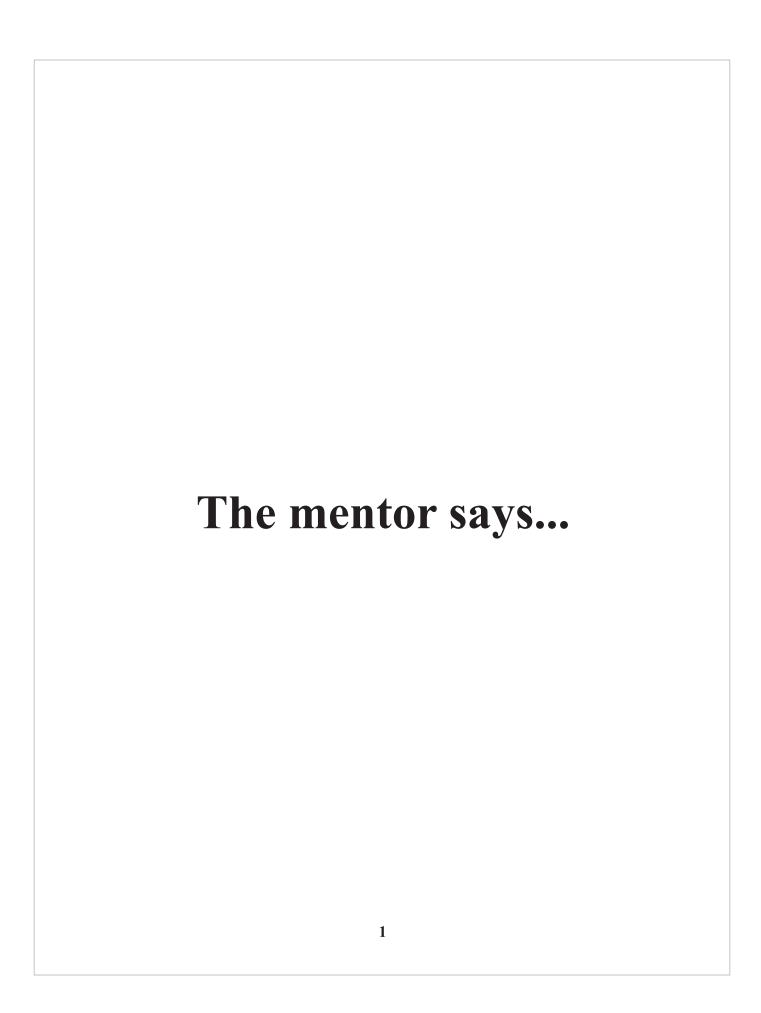
"Life is not perfect but your food can be"



MANOHAR CHOPRA

"My Business Idea In my coursework I intend to start my own business. I will devise my own business plan which outlines my business proposal and the key aspects, during this I will need to seek good business advice on the necessary steps I will have to make. As I go through the coursework I will show evidence, examples and explain how businesses are set up, what types of businesses there are and their similarities, the kind of targets businesses set for themselves and also the different objectives of different stakeholders. For my business I plan to sell toys and other game products that educate young children under the age of 11. Starting up a business is difficult and risky. Anyone setting up needs to consider:show more content...

Most people though have to research their product. Businesses also have to decide how the product is to be made. Finance No businesses can be set up without finance. Most people who start their own business underestimate the amount of money they will need to set up. They are often UNCAPITALISED and this causes problems as the business expands. Some businesses have the potential to be highly profitable but fail because they run out of cash at a crucial early stage in the life of the business. So it is very important to work out how much money is needed to start the business and to identify where the money will come from. Identifying the sources of help Most new businesses don not survive for more than three years of trading. However, their chance of success is much greater if those setting up the business have received help from experts before the launch. Many new businesses turn to Business Link or to their local TEC. They can identify any grants, loans or benefits that are available from government or from bodies like the Prince's Trust. They can also organise training in setting up small businesses that is so often vital to the survival of the business. The business plan Drawing up a business plan is very important. The business plan sets out how the business is to be set up and



"The world needs dreamers and the world needs doers. But above all, the world needs dreamers who do."

Saran Ban Breathnach

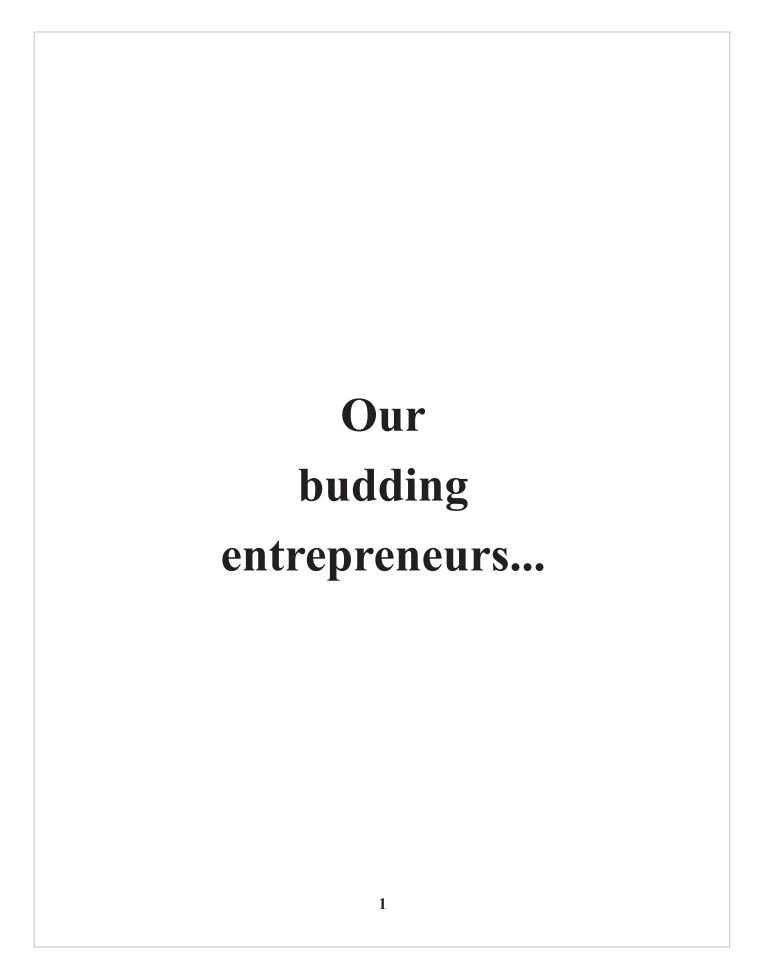
It has been my good fortune to attend Chancellor Sir's courses on numerous occasions. Each course has had a tremendous impact on me. Sir's sessions are transformative, high energy and full of optimism. Sir encourages us to think beyond the conventional, set extraordinary goals and achieve them. I look forward to attending Sir's current module on Leadership Development — Ethics and Values.

I am grateful to Chitkara University for providing a platform that has encouraged our students to articulate and share their dream ventures. I am also thankful to Chitkara University for providing a forum that has helped faculty members share their feelings. I congratulate all the authors and wish this publication a grand success.



Dr. Namrata Sandhu

Professor and Assistant Dean Chitkara Business School Chitkara University, Punjab





ISHAAN TIWARI

As I belong to a family with no business background I've always been fascinated with running my own venture to get a taste of what it feels like to work your own hours and run things on your own. I've felt torn between the more pragmatic approaches to run a business by only going forward in a booming field that seems to have more traditional data backing it up and seems likely to generate the most amount of money without thinking about whether I feel passionate towards it or going forward with artistic pursuits and figuring out the practicality such as financing by some way or the other. The companies that inspire me would be something like A24, a film distribution company or Laika Studios which is an animation studio that specializes in stop motion animation. There are plenty ways to generate revenue in a creative field like this if you have a USP and are willing to take up corporate projects such as advertising, if the expenses are small enough it should be feasible to keep it running by taking up work in a variety of places. It'll have an original voice especially in India where animation doesn't have a lot of relevance outside of children's cartoons some focus on adult focused content might bring in a new flavour for the public.



KARASI SUPREETI

I choosed my further career in MBA -LSCM as I done my Bachelor's of degree in Electronics and tele communication. i want to learn the field work more than theoretical as I believe in what I learn and what I actually did in practical . I want to see myself after 5 years in a top hierarchical position in a core company of LSCM. I am good in networking field ,I want to do job in network engineering as I am interested to do the field work.



NISY MERIN THOMAS

A New startup is a fear of Failure but we have start learning from failures.

My business plan Is starting a New Resorts For that I need to look for enterprise team, Resouces, Opportunities, deals etc..

Factors that can be Affect the business plans are Cost and time and money to prepare, mangement style and ability, preference of the mangement team, complexity of business, competitive environment, level of uncertainty, investment etc...

We have to look the business plan accordingly to the customer preferences, low cost producers, Were no competition, The magement with great deal experiences, select a group of investors. Return on investments etc...

Resort the location Is main factors that can be attractive to the customer, provide serives to the customers according to there perception and expectations.

All these matter the start up a new business venture.



RAGHAV GUPTA

I have a dream that one day I'll open a dog park and I'll adopt all the street dog's from my hometown and from different areas dog that need help medically I'll be there for them for this I'll collaborate with some NGO that helps the poor dog's and after that when dog's will b in good condition we I'll open the adoption for them so that dog lover's like me can have good boys form them and dog's will get the new home for them and unconditional love..



SAIYAM CHOPRA

If, I would have to start a new business, first, I would like to keep in check the following aspects:

- Skills, I am good at
- Observation level
- Imagination
- Source of funding

On the basis of these terms, I will decide what kind of business I should start, so it will further benefit me in future.

I would start an organisation based on those people who won't get chance to show case their skills, For example: paintings, sketching, etc. This organisation would attract those who want to make their hobbies as their source of earning.

- Those who have interest in sketching and paintings will join the organisation on yearly basis, with their own investment (in form of membership). And get a chance to hone their skills and also able to earn for themselves.
- As for the criteria for entering the organisation, one has to go through examination of their respective skills under experts. Then they have to go through the interview process. And if they pass the interview, they will be eligible to join the organisation. They have to pay membership fee to their respective mentor who will guide them in future.

Then the organisation's main activity comes in front.

• Organization will showcase their skills of paintings and sketches in art gallery on daily basis so everyone is able to earn on the basis of their own skill set. And we will also hold special exhibitions on special occasions so those with great improvement could reap the benefit and get motivated for further improvement.

This way i will start an organisation and able to help those who won't get a chance to use their skills for their earning. This will help them earn, and at the same time they will be satisfied with their work because they would be working on which they have the most interest, passion. It will also act as a self motivation factor for them.



SAKSHAM CHOPRA

Dear sir,

My dream venture is to extand my father's business. My father run printing press. He made medicine boxes, pamplets, brouchers, labels etc. My dream is too expand my father's business.

My plan is too advertise the business. And to aware the customer about business. And buy up-to-date automatically working printing machine.

It helps to save time and increase the sale. My aim is too grow up business more and more. And to help my father in the business.

Thank You.



SANCHIT SAGAR

As I belong to a place which is called as Palampur this place is surrounded by the beautiful mountains called as a Dhauladhar range

So as I am from this place I love to explore these mountains and wanted to see what all things are there in these mountains like wildlife, natural resources, and the life of the people who used to stay in these mountains like the Shepherds who used to go in these places with their sheep's

So I started travelling to some of these places which are on the top of these mountains and saw the natural beauty of these mountains and the untouched places and the wildlife like the leopard and the beer and the greenery of these places. These places are so beautiful and free from pollution.

As I saw these places and cannot able to explain much of my experience by telling what I did there and what I saw. This experience cannot be explained much with the help of camera and all the latest technology. So I wanted to start my tour and travel business which will help people to explore these places. I will take them to the top of these mountains and will help them to see the natural beauty of these places. As I enjoy to travel and treak and that one day hopefully I can able to start my business.

So I believe I can achieve so highly if I stay focused and continue to put my all efforts. So my dedication and family support aspires me to fulfill my dream of opening my own tour and travel agency.



NIKETA

Hii, it's me Niketa, my dream was to be an actor as I love my personality /myself a lot . But with time and growing up, hobbies changed , priorities changed . My mind changed regarding my career a lot of times, I am good at maths, numbers, like to teach people, love to cook food ,parents wanted to do something big ,I attempted for CAT , somehow I wasn't able to crack it , now by good destiny I m here at chitkara, I found it good because here I am clear now what I have to do , I got an opportunity to go with Aman sir (C.A Aman Chugh) for investment banking where I m getting practical knowledge and experiences and learning , making me more disciplined, whatever you do just give your 100%, success will follow you by itself. Coming to dream business , At present I just want to be at a good job , if after achieving my goals, I find some time, I will definately think about doing a business. That's it.



SMRITI MEHRA

My dream venture is develop technical stock market software like spider, falcon etc. But my software will be customer friendly and along with workshop of technical analysis with the help of that software.



SUNDEEP SINGH SOOD

I want to have my own cafe chain in india in which i want people want to taste the othantic taste with modern zaika and flavor's from Italy and enjoy great time at affordable range, Along with variety of games...



SUNIL KUMAR SINGH

My dream venture is to handle the world's biggest portfolio Management company. I believe that investment is the only key to grow we invest every day to grow, as a student, I invest my time, efforts, hard work, etc to grow. What we want to be in life is dependent on our investment that how efficiently we invest in it. Investment has nothing to do with numbers it is only about in which we invest and what we wanted from that investment. One day, I will make that dream come true.



AMBIKA ARORA

"I dream my painting and I paint my dream."

Everyone has dreams about the life they want to live, everyone has their dream job stored in their achievement bucket. The one who want to fulfil their dreams don't look at the time they just focus on their work they are doing to achieve their dreams because they know time can change anything at any point of life.

My dream venture would be owning a Dance School. The dance academy that I dream to open in near future will provide the dance coaching as per the interest of their students as my school will offer professional teaching for various dance forms like classical, B-Boying etc. It's not only about teaching how to dance but removing the fear or hesitation from the mind of student for dancing at stage in front of crowd. Because these days there are many who have skills but they hesitate because they fear that what people will think about them. They are constantly thinking that people will laugh at them. And this is the biggest reason that many don't want to work for their dreams and settle for less.

So, my academy's focus is not only to teach them but removing this fear by organising number of competition or Events that will give them a stage to perform and remove the stage fear and the biggest one the mindset about "Judgement".

Along side coaching at dance school, we will be launching online program for the students those who want to learn dance. As we understand that for some it will difficult for some to commute daily.

The basic motive of this dance school is to live and explore your passion.



AVNANDITA SHARMA

"TO ACCOMPLISH GREAT THINGS WE MUST NOT ONLY ACT, BUT ALSO DREAM; NOT ONLY PLAN, BUT ALSO BELIEVE"

"If you have a heartbeat there's still time for your dreams", i strongly believe in this phrase. Since my childhood i am into sketching the jewellery and also the dresses. I use to collect the pictures of bollywood stars from newspaper and also look how they dress and paste those pictures in scrapbook. I always imagine the dresses and draw them as i love to do creative things such as party decoration, designing, sketching jewellery and making new dishes. I always believed in talent but with the time everyone said that focus on your studies so i stopped making sketches, but now i feel if i were into fashion designing and jewellery designing. I may could do well i feel at that time no one was there who can explore my creativity and no one was there to guide me or to show me the right path.

So i want to design dresses and jewellery for bollywood stars i.e Actor and Actresses and want to open a "designer store" as my future venture in which the celebrities can get customized their dresses. The dresses will be comprised of ethnic wear, western wear, traditional wear of different states as well as theme based dresses for theme based parties and jewelleries which will compliment these dresses. I want it to be the most exclusive, expensive store providing all the latest designs according to trend and now only in India but in other countries as well. The first location should be that market from where only celebrities buy. And also the interior will be such that which will attract the celebrities and will their loyalty towards my venture. So i believe that i can acheive my goal if i stay focused, continue to put efforts for my future venture and my family support aspires me to fulfill my dream of opening my designer store one day for sure.

Except this i want to open a school where teachers not only focus on studies but also figure out the interest of students and motivating them towards their passion and interest. Showing them the right path and direction to continue with their passion and interest rather than studying all the subjects. Only focus on one aspect for which the students are passionate and interested.



BAVITA BHARTI

The biggest fear of anyone wanting a startup is 'THE FEAR OF FAILURE'. Well this has to even it is mine too. Such risks of startup is not only for those who are testing the new waters of entrepreneurship but for everyone at large. The only thing which will prove to be helpful in passing such hurdles of insecurities is to follow your dream which in my case having a fashion boutique. Whenever it comes to carrying yourself whether in traditional attire, casual wear or a business attire everybody wants to be an eye candy.

But entering in such a competive market is not easy enough as one should posess all the required information first in the form of idea which will act as a milestone of the whole venture and then the areas which will help in execution of such ideas. Being a part of a business family, problems of implementation and initialisation will be easy as i will be provided with the needed information. After entering in this venture my central consideration will be attracting young population of my targeted market. They are the one who seek variations in fashion, who value and evaluate what we are providing them in the form of our final product. According to me our physical markets especially in this context is lacking reviews of their customers which actually play an important role in overall functioning of every idea. The second thing in my opinion is providing variety in this area to our male population. Those who are already engaged in these things are covering insignificant part of population. Being a part of that unapproachable mass i want to come forward with a platform with my ideas where the shortcomings which such ventures faces will be kept in mind and the overall execution will lead me to somewhere near my dream of Owning a fashion hub someday.



HONEY SHARMA

I dream to launch sports academy in villages. As i also have a good interest in sports but due to some financial reasons i can't continue my game so i just wanted that this would never be happen with someone else. As there are many hidden talent in villages but they dont have proper guidance about their game and some of them dont have enough money for continuing their game. So i decided, firstly i have to make contacts with people and then hire some professionals who are expert in their game who can give training to these villagers who have interest in sports.

Firstly this sports academy will launch at one or two villages but if a good response is given by the villagers, then it may launch to many district also. In this sports academy, reasonable fees is charge from the players, and those who cant afford but have good interest in sports may give free training facilities also. And for this purpose, i can also make contact with companies who may sponsor extra ordinary players. So basically, this academy is helpful for villagers as well as many hidden talents may also found.



RIDA

Is there a single person on this planet who doesn't dream!

Each and every person has a dream he/she wants to fulfill in life whether he/she is rich or poor, that doesn't matter. It is this dream that keeps you going and gives a purpose to your life. You cannot measure dreams, they are neither big nor small. They are as big as your determination to achieve them. Being independent and accountable to none is one i.e. having your own dream venture which gives you freedom to work according to your own wish without anyone's interference.

Now a day's book café's are very popular in big cities and i find them very fascinating too. So, my idea is to open one but in a small city because that is the challenge and run it successfully. This book café would not only fulfill my dream but would add to a new trend in the small city as it is a place where people come to work and read and a place where you can discover new ideas.

The competition would be less due to its presence in the small city which is an opportunity as well as a challenge: it is an opportunity because of less competitors and a challenge due to the introduction of a new idea which completely depends on the people's tastes and acceptability towards the same. The major target would be the working class and the youth who desire for an ambiance to work and do something productive. This type of food served would also be one of the attractions towards the café; the menu would consist of some new options as well as the type of food preferred by the people in the city.

This is a dream which would not only require investment but patience as well because you cannot change the people's mind-set overnight. The primary motive is not to earn money but to fulfill a dream of doing something which makes me happy and leads to introduction of a new trend.



DIKSHA HARJAI

I would opt for e-commerce startup. Now a days online shopping is in trend as we can trade sitting at home . Its is 24/7 available. Low start up cost is required for e-commerce business. Various steps are need to be performed like research for the basics of e-commerce business, then select the product, establish brand, create online store, attract customers, start marketing your product. We also need to understand different business models. Proper method to be followed for inventory management. Investment is still must in online business also. If we are planning to earn profit without investing much then we can opt for drop shipping otherwise huge investment have to be done on warehouses. According to me i would go for e-commerce start up . Its easy to operate from home or anywhere. Once we are able to build the market the process is going to be smooth with proper policies .



DIVYA

Initially, I was bit confused about what my Dream Venture should be because there are always good and bad sides in every profession. When i was a child i always wish to be a teacher but not anymore. Then i realise the important asset for me is probably my communication skills.

Now, I wish to be an entrepeneur in Travel Industry because i would be able to use my language skills as well as be in contact with other people. I would like to explore or visit different countries and get to know their cultures.

I will offer a variety of packages for individuals and groups, there is a chance they will recommend further. In addition to this, can attract more customers by offer truly breathtaking experiences at an affordable cost.

For Instance: European vacation tours, Destination Wedding sites, Business Tours and Cruise Packages.

I am aware about that work is hard and challenging due to long working hours because of night flights and evening trips. But i will try to give my best it will help me to be creative and will learn how to survive in difficult situation.



HARSHA DUTT

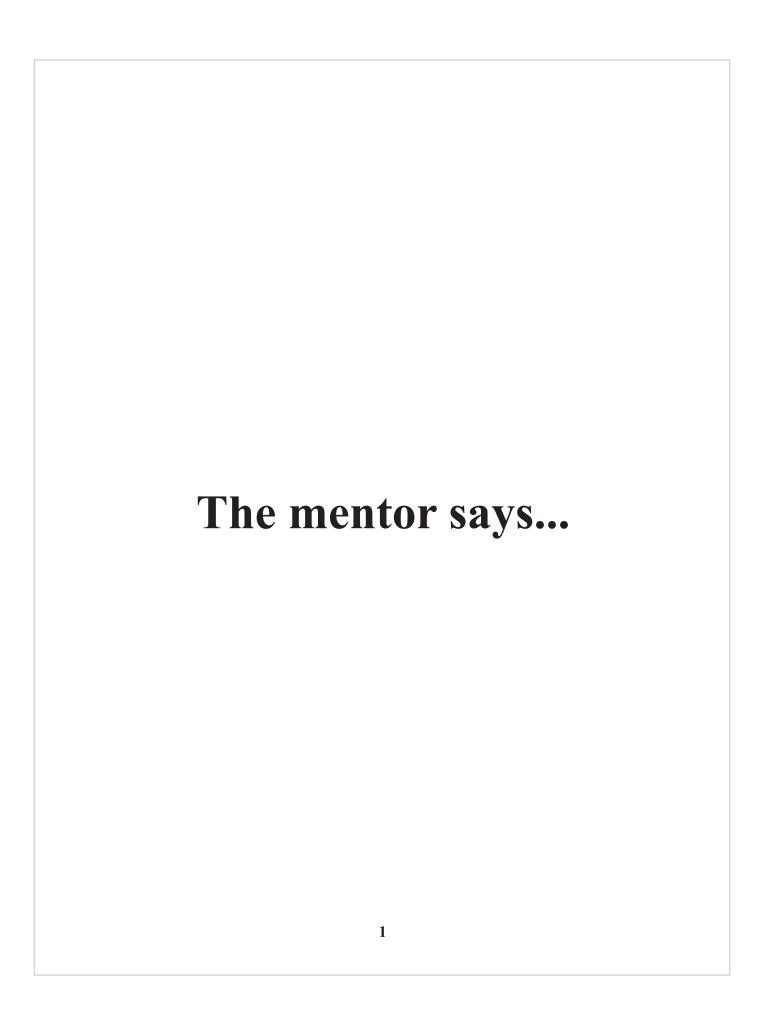
As i am living in a pg during my mba, i face a lot of problems regarding food, though we have so many online ordering apps and hotels etc, but for students like me living away from home having a healthy and home-like food is very difficult, also the main problem i face is of finance, food is too costly everywhere. And being a lady, who loves doing social work, i want to open a restaurant where take-away and home delivery facilities are also available and the main part is i want to hire Female Chefs.Ladies from poor families will get some work and the best part is they will cook a home-like simple and cheaper food,instead of spicy and costly food we get online or in hotels.we can get cheaper vegetables from sabzi mandi and less use of spices will reduce the cost as well as will be healthy.

This way I'll be able to help poor ladies, and students like me living away from home and several others who don't have time to cook for them or live alone and like a simple spiceless food.

Following are some limitations i may face: first is finance, for the purchase of a shop to make it a restaurant. Second problem will be finding the ladies who cook tasty food and will be ready to work at lower salary. Third problem will be the advertisement of the restaurant.

Rest everything can be managed easily.

This is how I want to serve ladies by providing them work and youngsters, to provide them a healthy diet.



My Dear Students,

We met so many people who lander through life. They accept whatever fate brings them. A few may succeed by accident, but most suffer through a lifetime of frustration and unhappiness. They have neither the determination to succeed nor the willingness to devote the time and effort necessary to achieve success; I appreciate you to decide to join Chitkara Business School, mean already you thought to do something incredible.

My heartiest congratulations and best wishes for your brightest future, and you need not worry about that; it will create by Chitkara, because you are special for us.

Dear Students, please do remember that the way percentage is essential in your career, the same way 'Values' hold a vital place for your personal life. With a quantitative and qualitative change, this is a very crucial phase of your life. Hence, you must develop the hard work, dedication, honesty, integrity, confidence, compassion, courage, persistence, responsibility- and self-determination that will help you to achieve your desired results. You will be able to achieve success in all the phases of your life only by retaining these qualities.



Dear Students, I wish that all of you get lots of fame and achieve a greater distinction to met and I hope that you all will make Punjab and our country proud of your achievements. With this wishing you lots of luck and good wishes for your future.

Dr. Raja Narayanan

Professor





HIMANI THAKUR

Who says dreams don't come true?

Dreams can become a reality when backed with hard work and desire to achieve something. What would be a greater dream than becoming your own boss, millions of people desire to be one i.e. "An Entrepreneur". Some choose this as this gives them independence, some because it gives them sense of responsibility and for some it is a reason to bring out their creativity.

Being an entrepreneur is never about profits, it's about bringing change in the society and my idea of bringing change will be creating a non profit organisation for young talents in which different talents can come together and can help them in collaborating with similar interest groups which will help them in brushing their skills further. "Social Shed" It will be a community of young individuals who posses different talents giving them a chance to showcase their abilities. On the other hand Social Shed will also be collaborating with different small organisations and events taking place in locality which will help young talent get freelance work for companies looking for outsource as per their requirements.

The main target will be school and college students, they can join Social Shed (the community) for free and can be given work as per their interest areas and skills. Along with this the individuals will be involved into various social causes such as cleanliness drives, aids for stray animals, arranging educational camps for underprivileged children etc, building the sense of social responsibility among them. The Social Shed community will be a great help for young minds in developing new skills and exploring their current talents along with that it will provide them will an opportunity to earn.

As they say, Stars does not compete with other stars around it, it just shines. With Social Shed the aim will be to shine together & grow together.



SAKSHI KANOJIA

Dream is a wish your heart makes and my heart wished to become a successful businesswoman since childhood. However i belong to a small family where a girl child is allowed to help in any business. For achieving my dream venture I have started pursuing MBA. I want that my apparel store should cater all the needs of all segments of people. I want to be the best ethnic and western wear apparel store not only in my country but in other countries as well. The location of the store would be the central of the market and plus in my store i would be having all the sizes for women's plus and men's big and tall. As we know that indians are price sensitive so I would specially focus on how I can make available the good quality products at an affordable price.

JUST DREAM BIG, WORK HARD AND BELIEVE THAT YOU CAN DO ANYTHING YOU PUT YOUR MIND TO.



SHIVIKA KIMOTHI

I am person who really appreciate the Rich Indian heritage and is inspired but

also worried about its decreasing identity .My dream venture would be launching the traditional ITTAR(perfumed essential oil) on National level and in a economical range so that it could be easily accessible both economically and physically to the population .ITTAR is extremely skin friendly and long lasting plus it does not harm the environment contrary to most of the deodorants and fragrance available nowadays .This will help to generate employment for craftsmen and preserve and promote the Indian culture.

Challenges would be bringing it together all the possible craftsmen and educating ,motivating them and the competition from the existing players in the perfume industry of Indian.

The current herbal trend in the Beauty and personal care products will provide the initial boost.



KOMAL KHOSLA

The dream venture combines sound business strategy with prophetic insight to launch or grow your business. I will have a step by step plan to follow which will maximize your growth rate and allow you to have a balanced lifestyle to fulfill your multi-faceted destiny. By this everyone will get to know about the products which will can be used for their well being and and will make their life easier and this and this only is the, aim of affiliated my new venture.

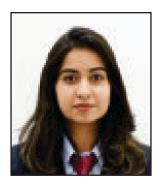
- 1) Foreseeing obstacles and developing a plan to navigate
- 2) Time management
- 3) Goal setting that works for you
- 4) Developing a 5 stage marketing plan customized for your business
- 5) Setting prices
- 6) Websites and other promotional material
- 7) Systems and automation that save time and effort
- 8) Money management
- 9) Diversifying your offerings for extra revenue



NEHA CHAUDHARY

"FOLLOW YOUR DREAMS, THEY KNOW THE WAY"

As I belong to a business family , so I always want to start my own business an I always have passion of becoming a photographer . I always want to do photoshoot and I am extremely passionate person with a love for photography also I want to become Cinematoghapher . In my photography I want show my creative side of my art , ability and skills . As I enjoy Clicking pictures of my friends , wildlife creatures and landscape that one day will hopefully be available in my studios . Its fun to put in my creativity into this fast pace of virtual environment and will get the chance to interact with sound clients and to satisfy their requirements . So , I believe I can achieve so highly if I stay focused and continue to put all my efforts in my creation .



PRIYAM MARWAH

"DON'T LET THE DREAMS BE DREAMS"

My dream venture is to open chain of cafe's along with the accommodation of staying there and enjoying camping and fires. As i am too foody and love to explore new types of dishes, and also fond of cooking and baking different things. Even my mother loves cooking, and fond of trying new types of food. Every thing which i cook is all what i learnt from her.

I am from Himachal, a place where heaven falls, also named as "DEV BHOOMI" - "Land of gods and goddess". Many a people from different parts love to visit Himachal as they get to know from internet, social medias etc. There are many places in Himachal which are at high altitudes so many people consider it as an adventure to go there and click up memories. These all things attract mainly the tourists as these type of places aren't available in their towns so they get excited and make plan on plans to visit these places.

There are some cases on the way to these sight seeing places which only offer food items but i along with the food items make the provision for the accommodation for the people for staying.

Location will be decided on the basis of convenience as well as it will be along the river side. My cafe will comprise of the dishes which are from different parts of the country so that people can get familiar of the dishes of different parts. Also i would like to include some local dishes of that place as the tourist love to get aware of the local dish and how its made and all such stuffs, they love to know everything regarding that places. This will help to give them local touch of that place.

I will design my cafe in somewhat traditional style, wooden touch will be given to the structure of the cafe which would attract the tourists and visitors, as appearance is the main thing one notice, if the appearance of that cafe will be good it will attract more and more people. Also the accommodation will be like in the form of tent houses which would look attractive to the people and at night there will be bornfires outside their tent houses.

The menu of the cafe will be designed on the wooden cardboard. Interior designing will be done such that the people before having something will be eager to click up the photographs. The chairs and tables will be somewhat in different and colourful shapes which will look pretty and beautiful and even attarct the kids and children.

That was my dream venture and i hope some day or another i will make my dream come true.

"DREAMS CAN BE DIFFICULT TO ACHIEVE BUT NOT IMPOSSIBLE"
"SO IF YOU WANT YOU CAN MAKE YOUR DREAM COME TRUE"



PAYAL NEGI

"A dreamer is one who can find his own way even in moonlight"

Dreaming is an initial pathway towards your dreams. Before accomplishing your dreams you need to live those dreams. It's always in my attitude to learn something new. I really like to play with numbers and keen to know about practical things & their application in our real life. So, I decided to pick up commerce to understand the importance of finance in our real life as well as on economy. Finance is not just limited to money it involves the whole concept of it's accounting, management, costing, taxation & Controlling. After getting the whole knowledge of commerce it's my dream to start my own Education Institution where the educational services can be served. Teaching as we know is accepted as the most respected profession. Teachers are the main source of knowledge as well as social values in future generations. I really like to join this profession after being specialize in above fields.

To start own venture isn't an easy task, it requires a lot of Investment, Goodwill, Popularity & Trust of people. I think it's the best way to return back to society as well as to country as no profession will serve you all what you desire i.e. personal stability, serving society, economically balanced & professionally strong. Everything under one profession. It's challenging but not impossible as impossible itself says I am possible. Teaching someone always gives me an immense peace & pleasure. If through this profession I can change someone's life to some extent no happiness is more than this. I have a deep desire towards doing social welfare I think I can accomplish my this dream through this profession. My parents sacrifice & support me throughout my life it's my turn to gift them wings to their dreams.

"Education is the passport to the future for tomorrow, who prepares for it today"



SHAINA NARULA

Hair Dresser and Makeup Artist

The hair and the beauty saloon industry has expanded day by day from some years.

Firstly, I check out the different salon oriented business ideas.

Secondly, checkout the variety of saloon related plans available (spas, makeups, nail arts, hair styles, etc.)

Thirdly, I provide the discounts on these beauty.

After that, as a makeup artist I will help my clients look their best for parties as well as weddings.

I will mainly target the brides by establish relationships with wedding oriented business.

After that I will giving free workshops for the womens groups and provide so many different discounts.

basically, I will enlarge my circle with the ladies and the different planners.



AKRITI SHARMA

"Dream is a wish your heart makes" and my heart wished to become a successful business woman since childhood. This dream venture is a very crucial to me to achieve because Assasive quota is telling that without Hardwork and determination you can't achieve the dream of your life.

For achieving my dream venture path, where 1st step crossed is completion of my B.COM with good marks and I crossed this path very successful this is my first step to my dream venture and second is to learn something from current course that is MBA and I Thing this step is also help me and final step toward my dream venture I hope I will be able to achieve my dream venture .



AMISHA SHARMA

Hard work beats talent when talent doen't work hard!!

To get married is every girl and boy dream

And for that everyone is have some dreams

To make that dreams true

Wedding planners ,because everyone want the things perfect and it is possible through wedding planning team ..

Wedding consultants has grown exponentially .today women are often simply too busy having the demand of their professional and personal lives..

So, what does it take to be a successful wedding consultant?

Those who are better connected and better experience will do the best in business as good network can build their good reputation

Having good sense of humor and the ability to think on your own are key to solve the problems in better way

It is not possible to be a good planner or cordinator and managing things well

But it can happen through by having a good knowledge and better education

And same i want to apply practically what i am learning from my education (my school learning ,my graduation and from master degree) and wants to get success in the life and make my dream fulfill

SELL THE PROBLEM YOU SOLVE NOT THE PRODUCT...



ANKITA SINGLA

Since childhood I had keen interest in gardening and was always fascinated with colorful flowers. My house had ample space that allowed me to carry forward this interest of mine and, I build my own kitchen garden. From potatoes, onions, reddish to sugarcane, corn, pomegranate, every shrub, herb, vegetable or fruit one can think of I grew in my garden. The main task was not just growing it but to maintain it as well and with my parent's support, I did everything possible to keep it in good condition. Nowadays we see our What app groups or chats flooded with videos of adulteration and using harmful chemicals to grow them and it's creating negative impact on health.

We read newspapers talking about injections being used to ripen fruits or vegetables and how specific color is being imparted to it. I could witness this news were true when our own nears and dears started complaining about it and the repercussions they were facing. I want to start a venture "ORGANICAL" which literally means organic and serve each and every corner of my country with chemical free eatables. To give it a start I attended MSME course on Organic farming and even have a certification for that.

By gaining more knowledge about this field I would like to start this venture after completion of my MBA program.

"DREAMS BECOME A REALITY WHEN YOU PUSH YOUR OWN LIMITS"



SURBHI SHARMA

Transaltor app

Transalting is one of the easiest and most profitable industries to delve in to if you are proficient in more than one language sought out on global scale, translator app donot need any capital to get started and can earn good salary depending on size of the company hired by .

As it will add something to person qualities and will be beneficial .As successful business people are becoming increasingly multilingual and that,s no coincidence .The vast majority of studies on bilingualism show that knowing second language improves,s brains executive function



TWINKLE BHOLA

DREAM VENTURE-CLOSE TO NATURE

My dream venture is a luxury restaurant at hill station, having great and classy ambience.

As being in a hill station means great environment, so I want that to be the strength of my restaurant. So my idea is about luxury with close to environment which we usually miss when we visit some luxury restaurants.

On this Basis the customer segment for my restaurant is tourists for which they have come for. For this I have to choose the location which is a great tourist place and visited frequently like Kasauli or Manali.

If the strength would be the place and environment it can also be a challenge, as there is also a lot competition in the place and environment factors affecting it. Creating the menu, taking care of quality of food and services, hiring employees, marketing would also be a challenge.

In food service business there is a lot of problem which can be faced specially in a place like hills like-transportation, food stock and all.

The dining area would not be like casual. It will be in open with views of hills with artificial waterfalls and water place to sit in, the idea is complex so have to take care of every aspect of it. But as the environment of hill station is unusual so there should be an other sitting place which will be in close. There will be automation in restaurant.

The restaurant menu will be dealing in different cuisines. So, there should be special chiefs.

For localities there will be a home delivery option.

The hiring cost of chiefs and staff is also to be taken care of.

Food service industry is a difficult industry to survive so there should be a frequent planning for everything.



TANYA ARORA

Dreams can turn into reality only when you are focused to it, passion is something which is required while achieving your dreams.

Being a passionate speaker who always follows passion, I always believed in talents.

Since my 12th as I am growing I am learning more to explore my talents. I am a occasional writer, speaker and a artist with little art of doing blogging, as I always got the opportunity to speak not only in debates and all but also in being a motivational speaker, So this is what my dream venture is about.

MOTIVATIONAL SPEAKER, the speaking business can be little bit of tough but once you get into it you can develop more and more ideas can identify what type of stuff audience prefer.

This is all about motivating the targeted audience and making them aware of what problems they are facing and how those problems can be solved so in this I want to motivate not only the teenagers but also the today's youth as because positive motivation can heal anyone and in this time it is most required with the current topics and providing information in a such way that it not only attracts audience but also gives them the lesson, tell the youth around that how positive mind and positive thoughts can change them and its importance.

I already started to accomplish my dreams as I have started delivering Motivational Speeches in different schools and in colleges and started it from 41 students and till now made it to 400+ students, and also wrote a BLOG ON- SELF ACCEPTANCE:-tanyamotivational.blogspot.com

I think these are few steps forward to my dream and one day I will achieve it.

DON'T LIMIT YOUR CHALLENGES CHALLENGE YOUR LIMITS.



GARIMA ARORA

As I belong to business family so I always want to start my own Business being a girl I was not allowed to help my family business. I want to start my dance academy as well as own business I was not sure what type of business while growing up. As my perception that I achieving my dream venture i have started pursuing MBA Then I focus to my study as well as career.



KHUSHBOO

Dream is something that your heart wants to do and my heart want to built a luxurious resort near hill station, a joy full place which help visitors to distract them from their stressful life. Y dream resort must be surrounded by a beautiful garden having different kinds of flowers. Moreover there must be a swimming pool for visitors and resort will be constructed in way that each and every room show a beautiful view from window of either pool view or Mountain View or garden view.

The main objective of resort is to fulfill customer expectations with luxurious accommodation and resort must have experienced and effective staff. And resort will aim to become the best option among all the hotels or resorts situated near that specific location.

Resort will provide luxurious bedroom, safe parking facilities, healthy food and many more facilities, also resort will try best to provide seasonal facilities like in summer season resort can provide visitor some outdoor activities like hot air balloon ride, white water adventure pool parties to enjoy, similarly in winters we can provide ice skiing beside these facilities resort will provide large fireplace drinks and light music too. Thus we resort will try best to offer their customer a comfortable and contingent environment though these facilities may cost more but resort will try best to make avail all offers which the customer need to make their stay memorable one.

So this is my dream venture and this is how I visualize it.



KUDRAT KANG

"CREATIVITY IS CONNECTING THE THINGS"

Personally, for me "Dream" and "Vision" are interrelated to each other. Dream is a wish what our heart makes and vision is the art of seeing what is invisible to others. Similarly, my dream venture is to help other people achieve their dreams with the help of my vision.

I truly believe, that I can achieve my objective by opening my own "Recruitment Consultancy Firm." I was always inclined towards the idea of dealing with people and this was one of the reasons for choosing HR as my field. My own Recruitment Consultancy Firm will revolve around the idea of understanding the job requirements of the clients personally and with the help of my links in the industry, I would try to connect the Right Talent with the Right Opportunities. That's why I feel creativity is in connecting the things.

I believe it's not just about providing the clients with the right jobs but also to value their talents which some people fail to see. My USP of this consultancy would be that I will not just focus on providing them the job opportunities but I would also help them know the points where they are lacking and what they can do to improve themselves (like building strong resumes, connecting with various industry people through social platforms.) so that they can attract better opportunities themselves too.

I feel this venture will have its own relevance as these days people have the right talent but are not aware of the right platforms, to showcase these talents and I will help them to achieve this as I believe this venture will not entirely revolve around profit making but will also be socially relevant as it is our moral duty to help others and as it is rightly said that "We Rise By Lifting Others."

I know it will be a huge responsibility on my shoulders to handle this venture as various challenges and obstacles would come my way. Handling a Recruitment Consultancy Firm would mean having the accurate knowledge about each field so that I can look for a right job profile for people coming from different field and industry. But I am ready for this challenge with a motivation that I would be able to get diversified knowledge about each field and I believe "The More Knowledge You Have, The More You Can Rely on Your Instincts."

I hope in future I will be able to achieve my dream venture and when I will look back in time, I will remember that what once I wrote about my dream, I am living it right Now!

"EVERY ACCOMPLISHMENT STARTS WITH THE DECISION TO TRY!!"



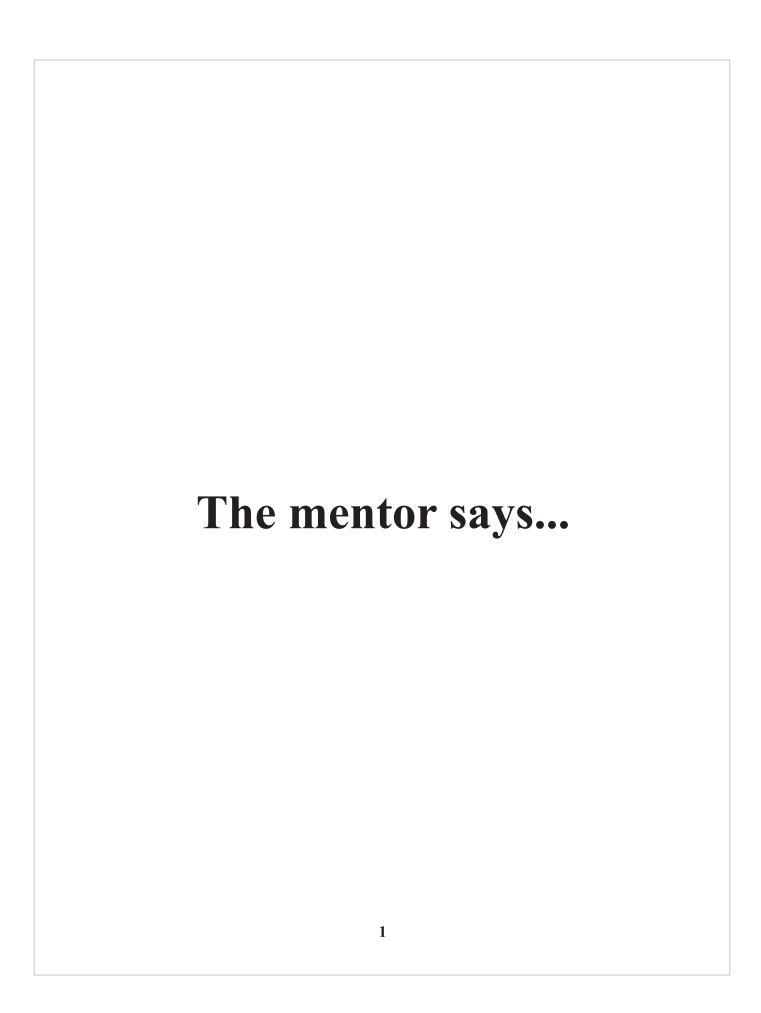
SHIVANI GOEL

Launching and establishing a tifin service all over India is my Dream Venture. Though I am not fond of cooking, but definitely fond of having delicious food. I want the nation to realise the importance of homemade food and also importance of the person whose all time efforts are into making you satisfied and healthy by coming up with unique and new ideas each day despite of your constant ignorance and rejections. Yes, I am talking about mothers, and not only mothers infact fathers too. Nowadays, both parents are so caring and sensitive about health of their children that they give their 100% to convince you. They keep trying, so should we. I would start with small start up with marketing team with unique and healthy cooking ideas comprising of all housewives and cooking team who love to cook. Eventually with growth of start up would surely expand the start up all over India and would reach people who are not able to receive the happiness and satisfaction of having homemade food due to parents separation, hectic routine etc. Yes, there are people in this world who crave for home-made food. Lets make the society a better place to live in together by helping each other and ourselves too.



SHUBHANGI GARG

In India people are very fond of keeping pet animals with them. They usually keep dogs, cats, cows, parrots etc,. For the survival of such animals there is a requirement for food and other basic things. As we know there is pedigree for dogs but there is no food available for other pet animals or birds like cats, parrots etc,. There are no particular toiletries available for them for their hygiene as well. So there is a need for proper food availability for such animals. To start this business there is a need to have a strong connection with some pharmaceutical industries. So i'd like to start a business of food items and other basic things required for pet animals.



Foreword

It is my distinct pleasure to write foreword for this book. The book title "You Can Also Lead" itself is indicative of the hidden leadership skills in every individual. This is a simple book to read. You can flip to any page and can find a motivating leadership lesson. This book is important for all prospective executives, teacherleaders, students and administrators. The readers can supplement their skill and knowledge through prudence of leadership discussed in the book. Dr. Ashok Chitakara, Hon'ble Chancellor and author of the book himself characterize all qualities of a great leader and have a unique personality. He is a reflection of how leadership and learning go together throughout life. I wish Hon'ble Chancellor sir best for continuing his leadership journey and keep inspiring everyone around him.

Kiran Mehta







NANDINI SHARMA

Dream is a desire that provides direction to the actions and decisions a person makes to lead his/her life. So for me it has always been important to dream big. As for my dream venture, cooking being my passion I always dreamed of opening a lavish restaurant in the heart of the city. A restaurant that is able to attract maximum number of people from the city and not only for the food quality but also for the experience that they have when they visit the restaurant. That has been a major reason for me to join MBA so I can focus on the major factor for the hospitality business that is customer dealing and management skills for running a successful restaurant.

As for my restaurant the menu will be designed in a way to meet the demands of the people of the area where the restaurant will be located. It will a mix of taste so that it is able to cater the need of both the young and old so that the families can come in together and have an experience of family outings and enjoy there own taste and flavours. Hygiene will be a major factor for me so as to ensure that the good quality products are leaving the kitchen before being eaten by the customers. The staff that will be hired would be experienced or should posses specific set of skills required for working in a restaurant and have a mindset of customer service. The restaurant will work on the vision of customer first and self last. The employees will be given the freedom to take individual decision to personalize customer visits to the restaurant. The restaurant menu items will be changed on the quarterly basis so as to remove the low selling items from the menu and bringing in new flavours and more dishes in the menu so as to keep the interest of the customers in the restaurant. The menu pricing would be done in a way to make it possible to maintain a uniform profitability as well as keeping it affordable for the common public.

NEVER GIVE UP ON WHAT YOU REALLY WANT TO DO, THE PERSON WITH BIG DREAMS IS MORE POWERFULL THAN ONE WITH ALL THE FACTS:-ALBERT EINSTEIN



RISHWA

" A goal is a dream with a deadline." Napoleon Hill. " There is only one thing that makes a dream impossible to achieve: the fear of failure." Paulo Coelho. The biggest fear for anyone wanting to startup is the fear of failure. But what is venture? It means a risky journey to do or to achieve something. The first question which came in my mind when I think about dream venture is that will it help to fill a gap in the market and will it help the society. My dream is to open a NGO (Nongovernmental organization). As India is a developing country and to be more developed India needs to grow in economy. As the majority people in India comes under lower or middle class. Richer are becoming more rich and poorer are still thriving for the necessities in daily life. " A dream doesn't become reality through magic; it take sweat, determination and hardwork." The name of NGO would be " Ehssass" as everyone could link up with society and the slogan would be live life cheerfully. The main motive to open NGO would be the welfare of society in every aspect whether they are children or civilians. I want that every citizen should be independent and does not depend on anyone for their daily needs. If every child all over the India get equal education without thinking about their class, then India will grow at a faster rate. The main issues which I want to focus while opening a NGO are child education, women safety and poverty. I know all these can not be fulfilled in one day or a year but let one step rise and would be followed by others step, then it will bring a change in country. For opening a NGO, there are certain rules and regulations too that are being set up the government of India to give it a recognized authority. The NGO come under Societies Registration Act of 1860 where a group of seven or more people can be formed for registration. The challenges for the formation of Ehssass would be the monetary value and even the main issue is to raise funds and we have to make connections with other's NGO also for well-being of society. To raise the fund is also a challenge for raising it will require different kinds of media and even social networks can also be utilized. Another challenge is that many people first agree to join hands but later on when responsibilities are given the individuals back off. The zeal of opening Ehssass keeps me motivated everyday to be a helping hand for others. So after analysing the limitations there must be a solution to every limitation and which will help me in opening a dream venture that is Ehssass Live life cheerfully. " The future belongs to those who believe in the beauty of their dreams ." " It may be that those who do most, dream most."



NAVNEET KAUR

As I am passionate about Fashion Designing, so i always want to design my own clothes, and want to start this as my career/my own business. I am extremely passionate person with love for fashion, and in this i want to show my creative side of my art ability and my clothing would be definitely worthfull to it for everyone. In this fast pace of fashion industry, i want to put my creativity also in this and that is the the biggest thing for me, and also i will get the chance to interact with different persons and got the opportunity to satisfy their needs. i believe that if i focused and put all of my efforts in my creations i can achieve my dream easily. I know my dedication and my family supports aspires me to fulfill my dream of fashion designing business for sure.



SHAOLIN SEHGAL

I Visualize my dream company to be a Company which is people oriented . By people oriented I mean that whatever business is it , it should think good about the people working in it . The environment should be open . The new employees or trainees should be treated in such a way that they feel part of the company right from the day they join . The company should have good morals and ethics . The employees enrolled or already working should have an environment which is free and they have the right to share their ideas whether its a Senior staff member or a Junior staff Member . The vision and mission of the company should be to serve the mankind in a way that it creates some values . I want the company to be diversified completely and with no discrimination among the employees . There should be stagnation in the departments of the organization , the roles of the employees should keep on changing with time as in the current scenario the staff should be multitasking . This is what I visualize my dream company to be . The main focus on the Human Resources whether internal or external because people are the main drivers of any Company .



SHAREYA SHARMA

I do not know whether I will be able to do this in my life, or not, but there is a venture in my mind which might not give me a huge profit but on other side can bring happiness and stability to the lives of the people, who cannot even afford to have their basic requirements of life. When I say basic requirements, it means 3 times meal a day, proper clothes to wear and shelter to live. These are the basic needs of life that one cannot survive due to their absence. Basically, my idea or venture is to help poor or needy people.

"FIND-----BPARKLE"

In this venture I want to start-up organizations, not only at one place but in every state of INDIA. In these organizations my focus will be to provide food, shelter to the people who do not have their own stuff. "FIND--HELP--SPARKLE" means we first need to find people with poor living standards, after that we will help and they can help each other to improve their livings, and sparkle means when they will become self-employed. These organizations give poor or homeless and hopeless people a place to live. There, they can use their talent and creativity, and can start earning money by starting-up their small start-ups. With this, I will also help the children to study who want to study by providing them books donated by the people. The people who are unhealthy will be cured immediately. I just want to improve the living standards of the poor people, so that I could give my small contribution to remove the poverty from India. I want them to become happy, healthy and self-employed. This is the venture where outsiders can easily contribute in any way they want to. They can teach the children, donate things. All just need to do is finding those people and collecting them at one place in each state. The time when they become self-employed and can take good care of themselves then they can go and stay at their own. After improving their own lifestyle and by earning money they can help to run their particular organizations by themselves, and can provide the better living opportunity to the coming people. It will definitely reduce "poverty".



ASHISH

The future belongs to those who believes in the beauty of their dreams.

I want to start a manufacturing unit of pharmaceutical products. As pharmacy is a noble profession, I want to serve the people of my country. After gaining the experience of pharma sales and getting enough knowledge about the pharma market and establishing good connections in the same, I would like to start from 3rd party manufacturing of pharmaceuticals.

After that I would like to start my own company initially at small scale. With the passage of time as the company will grow, I will start the same at large scale.



CHIRAG CHANDEL

My name is Chirag Chandel I have a lot of dreams but now I have grown-up now I know what I want to be. In my younger year I toyed with the idea of pursuing a career in entrepreneurship. I loved the cut and thrust of the pharmacy world it allow leadership with substantial people and responsibility of growing nation.

I want to see myself after 5 year as a successful entrepreneur having my own pharmaceutical industry. To achieve that goal I have face lots of struggle and hard-work, I have done B-Pharmacy and now I am pursing MBA in pharmaceutical management that gives me a path to achieve my dream. Financially, I am not stable right now and for that I have to do job in corporate sector for 3 to 4 year to improve my financial status so that I can achieve my dream. To become a successful entrepreneur I need to begin with the right idea and a crystal clear vision to achieve my target. Firstly to achieve my goal I should make contacts with those people who are smart entrepreneur rather than hard work entrepreneur. I should know about the pharmacy market and competitors which are already in the market. Lastly I want to say that I need heavy research, determination and push through inevitable barriers. An entrepreneurial mindset never a guarantee of success but the right people and the learning combined with that mindset will give that entrepreneur the best chance to reach their "FULL POTENTIAL".



HARISHK ATARIA

Respected Dr. Ashok Chitkara Sir, my name is haris kataria and i am pursuing MBA (Pharmaceutical Managment) from CCSM. Sir i want to become an entrepreneur and i have one idea regarding the women healthe care. You know better about the sanitary pads which are used during the mesuration cycle in womens. Sir, it become very costly now days and the finnacial condition of every family is not same but it is the must thing which a women have to use. So i want to start the new venture in which the sanitary pads are avilable in low prices. And one of the most important thing is that i have unique idea of selling our product. We would hire the young ladies for sales and marketing. Acc. to my idea our lady sales force will go door to door and tell the home makers about the USP's of our product and sell our products on the spot particular for rural areas. It will enhance the women employement also. We may also organize the healthe awareness programs in the rural areas to made the people aware about the women healthe care. We may also hire the male sales force to made this idea into reality because we have to stop the bad thinking of people about this process of mansuration. It is natural process so there shoud'nt be any discomfort between the ladies and gents.

Sent from my iPhone



KALYANI KUMARI

My name is kalyani Kumari student of MBA(CCSM).my dream is to become a good example for every girl who is afraid to fly in the sky and sacrifice their dream just because lack of resources and financial condition,I believe that doesn't matter whatever situation u have just come out and start doing,always be prepare for everything.i want to open a college in my belonging place and my dream is to help the rular area's girl specially who has potential to do Excell but only lack of resources they are not able to fulfill their dream,so I want to start a NGO from where I could help them.and also add some people in my NGO who seriously want to help such kind of people and I want to contribute in social responsibility.i want to teach this kind of child without any cost in my free time everyone atlist one or two hours.i want to also creat the awareness in people about the importance of study and how to protect ourself from the negatives people.i want to be strong enough to handle the challenge and also make people more stronger to faces the unpleasant situations.



RASHI

For me, the way of living is giving back to society and i have the same definition of entrepreneurship that is how i will give my share back to the world which has given me everything.

Whenever i close my eyes and think of the same thing that how i would be doing so then i come to an answer of doing it by following my passion of teaching.

"A small thought gives way to big dreams". As, I carry passion for teaching and that too giving practical knowledge, exposure, telling the way of living, how to behave socially, importance of health over wealth, how can one add to society, what is demand of future from cominh generation, what would make one different and unique, how can one follow his/her passion, how can one introspect himself and the hidden talents and many more.

I have an idea in mind to explain topics to students by doing experiments in class if possible, and if not possible, i would do those somewhere else so that children and the new talents get exposure to every topic. All the practical knowledge shared with children would be done in front of them so that they believe in that and may come up with their ideas that may be life changing ones. I believe so strongly in practical knowledge because according to me the future demands talents that are groomed from childhood itself..

I have passion for teaching, having my own teaching platform probably a school, and providing quality education.

I hope i would be able to do so.



TARISH

DREAM and **VISION**- These are two powerful words which are going to play a major role in our future.

First of all keeping 3 things in mind we can move to next level only.

- 1. Physical health
- 2. Mental health
- 3. Spiritual health

My dream is to serve my country in every way I can & to be a person who can be set as example for others.

Also I want to come to chitkara for hiring students.

To ensure this dream, term vision will play crucial role.

Vision- It is road map which will ensure you to your success

With help of pharma MBA I will be providing medicines and upto date information to doctor regarding new inventions, disease toxicity level.

Pharma MBA also help you to make a person who can make his living in today fast pace life(life is not fair to all) and how to deal with different types of people. Also Beauty of this profession is an introvert can be convert to extrovert and also you have to travel different places on company's expense.

"To live for yourself is easy and simple, but to live for other is what makes the meaning of your existence."



VISHAL THAKUR

My dream is to firstly become successful in life and reach up to a level where I can contribute to the rural areas students because they have capabilities and potential but lack of knowledge.

And here come the plans how I am going to contribute to the students of rural areas. Firstly, I want to achieve a big position in any of the organization and then I just want to go to rural areas to find the best talents who has everything but due to lack of knowledge they do not know where to go and what is the path to achieve big.

So first of all I just want to achieve high position in any big pharmaceutical industry and then start finding talents at ground or village levels because in village people want employment and organization want employees, so here by recruiting we are giving opportunity to rural areas to grow and also to find talents for organization which helps organization to grow and do better.

So for this I would like also to make an organization or intermediate chain between the different organization and rural areas so that they may also get proper updates as due to lack of facilities they lack than that of urban or metro cities students.



ANKUSH MAHESHWARI

With the future vision provide by recollection, I can see that a large part of my own entrepreneurial mindset is fixed. Yes, there are lots of lessons along the way, there have been great adviser, there has been determined calculation, risk, strategy, good results and what some may call luck or providence. There have been persons and tutorial along the way that helps to achieve the next goal. But inside to build a business and evacuate a heritage was a part of my makeup.

My dream is to become a successful motivation speaker in pharma company that helps me to change the life of people & having the courage to resolve the uncertained conditions that occurs in organizations. To achieve that in my life I am not afraid to do hardwork and to face the challenges. "My biggest inspiration? Just to keep challenging myself". This pushes me to perform more and more. It is always a pleasure when someone says "keep on your work. Good job. keep it up".

By this dream I meet great people and organization and also know what's the situation that stops in achieving the goal. In my life I want to be someone whose words are impactful and also have great learning with life lessons. These kind of challenges increases my strength and also EXPLORE MY HIDDEN POTENTIAL that I can do it in a better way. With MBA In Pharm. Management I can achieve all valuable etiquettes that make myself professional with charming personality.

At the end, I would like to say that every task runs smoothly with a great efficiency when a person is already motivated or committed to do the work. So, Done the work with full of passion, dedication, integrity because every time there is a third eye on you which impacts on your future.



ARJUN J. SENAPATI

Dreams should be such which don't let you sleep, but instead wake you up and push you to work hard and fulfill your dream. Our dream should inspire us for achieving our goal.

I also have a dream, I aim to become a business tycoon and to win business man of the year award. I would achieve my goal by establishing a small startup of medicines and turn it into a huge multi national pharmaceutical company and then make my own empire making my way into all the industries.

Most importantly I would like to be a well behaved and responsible citizen of my country and contribute as much as I can for the development and progress of my country. I will always make my parents feel proud of me and one day they will be happy to hearthat they are the parents of Arjun Senapati.

At the end I would like to say that an entrepreneur is not the one who only builds great business empires or a rich business tycoon, but entrepreneurship is an feeling which comes within a person to be successful in small things one does, no matter how small it is, if you have courage within you and self belief then you will definitely succeed in life which will make you an entrepreneur in your own.

So we should just respect our parents, teachers, and all living beings and just put our foot on the accelerator and create history.



BHAVIKA

Desi Hub: This is e-commerce venture where people majorly from IT firms can order the things which are not available in urban areas. For example Pickles, jaggery, Handicrafts and other packed food items. All rural stuff and small city items would be availabe at one place. Starting my venture online and then extending it to retail stores in malls where urban population can have a taste of heritage of rural areas. It will also focus on employing women of rural places so which will further enhance the economy of India. People in corporate sector hardly get any time to shop for such things and they buy things which are easily available and often miss the local things availabe so it would be a great thing to start targeting such people. Also, there would be link availabe where they can request for the things they want from other places. So, this venture would act as an intermediatory between customers and providers. Normal stuff would be also available so that along with rural items they can also order their basic stuff (majorly eateries, handicrafts and other decorative items).



CHELSEA BHALLA

India being rich in culture and heritage and cerebrating a small festival joyfully . So my dream venture would be one stop bridal affair, as marriages in India is a festival in itself. This one stop bridal affair would avail everything a bride needs for her wedding from top to bottom at one place and relieving her from stress of wedding shopping & making the event more special for her.



GURPREET KAUR

As my grandfather had agriculture work. when i and my brother went in their field we felt so pleasant and fresh atmosphere. So i want to continuous with such heritage activity but with modern technology.

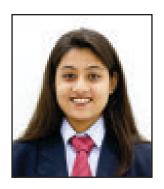
My dream startup venture will be Adventure as a E-Commerce store only for Agricultural Products.

on this portal a farmer will identified with their registered mobile number and all he / she has to enter their produce they have got, the quantity and the price he or she wants depending upon the price in the open market. the farmer will determine at what price he or she wants to sells. on this portal the registration of both the buyer and sellers are free.

the basic aim of this site is to provide a hassle-free plate form to the Indian farmers who have no organized way to sell their agricultural products at the best prices.

"THE PERSON WHO KILLS HUNDREDS IN A BATTLE LIKE IN FILMS IS CALLED HERO LIKE WISE A PERSON WHO CATER FOOD A LARGE PEOPLE IS CALLED FARMER"

so for achieving my dream venture i have started pursuing MBA, so with my family's support and gaining knowledge from chitkara, i try to develop that app which i quoted the name as Adventure (Agriculture as a business) and its tag line will be "FARM IN ARMS"



HEENA SAREEN

My dream venture is to be a travel blogger. I want to explore the world as much as I can and be a famous travel blogger.



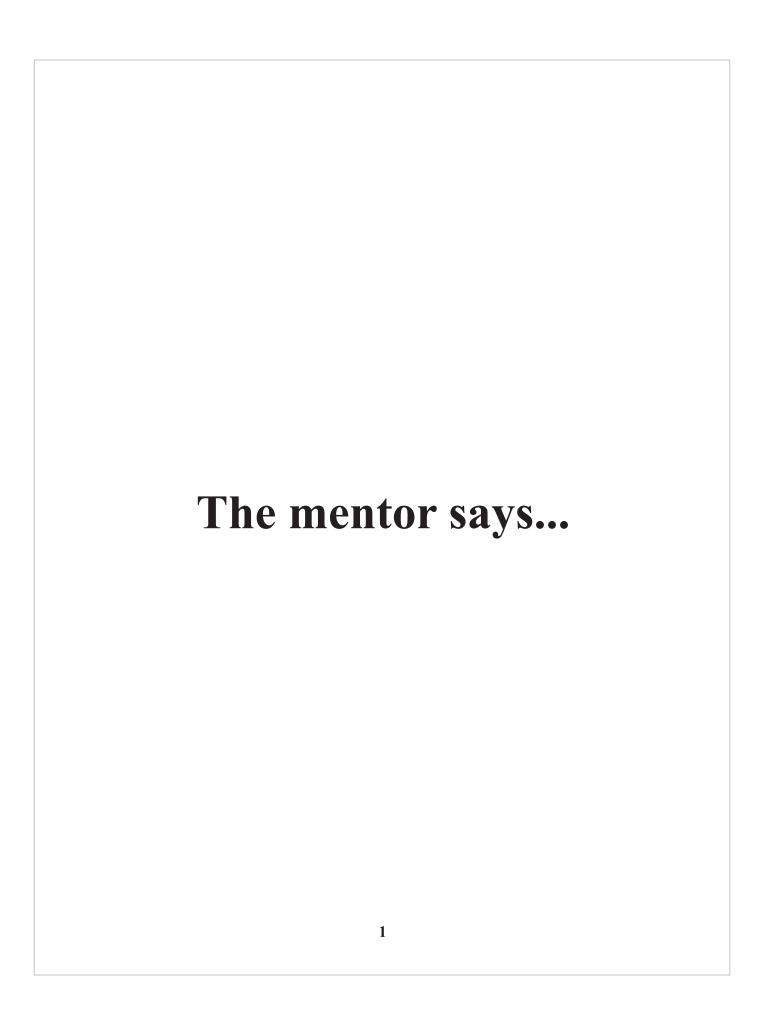
JASKARAN SINGH

Taking first step to convert your dream into a reality is very difficult but the effort is worth because you have nothing to lose, at the end either you are gonna be successful or you have clear idea about the things that didn't work for you and what to not repeat in future. Addition to this one thing that you are definitely gonna have the beautiful memories that you will cherish at the later stage of your life.

If I ever able to boost myself to take that first step to start my own venture, that would be named as 'JBM Solutions'. As initial product of this venture will be solutions regarding 'Search Engine Optimization' that will help the companies to see their website in the top list of the search but this will not be restricted to the websites only it will for the creators that are creating content on the OTT Platform like 'Youtube'.

Life is all about crossing hurdles at every stage of life and if this venture will be able to successfully cross the initial hurdles to making a mark in the society the next service that our company will provide is consultancy. As there is rise in digital content and every company want to promote their product online but not actually know how this digital platform works and same happen with the young content creators that as soon as they start getting recognition on digital platform and start getting offers from the companies they get confused so the next part of the venture expansion will be into this. The venture will help brand understand the digital platforms and help them to get in contact with the influences to get their product a massive reach

This all is regarding the consultancy regarding the promotions but still there are many companies in India that are not aware about the power of data and if they are aware of this they are not able to crack the idea of how to use it for their growth. So for to help the companies to solve this we will be providing the new software solutions to the companies that will help the companies to understand the use of data and new technologies and how much its essentials for their growth.



Students take up the MBA course with the intent of joining prestigious institutions - their dream companies. In the fulfilment of this goal, it is not only the students but also the academia and the industry professionals who are the stakeholders. Some pertinent questions need to be answered in this regard. Firstly, does the B - school faculty have the required expertise to provide quality education to students? Secondly, is the economic scenario conducive to the growth of business corporations? Thirdly, do industry and academia have positive perceptions of each other and thereby, work towards a productive interface? The big question is about mutual survival of the three stakeholders and hence the country's economy at large. I am sure that with collaborative efforts we shall be able to enable our students to fulfil their dreams and aspirations, and by doing so attain the Sustainable Development Goal of 'economic growth and decent work'.

I wish our students good luck and also congratulate them for having chosen Chitkara University for higher studies. The university offers ample opportunities for developing the necessary competencies to make the students industry-ready.

Chancellor Sir's upcoming module on human values is evidence enough of how the patrons of the university take a personal interest in the teaching-learning process. The module is particularly relevant in today's times when businesses are



facing major ethical issues. Values are the foundation for a successful career and personal life and like always, we all look forward to Sir's very enriching sessions. Dr Ashok Chitkara has always been a source of enlightenment for all of us in our professional journey.

"Collaboration gives the freedom to come out from the narrow scopes of life to the field of endless possibilities."

— Amit Ray, Enlightenment Step by Step

Dr Navreet Kaur

Associate Professor Chitkara Business School





JASMINE NARANG

My Dream Venture'

Born and brought up in the environment where success means a job but the dream venture of mine was started during my second year of graduation. Since I was new to the environment, I didn't realise that in upcoming semesters these things will change my journey from being an software engineer to soon become a management aspirant.

During the journey of my bachelors, I organised various techno-cultural events in the campus with a lot of literary drives and blood donation camps and various street plays on swachhata. That time I used to be in a team consisting of my 9 friends along with me including my juniors and seniors. After the grand success of an event named 'Canteeni Mandeer' I talked to everyone and we formed our group named TMSO- The Multi Show Organizers and after that I started working upon the team building and the norms at which our group is going to work. After that I get passed out and now being a management student, I always wanted to start TMSO because dreaming and creating your passion into reality really changes and after that if we're giving our best in our passion then definitely, we'll surpass our limits and do best in our profession.

TMSO- The Multi Show Organizers, as the name shows the multi talent and multiple functions and executions by one team only. I wanted to start the company with all the tie-ups that includes the administration department with the on-site role team. Basically, during the shows and events, there are different firms which look forward the documentation and payment works along with the stages and sound systems and finalization of the stars. With my company, I am going to collaborate all the business under the one team which takes cares of each and everything and that's going to help an effective and suitable platform for everyone to plan accordingly and moreover money as well as time saving. We are going to form the bonds with the stars as according to the clients and side by side our business organisation will help to generate employment as the students of different collages like me are always ready to be the part of a show where the singers and the setups combines heart to mind with the energy that spreads the positivity and the youth power of doing their hundred percent and that creates exposure as well as employment and a learning platform.

Basically, this includes the team of nine to ten people as this business requires a lot of energy and spark which every time is necessary to generate the ideas and the designs of various posters and the names along with the themes for the show and this needs an open network and an environment which comprises of thoughts occurring from the low level to the extreme level. The office environment will be going to be always as smoothly as the water makes itself and flows in unique directions. This is a dream project which I will execute soon and I know that when profession is going to meet the passion then definitely the business is going to surpass the limits and that's the best thing for any business.

In the End-"Dream big and let your passion be your profession"

Definitely you'll surpass your own limits and day and that is the best thing ever.



LAKSHIT

I want proper inventory control management and cost benefit analysis which help my company to take care of my inventory and with cost analysis I yearly get to know where I'm lacking whether in liabilities or in assets. Although failures are not the end they are the beginning to the top of success.



PRAGYA CHAUHAN

Some business ideas come from a long head dream to turn a fun hobby into a profitable life's work.

My dream Venture is that I want to open my own business and want to expand how much I can. I want to open a small cafe at any hill station like shimla where people usually come to spend their holidays, Christmas, new years. Later wide up by business as the profit increases.

I want to give job opportunities to women who has a passion of cooking therefore this business idea will work for them.

One can put their skills to use and through the internet business with internet facilities providing them discounts, free home delivery facilities.

With the promotion of the cafe one can also start freelancing on the web writing blogs on different dishes also providing various gift hampers to the regular customers , small cards as the token of love from the cafe.

Many recreational activities will also b there so that customer can enjoy like reading novels, singing, playing guitar according to the customer preference.

Thankyou



RIDHAM BANSAL

Our venture would be to develop a software application specifically targeted for older people and will be publicized under the name "OLDY BOLDY". The main aim of this app would be to bring together isolated, retired or bored elderly people. We try to create such an environment online that they not get zoned out in their past time and start missing it. Usually this age group is done with all their responsibilities as an individual, a family person and some societal responsibilities.

Advantages about the app are

- 1. There will be a high possibility of finding old friends.
- 2. Users can spend their time fruitfully and get to know about plenty of things.
- 3. They can also come in contact with Doctors and with this they keep themselves upto-dated with all latest health issues and their cure.
- 4. Users of app become tech-savy with the passage of time.
- 5. Facility of online seminars is also provided explaning them how to deal with children in particular situation.

Limitations

Persons who haven't the facility of phone may not be able to use this app or who hesitate to use electronic

Social gatherings for app users are arranged by us so they can connect better and become more aware about current environment. From these gatherings we earn out profit while taking care that only reasonable amount of money should be charged. In these gatherings various fun and knowledgable activities are arranged for them.



SHRUTI THAKUR

I always dreamed to become a fashion designer and open my own personal clothing store. I always wanted to design my own clothes and i m extremely passionate person with a love for fashion. It's fun to put in my creativity into the fast pace fashion industry and will get the chance to interact with clients and satisfy their requirements. I will focus on both the social and environmental impact of fashion seeking to improve the working conditions of labour's and also improving the clothing production process.

Limitations:

#child labour

#Fund problem

#low wages

Advantages

#Employment

#safer people and environment

#full satisfaction to customer's



SIMRANJIT KAUR

CHANGE & THEN EXPECT

Business isn't something that comes from a family. To me, Business is more like turning your hobby into your passion and to make a vision for the same. I really love doing Yoga and have a dream of turning that into a business. For this, firstly be certified and trained from a well known academy and be efficient in your yoga skills. Further, opening a yoga centre consists of a well-environment friendly space therefore - seek for the area, fixed costs (e.g.: rent) etc. Also, there will be environment friendly yoga mats being available in the centre and I'll be selling them for sure as well. Therefore, I'll seek for the environment friendly mats online or if won't available at reasonable rates, I'll try to seek for the alternative and they should be comfortable too.

Once the centre and the customers are being built up, I can go for giving the yoga sessions to various institutions as in the present era, Fitness is something everyone is crazy about and so thus these sessions would talk about & would ask the humans to breathe, visualize and experience a change within themselves that what actually does a yoga teach. Also I'll built an app for the same in which yoga would be taught fully free for the beginners as building customers is our first policy & also if they'll be learning for free & having a healthy life that would be an utmost important strategy. A great stress would also be laid upon a person's eating habits & fit meal diets will also be represented on the app.



SUVIDHA

Mom's Tiffin-- khana maa ke Hathon ka (name given to this venture just an assumed one)

Vision:

To be the food provider serves nutritious, tasty food items to the people

>The aim is to be the best in the terms of customer value, customer services, and consistent growth

>Second main aim is to provide quality food to customers so as to gain repeat sales

This particular business plan is designed for: paying guest, hotels, hospitals and corporate to provide them with the variety of food items and even at the affordable prices

serve different types of tiffin services premium or Gold with the different food items on different weekdays because people these days get bored easily.

Premium: 1 vegetable 3chapati e.g. Rs 40

Gold: 2 vegetable 5 chapatti plus rice (sharing option for 2 individual) Rs 60

Rs 10 extra for sweet dish

>Every week 1 special day special meal offer such as Chinese, Italian

Three options for customers for placing orders—call -- place the order and takeaway

--call--place the order and get home delivery

-- order online-available for both the above options

Objective:

>To create job opportunities for housewives with the tagline Jha har housewife Ko Mila Rojgar (corporate social responsibility—women empowerment) >To provide paying guests, corporate, hospitals, universities with good quality food made with love of mothers (as employed cooks are housewives /mothers)

challenges:

How to encourage those housewives to work for us.

How to attract customers-because of competitors such as tiffim daddy and so many others.

Target audience: jinhe Yahan Milega Maa ke Hath Jaisa Swad

>Paying Guest

>Hotels

>Hospitals >Corporate

>Universities

Hamare yha hai kuch Khaas Dekhe kya hai Khaas: 'special serving options' 'best quality' 'diversified' and 'affordable'

>Will Tie up with PG's which do not provide food services

Offers

Subscription: weekly, monthly

Weekly subscribers will get 1 meal free/per week

Monthly subscriber will get 3 meals free

Discount coupons: 1st five orders 20%

Specialty: I would like to give my customers:

1) Dietician campaigns

--for regular customers -2 days in a week

Dietician campaigning will be done in which they will be provided with a special facility known as dietician's call

--- That will provide them knowledge about nutritious food items, calories one can take, protein diet and so on

2) Special Tiffin's for gym freaks – protein diet such as boiled eggs, sprouts, and oats

3) Special service for old age-light food diet—oats, dahlia

4) Customized for every age group

>Once this venture flourishes I would like to sell its franchise.

Reasons for choosing/dreaming such a business plan is:

As I was earlier living in Chandigarh as a paying guest -one big problem I found among me and my colleagues was not getting well prepared food(food we were getting quality was very poor though the cost was really very high) and due to this issue so many people who come far away from their hometowns to work or study were facing so many health problems.



VANSHIKA VERMA

My dream venture would be a cafe as i have always wished for it. It would start from a local place and would deal in italian cuisine and chinese cuisine mainly. It would have a great and lovely ambience which would attract its customers. It would not be a very big cafe but would be a small to medium size cafe. After its success at one local place i will see the report of the venture and accordingly will expand its chains to other places as well. The food will also be made available online as people also prefer to eat inside their homes. The food will also include handmade item like handmade chocolates, handmade cookies, etc as these things are gaining attention. The interior designing of the cafe would be class apart as the first judgement to go to a place is made by what we see. The prices of the food items will be low initially and as the cafe will gain attention and will grow prices will increase accordingly. Customer engagement will be made 24*7 and a friendly environment would be created for the customers. It would target generation between 12-45 age group and middle and upper class people. The name of the cafe would be something which have a beautiful meaning or which just clicks instantly on the minds of the customers. Customer is the king of the market so keeping customers happy and satisfied would be the priority.



AAMIR PARVEZ KHAN

One must have a dream to achieve a target of his life. I also dreamt of the same. After passing my High School from my beloved hometown I found there was an open field to track my career and bright future. I opted for non-medical stream due to strong love for mathematics. After passing my higher secondary school I opted for Bachelor of Engineering in computer science stream and completed it from Jammu University. I intended to be specialized in Finance and Banking, for that I got admission in MBA (Banking ,Financial services &Insurance) in Chitkara University. To get admission in MBA is the final step of my targeted Management Financial and Banking career. There is still a long journey for final step to hit my target. I supposed to be specialized the requisite subject i.e. Finance and Banking Management. I will prefer doctorate in the field in years to come. I intended to decorate myself as **CEO of an reputed multi-national organization.**

Having a dream will facilitate my career venture.

"ALL POWER IS WITHIN YOU, JUST BELIEVE IN YOUSELF"



AANCHAL ARORA

One must have a dream to achieve a target of his life. I also dreamt the same. After passing my High School from my hometown Moga I found there was an open field to track my career. I opted for commerce stream up to Graduation. I intended to be specialised in Finance, for that I got admission in MBA (Finance & Banking) in Chitkara University. To getting admission in MBA is the final step of my targeted Management Financial career. There is still a long journey for final step to hit my target. I supposed to be specialised in the requisite subject I.e Finance and Management. I will prefer doctorate in the field in years to come. I intended to target myself as a successful Banker that contributes in the growth of Banking sector and ultimately nation as Banking sector considered to be backbone of Indian economy.

Having a dream will facilitate my career venture.



AARISH KHAN

Through out my life, I have observed two distinct career paths, Government jobs and Private sector jobs , I now realize that a career as an entrepreneur in India could provide me with the best of both worlds.

With the objective of learning about business, I completed my bachelor's degree in Commerce and joined Chitkara University for MBA in BFSI. I believed that a career with an accounting firm would serve me in two ways: first, by enhancing my knowledge of accounting the language of business and second, by providing me with an excellent introduction to the business world. My decision seemed to be a sound one in my first sixth months at Chitkara University, I worked on a wide variety of assignments that not only strengthened my analytical and problem-solving skills, but also taught me how large businesses managed their sourcing, manufacturing, and distribution functions. After enjoying this productive and educational experience for sixth months , I decided I wanted greater opportunities than what the Banking sector could offer. Now it s my high time to boost up my career to become best of the best in the co-operate world with positive attitude and to gain knowledge from my experience.



AASHIMA RANA

I Aashima Rana pursing my MBA from Chitkara University specializing BFSI (Banking Financial Service and Insurance)

If you keep looking for right time you will never be able to put your efforts in right order. So, just stop seeking for it and work hard on your dream an keep learning something new every day. So that the end of the day one should not regret about the thing you have not done. Each day should be as sweet as sugar and courageous to overcome a bit of spice too.

So the venture I m planning to be open super soon is the white falcon sport and casual wear. The main reason behind opening this is that not everyone affords brand so I want to create a brand which even a street hawker's son can afford .The motto of the same will be taking luxury to every doorstep in this we'll be importing clothing material from china and will be selling customize apparels according to consumer.

"A Dream does not become reality through magic, it takes sweat, determination and hard work."



AASHNA JINDAL

Hi I am a music lover and a big foodie. When ever my mood is not good these two things make me very happy. So I thought my dream venture should be Musickana. The combination of small restro with dance & music. In Musickana there will be an open lounge in night where people will have there meals and enjoy performance by a group of musicians. This was all I pen down . To be honest I had never ever a serious thought as to what could be my dream venture before and now I am sure I would be wrapped up in this idea and one day would live it.



AASHNA SHARMA

My love affair with Banking sector is 2 years back. I still remember the day when I visited the bank with my Father & I realized that I belong here. Several screen lined up showing flashing light, people reading newspaper & continuing sound of news Channels. After that I decided to follow his dream of becoming Banker. I soon realized that banking sector is the best place to be. As Banking is one of the fastest growing sectors in India with more stable and high growth. Their employees have respect in the society since there is direct interaction with the customers and bankers participate in various social schemes beneficial for the society. For this I started looking for best institute where I learn more about this sector. Soon I came to know about Chitkara University special course of Banking, Financial services & Insurance. I joined this University. I believe that I can cherish my skill & knowledge which will help im my future achievement & goal to be a good banker.



AMRIT SINGH

Everyone has a dream job. Some people know exactly what their dream job is, while others are still trying to figure out what they should do with their lives. Unlocking your passion, personality, and aptitude is the biggest secret in helping you discover your dream job, as well as in getting it and keeping it. For me, a dream job does not mean a job with lots of money or status. It's a job that allows you to fulfill your dreams whatever they are and do what is most meaningful and fun for you. My personal dream job is to work in a bank. I am still not sure what kind of job I would like to do there, but probably something about accounting or dealing with mortgages. I really like math, so this is the main point why I would like to work there. Working with different people, different companies, is my passion, because I am really flexible person, and I am always happy to help someone. So I think I could work with loans or mortgages. I think that I could easily work with all the documentation which is needed when you want to borrow money from the bank.

The banking sector is one of the most diverse sector to work in. A job in the banking sector is an evolving job.

I hope that after graduating from this university and doing years of practice I will be able to became a real banker.



ANKITA DUA
MY DREAM VENTURE

Over my lifetime I would like to achieve many things , but there are three main things I would like to accomplish to be a successful person, help my loving parents and most especially to serve my fellows. I have been make feel very happy by my dream, from the day I knew why I came into the world to so far and even in future which is making me different from others. It is a goal ,an aim, a direction for my life.

This really shows my parents and mine compassion and charitable heart for others.

My simple dreams are for others but they make life worth living for me.I together with my parents ,have a simple means of living ,strong faith in god, good values and virtues I assure that we will have the best of life in the future not because of luxuries but the richness of love, compassion for people and passion for god. These are my dreams and my inspiration with which I have to work for the future.



ANKUSH

There is one thing which is arguably the most important aspect in life, i.e. Money. There is a very popular saying that 'money can't buy happiness' but I feel poverty can't buy anything. To achieve something in life or to succeed, one should enjoy working with people. From the very beginning, banking sector is something I always looked forward to. Socializing is something that I enjoy doing and bank employees gets the opportunity to deal with people from all walks of life and in all kinds of financial shape.

Banks offer many job duties and career path options. A career in banking sector offers integrity and stability. There are many opportunities to broaden the knowledge and skills at a bank. Most banks offer on-the-job training and encourage the individual to further grow in education through a variety of courses, seminars and training programs.

How the financial aspects, the cash flows around the market works is something that has always fascinated me. I always wanted to learn about the working system of cash flows. Also, financial dealings with people, interacting with them intrigues me a lot.

Hopefully with the help of my abilities and skills, I can focus on my goal and with the undertaking of Banking Finance and Insurance, I can further improve my knowledge and learn the art of convincing and get my desired job.



ARPITA MEHTA

Work hard, Dream big....A phrase which i have been following in my life. I have always thought of doing something big in my life, and never looked back. All we have to do is look inside our hearts and explore our potential and see where we stand.

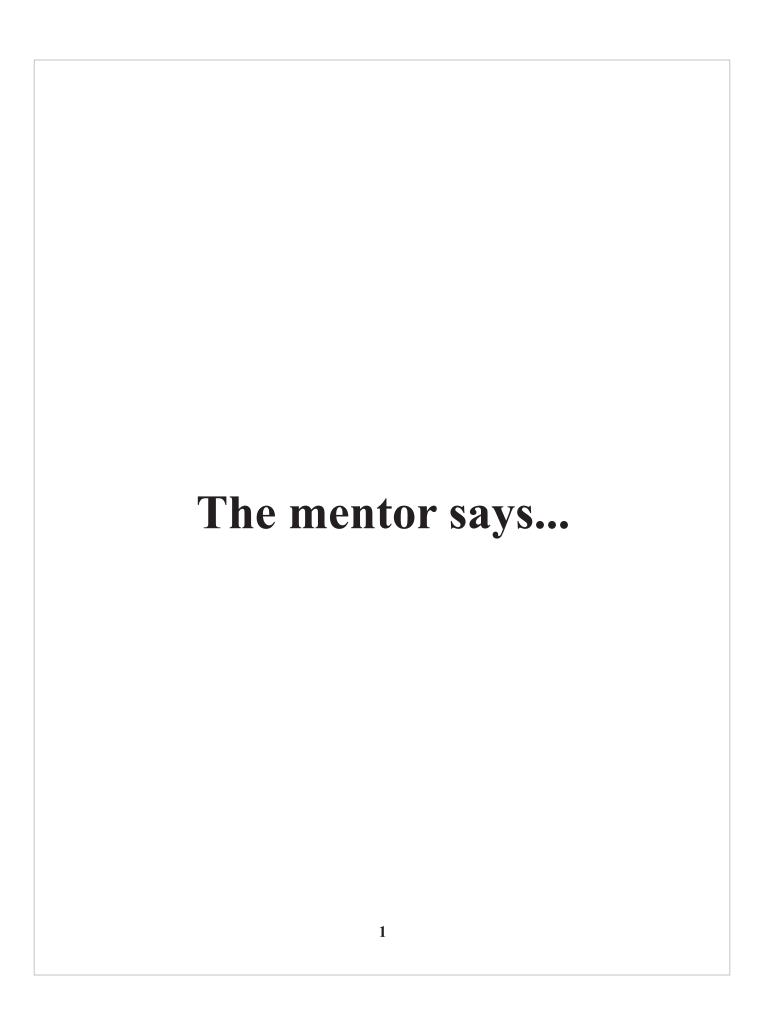
Everyone has goal in his life which we aspire to achieve through our hard work and dedication towards our goals. It is very important to have a dream/goal in life as it is only when we have a goal set in our mind we work with full determination to achieve our objectives.

Just ike this, when I was a kid I used to go to bank and I showed keen interest as to what was happening behind the computers. SO, I realised that banking is the best place for me and then I got to know that Chitkara University is offering a special course that is BFSI (Banking, Financial Sevices and Insurance) which will help me to gain knowledge about the banking sector. I believe that from this I can cherish my goals and achieve my dream which I have been dreaming of.



ASHU BANSAL

"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." The career that I chosen for my future is to do job in banking sector. I remembered my childhood days when i used to went in bank with my father. I always very exicted to know about workings of bank and always wanted to go behind the desks of employees. Curiosity at that time makes me to build my career in banking sector. Then i choose commerce as my interested field of studies and got good score and Now I'm pursing MBA in BFSI sector from Chitkara University to enhance my skills in Banking, financial as well as insurance sector Now a days banking sector is very wider & digital and requires lots of knowlegde of every field. It could be anything like Building Networks with people, Digitalisation, Management and handling of situations. To be honest, i had never a serious thought of my dream venture but after here getting knowledge and education about Banking, i'm sure that one day i would live it.

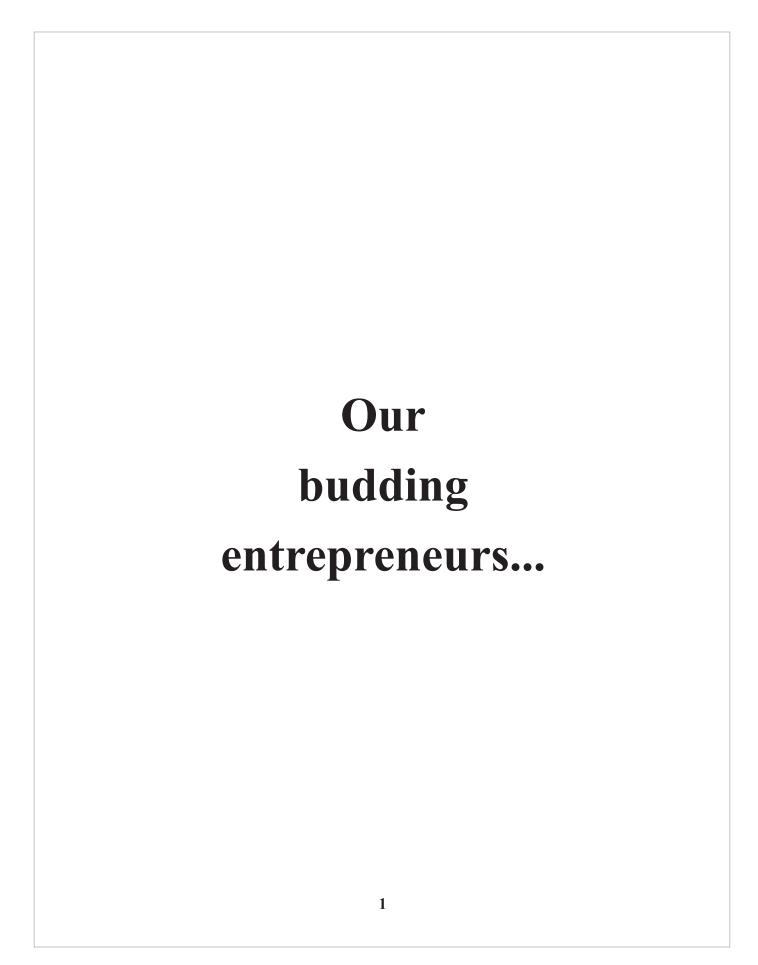


Dr. Ashok K Chitkara's sessions are always enriching & inspiring. He is a role model for us and he has set extraordinary goals for us through his exemplary leadership. His way of teaching and connecting with the students is amazing. This module on 'Leadership Development – Ethics and Values' will provide platform to the students to analyze the consequences of ethical misconduct in business through case studies, assignments and illustrative videos. The need of the hour is to educate the young minds about the importance of applying ethics and values in their professional as well as personal life.

Moreover, a unique part of this module is publication of 5th edition of the book "You can also Lead." This book will provide an excellent opportunity for the students to visualize their dream and developing their entrepreneurial skills. I am sincerely thankful to Dr. Ashok K Chitkara for such a brilliant initiative which will give wings to the dreams of the students.

Dr. Rajesh Kumar

Associate Professor&HoD MBA S&M (Retail Management) Chitkara College of Sales & Marketing





AUROBINDO SETHI

My dream company is an organization that value sits employees, nurtures in trap runners, gives them the freedom to be innovative and allows them to turn their innovative ideas into realities. Company where a healthy work environment dominates. A dream job is one that allows you to do something you truly enjoy doing, allows you to achieve a goal or ambition, and is a role in which you're capable and confident.

For me which it ruly love is cooking and just want to enlight the whole world with the fragnance of the delicious food cooked by me. It is only possible if i will open up a restaurant in my own state. Because the people of my state know the taste of statelihood food for which they will love to thier cultural food.

Some people do say they have this experience. They may even work for a dream company with these three essential qualities:

Cares about your well-being;

Provides opportunities to learn and grow; and

Promotes a healthy work-lifebalance.

This was all i could say about my dream job or about my future and how my futur even ture look like and one day i would live with this idea.



AYUSHI GARG

Everyone has a dream in his/her life which they want to achieve when they grow up. For turning a dream into reality the first thing that we need is determination towards our goal. This will help us in a lot of ways. Achieving our goal is a challenge for us. I always wanted to become an entrepreneur when I completed my graduation I thought to speed up towards my gaol and I wanted to gather knowledge about business administration, which i need to become a successful entrepreneur. Moreover, no matters how big our dream is, planning and setting short term goals will always help. This is important because rushing to our dream will not going to help us in any way. Besides there are some dreams which requires time and follows a process without following it, we cannot achieve our dream. I am so lucky that I get admitted in Chitkara University that gives me a platform to learn and gave important knowledge to achieve my dream.

Everyone has to be clear and focused which he/she wants to be. And to become a successful entrepreneur it is important to know how to manage the things, corporate sector is the best option to establish our knowledge and skills. Above all, for fulfilling our dream, plan and work according to it because it will lead us to the right path and we should always dream big because they help in overcoming every obstacle in our life.



BABLI KUMARI

Everyone Has A Dream In Their Life Which They Want To Achieve In Their Near Future .i Also Have a Dream In My Life To Become Success Full In The Feild In Which I'm Interested . So The Feild In Which I Want To Grow Is Banking And Financial Services, Because I Have A Keen Interest In This Field And I Believe That We Have To Choose The Field as our Career In Which We Are Interested Because This Interest Help Us To Turning A Dream Into Reality. But Only Dreaming Would Not Help, We Must Also Work Hard To Attain Our Dreams.

So, When I Completed My 12th Standard In The Stream of Commerce, Then I Strongly Realised That I Had A Deep Interest In Banking And Financial Sector ,then I Was Decided To Complete My Graduation In The Specialisation of Banking And Finance, Rather Than To Do A Simple Graduation In Commerce. The Interest Was Not Stop Here , after Completing My Graduation With This Specialisation I Have Gained Lots Of Knowledge Regarding This Field , i Got To Know What Actually Banking And Finance Is ,and How It Is Related With The Economy . This Determination And Motivation Encourage Me To Do My Higher Studies (MBA) and I Decided To Choose MBA In Banking And Financial Services ,its Not Easy For Me To Living So Far From My Family, There Are Many Things In Life That Could Separate You From Your Family, Some Times It's A Career ;but My Dedication Towards My Goal And My Family Support Is Always With Me Which Encourage Me To Work Hard .

This Interest Always Motivates Me To Step Forward, Because For Me Banking And Financial Analysis Is Not Only One Of The Most Exciting Career Choice But They Are The Growing Sector In Which I Want Myself To Grow. My Dedication Towards This Field Make Me Feel Positive And This Dedication Definitely Make Me Successful In The" Banking And Financial Sector".

As A Human We Don't Have Only One Dream We Have A Couple Of Dreams, I Also Have Something More In My Mind Which I Want To Do In My Future. It's Very Easy To Dream For Yourself And Your Family But Being A Part Of Society We Also Have Certain Responsibility Towards The Society And To Help Others Who Are Trying To Come Up. I Always Wanted To Work For The Betterment Of My Society, And I Will Take This Step In My Future And Definitely Going To Join Ngo For The Betterment Of My Society Because I Believe That Helping People By Educating Them Or Their Children Will Ultimately Result In A Civilized And Prosperous Society. The Only Way To Achieve An Ideal Society Is To Make One By Working Positively And Honestly Towards Societal. So, If You Are Motivated And Focused This Will Bring You Close To Your Goals And Bring The Inner Peace And Satisfaction.



BHAWANI SINGH THAKUR

A dream job is one that allows you to do some thing you truly enjoy doing, allows you to achieve a goal or ambition, and is a role in which you're capable and confident. We think about a dream job, or dream situation that enables us to be financially independent with enough to provide for our loved ones, both now and in to the future. When you are working in a dream job you love coming to work—it absorbs you, you relish each day, you are stimulated and feel good about life! Some people do say they have this experience. They may even work for a dream company with these three essential qualities:

Cares about your well-being

Provides opportunities to learn and grow; and

Promotes a healthy work-life balance.

The unpalatable truth is that a large of number of people have to compromise on their dreams during their career or job cycles. For some, the harsh medicine comes early, working numerous

often simultaneous casual positions as money is scraped for rent, food and further studies. For others, compromise comes during middle years when they are juggling family and work. Meanwhile, many are discovering they may have to work in to their old age (assuming there will be jobs for them), simply because they do not have enough to retire on. Your"dream job"may nevere ventuate. But work places and one's work life can approximate a happy dream. So my dream job is to work in "APPLE" company be cuase its a brand it self and people have a hunger in themselves to be worked in such a branded company.



DIKSHA

"Dreams are not what we see while sleep, but not let us sleep"

Everyone has some dream or desire or passionate to do something, problem is we dont look inside. The confusion is what we are passionate about, what is our dream career towards life. All we need to realise in what activity we enjoy a lot, can do without fatigueness with our core heart.

I have no dream like i want to be this, i want to be that, but i have always a strong desire to do something in my life. I want to provide every happiness to my parents and children own with my own earnings. I want to become a self dependent woman and dont depend on my husband or anyone else. For that i have to focus on something so i was quite fascinating towards the banking. My mother dream that her child became a banker so i want to fullfill her dream. In my chidhood,i had gone bank many time i aspired from people who are working as a employee in banking i want to sit dont as a customer i want to sit on the other and observe the employees of bank what they do.I want to a successful woman in banking sector .because i think banking is the best sector for girls .who passionate about their work and grow in some years So when i decided to go in this field, i start preparing govt exams for bank, not done somehow later on i give interviews but not crack due to lack of knowledge. so i decided to persue masters in finance field. As who don't love money, but for that one needs to be indentify your skills and polish it, success will come automatically. But condition is to do your effort with focus and true dedication. And never quit, so in Order to achieve my dream i will do whatever i need to do with "honesty". If it takes time i am ready but will never loose hope and continue do effort even after achieve my dream because after getting success, stop after it is not good.

My success mantra is first believe in yourself, i am not inferior than anyone, i am the best.

My logo is not i can, but i will and i will not stop!!!!



GRACY ARORA

"Dreams are not those which comes while we are sleeping,

But dreams are those when you don't sleep before fulfilling them"

Everyone has some dream or passionate to do something, problem is we don't look inside. The confusion is to find what we are passionate about, what is our dream career towards life. All we need to realise is what activity we enjoy a lot and can do with our heart.

I have no dream like I wan't to be this, I want to be that, but I have always a strong desire to do something in my life. I want to provide every happiness to my parents on my own with my own earnings. For that I have to focus on something so I was quite extremely interested towards the banking. Earlier I went to my shop and do all banking activities regarding deposit, withdrawal etc. And observe the employees of bank what they do. So when I decided to go in this field, I start preparing government exams for bank, and later on I give interviews but not crack due to lack of knowledge. But then my elder brother who is a successful banker and he help me to gain knowledge about banking industry so then I decided to persue masters in finance field. As who don't love money, but for that one needs to be indentify your skills and polish it, success will come automatically. But condition is to do your efforts with focus and true dedication. And never quit, so in Order to achieve my dream I will do whatever I need to do with "honesty". If it takes time I am ready but will never loose hope and continue do efforts even after achieve my dream.

My success mantra is first believe in yourself, I'm the best and I'm not less than anyone.

I can and I will and I will not stop



GUNJAN BHATIA

Each and every individual wants to work in a well established and reputed company. There are a number of organizations which attracts the people to be a part of such organization.

I would like to work in "Google". It is an American multinational technology company specializing in Internet related services and products that include online advertising technologies, search, cloud computing, software and hardware. This company is different from others. It is my dream company as it is considered one of the Big Four technology companies, alongside Amazon, Apple and Facebook. This provides many facilities inside the company. There is a very cooperative and friendly environment inside the company. I want to Gain Knowledge and improve my skills by getting a job in this company. I will do my best efforts towards my job in this company.



ISHA SHARMA

My dream venture-To be a travel blogger

Doing a dream job is living the life in satisfactorily way. I would like to be a travel blogger, because I would be able to visit different countries and get to know their culture. I enjoy meeting new people and spending time with them. I think I'm not a loner, and I don't like being alone so it would be hard for me to find myself in wilderness. And anyone would like to be get paid to travel to amazing places like Alaska ,brazil, paris, Zimbabwe and share stories. Everyday would be different. I aim to see the most amazing places in the world to fulfill my dreams. It's not easy, for sure, but I'll try, I promise.



JASMINE JAIN

"Dream no small dreams for they have no power to move the hearts of men"

All we have to do is to look inside our hearts and know what is one thing which lights that spark for us and that would be something we would call our dream venture...

Everyone has goal in his life which we intended to achieve through his hard work and true dedication. Some dreams and aspirants remain intact even as we grow and we work hard to achieve them. It is very important to have a dream/goal in life as it is only when u aspire to achieve something you get motivated to work hard to bring it in your life...

I soon realized that banking sector is the best place for achieve my goals.after knowing my interest in banking i start working on it and my father also realized my interest in banking sector and helped me and support me. After that i decide to continue my study related to banking sector. Soon i came to know about the Chitkara University special course in Banking financial services and Insurance and joined the university.l believe from this I can cherish my skill and knowledge which will help me in my further achievement and goals..



KASHISH MEHTA

DREAM is something you DESIRE. The keen and successful people have dreams. Dream not from the mind but from the heart. you really want to achieve. My dream Job is to get a job at Google. For, that I am able to contribute to Google Mission or Vision. Google Mission "To serve world Information at one Please". As far as Google is a world Innovating company.

It's my dream to take a Job. Only, fulfil if I am able to put efforts & something else. Because to get a job anywhere first & foremost you need to put something that is will to do that another thing is that how much you serve for that.

If Dream Job is not fulfilled of any Individual then do not lose hope. Also, faith because someone that is the biggest e-commerce market Business tycoon Jack-ma also rejected by 30 Jobs and 10 times from Harvard. So, put effort only rest think only on God. If I get a job at F Google then this will become the greatest achievement of my whole Life. And I CAN AND I WILL, I won't give up till last.



MANISH KUMAR JASSAL

You will be surprised that the risk to startup is not just for people who are testing the new waters of entrepreneurship for the first time but for everyone at large e.g. people who have failed earlier or senior level profile unable to decide when to startup or people who miss that confidence boost to start something of their own.

Right from a senior corporate resource to a fresh graduate that same lame question bounces out in ears "HOW THE HELL DO I STARTUP"

From my own experiences, meeting some brilliant entrepreneurs globally and by throwing open discussions in the Startup Specialist Group there were some key pointers that came out to help people who are thinking of starting up.



MITANSHI SHARMA INTRODUCTION

I Mitanshi Sharma Did BCOM honour from Chitkara University and its pleasure that I am pursing MBA from the same institution, specializing BFSI (Banking Financial Services and Insurance)

"Miracles start to happen when you give as much energy to your dreams as you do to your fears."

I have nurtured a dream since I was of a young age. I aspire to work while I get to see the world. I would love to go to every single corner of the world to meet new people and help them wherever it is possible. I am a workaholic who loves to read and write as well. Learning new skills and keep working on self are very important to me too. The normal routine of nine to five is strictly not for me. I cannot be in time boundaries where I cannot show my real skills and talents. I would want to have a psychological satisfaction before any monetary satisfaction. I would go away and enjoy my life with a small sum of money too if I do not have to work like a sheep for someone else. Every single penny I own, I would want to see the possibilities the world has to offer. From what I saw in life till now, I can very well say,

"Dreams are necessary to life."



MOHIT LOCHAV

Every dream can be true. My dream to choose finance institution is that 1 i belong to a village where the financial literacy level is very low. I remember that the government gave compensation to the owners of agriculture land and the village was going mad for taking that money but not using it properly. They used that money for purchasing cars, making homes, etc. They never invested that money. After this HDFC bank was opened in our village and my tuition teacher started working in that bank and made everyone aware about opening of the bank and interest on money. After sometime i started going to the bank with my grandfather and I like the bank service and there work. After my 10th I choose commerce line now I am here to fulfil my dream



MOHIT NEGI CHANGING THE ORBIT

According to Dhirubhai, "Every human being is born into a previously defined orbit. Now it is up to us to decide whether to continue in the same orbit or move to the next level. (it's a Crux) this theory of Mr. Dhirubhai Ambani I read this theory when I was in class 12 and shook me internally that how one can think like this, how one can be like this, what one should do to change everyone's life around him.

That made me focus on two things my choices about my career and my knowledge about the things I am interested in. Because I believe a person is defined by his interest in things and to have knowledge about one's interest is a feather in a cap to that And all my choices in my life have been revolving around this only. however many times, I have been in dilemma regarding my choices but I think this theory has impacted deep in my subconscious mind and somehow I land in the right way. An MBA in BFSI is a result of this.

Now how I want to make this orbit theory work for me is I have decided to make my career in finance industry because when we see around us we notice that there is deep illiteracy regarding various things and finance is one of these and people don't know where to put their money in and what to do with there money. All the life they work so hard to earn the money but instead of enjoying their life in their end-time they seem to worry about ending up their money and cutting up to their desires in life all the time and this fed me up and I want to do something to help them, as a financial advisor, as a relationship manager or in anyway possible, the aim is to change the life of the people around me and to help them live a life that they have worked hard for all their life as it is said by Mr. Dhirubhai Ambani when you do something good, not only you grow but you also help growing people around you and that's how you affect everyone's life and that how ultimately shift the ORBIT



NIKITA AGGARWAL

My dream venture: To set up a Travelling website Travelling is fun and everyone enjoys traveling. It is something which makes people love their life, to get inspirations, moreover to explore oneself and to find peace. Whenever one is in doubt or is having trouble about the life, all we want to do is to go somewhere where we can find the answer to the questions. Travelling helps in experiencing different things such as life of different people, exploring different cultures and learning from them. The memories one make with travelling is something which can't be explained in words.

So, my dream is to make these experiences and learning from travelling for people much more exciting and unforgettable. My travelling website will provide people with everything they need while travelling. The problem which people face while planning to go on a trip is that they want to capture everything and what make my venture different from already existing travelling website is that, my venture will provide them with a camera to capture every special moment and guide who can make a vlog on their tour/ trip as who doesn't want to have a yeh jawani hai deewani's travelogue for their own trip.



NIKITA KAPILA

A heart without dreams is like a bird without feathers. I like this principle because I believe that a person needs dreams to gain a sense of purpose in life. When I wake up in the morning, I usually feel excited because I have set of goals to accomplish. It is all because I can keep my dreams in mind. This paper will discuss my dream job. My dream is to join banking sector because it is one of the growing sector in the world. An my dream came true when I got selection in IDFC FIRST bank and I got profile of personal banker and It was the day when I was on the seventh cloud in the sky and it was possible only because of the teachings by IFB training provided by CHITKARA UNIVERSITY. Even my parents want that I would go for banking sector because they know that it is a respectful job and they proudly say that their daughter is banking sector.

My Sincere Thanks to The Placement Cell And CCSM Department for providing me with such an Opportunity.



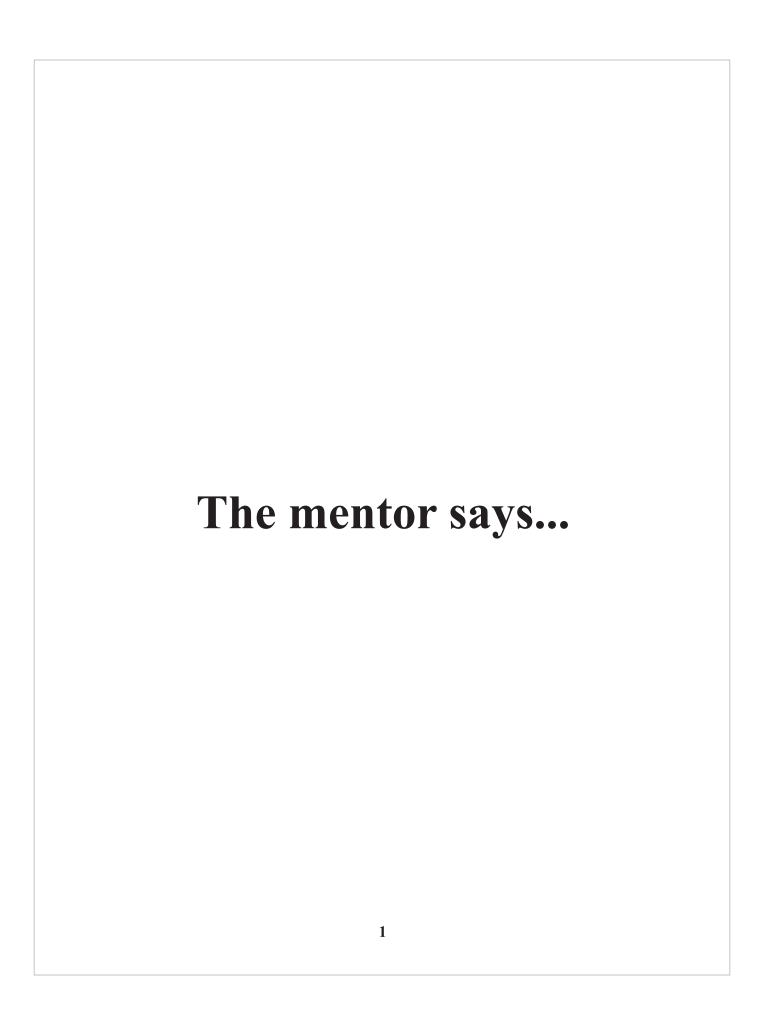
NITIKA DHWAN

My Dream Venture – To start my own Fitness academy

Nowadays people go to many lively public places for different reasons. Gym is one of these places. People go to gym to keep themselves fit. Going to gym regularly gives people the opportunity to have a perfect body. Working out is good for both physical and emotional health. If a person has a strong and healthy body, he/she feels satisfied and happy. People who have lack of physical activity suffer from depression more often than people who go to gym regularly. Gym plays an important role in people's lives, thus it must be carefully selected to be perfect for each person.

So my aim is to open a happy fitness club for the range of people starting from adult to old. Whenever they want they can come and relax there and just work for their soul happiness. I will engage trained people for my academy as well. Besides workout I will also offer group aerobics classes, swimming lessons, and Yoga classes. Also it will be affordable to every person.

So I will be aiming to provide them the place for them to escape their everyday problems and be in peace with their body. They release stress while they work out.



This book "You can also lead" really is a "Blend of thoughts" of faculties and students, and shall provide great insight about Business Ethics and Values to the students. Definitely, this module will be an inspiring and learning, module for the students..

Every student must study and understand Business ethics and values. Because of this, there always will be a large number of differences in what people perceive as ethical or unethical behavior. Studying business ethics and values changes outlooks and influences behavior. Ethics provides a set of terminology and a conceptual framework with which you can think and talk about ethical issues.

I can say that when we live our lives according to moral values and ethics that are based on honesty, compassion, courage, modesty, and forgiveness, then we can also form positive bonds with other people.

Dr Ashok K Chitkara Sir is really a role model for students and Faculties. I personally thanks to Dr. Ashok .K Chitkara Sir for imparting and inculcating the knowledge of Ethical Norms and Values to the young and dynamic future CEO's and Entrepreneurs.

Thanks....Thanks

"On matters of style, swim with the current, on matters of principle, stands like a rock." -Thomas Jefferson

Thanks and regards!

Munish Kumar

HoD (Banking, Financial Services & Insurance) Chitkara College of Sales and Marketing





PARAV GUPTA

My dream job is about working in the same institution and get promoted step by step to higher position because I want to extend my knowledge in the same domain which I am working for. Basically am very friendly person so that I can easily adapt any situation I will definitely be a good companion to my fellowmates. I am having good potential to learn new things so I can able to apply my wisdom in my work. If any task assign to me I will work with my full passion towards that work. I want to be successful part of my institution where am working. Money which am gaining from that work should be compensation of my work because I don't want a money which is irrelevant of myself. My dream is to improvise my standard of working in the same institution.



RISHABH PRUTHI

"Money is truth and truth is Money." The most important aspect of every field in life. When we want to achieve great success in our life than it is important to interact with people because in self-improvement it is important to interact and explore the world.

The better future, hopes, self-improvement, career options are only fulfilled in the banking sector.

A career in banking is open to everyone, regardless of race, gender, national origin and capabilities. "if an individual seeking growth, challenges and are willing to accept responsibility, bank will be interested in you."

Banks offer many job duties and career path options. Banking is a profession that offers a huge variety of opportunities as well as the possibility of early responsibility. This course will offer knowledge and skills in banking. Learning about the cash flows was always my dream and this will fulfil this.

Hopefully with the help of my abilities. I can focus on my goal of pursuing my future in Banking, Financing and Insurance.



ROHAN SHARMA

I still remember the day I fell in love with cooking, only a young lad of 10, standing in the kitchen with my mother. The heavenly aroma of Butter Chicken wafting through the air. she asked me to help her with getting the food ready that day, just amused me for I had shouted over the top of my lungs that I would cook food for everyone that day.

It has been many years since, many a things have come and gone by but that passion still remains burning, the feeling of joy whenever someone appreciates my cooking and eat with all their heart. It brings a great amount of happiness and pleasure and so I'd want to keep doing that by setting up my own restaurant.

In the hustle and bustle of the city life, I would want people to come in and have a pleasant and homely experience. A moment of peace and calm where they could forget their worries and just enjoy the food and the good pleasures of life.

If I were to look forward in time, I see myself opening a fine dining restaurant, managing a team of amazing people and laying down a foundation for a huge restaurant empire if god may grace me with the chance.

This is what I believe my future and how my dream venture would look like. I write this afterhaving a long and serious discussion with my own self and what would make me happy and filled with gratitude and what I could do to make the most of this amazing life that I have been given.



SADHNA GUPTA

I am not a big dreamer... but I have small small dreams. I really want to go in banking sector. I love to work for customers who don't have much knowledge about banking. And moreover banking is the more safe and secure sector. I want to grow myself as a good banker. Moreover I want a long term job and banking sector provides that.

I love to travel to New places where I can explore myself and know culture of different different places. Moreover I really want to engage myself in any kind of social work specially related to women security. Today's women are not much safe so I want to help those victims and that's my dream too. I want to grow as a good banker woman.

I want to make my dad so proud of me one day. He always wanted me to be free and independent. These are my small but special dreams that I want and I will complete one day. And I am sure chitkara University would help to achieve my goals and to complete my dreams truly.



SAZAFRAN SINGH

DREAM VENTURE

The word itself says alot. 'A dream is a dream, until it is written down becomes a goal'.

So, to start with my dream venture i would like to write down that a dream is actually wishful thinking which is granted in our mind and then we get on to roadmap as we decide that thought in a goal. I would like to have my dream venture as a cosmetic brand named as AZAFRAN.

I was fond of makeup and got inspired from celebrities & makeup artist since my childhood. It firstly all started with playing but as the time passed playing and dreaming the same it became my dream to launch my own brand from my own investment after becoming financially sound.

It is my aim to provide best of the quality products to the customers and want my brand to shine high internationally also.



SANYAM GARG

"You learn more from failure than success, Don't let it stop you. Failure builds character."

My name is Sanyam Garg. I am pursuing MBA BFSI from the wonderful CHITKARA UNIVERSITY. My dream is become a CEO of an international bank. While doing my MBA BFSI, I have gained so much of knowledge about Banking and Insurance sector.

From my childhood I wanted to be a good leader. I faced few faced few failures which made me a strong person and helped me more to work on my dreams. In my life I wanted a stage, where i could develop my skill and I think CHITKARA COLLEGE OF SALES AND MARKETING is one of the best stages. The CCSM has provided me a fantastic opportunity to polish my skills and explore my maximum potential.



SHIVAM

"Dreams are not those which comes while we are sleeping, But dreams are those when you don't sleep before fulfilling them"

Everyone has some dream or passionate to do something, problem is we don't look inside. The confusion is to find what we are passionate about, what is our dream career towards life. All we need to realise is what activity we enjoy a lot and can do with our heart.

I have no dream like I wan't to be this, I want to be that, but I have always a strong desire to do something in my life. I want to provide every happiness to my parents on my own with my own earnings. For that I have to focus on something so I was quite extremely interested towards the banking. Earlier I went to my shop and do all banking activities regarding deposit, withdrawal etc. And observe the employees of bank what they do. So when I decided to go in this field, I start preparing government exams for bank, and later on I give interviews but not crack due to lack of knowledge. But then my elder brother who is a successful banker and he help me to gain knowledge about banking industry so then I decided to persue masters in finance field. As who don't love money, but for that one needs to be indentify your skills and polish it, success will come automatically. But condition is to do your efforts with focus and true dedication. And never quit, so in Order to achieve my dream I will do whatever I need to do with "honesty". If it takes time I am ready but will never loose hope and continue do efforts even after achieve my dream.

My success mantra is first believe in yourself, I'm the best and I'm not less than anyone.

I can and I will and I will not stop



SHIVANGI KHARBANDA

One must have a dream to achieve a target of his life. I also dreamt the same. After passing my High School from my hometown Kaithal, I found there was an open field to track my career. I opted for commerce stream up to Graduation and have done it from DAV college Chandigarh. I intended to be specialised in Finance, for that I got admission in MBA (BFSI) in Chitkara University. To getting admission in MBA is the final step of my targeted Management Financial career. There is still a long journey for final step to hit my target. I supposed to be specialised in the requisite subject I.e Banking, Finance and Management. I will prefer doctorate in the field in years to come. I intended to target myself as a successful Banker that contributes in the growth of Banking sector and ultimately nation as Banking sector considered to be backbone of Indian economy and decorate myself as CEO of a reputed multinational organization.

Having a dream will facilitate my career venture.



SHWETA

I want to shine like a star doesn't matter where i will go, for that i always want to learn more and more and i think every day is a full of learning depends on you how you take it ,if you will take it negativity it will break you and if you take it seriously it will make you,. The lines which always gives me positive strength is "Nothing can dim the light that shines from within" - Maya Angelou.

As i started knowing things bitterly when i join my first job from where i think i learnt allot and this develop my interest in banking sector as also get appreciation from SBI CGM. Right now i am pursuing my MBA in BFSI with hope that i will achieve the best ,and yes it will happen because i can and i will do it. i want to be on the top leading girl after 5 years .As Gautam Buddha said that Nothing is Permanent so whatever you are going through , whatever you are doing doesn't matter because it will not last long so take risk ,take challenges make changes it will rise you I lived in many places and i noticed people doesn't think that education is very much important to girl child and i am shocked that this will happen nowadays also , I brought up in different states and see many cultures ,rituals meet many people but the situation of girls is as usual not very much changed i want to be a girl whose example is taken for giving example to any one.i want to be All rounder

Education is the most powerful weapon which you can use to change the world but this you have to invest in your knowledge for the best interest. As i seen the changes in me by education and learning from Chitkara University.

Stopping my words by lines...." Leave a little sparkle wherever you Go".



MY DREAM VENTURE

The dream is not only individual's thought but it is connected with so many life happenings, ups and downs. Different life stages set new goals in life and many small priorities, but very few things stuck in mind forever that a person want to do in life. My dream is connected to my family, As my father always wanted to open a Supermarket with his Name after retirement. But he is no more with us, so I want to make his dream come true at any stage of life. With my best ability I will try my best to open a supermarket because it's my dream to achieve the dreams of my family.



SRISHTI GUPTA

"DREAM BIG, ACHIEVE BIG"

Everyone has some or the other ambition in life. As children we get fascinated by several things every now and then aspire to achieve them as we grow .Some dreams and aspirations remain intact even as we work hard to achieve them.

It is very important to have a dream/goal in life as it is only when you aspire to achieve something you get motivated to work hard to bring it in your life .Everyone wants to be successful .I also dream of becoming successful in the field I choose in CHITKARA UNIVERSITY that is MBA(Banking Financial Services and Insurance) .I will work hard ,stay focused and make it big.

Here I am sharing my ambition with you:-

My life long desire of working in a bank is my dream to be a part of a reputated bank. I want to build my career in BANKING as it gives a good working culture to the employees. Banks gives so many kind of benefits to its employees and also world class. The entire functioning of the banks are very good. Banks are well known for its modern working techniques. This institutions provides a best satisfaction to its customers and build strong and healthy relationship with its customers.

When I came to CHITKARA UNIVERSITY, I get a chance to be a part of an ethical organization which could be any BANK. I hope one day I will be at the top most position in the bank and I will prove that I will be the best and devoted employee of the institution. I will be focused to that and making efforts to achieve my dream. One day I will become a BANKER and its going to be the bestow day of my life to see my dream come true.

LAST BUT NOT THE LEAST:-I want to say that CHITKARA UNIVERSITY has given me this opportunity to become a BANKER and build by career over there . I am totally ready to grab the opportunity .All thanks to our FACULTY MEMBERS and MENTORS as well who always motivated me to grow and make my dream true .

THANKS FOR READING MY DREAM WRITE UP.
"FUTURE BELONGS TO THOSE WHO BELIEVE IN THE
BEAUTY OF THEIR DREAMS".



TAMANNA SINGLA

In life people have different dreams and aspirations of things which they want to accomplish during their life time. I am also having a dream After completing my +2 I had a dream that one day I will become a CA, but due to some circumstances I couldn't able to opt for CA course due to some reasons. So I have to go for b com and then MBA because of my parent's dream. Then for pursuing MBA I took admission in chitkara University.

As the university motto says "*explore your potential*

" After getting inspired from many motivational speakers and university faculty , I got myself registered under the ICAI and I hope that I will be able to achieve my dream of getting a prefix of CA before my name .



VAISHALI BANSAL

Every dream is a dream until it is not converted into reality. Like this I too had a dream in fact a bunch of dreams. I belongs to a small city of Haryana where employment is very serious problem. When I was in school, there is one thing I listen from every teacher that good marks in school will decide your career. But when I started college then I came to know that only good marks are not enough to make your future bright. The thing which will make your future bright is the better way to learn & opportunities comes towards you. All of these things I found in Chitkara university where a student get carve like a diamond like a jewellers do. So for me Chitkara university is like a jeweller where a lot of stones are carved into diamond & expensive stone. I came here with my dream to join a finance company & then go to abroad. Now the day is not far when my dreams will not only be dreams. My dreams will be the past of my journey to my real world which I started from dreams.



VIKAS SAINI

My name is vikassaini. I am a student of MBA (BFSI) Chitkara Collage of Sale and Retail Marketing. My dream is to become entrepreneurs or business man. That's why am chose my career in sales because most of thesuccessful business man come from sales.

Nodoubt I made the best choice of my career; Chitkara University is one among those unique institutions which help students in not only building their career but also enhances distinctive competencies and skill-sets that help students grow in their professional life at an exponential pace. The Placement Cell is also equally hard working and determined to get the best companies with excellent packages for the students.

The environment of college is very positive and inspiring. My experience with Chitkara Universityhas been absolutely wonderful. Thanks to all who have been a part of my university life, and for constantly encouraging me.

Special thanks to Training and Placement cell has been continuously providing assistance regarding the placements. Because of their effort only I have been selected in Bajaj Allianz GIC with a handsome package. I am very thankful to them for giving me the golden chance to start my career with such a nice company



VIVEK SINGH YADAV

Everyone have a dream in his life. I also have a dream to become successful Businessmen. After my graduation I found it is not so easy to fulfil our dreams, for that some smart work and knowledge is important. And to start a career i need to challenge myself in different situations. I have seen reality that if a person takes more challenge in life he becomes more successful. My father has a childhood friend they both studied together and thereafter my father joined Defence and my Uncle started working in corporate sector. Slowly he builds up his career by doing small businesses, and now he is one of the richest person of my area with having net worth more than 20 crore per year. So i found here that your dedication towards your field will help to reach to your destiny. More we work more we learn. I will do my best for achieving my future goal within 5-6 years.



YASHIKA

"A heart without dreams is like a bird without feathers.

"I like this principle because I believe that a person need dreams to gain a sense of purpose in life. All we have to do is to look inside in our hearts and to getstick to one decision of what we want to achieve in our life.

For me, Banking sector was at the first place of priority when I decided topursue my career. Socialising is something that I enjoy doing and bankemployees get the opportunity to deal with people from all walks of life and inall kinds of financial shapes. Banks offer many job duties and career pathoptions; as it offers stability and integrity.

There are many options to broaden the skills and knowledge of bank. Most ofthe banks offer on-job training and encourage the individual to further grow ineducation through a variety of courses. This makes us interact with a lot of people which is the thing I love the most. So with the help of my abilities, I canfocus on my goal and with the undertaking of Banking, Finance and Insurance, I can further improve my knowledge and get the desired job.

BELIEVE YOU CAN!



VISHAL BHATIA

Millions of people have walked the earth and many will still do .However none of the two people have the same characteristics even among identical twins .Personalities, regardless of how dissimilar, make the world full of varieties .This is why I know I am uniquely Me and the best version of myself .Perfection is a mirage, however the best individuals are those who give it their all in order to attain perfection while knowing that it is impossible to be perfect. I believe people should strive to improve their life and be the best they can ever be regardless of how impossible the task may be. Its true to say that a child becomes what the environment he gets in his home .All the essential qualities like sincerity, dedication, truth and honesty I unculcated at my home. When we are out of our first school we get into another and that is the College. It is a place that truly helps shaping one's personality. My College is like another Godsend gift for me .It is one of the best College in our entire vicinity .I myself feel proud of being a student of Chitkara University. I do take care of what is being taught and what is to learn .I respect my teachers , my fellow beings ,my College and everything that is associated with my college.

I do work for what I dream of. So far, I have proved myself being the best one in all fields like in academic , extracurricular and in personal domains .All of this success ,hard work, dedication ,determination is truly credited to my Teachers who have made this possible for me.Successes and failures are closely associated with one's achievements and losses. One who achieves anything today has lost a thing yesterday that counts to the experience. There is no completely successful man without the mixture of both failures and successes.

That is to say, I failed a dozen of times. But, every failure made me stronger ever.

I want to conclude by writing that tough times never last but tough people do.

Don't worry about being successful but work towards being significant and success naturally follow. Remember why you started keeping an end in the mind.



REEJUMONI BORUAH

We all have ideas, but translating those ideas into something tangible is what separates doers from thinker. Right now I am in the middle of my life and now its time for me to work on those ideas that I have on my mind over the past few years and achieve the same in the near future.

I think I have already taken steps toward my goal. Staying thousand miles away from home is something which I have never thought of but to achieve something we have to step out of your comfort zone. These days it seems that starting your own company is something in the mind of most people through which they can grow and can make money. But the scenario in my mind is different, I want to grow, but not alone but with a group of people who have hands in the field of textile and handloom craft.

Hello! I am Reejumoni Boruah and I am from Assam. I have spent my childhood seeing the problem of our local weavers. The problems wasn't with their production or quality of product, but their inability to find proper market and avenues which leads to the entry of middleman and ultimately exploitation of their actual values.

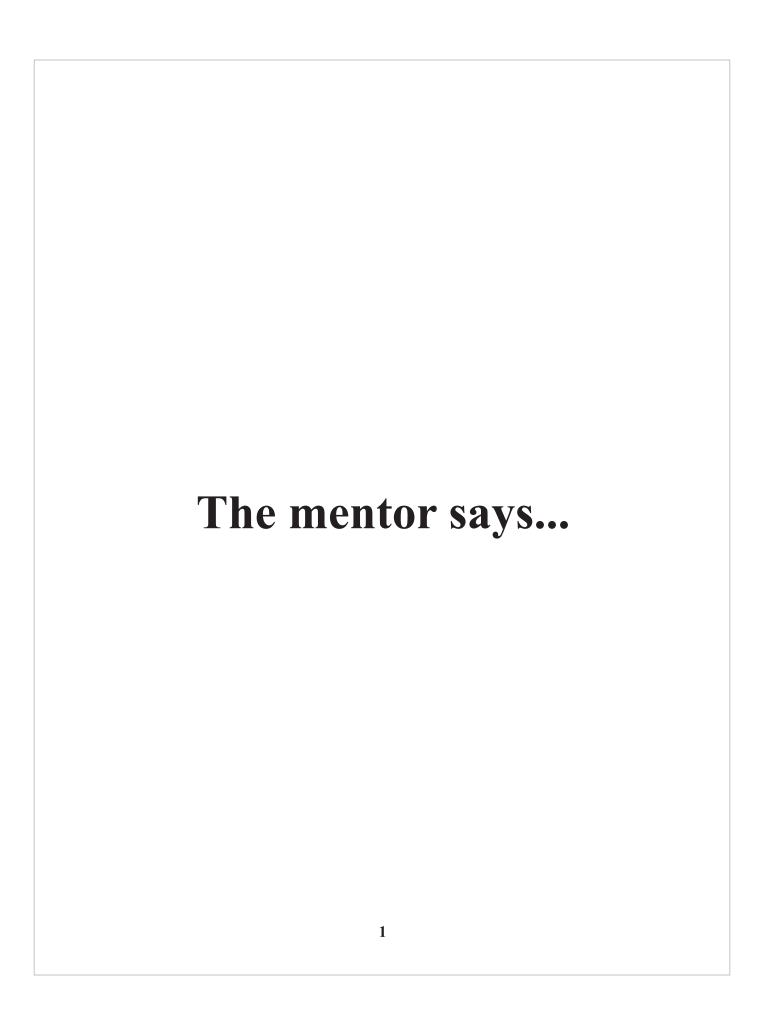
There are so many creative and skillful weavers whose productivity have been untouched and unseen, I want to give platform to those exploited weavers to showcase their craft to the world. In this time of modern fashion and trending styles I want to keep alive the Eri and Muga trend. My main motive is to start a company of customized and hand-crafted textile of Eri and Muga by selecting a bunch of specialized artisans whose craft has almost went extinct in Eri and Muga silk. The materials are locally produced from a particular type of silkworm but because of lack of machines they are unable to produce and meet the demands of the market. I want to provide them with all the necessary requirements and revive the local eri and muga artisans back. Today people want easy go fashion and this is where these artisans are lacking. So my main motive is to introduce the artisans to the new market and to help them to create such pieces which meet the requirement of the people with a fusion of modern and traditional design. I want to introduce Assamese tradition and artisans to the world with a blend of modern accent.

This is my idea, to connect the artisans to the modern world and to make myself connected to my culture. I have already started my journey to achieve my dream and I believe that I can do it although it will take some time but its ok, AS GOOD THINGS TAKE TIME.



VISHALI KAPOOR

"It's never late to see a dream". This line looks very short but has a very deep meaning and can change a person's life. I was a science student from a business family background. I never have a thought that one day will pursue my career in this field, but the spark for sales and marketing is lit up when I graduated and get confused to choose which side. Then I did self-introspection, and then I stopped following the crowd and listened to my heart. Zeal from inside I can feel to step into this field as I come to know about my skills and talent of negotiation and convincing people. These skills developed when I usually sit with my father at his shop and help him deal with the customers. Now I have a dream to become a successful person in this field and I already started working on this. Chitkara University is showing and helping me to walk on the right path. Also developing necessary skills, tricks which will help me in the upcoming future to tackle and overcome difficulties and problems easily. Moreover, professional teachers guide me with their diverse experience in this field. The decision of taking admission into this college is the best. Reaching a destination becomes easier if we have the right guide map. Similarly chasing dream become easier if we do work in the right way. Many students like me are cherishing their dream goals in this university and making their dreams to come true.



In today's competitive world, all fight for limited available resources. This demand supply gap often leads to imbalance and consequent problems. One of the after effects of this gap is compromise of ethics. The problem of unethical practices is widespread yet underrated. From students' perspective, be it working with a corporate house or starting own venture, ethics are inevitable. Those who choose to work for a company may have to abide by the instructions of bosses and do things which they may term unethical. Others who plan to venture into startups may face an ethical dilemma at each and every stage right from conception of idea. Sensitising the young minds at right time is very crucial. That's where Honourable Chancellor sir's life changing lessons are extremely important not only for the students but faculty and staff alike.

I am privileged and blessed to have been part of Chancellor sir's module over the years. He has been instrumental in changing the perspective of many including me. Look forward to his teaching and wish all the students a wonderful learning experience.



Dr. Dilpreet Singh

Associate Professor, CBS





ABHINIT KUMAR JHA

When i think about my dream only one thought comes into my mind .I belongs to a business family, so i always want to do my own restaurant business. The name of my restaurant is **THE SONET** and there are all type of Indian Foods are available in different corner like East West North South in one restaurant and also available Chinese, Italian and American food also. I want to become a restaurant king. I give all type of facility to my customers. I will start my business after 20-22 years in my birth place Jamshedpur, Jharkhand. In future i want to more outlets in other cities. So my dedication and family support me to fulfil my dream of opening my own restaurant one day of sure.

"DREAMS ARE THE ONE S THAT COME TO SLEEP, THE DREAMS ARE THE ONES THAT DON'T LET YOU SLEEP."



AJAY RANA

Let's go back to our roots.

I belong to a family whose roots are connected to agriculture. My dream project is to start up on my own nursery of organic vegetables. My native place is Haryana, amongst different states Haryana ranks 19 in share of agriculture GSDP (Gross State Domestic Product). Haryana is among top 10 producers of food grains.

Every third person in our social network is suffering from one or other chronic disease, And we are accept it as natural happening. And we blame the lifestyleor eating habitsfor it. But we never tried to change this cycle becoming victims of deadly disease, For which we are only responsible. We can improve it by taking little precautions.

Today food market is the most adultered one, there are many substitutes and alternatives are available of every product which gives birth to most deadliest concept i.e. food adulteration to beat the competition

Food alteration can have a range of harmful effect on health. It cannot only lead to toxicity in the body but also can lead the body to paralysis or eventually death. Some of the adulterants or highly toxic for the body leading to heart failure, liver disorders, kidney disorders many more.

From last half century, the other slow poison which has a great impact on environment is usage of chemicals pesticides for crops. it contaminate soil, water and other vegetation. In addition to killing insects or weeds or pesticides can be toxic to order organisms including fish, birds, beneficial insects and non-target plants.

Our food system is broken. Let's to go back over roots. Organic farming system in India is not new and is being followed from ancient times. It is a method of farming system which aimed at cultivating the land and raising crops in such a way, as to keep the soil alive and in good health by use organic wastages (crop, animals, and farm wastes, aquatic wastes) and other bio-fertilisers to release nutrients to crops for increased production in an ecofriendly, pollution free environment.

Some people don't have enough food, while others have too much. We will try to build a global community for safe, healthy, nourished eaters. Organic forming is better for the environment.

If we get success to adopt this organic farming on large scale it will definitely help to prevent major and minor disease and illness, meaning lower health care costs.

If we provide local markets to farmers for direct selling of their organic food, it will be beneficial for both seller and buyers.

Growing our own can become free when the get our organic vegetable garden in place!



AKASH KUMAR

I believe that result is the byproduct of the process so we have to focus on process for the colourful results.

I always thought of giving something to the Mother Earth. As we all are aware that how much wastes, plastics are harmful for the society which doesn't decompose easily. So I thought research and prepared to initiate with plastic recycle plant and grow ruthlessly to recycle everything from human waste to tech parts like computers and mobile phones to battery waste. Our kiosk will be there to collect plastics waste, mobile phone waste kiosk and old Tv, computers collect center in prone areas also contact with dealers to collect respective waste. After collecting raw plastic, segregation machine will segregate plastics, after some process it will convert into pellets for reuse. Incarnation plant will also setup to incarcinate decomposed waste. As we all are aware that government polices are changing to adapt electric vehicles, increasing use of electric vehicles result in battery waste which will harmful for the society. Its my later plan to do almost all type of recycling and become one of the brand in recycling and introduce our own recycled product.

Country like SWEDEN is aiming for zero waste society. So we have to learn from their revolutionary recycling.

My dream isto start a venture to recycle all waste material for good future of our society and for billion Indians.



ALPNA DUBEY

Aim is very important in our life. Without aim life is meaningless. My ambition is to become a govt officer. This is because I want to improve many things around my place. There are so many poor children in our country who are unable to study due to lack of money. I want to help such people. Lots of poor families who do not even get the facility from the government. I feel that a govt officer gets the opportunities to improve the system. I want to make sure that people get a better life. I read newspaper. I read so many books like geography, history related books and general knowledge books. I regularly prepare to achieve this goal. I want to become an able and honest govt officer. My aim is to serve the nation. I hope i will become a govt officer one day.

Dare to live the life you have dreamed for yourself. Go forward and make your dreams come true.



AMAN KUMAR

My dream venture is to become successful business man I belong to the non business family, it such a huge challenge for me Truly speaking, I was not sure what type of business I want to start with while growing up. only thing in my mind is to set up my own business but for this I have to start from somewhere and need a lot of money for this . so, I made my mind to do a job as a seller in MNC FIRM after that I will be able to do some set up for achieving my dream venture. I have started pursuing MBA. I thing this step is also help me final step towards my dream venture .I hope I will be able to achieve my dream venture and I believe that every dream begin a dreamer . it takes determination sweat hard work.

"Be Brave and trust on yourself you can and you will"



ANKIT SHARMA

I am Ankit Sharma. I am from Kurukshetra. My dream venture is to open a fitness freak cafe in my city as there are no such cafe or restaurant there. In the cafe there are the numbers of calories intake by each meal in the main menu so that when customer orders he or she already know about the calories, carbs & fats intake in his or her body. After starting from my home town I want to expand this to other cities as well where people are more health conscious as our target consumers are fitness freak people.



ASHOK KUMAR

My Name is Ashok Kumar. I am pursuing MBA from CHITKARA UNIVRSITY in Sales & Retail Marketing. My Dream is become a CEO of my owned business after working on job in retail sector. My business is spare part of agriculture failed and tractor also, I have knowledge about this sector and easily I establish my business and run on large scale. It is not impossible but it is very difficult for me because in this business need a big investment. So I can complete my dream after 10 or 12 year later. After long time I have experience of work and investment with financial backup, according to this planning I easily survive my life and fulfill my family needs.



AYUSHI VASHISHT

For me life is not about just having dreams, it's all about transforming them into reality. I believe our mind is a powerful thing. When we fill it with positive thoughts, our life will start to change. I always have a passion of becoming a model but my parent's expectations made me drop the idea of modelling. My dream venture is to madewomen independent so that they can take the responsibilities of their future expenses on their own. Whoever wants to pursue their dream should live by their own rules.

I always dream of opening an NGO to uplift the life and lives of women as an independent. I want to put this idea on the CSR meet of TATA company. As TATA company donate their 60% earning back to the society. The only company in India that live by the values.

One who follow dream with their passion, the dream will definitely result positive.



BALJINDER KAUR

My Dream Venture- "Edupodz"

I wish to start of with the online Training app for all the Students of India or who wish to get themselves upgraded to the next level in IT field. This app will have many Training Videos offline and live Video Classes by Different Instructors registered with the My Company called "Edupodz". Trainings can be conducted by registered Instructor with the Hours he/She has mutually agreed with Student though our Online Chat or Discussion Window.

This app will not only help our Indian Students but also Increase the literacy level in every State in our Country. There will be Nominal Charges which will be listed on the app and Students can choose the Training Program along with duration option which will also be available on the app.

Content will be Valuable and Legal from the Companies. Authorization from the Sources will be done before app is launched.

My app name is Edupodz and currently I am in the process of making this app and launching it by $Mid\ 2020$.



SAHIL RANA

"NO MATTER WHERE ARE YOU FROM, YOUR DREAM IS VALID"

Throughout my lifetime I have always wanted to become a successful businessman and make something great and valuable for my future life. Something that would made my family feel much more happy—than it feels now. As my grandfather and my father is in army but from starting i want to become a businessman—and always wanted to make my parents feel proud. Despite all the hardship that my family had all these years, my mother has always pushed me forward, encouraged me to study—and did everything to give me all the necessary education for my future success. After all these tiring years of study I am ready to continue fighting for my dreams—and somehow help others to 'make the world a better place'.

Being a businessman enable me to help many people. I can create jobs for many people. I can go everywhere and help everyone who is in trouble without worrying about my budget. I can spend my money on the kids whose family can't afford their living and studying... Not only that, I can fullfill my hobby of adventuring and become an amateur archeologist... There are many more things I could do while being a business man

"You're never too old to start learning, and you're never too young to aim high and achieve great things".



BHANU PRATAP SINGH

THE FUTURE LEADERS ACADEMY

Like everyone, I also have a dream of working in big MNC's. Being born and brought up in middleclass family, I thought like every other student; that there are significant opportunities for career growth in well established organizations. I did B.E. in mechanical engineering from Jammu. The curriculum and the academic pattern in the university was such that, it urges children to focus on only theoretical aspects of subjects. In the final year, there were no campus placements and all the students suffered because of it. I had degree with 75% in my hands, but no job. I tried for some off campus placements, but I was not able to make it. The reason for my failure was that I only focused on academics and also I was not given proper guidance regarding apart from my academics what else I can do so that I can land into a job. On that day, I thought of building an academy which will be my long term goal, where the students will know the opportunities and the techniques to grab them. I don't want that a student should suffer like me. Students in India have good qualifications but they are applying for the post of sweeper, helper etc. because of the rise in unemployment. I want to build an academy where students will get proper guidance; they should know that in this modern era, a company does not focus on academic excellence. They require candidates who had been into projects, internships, trainings i.e. candidates that have practical or industry rich experience. In my academy, students will be guided that apart from academics, what else they can focus on, so that they have an extra edge over others graduated from prestigious universities. Youth of India have innovative ideas that can be converted into successful ventures. All they need is proper guidance, financial assistance and that will be provided by my academy. The fee structure of the academy will be reasonable, so that anyone can bear it. Starting this academy is my dream venture.

It is impossible to fail, if you learn from your mistakes. Don't give up. Steve Jobs



CHARIT THAKUR

OPENING A automobile rental agency and rebuilt my tea factory business

Firstly I want to thank chitkara university for changing my life. I could have never become a best version of myself if I have not been a part of such a fast growing organisation. Being part of chitkara university is a great honour for me and I am proud of myself what I have become in present. No hurdles can stop me from achieving my goals. I want to open a car rental agency, car hire agency is a company rents automobiles for short periods of time, generally ranging from a few hours to a few weeks. It is often organised with numerous local branches (which allow a user to return a vehicle to a different location), and primarily located near airports or busy city areas and often complemented by a website allowing online reservations. I want to open this car availability service which will be accessible to people near airports and bus-stands. People can book a car or any other two vehicle even through app which will be the main focus as customer can compare the rental rates with other agencies and customer feel special of getting a special price comparable to other agencies. Tie-ups with the airlines and bus-stands will be of great importance as good relations with such system means they can also provide a link of your rental service at the end of payment of airplane ticket in which both will be at profit. The start-up might be from a small range of cars(4-5). Slowly and steadily I will increase the variety of cars according to analysis of demand. My start-up might be from a small value but I have eagle eye clear vision. I also want to restart my tea-factory which my ancestors have left for me. With the guidance of my father I will restart my tea making business.

Dreams come true to all of them who work on it and not just think about it, don't dream live your dreams. And if determination is strong you can achieve anything in life.



DEVENDER THAKUR

My Dream venture is that i will open a shopping complex in the future. It will open in Himachal Pradesh because there is very few shopping complex. This shopping complex will be one and half millon square feet. There will be different types of brands in this complex. With this i will able to provide job opportunity to many localities.

I will open in many cities of Himachal Pradesh. Like Bilaspur, Mandi and Shimla also. Because i know these cities have potential to grow my complex. I will give many services to my customers to expand the business. There target customers will be all people of these cities. Mainly the college girls and boys nad young ladies. There will be many promotions going during Big days.



DIPANKAR SAMANTA

"If you can dream it,
You can do it...."

My name is Dipankar Samanta. I am pursuing MBA sales and retail marketing management from the wonderful CHITKARA UNIVERSITY. My dream is to have my own hotel S2ARK in Goa , Dubai and Singapore. While doing my MBA retail I have gained so much of knowledge about retail sector.

It was in 2014, when I went to Goa with my family. We stayed Villa Vivre, at that time I took a decision to make my own luxury hotel. I am lucky that my family also support me in achieving my goals.

In my graduation, i faced a few failures which made me a strong and helped me more to work on my dreams. It was then when I realized hard work and strong determination which is required to achieve ones goal . In my life I wanted a stage, where i could develop my skill and I think CHITKARA COLLEGE OF SALES AND MARKETING is one of the best stages. The CCSM has provided me a fantastic opportunity to polish my skills and explore my maximum potential.



GUNJAN

"Nazar Badli, Nazare Badle- Kashti ne Badla Rukh to Kinnare Badle."

Believing in this I would like to open my NGO- "NAJARIYA Foundation". A dream project for me, to work on. – a foundation which believe in serving the "Hungry Citizen of the Nation". And an Academy "NAJARIYA Academy". – To create a small and happy world for the children.

The idea to have a foundation who work to serve the Hunger- so that no one can sleep without food. And a big smile.

As the Life in front of you is far more important than the Life behind You. And I want to build a foundation to make a difference from others. And never want to give up on dream just because of the time it will take, to accomplish it. The time will Pass- Anyway and I want to make it Worthy.—with a smile, and lots of blessings

With "NAJARIYA I'd like to create an environment of peace. A Weekend drive to serve them from our busy life for the Life and smile of those who want to have a life like us.

"Happiness cannot be Travelled to Owned, Earned, Worn for Consumed Happiness is the spiritual of experience Living for Others"



HARSHIT JUNEJA

Retail - store

Everyone has a dream big. I want to open my own retail store in clothes in Delhi Ncr, so that i can serve best to the need of the customer. And put my knowledge, analysis which i learnt. Here From chitkara to be best of me.

A store - and its franchises. So that i can compete in the market with others brand. And survive in the market as objective of my business.

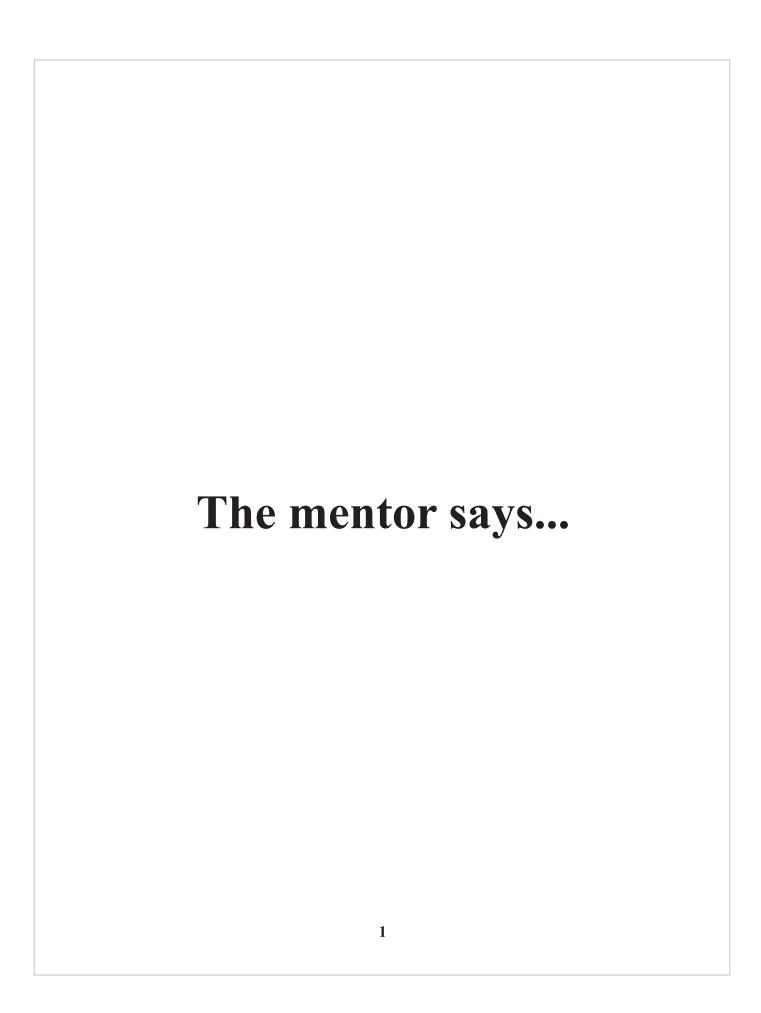
I have a keen interest in business. And want to make profits . And to survive in the competitive world. Is what i want to get and achieve in my life.



HIMANSHI SHARMA

The key to success is to focus on goals not obstacles I want to grow myself in industry and increase my knowledge in this retail industry because it keep me busy everyday I meet with new challenge Gain more knowledge in this field it helps me to know about industry knowledge and to get better career in this field and I want to grow in the corporate sector and become an independent women well established business woman so that I can establish my own brand. I will start with a online store than open a stand-alone store in metropolitan city so the footfall at that prone area will be advantage for our organization. In the end I want to say that I am in the process on this venture as currently pursuing MBA from Chitkara University to gain more knowledge about Retail industry.

"If you want it, work for it"



"You can also lead", Volume 5, written by our esteemed Chancellor Sir, Dr. Ashok K Chitkara captures the aspirations and dreams of our MBA students. In the last four volumes, Sir has inspired students through his thought-provoking notions of management. More importantly, Sir's emphasis on the aspects of humanity, empathy, and kindness is something that makes previous volumes precious and invaluable.

The holistic approach used by Chancellor Sir in Volume 5 provides an opportunity for every reader to think, plan, and analyze their life ambitions - what their dreams are, what they want to accomplish, and how they plan to achieve their objectives? The book dwells on the important prerequisites to success and underpins the basic dimensions that make a person successful in both personal and professional space. The value of the traits imbibed by successful people such as hard work, perseverance, determination, and positive attitude has been given considerable importance in this edition.

The book is sure to motivate our MBA students and help them emulate positive values in their life to successfully take on future challenges. I am very confident that Volume 5 of the book will reach across millions of readers and inspire them to achieve their dreams to the fullest. I am equally sure that our MBA students are going to be immensely benefitted from



the book while they draw on the important characteristics and traits from the vibrant personality of our esteemed Chancellor Sir.

Kumar Shalender (Ph.D.)

Associate Professor Chitkara Business School Chitkara University Punjab





ISHAN RANA

It was during teenage when I finally got to know I wanted to be an entreprenure.

My dream venture would be the start with very basic,

My dream venture is very pure and light thing as I know how to start with this things but I want to grow more and more but through this I want to be a very responsible man and this is to be sure that I am eagerly waited to know how to start and where to start

I promised that I to be sured that the my dream venture is very good and enthusiastic and it to be success and it will become highly recommended in this field.



SAHILPREET SINGH

(Freedom)

"If you've got nothing to dance about, find a reason to sing."

The restaurant business is one of the extremely challenging ventures out there. People often don't risk entering this line of business. It can prove to be often competitive since food is of the basic needs of a human and people like spending money on food. A person who is willing to invest in this line should be fully prepared to handle issues and problems that they will encounter in their business.

All my life I have been fond of different cuisines. Trying to cook by my self for my friends and family and seeing their happy faces is the best feeling ever. This love for food that I have has always wanted me to open a restaurant of my own. And this isn't even the only reason for starting my own business.

People have lost the touch of interacting with each other. I want to build this community where people come and interact with each other without the worries of the world, where they sit and have a drink with new people, bring their own ideas and share with each other and who knows they might even find the right person that they have been looking for all this time.

Artists will have the opportunity to showcase any artwork that they might have and even be able to sell it to different people, musicians will be able to present their talent and many more such opportunities.

Location is one of the most important things when you are planning such a venture. Old Manali is the perfect place that I have in my mind, different tourists from all over the world visit old Manali every year with their dreams and I'm planning to bring all of these people together in one place.



ISHITA ARORA

"Successkepiche mat bhaago, excellence ka peechakaro. Success jhak marker tumharepicheayegi." It is a simple truth that many Indian Parents still refuse to accept. Today, as the world becomes a smaller place, and there are more opportunities knocking at the door creative minds are still pushed into studying engineering andmedical.

I always wanted to become a **Fashion Designer**, right from my Childhood. My heart sailed in NIFT but I was placed in front of my textbooks. My dream venture is to create my own **Fashion Brand**. I will open my own outlets at various locations and sell my sell my self designed clothes at the stores. I will make myfashion brand a most premium one which consists only "A Premium Limited Edition". I will also try to become sponsor Of various fashion shows to make the brand name much popular. As to make a brand presence in the market it takes a lot of efforts

and a lot of investment.



ISHMEET SINGH

If You Follow & Fight For your Dreams Your Dreams will Fight for You. Like Once a Wise man said The best way to Predict your future is to create it. Become a millionaire a dream for me. As I came from a business class Family & Our Family Business is wholly owned by My Father. My Dream is to open My own Franchise in the organized sector one day & As going Futhur with my passion hardwork I want to Establish my own brand in whole of the country.

IF Name is Established I can easily become a millionaire and Fulfill my Dreams. Because Winning is a must for Success. I always want to give my 100% So that I can win at any situation. My arbitrator Quality makes me different from others. I am very Good in Building relationship and making trust on People Which Makes me a do My Work in Effective and Efficient manner So that After I gain all the Experience. I can Fulfill my Dreams.



JYOTIKA AHUJA

Being bought up in a business family, I used to dream of having my own business. I always wanted to have my own business different from my family. I wanted to show that girls can handle business far better than boys. My dream is to have my own chains of hotels. The name of the hotel would be "The Paradise Resort".

I want to start my first hotel in Shimla. As it is the most popular tourist place. I want to invest in hotel industry because India is a historic country and every year thousands of tourists come to India.

Tourist industry is growing and the sale of profits is also high and this is a never ending industry. I want to have at least 5 hotels in 3 years. The hotel would be a luxury resort kind of hotel. It would have Pool, Bar, Roof top restaurant and Gym. I hope my dreams will turn into reality very soon.



KARAN SHARMA

"It will all fall in place, be patient

And work hard"

Being a sports and physical activist, I always wanted to do something great in this particular field. People now a days have started concentrating more on their physical well being and fitness. Apart from that there are also many bad realities happening around us weather related to murders, rapes, kidnappings or even snatchings. To cater to all these societies needs and menace, I came up with the idea of my dream venture:

"T.F.C"
(The Fire Crusher)
(A chain of Gyms, M.M.A. and Defence Academy)

My idea is to provide the best education in the sectors of "Mix Martial Arts" and "Self Defence" to not only cater to the individual needs but also to cater to the need of the hour. From Providing free special Self defence sessions in different schools and universities, to providing the best of staff and best coaches of different M.M.A. fields in the academy, this firmwill work hard for the fulfilment of its objective.

As I have always been adie hard fan of "U.F.C." (Ultimate Fighting Championship), nurturing the students to survey heights with the help and support of the best will always be the top priority of "T.F.C.". Providing the best of gym trainers, the best of equipment's and a good workout environment, I wish to provide a wholesome experience to our clients and students under one roof.

"When your mind is stretched by a big idea, It will never return to its original shape"



KESHAV DHAMIJA

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.

Harriet Tubman

It starts from the day when I was alone at my home was very hungry and having nothing to eat, then I thought of making something to eat so at that time I made chillie potatoes and later on I found it so tasty. After that day I started making snacks for me as well as for my siblings. So after that day I realized that I cook so good and I can be a great chef one day and can open my own restaurant where I can see a big smile children's and people's by providing them tasty food.

So I thought that opening a restaurant would be a profitable dream venture for me as now a days it become a trend that all the families eat food outside in restaurant once a week or may be more than once a week.

The name I thought for the bakery would be "khanna khazaana". The menu of the restaurant will include all the items like starters, veg, non veg, snacks, sweets, drinks and more items.

I also thought that to save the food which the people will leave on their tables and to give it to the poor people and street baggers. I thought that once a week I will organize lunch or dinner for the children of orphanage. If it will become successful then I will open more and more branches not only india but also outside india. Later on I will tie up with the canteens of Indian army and various government as well as private companies and agencies for providing them good quality food services and as such it would provide me a feeling of patriotism and satisfaction.



KRITIKA SHARMA

"Hold fast to dreams, because if dreams die, life is a broken-winged bird that cannot fly".

I have always been very fond of doing makeup since my childhood. I have always used to do a makeup with some creativity and fun and also it is my stress remedy. I believe that god has made every human being very beautiful in their own way. Makeup is an art that adds even more beauty to the human being, which arouses confidence in them. Earlier, only women had the right to dress up but now men are also more concerned about their skin and always want to shine like women so for make them equal, i want to launch my own brand of cosmetic and skincare products which is not only for female but also for male which is purely made of natural ingredients instead of harsh chemicals. Now a days, there are many cosmetic products in which animal skin is used which harm the animals as well as environment also but being a PETA volunteer, i have always been against this. Since i want to give my contribution towards animals that's why i want my products to be vegan friendly and cruelty free which are effective for any type of skin.

As i work for 'Chhanv' foundation, i always stand up working for the acid attack victims. As far as my experience with those people, I came to know that they do not get any support from anyone and nobody are willing to hire them even when they have the necessary qualifications. But in spite of all this, their courage and self-respect does not allow them to depend on anyone and that's why i want to fulfill my dream venture with such fighters. Also I want to open my salon and spa where my team and i can serve people using by our talent and make them more beautiful.



LAVISH DHIMAN "DREAM"

Everyone has dream and my dream is i want to open my food outlethaving best cuisine from all over the India. I want to open this in Chandigarh. And having a element of 'Punjab - culture'. And a outlet with – punjabi tadka.

I want to open the outlet- after travelling to various cities, states to get best in my place. And expand it by opening its various franchise in various metropolitan cities.

I have a keen interest in business. And want to make profits . And to survive in the competitive world. Is what i want to get and achieve in my life



MANISH KUMAR

H'wealth Cafe

Everybody have some goal in life and for that, people start working hard, I also have a dream to open healthy food chain all over India and specifically in the educational hubs to compete the fast food chains because people loves fast food and that is why they are facing bigger challenges related to their health and financially too.

Going down the memory lane, there were less heart patients, diabetic patients and so on but nowadays every second person is unhappy with their health and suffering from diseases. Wrong eating habits are responsible for that, so to overcome with those challenges I want to open my own healthy food chain to aware people and to make our country healthy and fit.

My dream venture is all about giving happiness and healthy life to each and every person, it is really hurting when I see the numerous patients because people are adopting wrong food habits and damaging their health. Once I get capable of opening the chain I will surely do it.



MUSKAN

Being brought of business family I used to dream of having my own business and i always have a passion of becoming a fashion designer. I always want to design my own clothes and I am extremely passionate person with a love for fashion also I want to become my own personal stylish. In my fashion designing I want to show my creative side of my art ability and my clothing would be definitely worthful to it for everyone. As i enjoy making sketches of clothing that one day hopefully available in my stores and everyone follows to my designer clothes. Its fun to put in my creativity into this fast pace fashion industry and will get the chance to interact with clients and to satisfy their requirements. So I believe I can achieve so highly if I stay focused and continue to put all my efforts in my creations. My goals is to create designer clothes for all sizes. So my dedication and family support aspires me to fulfil my dream of opening my own Designer boutique one day for sure and want to make a brand on my name on designer clothes.



VISHAL KUMAR

As a child have always had many dreams and goals in my life. I have now realised that i can not always have what I want in my life as it can then become to complex and complicated. I think this because everyone aims for the best in all their dreams as we get older we realise that it is not that easy.

One of such dreams I have always admired is to become a professional photographer and open my own studio .One of my favourite things about being a photographer is that photographs create all sorts of connection, connections between the viewers and a person , place, product, a connection between me and whoever is in front of my lens . I want to capture every moment of happiness of peoples life and nature . These moments will give me eternal happiness .

As it is rightly said "every great dream begins with a dreamer."



NAVEEN KUMAR

I was inspired by my brother's success as he also did professional course from "Chitkara University".

I am expected to gain skills and experiences that will propel my short and long term goals and hope to develop an experiential and diverse learning experience and have the opportunity to interact with different group of people to learn from their business insights and endeavours and my all these expectations and goals were fulfilled by this university.

As from my childhood I wanted to have a tree house as movie further to that childhood dream now I want to make a "TREE RESTAURANT" and I am having many innovation ideas for my this dream my own "Tree Restaurant as well as TREE HOUSE too" and the Location which I choose is too awesome

.

"A DREAM WITHOUT A PLAN IS JUST A DREAM"



NILESH GUPTA

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

Few years back, I was so confused about my goal like what can I do in future? What is my long term goal? So one day I read an article about Mr. Ratan Tata Sir on internet. On that day I read about his ups and downs in life, his struggle, achievements etc. I got so much inspired by the article, that day I decided that my dream venture is to become a business tycoon like him. In my opinion he is the most prominent leader. He is admired not only for managing the Tata Empire but creating history by making Tata group an MNC. It was his vision to come up with Tata Nano, affordable car for common man in India. I want to be like him and open businesses like him. I will definitely work upon my dream venture and make it real.



NILESH JAIN

My Dream Venture is "Hope"

I have never thought about this as a venture it was more like a duty because "Hope" as it's name says is place which stands with those who are lost in this world and have a willingness to come out to make their own individual identity.

So, **Hop**e will be that platform which will help those individuals who want to change, those who wants to stand up again in life and for those who want to support others.

Hope will be a counselling platform for those who are misguided in life because of any internal or external issue.



REHAN GIRDHAR

Dreams means, what we see while sleeping, yeah really may be we are wrong, dreams are actually which doesn't let us sleep. If you have a purpose in your life you don't need to be pushed, your passion will drive you there. One of my dream is to open liquor factory in India. Although there are many liquor factories in India.

In India it may be difficult to complete with other premium brands, but we all may be knowing that "Good Wine Needs No Push".

The name of the whisky will be **Kingman** whisky, not only one type of whisky but there will be variety of beer, blender and scotch. When this product will be at maturity stage in India, we will start exporting this premium whisky to near by foreign countries.



RITIN CHATRATH

Aviva Buildtech

In my life so far, I have realised that nothing comes free and everything you want to achieve will come your way only when you do hard work along with smart work. Business Tycoons like Jeff Bezos, Elon Musk, and Dhirubhai Ambani, all had a mission and vision. They all started from the scratch and reached milestones. Even now they are trying to be better than yesterday. I have a vision of being a successful entrepreneur and my first step towards it would be expanding my own real estate company, AVIVA BUILDTECH. The company will deal in Residential flats and plots, Commercial spaces, Office spaces and will also be a place for Investment Consultation. I have an experience of being a real estate broker which helped me to identify the top preferred locations in the market. I will be focusing on Tricity (Chandigarh, Mohali, and Panchkula) and Delhi NCR Region. My mission is to create a good presence of Aviva Buildtech in the northern region of India and then expanding it to metropolitan cities like Mumbai, Bangalore, Kolkata and Chennai. If I am able to succeed in my mission, I will be investing into a new venture of a Restaurant along with a Snooker Palace. Currently, I am developing my managerial skills by gaining knowledge from my mentors which will eventually help me in executing my plan. I am looking for a platform where I can EXPLORE MY POTENTIAL.



SACHIN DHIR

Word hard, Dream Big... A phrase which I've been following in my life. I've always thought of doing something big in my life, and never looked back. Dreams are the actual key drivers of our life. They create a motive to do something.

Now that I have been dreaming big, it was time to fulfil those dreams. I have a keen interest in fashion so I always wanted to have a clothing brand of my own which would compete in the market with brands like Gucci, Versace, Balenciaga, Armani etc. Like I said about dreaming big, I want to have a clothing brand which would target the higher segment in the market. Luxury clothing is what I always want to have as my Dream Venture. Luxury clothing is not really everybody's cup of tea, and people having a sense of fashion and basic etiquettes can pull it off well.

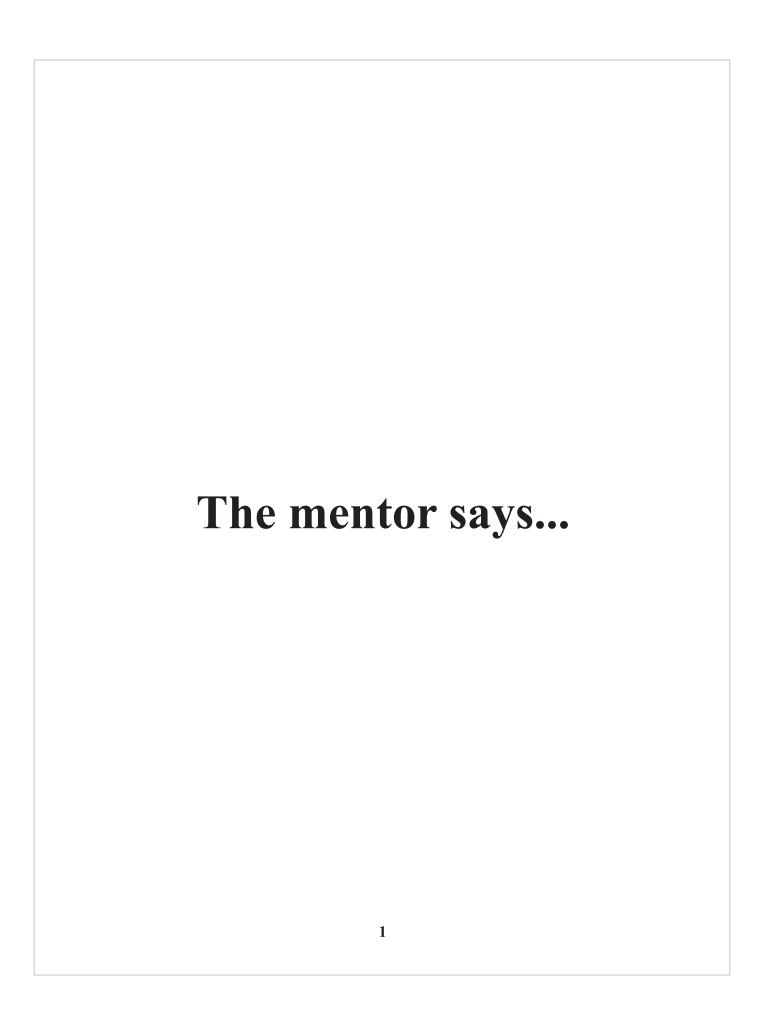
I've started my professional career by taking admission in MBA Sales and Retail Marketing from Chitkara University. Retail is a sector where I would be having a direct connect with the customers and their needs and requirements. So this is my first step to start off as a professional and learn more to fulfil the dream I've seen for myself.



SACHIN TUTEJA

As I belong from a business family, I always wanted to be come an Entrepreneur. As we all know

Surat is known for producing textiles, including silk an dal so it is the big centre of MMF(Man Made fibre), I want to start my manufacture in gun it in printing of textiles by the name of 'Tuteja Ltd.'I'll open a partnership firm with my2 more partners in which we all will invest equally. Firstly, I'l larrangea premises in the outer-skirts of Surat, then I will connect with the vendors for textile print in gand production who will supply the raw materials. Latex products will be used for digital text il printing. Then we'll decide the type of fabric but for that we have to maintain caution regarding highquality fabrics. Artisans specialising in hand dying fabrics or weaving textile will be added for regular offerings. The most important thing in business is cash flow management, will arrange a small business credit card for the recurring charges and mae secure online payments which will benefited in getting cashback offers on certain purchases. We need to let people know about our business and for that we have to spread the world to as many prospective buyers as possible. Social media marketing and nline marketing are some of the most powerful and in the world of e-commerce it is the most important thing. To produce better quality than your rivals will help you climb the ladder of success. Secure a mindful profession chance to completely use my preparation and abilities, while making a critical commitment to the accomplishment of the organization'



"The greatest leader is not necessarily the one who does the greatest things. He is the one that gets the people to do the greatest things." - Ronald Reagan

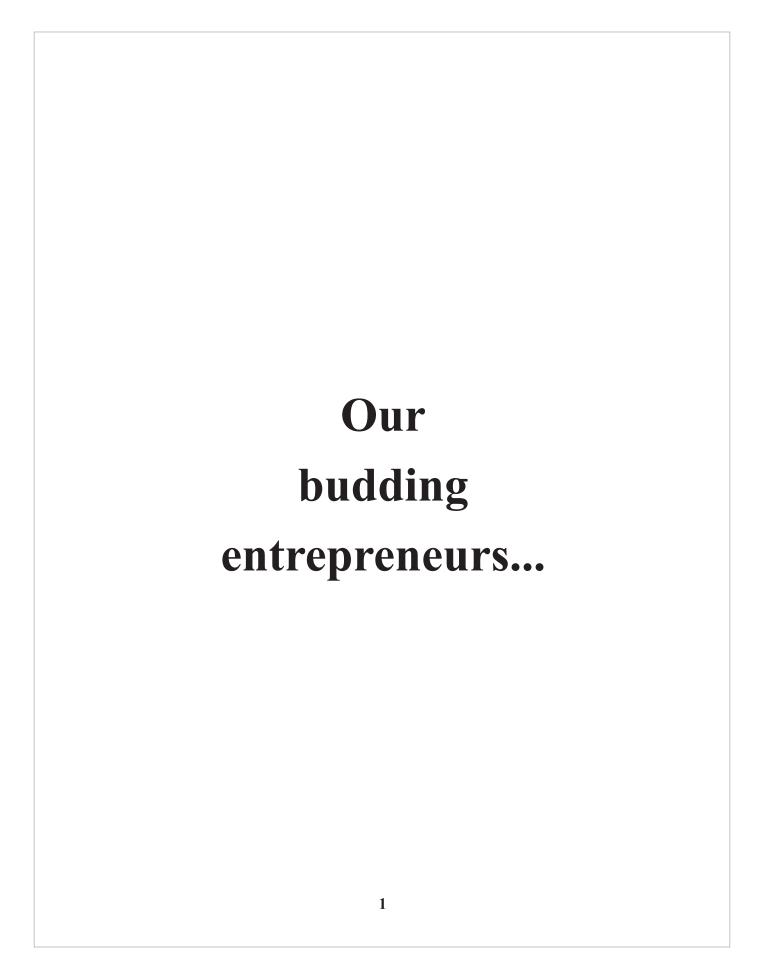
As rightly quoted above, for a wonderful organisation like "Chitkara", building a better working world and catering to the needs of students is always on top list. Having said that, our very own Honourable Chancellor- Mr Ashok Chitkara makes tremendous efforts to deliver Leadership skills, Ethics and values to our MBA students every year. The module teaches about Governance, Ethics and values which makes our students well aware about the environment of the organizations that they dream to be placed in. The module also focuses on Entrepreneurship in which everyone gets an opportunity to showcase their entrepreneurial ideas/skills and the institution might help these startup ideas to proceed further and help them in seed funding. I am an Alumni of Chitkara Business School and worked with Industry



before joining as an Assistant Professor in CBS in 2017. It's been 3 years here and I truly value this organization as the most memorable moments of this university have been associated with the sessions taken by our Chancellor sir, guest speakers from industry, market exposure/ practical exposure while the students study and last but not least the huge amount of Integrity in the institution. Chitkara is a well known brand in the market and many corporates look forward to collaborating with the institution. Both faculty and students are recognized not just nationally but internationally at a very great extent. Chitkara has made a global impact in the world and the institution is the best example of an Organisation run by great Entrepreneurs who are excellent educators. Chancellor Sir has always been an inspiration to each one of us in Chitkara. I hope that I prove to be an asset for the institution and contribute my best to the team-Chitkara.

Shefali Saluja

(Assistant Professor)





SAHIL DOGRA

P.R Stores and Coaching Institute

My dream venture is to open a chain of retail stores in Himachal Pradesh in which I will sell electrical appliances like smart phones, convenience items like Televisions, Refrigerator, Washing machines, Microwaves etc and other electrical equipments of different brands at different price range. I want toopen the retail store which deals with electrical appliances because these items are used on daily basis by the people and these items are always on demand and in this business the profit is always high.

My other dream venture is to open an coaching Institute which will give coaching for the boys and girls who wants to join Indian Army, Police and other Paramilitary Forces, because in Himachal Pradesh most of the boys and girls want to join armed forces or police. In this coaching Institute boys and girls will be trained physically and mentally for armed forces and police at lowest price as compared to other institutions, which will allow boys and girls from good family background to join the academy and this academy will help them to achieve their dreams.



KUMAR ROHAN

I am from business background, I was entered in my business since when I was 15yrs old, i was doing my study and side by side i helped my father in their business, the time when I admitted in graduation I also joined my business as full, and I managed my business as well as my study, Sometimes I was not in the shop but I still managed the shop, And in this 3 years, I progressed my business more than before. Then after I decided to do MBA because I wanted to grow myself in education also, and joined Chitkara university. And even after coming here, I also managed my business, while handling e-commerce online sites and taking care of my business too. I had dreamed "I want to see myself as a well known and successful entrepreneur". My dream venture is to build up my Own company company name "spiritual WASSER" that is based on alkaline water idea it is one the costly product but it is beneficial for our health and I want to being available with this product in Indian market for all segments at affordable price, alkaline water is successfully running in aboard, and I want to launch it in India as well.

"Never stop yourself, challenge as much as you can
Our inner fire and our willingness to do something, makes us successful
If you stop yourself, you will stop your success."



VIKAS

I strongly believe that a life without dreams their life will be ordinary and senseless.

Since my childhood my hobby was travelling and trekking and have always admired the beauty of nature and I liked to do mountain cycling and biking but for this purpose one needs special kind cycles and bikes and so dreamt of opening a venture which provides cycles and mountain bikes and low rentals so that every person who dreams of travelling the mountains at low budget can do so and to fulfill my dream. I would work hard and do the best possible.

All dreams can come true, if we have the courage to pursue them.



SANDEEP

"A HUNGRY MAN IS NOT A FREE MAN".

About 15% of India's population is malnourished so this hurts deep insideme so I always thought to do something for them. Make them eligible to do something on their own. I want to open an NGO in which NGO will provide food to those which are not able to get food by themselves.

I thought to collect foods frommarriage ceremony and from various occasions and with some hotels also. My long term goal is to see the whole India fully nourished and developed. I want to reach out to the regions where none of the NGOS have reached, I will summarise the statistics of region's poverty and I will try my best to reach out the masses. In future I'll collaborate withUNICEFas they have mass reach.

"I believe in helping hands so not just advicehelp also"



SATYAM JOLLY

A Goal is a Dream with a Deadline

My Dream Venture – To invent the application which provides labour

Now a days we find many startups coming up with ideas such as delivering vegetables, groceries and many other things through an application. Unfortunately many of them end up disputing the lives of people in an unorganized sectors.

For Instance, the local vegetable seller loose out when residents start ordering vegetables online. So, I want to invent such an application which will empower this unorganized sector. The application name will be "Helping Hands" which will provide skilled labour to people on request. This service willinclude carpentry, plumbing, electrical, flooring cleaning work, building and interiors, painting and maids. This application will be designed in such a simple way that even a small kid would be able to operate it.

My aim through this application is to grow business in such a way as to digitally empower the unorganized sector.



SHALLAVE BHATT

I remember the first time I watched the movie Interstellar. Before that I had little to no knowledge about space and universe. Ever since watching that movie I got so hooked on astronomy. I am fascinated by stars and galaxies.

But because of city lights and pollution it is very difficult to spot stars at night. So someday I would like to set up telescopes on the top of some mountains in my hometown kullu. I want people to realize that what a wonderful thing they are missing after all we all are part of this universe.



SHUBHAM GOEL

Everyone dream big. - I want to run my own business in Furniture in Ambala, so that i can serve best to the customer And put my knowledge of designs- which i learnt to take my business at another level

A business - because i want to compete in the market with others. And with objective to survive in the market.

I have a keen interest to run my family business And want to make profits. And to survive in the competitive world. Is what i want to get and achieve in my life.



SHUBHAM NASRA

CHITKARA COLLEGE OF SALES AND MARKETING

Being a foodie I always love to cook food with my mother and during family gatherings I was asked to prepare some dish. This makes my interest in cooking, and I want to open a theme based restaurant in future providing hygienic food at reasonable rates. Further I have some more dream ventures like I also want to open a bakery which produces bakery items and premium biscuits.

I have seen many person selling different stuffs on roadside, tolls, traffic signals with their children, and they don't have a proper earning. So, I want to hire these persons to work as a labor in the bakery after some training so that they have a proper source of income to support their family.

Coming to next venture that I have in my mind is that Nowadays, there is a lot of scarcity for water. Each area is struggling to get clean drinking water. There is 70% water on this earth and only 2.5% of it is fresh. The rest is saline and ocean based. If 2.5% water can meet the demand of the whole world for years then imagine if rest of the saline and ocean based water can be used for drinking. It will solve all the problems of water scarcity.

So, I want to open a desalination plant that converts sea water into drinkable water. Desalination is the process of purifying saline water in fresh drinking water. Basically turning ocean water into drinkable freshwater.



SHWETA PATHAK

STUTHI (Venture Name)

My Dream Venture is that I want to make a device that girls can use to protect themselves from being raped. The device will be in the form of underwear that the girls will put on top of the underwear and it can be opened only if the password will be filled in it and it will act like a protection device for girls. This device will be made from light material, which will be very comfortable to wear, but it will be so strong that it cannot be broken and can be opened only with a password. I am sure that if this device is made, then the rape cases happening in our society can be stoped completely because the person who wants to rape, if he is unable to open this device of the girl then there will be no question of being raped.



SIMMY WADHAWAN

MY DREAM VENTURE:-

Something that Γ ve often wondered about with some people is why they decided to start their own business. And I saw almost every business owner living a great life, then I can find out my answer that working for others just make themselves rich-business owner grows richer and richer while the employees are just living a normal standard of life. So, I decided that one day I would become a business owner either. From that time the idea starting the own business popped into my head. So, what business would I like to start? What will I do in order to reach that goal? And why do I want to start up my own business?

So the answer is i really want to start my own DREAM VENTURE which is "to open a new fashion store that mainly deal into heavy fashionable gowns." and my goal will be to provide unique barbie gowns to the customers. And this is the raw idea which i have about my dream venture.

So for achieving my this goal i need to hire a really good gown designers my dream is not just only to provide my customers unique and fashionable gowns moreover i also want to provide the facility to my customers to design their own gowns. With this idea customers will feel more valuable and as i know that this generation is full of the ideas so i think they can design more unique gowns for themselves.

I want to establish my name in fashion world with this idea where customers can design their own fashion and also free to give feedback about the services which they get from my store.



SRISHTI GUPTA

Virtual buzz

My aim is to minimize the road accident. In order to minimize first need to understand the root cause of the road accident. As per GOI maximum cases is of drunk accident, pot hole, road is not in condition. So to initiate I want to start with Virtual buzz further cover several other perspectives.

I want to design a software naming virtual buzz to bridge the gap between retailer and the consumer. So somehow, I want to give my knowledge back to the society. I feel myself as a giver. As I believe to give back to the society ultimately it will come back to me in a positive way in anyway. The feeling of déjà vu is strong.

As government policy is not supporting the idea and the group of people's are coordinating with the GOI for the same.

All kinds of drink and smoke is considered as taboo in our society. Government is also hesitate to take strong steps to make policies because they have to retain their government.

"The dream and passions stored within hearts are powerful keys which can unlock a wealth of potential"



AJAY THAKUR

I am pursuing MBA in sales and retail marketing from Chitkara university. Because MBA is the right course for establishing business. Firstly after complete my study i will find the job in a good compnay. And gain as much as experience and knowledge about business and after that i wantto start my own business in retail sector. My future plan is firstly i saved money from my businessto invest in the right place. Throughout my lifetime I have always wanted to become a successful businessman and make something great and valuable for my future life-something that would made my family feel much more happy than it feels now. I do my 100% in that business. And i see my bright future in this business. After all these tiring years of study I am ready to continue fighting for my dreams and somehow help others to 'make the world a better place'.



SUVANSH GUPTA

RE-NATURE (Servicing the best to the greatest)

"Humans who are practicing humanity are the gift to this HUMANKIND"

My dream has always been to inhale ina beautiful environment. Seeing the old pictures of my past generations and watching some old movies, I've always admired the golden era with a lot of trees and clean rivers moving beside the roads and clouds. As a daydreamer and a creative thinker, I've always dreamt about opening a venture that not only contributes to the nature, but also to the other living beings. A venture that makes clothes without cutting the animals, houses without cutting the woods and food without harming the Sea World. We are the generation of 21st century and we understand the concept of GLOBAL WARMING & CLIMATE CHANGE and reasons behind it. As the glorious members of the food-chain, it's our DUTY & RESPONSIBILITY to balance this new technology and personal desires with the needs of nature and inhabited animals.

Let's promise this nature to recreate him and give us another chance to experience it.



UDAI PARTAP SINGH

MY DREAM VENTURE

A Customize Shoe Store.

I Want to open a customize shoe store which will have all budget shoes, sneakers etc. So the idea is to pick up the shoe of customer's choice and customize it in their way, like if any customer need his or her name, his or her cartoon portrait or any on the shoe, our artist will make that on his or her shoe to make it completely customer's pair. Any customization on the shoe will be chargeable according to the design. I think everyone need a good pair of shoe and we have listen that "Nature and characteristics of an individual can be listed by his or her shoes". If the individual is wearing his own customized pair, I think it will be pride for individual.

Store will be having the shoes of all brands, so the customer will be having the good number of choices and store will have the studio section in which the customization of pair will be done. The working area of studio will be shown to customer.



VAIBHHAV CHAWLA

DREAM - BIG

Everyone dream big. - I want to open my own Departmental store in Delhi Ncr, so that i can serve best to the need of the customer. And put my knowledge, analysis which i learnt. Here From chitkara to be best of me.

A departmental store - and its franchises. So that i can compete in the market with others brand. And survive in the market as objective of my business.

I have a keen interest in business. And want to make profits . And to survive in the competitive world. Is what i want to get and achieve in my life



VARINDER SINGH

Varinder name meaning is the king of the ocean and as we know that ocean are limitless I also want to be limitless. after getting experience of more than 6-7 years .I would like to see myself as leading a team in a reputed organization.after that I am going to start my own business in future apart from that it's my dream that I do something for my nation for that I am going to open my own defence academy here we are going to provide training to those youngsters who have a passion to do something for nation. It's my short story in short way Thank you

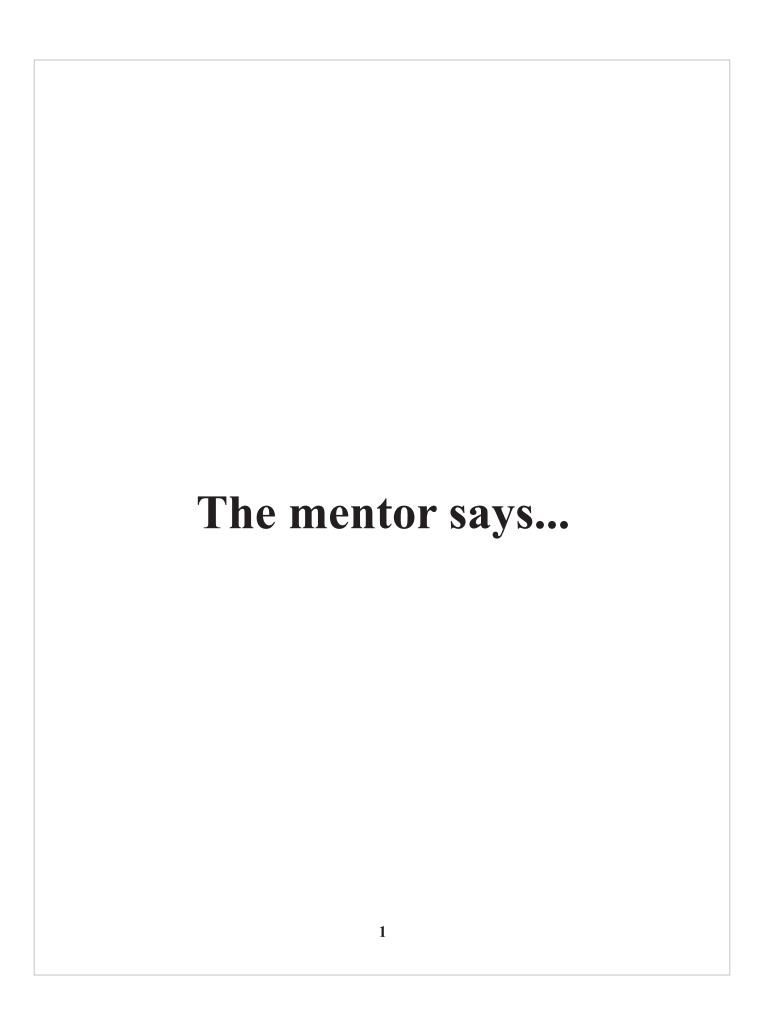
" your fight is not with some other your fight is only and only with you so focus on your key strengths rather than copy others strength".

" Dream big achieve big "



VIDUR BHUTANI

A dream job is basically which gives satisfaction and fulfilment of our needs. Everyday almost everyone had a dream but there are only few who succeed. My dream venture is to take my family business to the heights of success. As I'm doing MBA and learning new strategies that will help me to expand my family business. During this journey I am being groomed moulded to face society more boldly and confidently and becoming more professionalday-by-day. Being an Entrepreneur makes you feel good. I strongly recommend every individual whose family owns a business to get involved and grow it further.



"Teaching is a very noble profession that shapes the character, caliber, and future of an individual. If the people remember me as a good teacher, that will be the biggest honour for me."

A. P. J. Abdul Kalam

A good teacher is not that hard to find, but you must know where to look. The good teachers are well-prepared in advance for their education goals. They prepare their plan of action every day to ensure maximum productivity. Teachers have a lot of knowledge about everything, specifically in the subject they specialize in. A good teacher expands their knowledge continues to provide good answers to their students. Similarly, a good teacher is like a friend that helps us in all our troubles. A good teacher creates their individual learning process which is unique and not mainstream. This makes the students learn the subject in a better manner. In other words, a good teacher ensures their students are learning efficiently and scoring good marks.

I feel privileged to part of Chitkara Business School. Last year it was my first time when I attended hon'ble Chancellor Sir's module. The sessions were full of energy and they were life-changing. It also helped me a lot to understand myself as a teacher in a better way and my role as a builder of the Nation. Dear students this module will be a life-changing module and you will find real-life learnings that will transform your life.



Amandeep Singh, Ph.D.

Professor

Chitkara Business School





YOGESH SANKHYAN

When I think about my dreams then only one thought comes into my mind that what is the best work in across the world, according to me its motivation.

Motivation is the word derived from the 'motive' which means needs, desires, wants or drives within the individuals .motivation is an important factor which encourages persons to give their best performance and help in reaching goals.

Because I am pursuing MBA in sales and marketing management, so in future I want to work with more & more organizations and want to get experience from there and become a good sales professional . I have been motivated from motivational speakers ,I also used to be motivated by Dr. vivek bindra because he is very enthusiastic and has set of knowledge of management .

I want to live in professional life and want to be a professional by blood .I want to help people with my innovative and creative ideas and motivate them and help them in their business .

So I want to work with various organizations to get different types of experience. And in future want to become a motivational speaker and management consultant so that I can be able to help people in their business.



RIYA AGGARWAL

As I belong to a business family, I always have a passion of becoming a Entrepreneur. As Ambala is known for Manufacturing and Trading of Healthcare & Educational Products, I want to start my own Manufacturing unit in the field of Healthcare products by the name of "Riya Healthcare Ltd." I have decided that Firstly I'll arrange a premises for office with all government licensing and formalities like manufacturing license, GST number, Drug license etc.. I will prepare all product range with technical brochure and marketing promotional material which will be helped by technical staff and they will also help us in manufacturing unit with all machines & raw-materials. After that I'll manufacture all our product range and test it for quality & stability which is required as per market demand and drug policies. I'll make the necessary changes if required. After completetion of product range, I will start small production batches, then I'll hire Marketing staff and trained them as per our requirement. I'll launch our product range in one state only for trial basis. The marketing staff will go in market with all promotional material for promotion n booking our product. Above procedure will be followed on daily basis. After getting success in one state, I'll launch it in other zones. I'll create a Research& Development department which will work continuously on Upgrading and Innovating of new products. After some time I will invest in Importing of related products which will be repacked and sale by our company. Hope my dream comes true



SAJJAL Restaurant

Everyone dream big. - I want to open my own Italian restaurant in Ambala, so that i can serve best to the customer. And put my knowledge, which i learnt to be best of me.

A restaurant - and its franchises. So that i can compete in the market with others brand. And survive in the market as objective of my business.

I have a keen interest in hospitality And want to make profits . And to survive in the competitive world. Is what i want to get and achieve in my life



SUSHANT SINGH

"STYLISH FASHION STORE" "EVERY GREAT DREAM BEGINS WITH A DREAMER"

My dream venture is to set up a Business of selling Products like Clothings(men , women, kids) Electronics and home appliances and other daily usage products by taking the help of my Ecommerce website which named as "Stylish Fashion Store".

The Promotional strategy of this E-commerce platform is to be done by taking the help of some promotional tools like hoardings, advertisements, templates, live campaigns, roadshows etc.

There is a process where I will place the order of the customer by myself or taking the help of others & then I'll make sure that the product is to be delivered within a 4-5 days easily to the customer.

The USP of this venture is to sell the product very smartely and efficiently to the customer that shows the perfect bonding and the trust between the customer and the seller.

For starting this venture, I would like to take the all the legal permissions from the government that should I run my business in the E-commerce platform.

So, I believe I can achieve so highly if I stay focused towards my venture and continue to put all my efforts in my creations.

As my long term goal is want to become an Entrepreneur so that I will give my best & do my best at every field.

At last, I would like to say few words lines -

"A DREAM DOESN'T BECOME REALITY THROUGH MAGIC; IT TAKES SWEAT, DETERMINATION & HARD WORK"



ABHINAV MOUDGIL

My dream venture basically consist of two different ventures.

- 1. Replace traditional handbooks with modern e-readers for students: I tend to decrease all the heavy burden and weight of traditional handbooks with e-readers. Because only one e-reader can consist all subject books. And the students can also highlight and save the important lines or para. of any subject in just one click. Important points include Saves paper, Environmental friendly, Less burden for kids, and Economical.
- 2. Build an app based on the delivery model. For providing any sort of items irrespective of the price of that product. :- With my delivery based app model. I tend to provide every sort of delivery irrespective of price and size of the product. And i tend to achieve this by making tie-up with one main seller in every market in every area.

These plans still need more work to do. But according to me they have scope.



ABHISHEK KUMAR

"Imagination is Everything it is the preview of life's coming attraction"

My Dream Venture is to become a successful business man since childhood and I belong to the non-business family so it's such a huge challenge for me. Truly speaking I was not sure that what type of business I want to start with while growing up. The only thing in my mind is to set up my own business but for this I have tostart form some where and a lot of money required so I made my mind to do a job as a manager under a MNC so that in future I will be able to set up my own company and start my own business. It isn't easy for a non-commerce student to know about the basic terms of the business but by getting into it I think it's a cup of tea for me. So my first dream is to Target my dream comapny and get job in it after that I want to setup my own business in marbel and tile business.

I believe that every dream begins with a dreamer it takes sweat determination and hardwork.

So I'm ready to fulfill my dream.

Do you?



AJAY RAWAT

The biggest fear of anyone wanting a startup is The Fear Of Failure. Well this has to even it is mine too. such risks of startup is not only for those who are testing the new waters of entrepreneurship but for everyone at large. The only thing which will prove to be helpful in passing such hurdles of insecurities is to follow your dream which in my case is to start a business dealing with sports equipments So, as per this i want a business which will also customize the equipments as per the needs of customers and will be charged according to the customisation. After achieving heights in this, i want to extend it further with sports clothing line and ultimately dealing with both. So, this venture will purely focus on sports accessories. I hope that my brand would be so famous one day that even international sports icons would buy products from my venture.



AKSHITA SOOD

Coming to something called 'DREAM', this small 5 letter word can drive some emotions in you, to me this word makes me feel excited and focused for my future, with all positive feeling in my heart, I visualise my Dream Venture a combination of two things one having my travel company providing them different destination packages and satisfyingly hearing back from propects ' that they had wonderful experience and would like to visit with our company again in future ', second having my own name in fashion blogging industry, looking at odd colours and combining them together to get a beautiful different outfit is not just a thing to me rather a complete new feeling of happiness, it's an emotion to me.



AKSHU PATHANIA

Akshu Pathania did BBA from Himachal Pradesh and its pleasure that iam pursuing MBA (Marketing) from Chitikara university. We are glad that CBS scheduled a module Leadership development—Ethics and value with our chancellor.

STARTUP IDEA

"The key to realizing a dream is to focus not on success but significance – and then even the small steps and little victories along your path will take on greater meaning."

My dream venture is to open the Dream Hub for school student In this dream hub it provide courses and a trainer in which the trainer guide coures like personality development, Brain Games activity, interactive session more and more focus on value and ethics for student for Boosting and enhancing their interpersonal skills and personality development and career orientation session for helping their career and enhances practical skills and give students the Support and Guidance's they need emotionally. Empower youth and grow community.

And its tagline is New thinking and passionate dream. I hope I will able to achieve my dream venture.

The best years of your life are the ones in which you decide your problems are your own. You do not blame them on your mother, the ecology, or the president. You realize that you control your own destiny."



APURAV BAHL

The best ways to earn online income is by setting up an e-commerce store. Here's the plus side: if you try to go the route of affiliate marketing, the best affiliate marketers are focused on 3 main niches; dating, weight loss, and making money online. You would have to compete with the best of the best, and it's not easy.

With the e-commerce route, in many markets, you'll be competing against old-school business people who may or may not have any internet marketing experience. Many of them have glitchy, out-of-date websites, which leaves you a lot of room for improvement, and you can capitalize on their shortcomings.

It's still not easy by any means. It requires hard work, and you need to stand out amongst the hundreds of thousands of e-commerce websites and online stores. But by filling a unique niche and executing the right marketing techniques, you can make your e-commerce store a profitable success.

Here are some tips to help you get started with your e-commerce store:

Find a profitable market. Brainstorm some ideas, do keyword research, and try to get as specific as possible. For example, there is probably a lot of competition for selling surfboards. But if you narrow it down to surfboard racks, you may have a better chance of standing out in the market.

Ask yourself, "Is the product expensive?" There are costs associated with manufacturing, distribution, reselling, etc. If your product isn't expensive (at least \$50 or more), there may be no profit left by the time you sell the product.

Ask yourself, "Is the product in a growth market?" If your market has already passed its peak (i.e., the VCR market) and is on the downslope, you probably don't want to get involved. Instead, you want to get into an industry that's on the upswing – that's where you'll have the most profit and growth potential.

Consider building a Shopify store. Shopify is a system built for e-commerce. With some basic web knowledge, you can set up a good-looking store very quickly, with a low-cost investment and with no coding needed. Shopify has a 30-day free trial too, so you can get started without spending a dime.



ARITESH DOGRA

After completion of the first milestone of my life i.e graduation. I never had a goal to become an entrepreneur but after being a chitkarian and learning new concepts in MBA my dream venture is to open a advertising agency.

Promotion is one of the important concept of marketing and launching of a product/Service is a fail if the customer dont even knew about it and for the awareness organisations use advertisements.

My dream venture is to open an advertising agency, which will help the company to create, plan and handling of the advertisements and also other forms of promotion tools.

After getting some experience and exposure in the corporate world, i will fulfill my 'Dream Venture Plan"



ARYAN CHAWLA

My Dream Venture

My dream company is an organization that values its workers, nurtures entrepreneurs, offers them the liberty to be innovative and permits them to indicate their innovative ideas into realities. My dream venture is to enter into an MNC. Company where a healthy work atmosphere dominates. Company which gives its staff members the opportunity to work as they themselves want to, which will ultimately help towards increasing company portfolio, and will include better business models, customer service improvements, as well as continuous process improvements. In my ideal company, all choices created by homeowners are affordable business call. These choices work for the good of everyone within the company and respond completely to those following: they are the sole ones or else, are truthful to any or all involved, can produce goodwill within the organization. Ideal company is one which provides its staff the chance to develop inventive approaches so as to extend the profit of the business whereas operating towards the prosperity of society. Not solely will associate worker expect financial rewards from a company however additionally recognition for his or her work done. Also, In Today's world 9 out of 10 startups fail.

Challenges to be faced

- Tough Competition
- Goodwill
- Financial Management
- Cyber Security
- Decision Making
- Hiring appropriate Candidates
- Unrealistic Expectations



BHANU JINDAL

"I have no special talent. I am only passionately curious"

-Albert Einstein

Curious is what you will remain without knowledge. What is happening around the world is a curiosity that can become your knowledge with the help of a newspaper. While I was studying for CAT to get into a good college to pursue my MBA, I learned the importance of reading a newspaper as did many other students. I belong to a generation of people who have learned the importance of a newspaper but lack the interest or will to read it, and fail as a result. A generation that comprises of around 450 million people in India alone, who are believed to be the future but, are unaware of the present.

With this goal in mind of educating our generation about the news, I would like to build a company with an online presence to deliver news that is compressed, interesting, relevant and interactive, which can be received in any form from video to audio or even text. This way we will be able to reduce paper waste made by newspapers, cluttered and irrelevant news on many news channels with targeting internet, where generation Y spends the most time. The news will be segmented in different parts to focus on all kinds of news so people are able to target specific kind of news. The biggest obstacles will be marketing and interest building of youth which will be tackled by my degree in marketing and finding interesting and youthful people that can help invoke interest of a younger audience in news. This will help deliver news in a less authoritative way and make it more casual and approachable with better explanation of the whole news in a simplified manner at once to remove the obstacle of getting into news which people find due to lack of context.



CHETAN TANEJA

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

I belond to a business family so i always want to start my own business. For achieving my dream i have started pursuing MBA. I am a foodie so my dream venture is to open a restaurant with wide variety of cuisines and want to open a chain of restaurants . I believe with determination and hardwork i can fulfill my dream .



GAURAV BHATIA

Dreaming of a company that one wants to work for doesn't always mean that it should keep you in your comfort zone, not requiring much effort but it should be one that poses a new challenge at different intervals, helps you to bring out your creativity and allows you to be responsible at every step. A dream company is not always about salary and security, it should be something that gives you learning in day to day practice and not be monotonous for a very long time. Thriving for success is always on every employees mind so the company must provide equal and fair opportunities so that the ladder one is climbing should have equal steps for all and not be biased to any particular individual. Working in an ethical environment and organisation that considers nature as important as their business would be the one most of us would be motivated to work for. Everyone wants to be at the top but one should go through all the struggles to be at the top because with big roles comes huge responsibilities so one should understand exactly how to work in every situation.

Dreaming in reality is the one that do not require you to sleep to complete it, its the one that takes away your sleep untill you achieve it.

As aspiring managers, let's not just think of developing just ourselves but let's work to develop as a nation.



HARSH SHARMA

In today's world everything now is digitalised and so does the entertainment. The name of the company/project is "The Dino park" so that it doesn't have any copyright issue with "The Jurassic park". The tag line will be "Making your dreams real". It will be a virtual reality show which will be unforgettable experience for the audience/customers. The tickets will be available online as well offline on the ticket counter. The seats will have special effects like it will move and behave according to the scene. The company will do its advertising and promotion via digital marketing by targeting social media sites. The price of the tickets will be Rs 500 per person and it will be even more expensive for small children who are very troublesome and are difficult to handle. The employees strength will be 20 people in the beginning and it will continue to increase if required. The employee will be assigned different duties according to their designations. Three employees on the ticket counter. Two on the online portal for buying tickets. Five people will be in advertising and promotions of it. Four people as security guards. Three people at the food counter and three employees to deliver the food at the seats. The accounting process will be handled by a charted accountant.



HIMANSHU TIWARI

FITNESS FOOD TOUR

My dream venture being a "Foodie" is to setup a healthy eating place, targeting the youth and it would be near a gym/Fitness place.

It will not only focusing on health but also taste.

It will kind of a focused setup mainly dealing only in healthy snack, food but also dealing in different cuisines.

There would be dine-in and take away option and home delivery will also be available.

There would be a open kitchen for customer so they can see that whatever they are eating is healthy to gain customer.

There would also be choice of customisation in dishes according to the customer need and health.



HITESH HANDA

As Myself being a college student. I understand the importance of nutritious food In the life of a student as the pressure of studies are so high that every individual needs proper nutrition so he/she can properly Give time to studies and even feel energetic. And our parents look upon this thing and provide us with proper Food.

But when entered in College i saw many people who come here from far away places just to get proper education and they live in Hostels PG's or flats and many of them don't even know how to cook which creates a lot of problem for them and they have to rely on unhealthy Food and are not able to get proper nutrition. They eat Packaged food which has low nutrition values.

So my dream venture would be a company manufacturing Food items which are ready to eat but are high on nutritional values. It would have a wide range of food items which will have 0% artificial flavoring and will have proper proteins, vitamins, And other essential nutrients. The product range would also be interesting for the teenagers ranging from snacks to proper Diet. And would give the taste like the taste of the food made by ones mother. And the price of these would also be decent so it doesn't put a lot of burden on the pocket.

And if my venture becomes successful I would also try to help the poor kids who are malnourished. As According to me each and every citizen of India should get a two time meal and should not sleep with an empty stomach.

THE HARDER YOU WORK FOR SOMETHING , THE GREATER YOU'L FEEL WHEN YOU ACHIEVE IT.



ISBHANDARI

Luxury Car Ride

My dream venture is having a luxury market place for pre-owned cars in Goa.

My idea is to deal in luxury cars. There will only be direct business, no dealers in between the purchase and sale of car.

There is also an idea of renting the cars for those who can't purchase the luxury cars but they can rent it.

The idea of starting business in Goa is focusing on renting cars as there is a great business of renting cars in Goa but not as such in luxury cars so it will be a great opportunity to start this segment there as it's also a great tourist place by foreigners.

Problem for my business idea can be the luxury cars maintainence and spare parts if there will be any problem in cars.

Renting car is also risk as the customers can also do some damage to cars.



KAPIL VAID

For any business organisation or any start up the biggest fear is the fear of failure, which is mine as well at some point of time. while visualizing my dream venture I would consider some points in mind that are., it should be located in that location where it must create a new market and considering who will be my end customers which help in business to grow., next i will find a nearest business incubators so that in whatever the ecosystem i am they can help me by incubating and supporting my business., a good team is very important because by having a great team from different fields of knowledge a business can grow at a very fast rate., last but not the least learning from mistakes helps in making the decisions effectively and efficiently as well.



KARISHMA SHARMA

"I want to go beyond the restrictions of language, religion and caste and dance is the only thing that allows me to do that "

I have been dancing since , i was born. Dancing is not only my passion but it is also a career option for me . Dancing gives me happiness and i forget all my tensions while dancing . . As a citizen of my country i want to make people happy and physical fit . This is my biggest dream venture to open a dance academy where people of all ages come together and can learn dance and can share their problems with each other by making informal relationships . I also want to contribute to the poor people who have talent but don't have enough money to get proper skills in dancing. I will organise various shows where people of all ages , caste can come and could participate in it without any partiality . As we know that in today's world people still afraid to choose dancing as a career option even though they are too much talented no matters .

If spirit is the seed, dance is the water of its evolution.



KARTIK KAUL

'A Vision'..... seems an easy word, right?

A person who knows the true meaning of this word understands the true worth of it.

A Vision is what keeps a person working day in and day out, burning the midnight oil, having faith in God and most importantly, believing in himself.

Therefore, asking me to visualize my company is something that is close to my soul, something that describes how I want my life to be in the future and the stairs I want to climb up on for achieving great success.

To describe this, I will take some excerpts from 'Bhagavad Gita'.

"Surrender the fruits of your actions".

I visualize a company where employees work without keeping the fruits of labor in mind. Everyone lives in present without any worries and desires. In this way, no one feels disheartened and a happy and cheerful ambiance will prevail in the workplace.

"A mind obsessed with money cannot mediate"

This statement may contradict with the present-day scenario, but a person who thinks about making money all the time cannot work or maintain a healthy environment at the workplace. Moreover, aiming for money may fulfill short-term objectives but may prove a disaster for achieving long-term success.

A company may have several expert workers and experienced staff, various technicalities and departments such as Marketing, Human Resource Management, Finance, etc. which are important for a business to survive, but if the peace of mind is absent, there is no way that an empire can be built. A building may be built with strong bricks of highest quality raw materials but when a high magnitude earthquake strikes, nothing is left. In the same way, a worker may have the highest skill set and great experience, but when the mind becomes unstable, everything goes in vain.

Therefore, the first thing is to control the mind, the next comes our Hard work, Dedication and consistency that keeps us pushing forward and as far as business is concerned, treat the customers as God. This is how I visualize my dream company to be.......

"Be Hungry, Be Humble, Be Smart
Be Consistent, Be Hardworking, Be Dedicated
And Most Importantly
ATTAIN THE PEACE OF MIND"



KARTIKEY PATHANIA

1A BABY

the reason I chose this name is because it would be situated in Los Angeles, California. It would demand a lot of capital but since it's hypothetical so i chose that location. As we all know Los Angeles is known for business, restaurants it's a hub for these things so in my opinion it would be the most apt place for any successful Enterprise.

My restaurant name is IA BABY as I mentioned above. A good ambience, great staff who treat people really well, a liquor section for people who drink, a little casino where people can gamble as gambling is legal in LA, and obviously great food with different cuisines, all these things are prerequisites in my opinion to a successful restaurant.

Obviously LA is a hub for tourists as people from all over the world come and visit this beautiful place .so we can capitalize that thing as well.

Most famous Hollywood celebrities live in LA . So if any of them came and dined at our restaurant, would give a huge publicity.

In the end I would say all these things come second, first we need to experiment, because only experience leads to a successful business. We can all say we need this we need that but at the end only experience leads us to triumph. There are no failed plans because these failed plans tells us what not to do in future and takes us a step closer to victory.



KULDEEP SINGH

"""Service before self"" is the motto of Indian Army, which means their main aim is to serve the people and their nation before thinking about themselves.

I belongs to a army background family, our family had served 52 years for the country from my great grandfather to my father our three generations was in army and fought many wars for the nation.

I had done my schooling from Army public schools of different cantonment areas, My father was in INFANTRY regiment and their job is to look after the different vehicles in army from bikes and jeeps to trucks and buses.

From my birth, till the graduation i lived in the army areas so basically i know what are the problems that the army is being facing, one of them is outdated vehicles of Indian army.

Although Defence ministry had set a huge budget for army but even though less expenditure is incured on vehicles and transportation, so it is my dream not only dream but an aim to have my own Automobile modification company. I have a huge interest in automobile and currently i am also planning and working on a project to open my own website were i can review different cars and bikes.

so army vehicles like Maruti suzuki gypsy, Tata Tatra, Ashok leyland stallion, Mahindra marksman, Tata MPV all these vehicles are design by the companies specially for the army but in an extreme climatic conditions and wars these vehicles require more updations like bulletproofing of vehicles, snow and mud tires, updation of weapons, suspensions updations, blast and landmine proofing

and updation of engine and power which some companies do not do, so my company would have a direct contact with armed forces from one workshop only from were modifications on different vehicles is being done on the bases of demands and conditions of different army units, situated in different areas.



MANIK SHARMA

'My Dream Venture'

Born and brought up in the environment where success means a job but the dream venture of mine was started during my second year of graduation. Since I was new to the environment, I didn't realise that in upcoming semesters these things will change my journey from being an engineer to soon become a management aspirant.

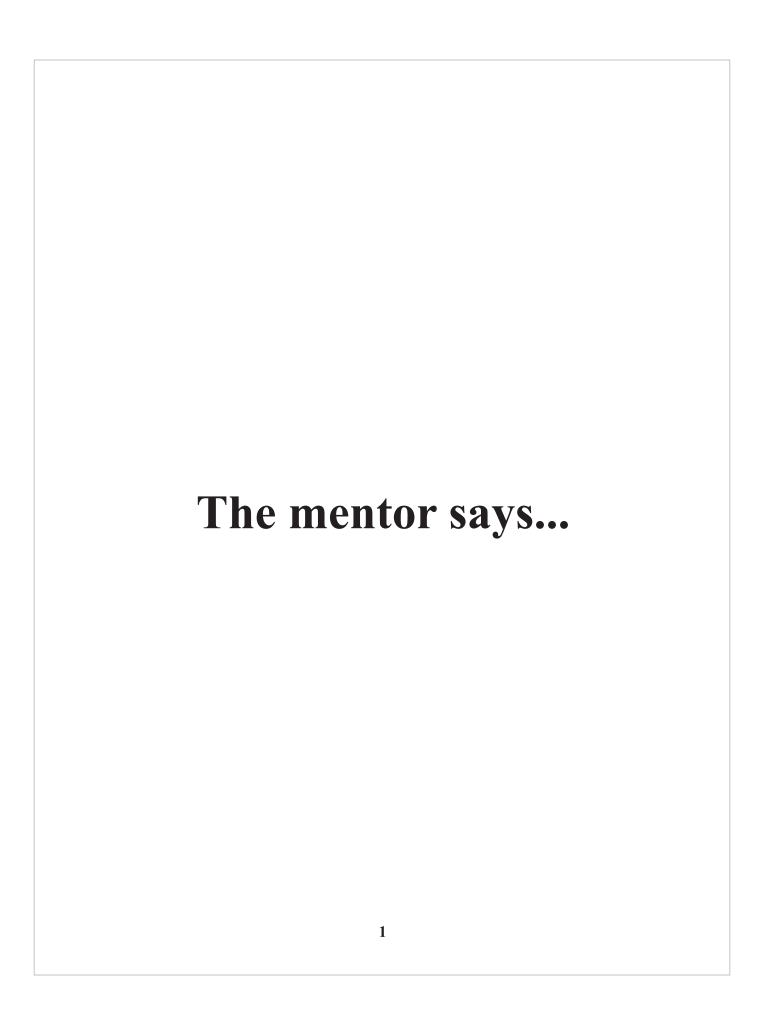
During the journey of my bachelors, I organised various techno-cultural events in the campus with a lot of literary drives and blood donation camps and various street plays on swachhata. That time I used to be in a team consisting of my 9 friends along with me including my juniors and seniors. After the grand success of an event named 'Canteeni Mandeer' I talked to everyone and we formed our group named TMSO- The Multi Show Organizers and after that I started working upon the team building and the norms at which our group is going to work. After that I get passed out and now being a management student, I always wanted to start TMSO because dreaming and creating your passion into reality really changes and after that if we're giving our best in our passion then definitely, we'll surpass our limits and do best in our profession.

TMSO- The Multi Show Organizers, as the name shows the multi talent and multiple functions and executions by one team only. I wanted to start the company with all the tie-ups that includes the administration department with the on-site role team. Basically, during the shows and events, there are different firms which look forward the documentation and payment works along with the stages and sound systems and finalization of the stars. With my company, I am going to collaborate all the business under the one team which takes cares of each and everything and that's going to help an effective and suitable platform for everyone to plan accordingly and moreover money as well as time saving. We are going to form the bonds with the stars as according to the clients and side by side our business organisation will help to generate employment as the students of different collages like me are always ready to be the part of a show where the singers and the setups combines heart to mind with the energy that spreads the positivity and the youth power of doing their hundred percent and that creates exposure as well as employment and a learning platform.

Basically, this includes the team of nine to ten people as this business requires a lot of energy and spark which every time is necessary to generate the ideas and the designs of various posters and the names along with the themes for the show and this needs an open network and an environment which comprises of thoughts occurring from the low level to the extreme level. The office environment will be going to be always as smoothly as the water makes itself and flows in unique directions. This is a dream project which I will execute soon and I know that when profession is going to meet the passion then definitely the business is going to surpass the limits and that's the best thing for any business.

In the End-"Dream big and let your passion be your profession"

Definitely you'll surpass your own limits and day and that is the best thing ever.



"When you get, give. When you learn, teach". Maya Angelou.

This quote aptly tries to capture the zeal and passion of Honorable Chancellor, Dr. Ashok Chitkara to teach and imbibe the life lessons to the business students. This module provides an appropriate platform to the students to understand the twin aspects of receiving and giving in the business and maintaining a balance of ethics and values while achieving their dreams.

Also, the interaction sessions with Ashok sir provide a nurturing ground for the budding entrepreneurs to learn, grasp and continue as a life time opportunity. The lessons and experiences shared by the Ashok sir create deep impressions on the minds of the students and would guide them further in their life.

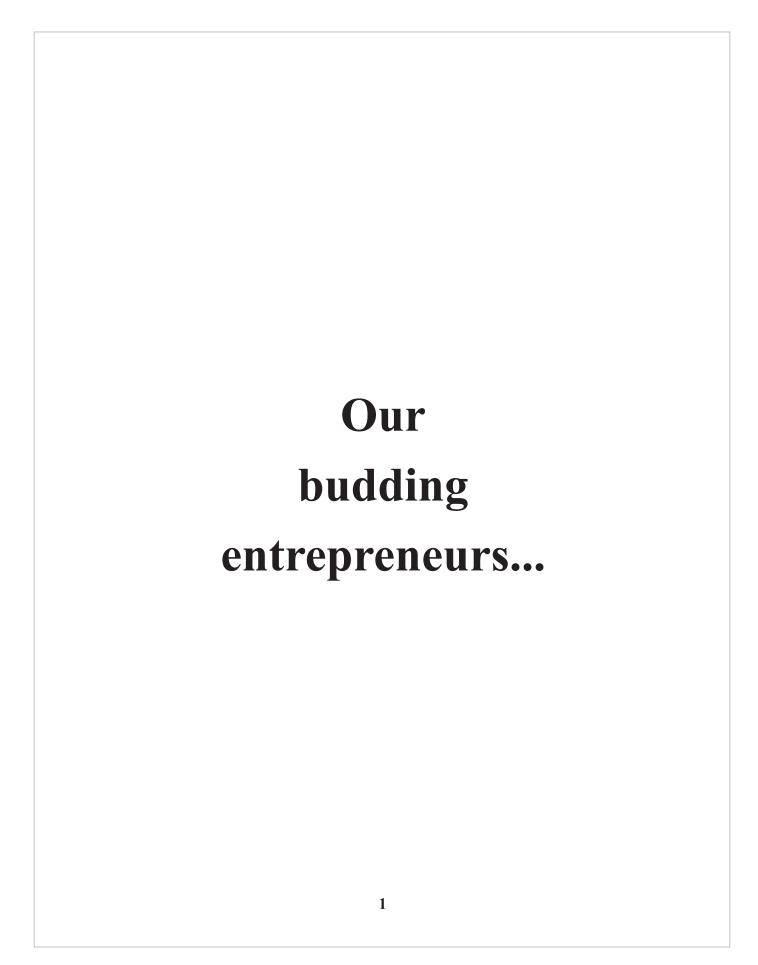
'You can also lead' is a great compilation of thoughts and ideas of students who are bridging their journey from being a student to being a professional/ entrepreneur. I also wish success of the publication of this book 'You can also lead'. This book would be the first translation of the dreams into words of the students who are on the voyage to materialize their dreams.

I am grateful for the opportunity of being part of this module.



Associate Professor, Chitkara Business School, Chitkara University, Punjab.







MANINDER SHARMA

My Dream Venture Is affilate Marketing basically As I wanted To Run A business As I Think For a Good Company business Its Depend Upon The How The Environment You are creating In our Company And How Much Amount Of Potential Employees You Are Carring With Your Self . Once. We chosen A Right Persons For Right jobs then We Start Our Next Step Which Is marketing The Channel And Distribution. as They Are The main Key to succed A Business to The next level as Once The Mrket Value Of the Product Goes Up The Customer Automatically Start Getting Generated by Which We Move To our next Step Which Is Customer service. by which We Can Connect To our Customer And Can grow Our business at good Stage . For Improving The Brand Value And Presentation of the Product Promotion or Advertising Is Aright Tools For the Product But Its How depend On the Way How we are Doing The Promotion After that Is Comes The Market or Customer Feedback About the Product .as How they feel When They Have Consume And How we Can Make More Efforts To. Improve the Product according to their Needs .

Step They can Easliy Grow their Business &

How it can be made successful

- 1) Make Solid Content
- 2) know Our Product
- 3) healthy and Helpfull Enviornment
- 4) maket Segmentation
- 5) maketing channels Of Distributors
- 6) brand Promotion
- 7) customer Service
- 8) feed back
- 9) knowing About the Competitor.
- 10) Giving Something New With The Product.



MANKIRAT KAUR

I dream to be an Entrepreneur an in I want to launch my cosmetic brand named Amkay which i pretend to be my signature name. I am so obsessed with the name Amkay due to which I am so passionate for my dream venture. I want my brand to launch all the products related to cosmetics. If I ever got the chance to make my dream come true I will perform my level best in making it a perfect and successful brand.

Thanks to Chitkara University which is making me more compatible and hardworking due to which I ought to see my dream come true one day or the other in the coming future.



NISHTHA KINGER

Our future is mainly dominated by the lifestyle alternatives we choose and I thrive to work for the welfare of our country and environment. The increasing amount of pollution in any possible form has always been a topic of concern for all. However, if any minute aspect could be given a required attention one can contribute to the prevention from their end. Not just has it been my aspiration to work for such an important cause but I shall be truly honored to be working with this initiative that I've always looked up to.

As the government is already suggesting all the citizens to opt for a non plastic substitute, I plan to work on manufacturing wooden cutlery that'd be made out of the rice straws and wheat straws. In this way, I can also help the farmers with the stubble utilization which shall also help them to earn a righteous amount for providing the raw material.

While I was researching for a relevant business alternative that could help the environment as well, I came across an article that presented the innovative initiation by the students of IIT Kharagpur. This team of students introduced a way where one can opt for the organic cutlery instead of the regular plastic ones. The idea took on all of my attention then and there only. How amazing could be a plan which is not just beneficial for my business vision but shall also contribute to the lives of the beings around.

I have always tried seeking my educational opportunities in order to get closer to my dream. Today, as I am pursuing this prestigious degree of MBA I am pretty clear that it shall get me one step closer to my dream job of novelty.

"CHASE THE VISION, NOT THE MONEY; THE MONEY WILL END UP FOLLOWING YOU."



PARAS

Introduction

I am an Aspiring MBA student pursuing MBA in Marketing Management . I am an aspiring entrepreneur and wish to open Chain of Hotel and Restraunts. This industry is my dream industry and I want to cater people and gain a lot of connection with industrialists common people officials and many more. This name "Sharda Group" is named after My Mother and is My Dream name to give it to my Enterprise.

My first venture will be opened in Gurugram to capture Audience of all type of people. It is to be initiated in 2025 near MGF Metropolitan Mall and the place is in 3000 sq ft. It is to be started as a Café first and after Hotel facilities will be started.

The Advantage will be that I will get people of all types and the location is in mid of the city. Relating to the Challenges it will incur huge cost and will take time to get stable as the earlier players are doing well and I will be a new comer in the market.



PARV JINDAL

My dream venture is to open up an NGO for street dogs.

As we see around us there are many street dogs which are malnourished, sick and infected.

They need love and care, but people do not understand this and ignore them, throw stones at them and shoo them away.

They are deprived of love. Humans need to understand this if we treat them even once they will never forget and be loyal to you their entire lifetime.

I am a dog lover and I feel very sad when I see dogs like this. In my NGO I will provide them with proper shelter, food and most importantly love. To control infection, they will be properly vaccinated given regular bathing and medication as required.

Also, I will hire vets who will take care of their health. I will promote adoption of dogs. Humans while buying dogs focus on the breed of the dog and choose the best one, but there is a need to tell them street dogs are not bad, they also need care. Instead of choosing only the breed, adoption of street dogs can also take place.

In my NGO even, daycare facilities for dogs will be provided, people who are working can leave their dogs with us.

I hope to fulfill my wish in future soon.



PRATEEK

Every person has a dream. Many people have a dream of their own startup or company but my dream is to be a marketing manager in a company where I can utilize my potential to the fullest and work for the company. I don't have many big dreams. I just want to stay happy where ever i stay. I want to live my life happily.



PRINCE MEHTA

They say, "Find a job that makes you happy and you will never work a single day of your life." This means that we must try to find our passion in order to decide our dream job which will never feel like a burden to you. Being a travelling person I am always fond of discovering new places so I can get the bliss of nature. So my dream venture is to start a company of tours and travels which will provide all the facilities that would be needed while going for a vacation. My company will be responsible for organizing various tours across India initially and then of course I'll try to expand it. The packages offered will cover all the facilities like transport facilities, accommodation, camping, organizing adventurous activities, food and beverage, medical facilities and entertainment. With this idea I can make full use of my knowledge about various tourist places which are not very popular but are worth visiting and exploring. I feel this will also add business opportunities for the local areas and hence would generate more employment. However various challenges would come along my way such as finding and targeting right type of customers, deciding attractive names for various tours and packages, dealing with various businesses in tourism industry and providing utmost quality service to the customers. But In my opinion this idea can be a successful venture because nowadays people are dealing with so much stress and always need a breather. Thus my company will provide a full fledge package to the customers so that they can find some tranquility in their hectic lives.



RAHUL PARASHAR

Real dreams are those which does not let us sleep. I believe that nothing can be more beautiful than chasing our dreams and actually achieving them. Enterpreneurship always gives me a kick and gives me adventure in life. I chose MBA as somewhere in the back of my mind I always wanted to be an enterpreneur. I wish to own a bear cafe with all sorts of bear. Being a marketing student I wish to apply all my marketing skills to scale up my bear cafe business and make my bear cafe a globally recognised franchise. An enterpreneur never loose out on opportunities. So I will grab every opportunity that comes in my way and helps me in realising my enterpreneural venture.

"What is not started today is never finished tomorrow"



RAJAT GARG

My dream venture is affiliate marketing. Basically, in this type of marketing a product is choosen and is then promoted by company and accordingly profits are made. This type of marketing includes blog or website of my own. It can also be said that affiliate marketing is a process of earning commission by promoting other company's products by using your marketing skills or methods. By this people get to know about the products which will can be used for their well being and will make their life easier and this only is the main aim of affiliate marketing.

How it can be made successful:

- 1) Create solid content
- 2) Track our success
- 3) Know our product
- 4) Engage our visitor
- 5) Concentrate on one niche affiliate business
- 6) Provide information and help, rather than sell
- 7) Always be testing and improving
- 8) Dedicate the time
- 9) Set proper expectations



RAVI NANDAN YADAV

I visualize my work in marketing company which promoting or giving advice to promote the product through digital marketing..



RIYA GUPTA

My dream venture is to be in a best company of marketing. I want to go in digital marketing to explore my ideas and enhance the company's efficiency. I want my venture is to be at any destination and with accommodation of staying and food. My dream venture is to get a personal office and post on a high level. Comforts should be given bt i also put more efforts being in a company. I want atleast two holidays. Bt i can work at my home place also. That's all for my dream venture.



SACHKIRAT SINGH

"My father never Taught me how to live.

He lived and let me watch him and learn that how to be successful"

All of us dream to become successful in life whether in any field !! but most of the people find it difficult what to do in their life.ONE DAY I was thinking about future what to do then suddenly idea comes to my mind to become a big Industrialist

I decided to join my father's business of Iron and steel goods because that is first step to success because I consider my father as my my idol, my inspiration. My venture is to extend and also to convert buisness into

Manufacturing and Trading by Name of

(SINGH TOOL MANUFACTURES)

And one day by following guidelines, ethics of My father I will definitely touch The sky and will become successful business man and That day will be successful day not for me but for my father because what he has taught me till now by following that I never failed. Manufacturing and trading will be done in local market and cityas well and I will prefer emport and export of Hand tools in other cities also so as to fulfil my dream I am persuing MBA in marketing so getting exposure what actually the market is all about and learning all techniques how to interact with customers as well. That's how I consider myself in coming 3 years a successful buisness man or we can say a big Industrialist



SAGAR ANAND

Venture Name: Costing Business Consultancy Services

As name reflect the nature of the Venture is providing services, to micro, small and unregistered businesses. It provides services regarding the cost of the product of these business. Absence of this, these businesses can't compete with large businesses who is working on the cost efficiency system. By availing this service micro, small and unregistered businesses able to reduce the cost of the product and sell it at competing prices. Benefit of this venture is producers will compete in the market very well and get reasonable return. Consumers will get produc

t at low prices. This venture will help in increasing the GDP of a country by providing services to the businesses who produce more products because of low cost production. Challenges we face in implementing this venture is that most of the peoples doesn't know about this kind of costing system and according to law costing system is not mandatory for any business to maintain the accounts of the cost of the product where Financial Costing is compulsary for maintaining the accounts for overview the financial position of the business. Normally while producing products producers includes all cost which does not form a part of the cost of the product and this leads to high prices of the product and by availing this services producers will get to know which cost form a part of the product. To start this venture you must have a qualification degree from Institute of Cost Accounts of India.



SAHIL BHUDDI

A Goal is a dream

As I am belonging to business family so I always want to start my own business of Men fashion brand of all type of clothes, footwear and many more thing. I have passion that I have owner of big fashion company. So my brand name is \$\u00fc\u00fc\u00fc\u00e4\u00e4 that i will provide all type of clothes and Accessories for men. I will provide good quality product at reasonable price. My first store of clothing will be open in Chandigarh and our product will also be available on online fashions sites. So my dream venture is to make a good men fashion brand.

Never dream for success but work for it



SAHIL GOYAL

Dream which we have to form an idea in our mind, later on work hard to achieve that.

As i business family born, I always think about to start my own set up.

MBA is just an step to look forward my dreams.

I want to try my hands in pharma business where India need lot of development. In India we make 20% volume of global generic drug exports but same are not available to our people due to profit markets.

As an young mind we have to try to solve this problem. As my interest area, in future i also want to join this industry as an entrepreneur to tackle this problem and to took part in country people welfare.

Let the great things to be begin...



SAHIL KASHYAP

Few years back when I used to think about my future business plans, no particular idea comes into my mind, but gradually I have built my interest towards digital marketing. Thinking that venture into my mind, I land up into the best business school in the region that is CHITKARA UNIVERSITY and opted for MBA in Marketing. Here I have started to learn about the how Digital Marketing works and how to grow a business online from a scratch. The Business which is not in profits in market we can upgrade them through Digital Marketing. In the digital marketing we have to promote a business by Strategy, Social Media Marketing, SEO (search engine optimization), YouTube Marketing , Email Marketing, Facebook Marketing , Google Analytics, Google AdWords and many more things . This is suitable for all types of Businesses (Digital Product, Physical Product, Service, B2B and B2C).

"If your ship doesn't come in, swim out to meet it "-Jonathan Winters

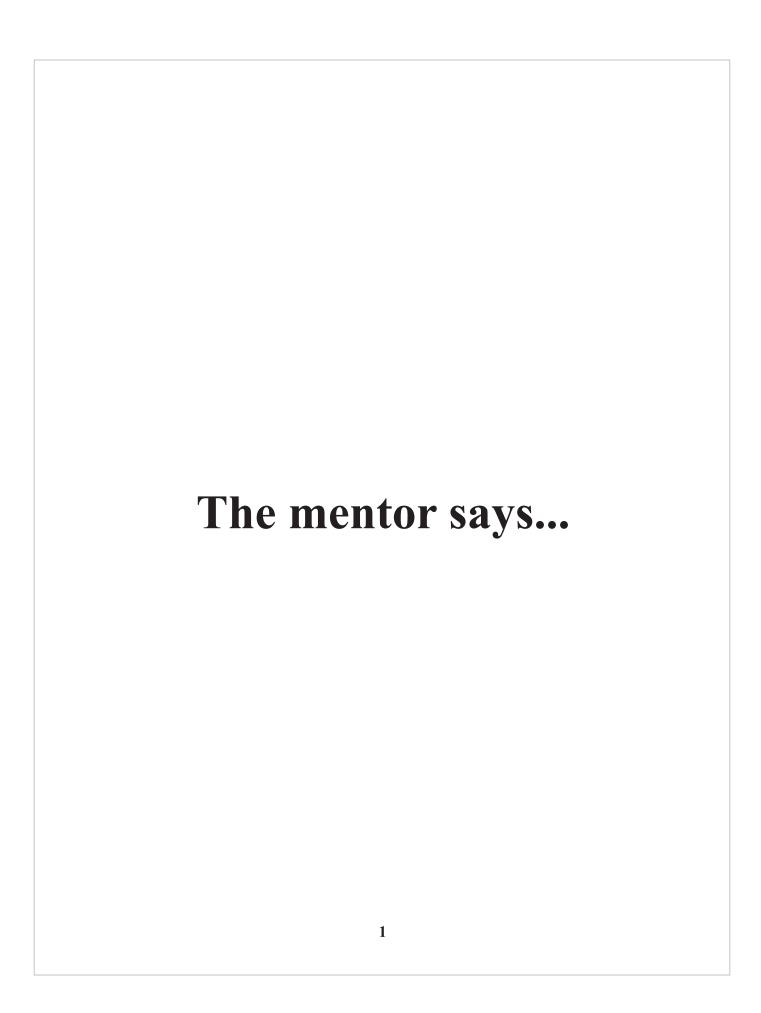


SAKSHI YADAV

When you want to build a company you go through all the steps and procedures there will be so many things that you won't like about these procedures but you keep working towards the bigger picture. The company that i would like to create would be related to garment industry . The industry which is responsible for being the second world largest pollutant needs various changes. There is a lot that needs to be changed and i would like to part of that change.

So keeping the environment in mind i would like to incorporate recycling and reusing in the process of building new garment. The company would not just focus on creating profit or revenue but also towards the bigger goal of not suffocating the earth with too much clothes and creating something which is helping in taking that load off the earth. Our focus would also be towards starting awareness campaign that makes our customer think a clothing piece more than a fashion statement but more as choice that is leaving an impact on world. Although the earth is being dumped with the waste of garment industry yet there are people around the world who don't have any these are the issues that i would like my company to help in reducing.

The motto for the company would be fashion that can't be thrown away. We will focus on young people for the designing and would encourage independent designers to work for us. We will focus on building a strong domestic base with the type of clothing that matches Indian taste and make it a statement piece. Taking example of Westside a tata product who has been able to make itself different from other brand due to certain type clothing that the brand provide. They have been able to become very popular in market due to the difference of clothing and variety of clothing. We can take them as a example and focus on creating something unique and healthy



It is with great pleasure, that I write the foreword to fifth volume of book, 'You Can Also Lead'.

This book, that celebrates its centenary, captures life's distillation in a highly condensed, connotative, and cheerful manner. For a book that is written soberly, modestly and with a strict purpose of sharing the life facts, this one has turned out unintentionally to be a story of outstanding achievement, past, present and future. There is no self-glorification here. The facts speak louder than could any paean of praise. Through educational, cultural and athletic programming, Chitkara University has made a significant impact across the globe.

Citing the Holy Bible, 'Flog a mocker, and the simple will learn prudence; rebuke the discerning, and they will gain knowledge'. Our Hon'ble Chancellor Sir, a proud teacher who has done things differently but possibly at the price of that sense of immediacy, involvement and intense personal interest which characterises this book.

Quick tip for the readers, 'Listen to advice and accept discipline, and at the end you will be

counted among the wise'.

Happy Reading!

Devesh Bathla, Ph.D

Business Analytics Chitkara Business School







SANKET JAIN

A dream does not convert into reality unless you do some efforts to make it real....

Firstly, You should have a mind set whether you want to go in business or job line. After this, If you want to have your own venture, then what sort of actions you are required to have....Clarity about something plays an important role in bringing the desired results into reality. As, I'm from commerce background, I've a vision to have my own business/venture. No doubt, I'm not sure what type of business I want to start with while growing up. For achieving my dream venture, I've started pursuing MBA. I want such level of business from where i can do social responsibility as well to contribute in the welfare of society. As business runs in the society & use resources of the society. So, It's the social obligation of business to give something back to the society and not to harm environment. I should be able to provide good quality products at reasonable prices without exploiting the people.

DREAM BIG, THINK BIG, WORK HARD & believe that you can do it, put this in your mind too.....



SANYA ARORA

Being a frequent user of makeup products I generally prefer herbal made products which is not reactive on skin .But nowadays as the pollution is on the verge the cosmetic company are less concerned about the quality rather they focuses on the quantity .Seeing all this company are making the products but they are too costly and not everyone can afford it.My dream venture is to make the herbal made cosmetic products which are not reactive on the skin of this generation and seeing the skin type of the individual to suggest them . The first target for the product will be that it will parabens free and should be least reactive on the skin. As in today's world individuals are working outside and staying outside and they don't have time to look after them these products can provide them the quick remedy for there problems .Secondly the price of the products will be normal not too high. That is each individual can buy the product .My dream job is to found a cosmetic company that will cure all the problems of the individual which they are facing right now



SARTHAK NAGPAL

As I belong to a business family so i always wanted to start my own business and i wanted to become a affiliate marketer .It is a somewhat difficult task to bring traffic to one's website but once someone does so this business idea can prove to be one of the most profitable business . This business requires creativity and i think i am quite creative in these terms and it would definately help me in building my campaigns and other digital stuff . Thus this is the idea of my own dream and i would love to do this business and make lots of money and reputation .



SHALINI MITTAL

Whenever I see needy, poor or helpless people, this urge to help them in some or the other way arise in me. Once I thought that may be a small step from my side could bring not big but a little positive change in their lives. I dream of opening my own NGO where I can produce daily basic needs to bring a smile on these people's faces. I will begin by asking my family and friend circle to join me in this campaign where we can gather up funds. Also we will spread articles about this work on social media to let people know that by becoming a part of the NGO they are doing a good deed.

After I can collect enough funds I will ask these people to produce handmade clothes, make homemade food items like pickles, biscuits, etc which I will further sell out in the market or online. The money that will be gained through the sale will be forwarded to the working people. This is how they will get a job and salary so that they can start earning their living.

"Let's make the world a better place to live"



SHANTANU SHARMA

Electric future

I want to start service and information centres for electronic vehicles. These would act as third party franchised service stations. Since we're seeing the paradigm shift towards EVs in the future, we need to be prepared so we can make this transition as smooth as possible. By 2030, it is predicted that the sale of combustion vehicles will be banned and by that pace, even the laggards will have to shift to EVs. This will be a great shift which will be filled with problems throughout the process but this shift can not be avoided, and therefore there needs to be automotive centres which can solely focus on EV. We can capture a huge market share in the parket as we will be the pioneers into this industry. Although, electronic vehicles do not require as much maintenance as combustion vehicles but there will still be a need in the market and since electronic vehicles will have to be mass produced, the manufacturing brands might not have the immediate capability to tend to every little customer problems in vehicles and especially these manufacturing brands will not be able to inform the customers and attract them towards electronic vehicles and adapt them and that is where these small repair and ev service centres can come in. The small mechanics in repair shops and garages will need to be trained to repair electronic vehicles and that will also be a time consuming proceedure. We can partner up with the government or the ministry of transportation through contracts to deliver information to the public which may be through campaigns and public service advertisements and hold training centers for small scale mechanics to make them capable of tending to electronic engines so we can make this whole transition smooth.

The commerce for this venture would work exactly like for any automobile service center and there is huge social relevance as India as a country with large population contributing to harmful pollution we need to transition to electronic vehicles quickly.

We are also interested in training other mechanics with the help of government through contracts which can also be very profitable.



SHUBHAM ABROL

"IF YOU CAN DREAM IT YOU CAN DO IT"

As i belong to a business family, so by looking at my father's daily routine, how they manage everything, i always wanted to start my own venture. As i have interest in becoming entrepreneur rather than working under any head.

My dream venture is to open a "chain of restaurants" which will not be having any time constraints i.e remain open 24*7, and will have authorization from the govt. I want to open this chain of restaurants all across the world as there are no such chain of restaurants till now.

Location of these restaurants will be the most famous market of the respective countries. Its design and structure will be as simple as possible as well as its interior too which will look pretty much unique than others. It will be beneficial for the people who come late back home from far away places and they can order as per their requirements as there is no any time constraints.

Menu of the restaurant will be such that it will include each and every dish of that country and the food to be served will be of superior quality along with the complimentary drinks as well as buffet system can also be followed which in turn will be reasonable and affordable to every person.

Also the delivery time will be 24*7 which is also a plus point to the people. Also on some occasions like birthdays, anniversary, complimentary cakes will be provided to them.

That was all about my dream venture. Hope this dream venture become a real venture some day.

So" DREAMIT BELIEVE IT BUILD IT "



SIDDHANT NANDRA

I want to open up a garage which is run by its own customers, it's a place where automobile enthusiasts bring their vehicles to work on by themselves under the guidance of trained engineer's. It would be a place where people can modify there cars the way they like and do it by themselves with the help of the trained mechanics, this will help them to learn more about their vehicles, since a lot of enthusiasts love their cars and bike and know a lot about them but they don't know how to repair them or how the actual machinery works, this will give them all of that knowledge and let them work on their own vehicles. Further there would be a lot of options for people to modify their cars or bikes both graphically and mechanically. We would provide all the tools that are required and the repair manuals for all the vehicles and the rest of the work would be done by themselves.

There would also be a café and a restaurant for people who don't want to work on the vehicles but instead want the mechanic to take care of it. There would also be a merchandise store to sell the gears required for riding bike and driving cars such as leather jackets, helmets, harness, gloves and padding.



SIMRAN

"Having a thinking nature is not acceptable in life but having a compassionate nature is worthy"

In this world where everyone have a dream which they want it must be complete, for that they work hard. I also had a dream of becoming a successful Merchandiser, and for that I know that I must perform my hundred percent in the field of this MBA course. I am glad that I am studying in Chitkara University because of that I can make my dream to come true. I want to work in Aditya Birla Group of fashion and retail limited(ABFRL) that is really a big platform for my dream. After getting work experience I want to open my own MNC's of fashion and designs that will push my dream into high level. I want to feel my parents Happy. And I also want to become a successful women and an independent Merchandiser.



SUMIT KUMAR

SMALL TO BIG

I want to open a Q S R (quick service restaurant) which will be basically of starters main-course and some drinks ,starters will be veg and non veg and same as main-course and in drinks i will be having shakes and lemonade . i just want to start my business from a small level like my starting level is Q S R then with the growth i will move to full service restaurant . This is my dream venture .i want to convert a Q S R to a full service restaurant and want to make all this possible on my own .i will open my restaurant in various states and provide quality food with good Ambience as Ambience is very important and ill concentrate on each thing which will make a customer comfortable and happy , like a restaurant should have likeable for the restaurant and the customer is a king so he/ she should feel good. and i always believe in customer feedback .



SUNIDHI GANDHI

Dreams are meant to be seen with an open eyes and implementing them into actions will lead to fulfillement of the dreams nd living those dreams. I have a great interest in interacting with people and understanding their thought process plus building networks plays a great roal in it. I have a dream to become a brand manager for which my search has began. Since every product is specified under one brand or the other, i want to work in clothing brands as i have superior knowledge about it. By god's grace, I have been selected in e Clerx for internship as a Associate Process Manager, this will be my first step towards my dream as it will be an excellent experience with alot of knowledge and getting an environment to learn with expertise. I totally believe that i can reach wherever i want to because i dare to dream and working for my dream will let me achieve it.

"If you can dream it, then you can achieve it."



TAMANNA THAKUR

Name of Dream Venture ->

•HOME FOR HOMELESS•

My Dream Venture would be to open up Animal Care Centres at different places in India which could foster street dogs and other animals who are sick and have injured themselves in road accidents. The sick and injured Animals could be treated first by a group of veterinary doctors and after that when they are back in shape again they could be up for adoption as well. These Animal Care Centres will be home for homeless and injured animals and this Animal Centre will give them all love, care, attention which they deserve and crave for. They would be well fed and well taken care of in all aspects. I would hire those people who are animal lovers and those who can be friendly with animals.



TEJAS SABHERWAL

It is my dream to have a manufacturing plant in India of lithium ion batteries, named as "POWER GOLD LITHIUM BATTERY". This vision of mine has been evolved because of the fact that I have a lot of interest in batteries due to my business in this and also lithium is the future for the market and not the lead acid ones.

In this dream venture, it would be my thinking that I will be supplying these lithium batteries to majority of big companies for their piece of tech things such as laptops, smartphones and other stuff. And also along with that as production of lithium batteries is very very less in India, it would be my monopoly for quite initial times in the market and I would be able to earn more from that.

Primary focus will be the customer on the ground level . And variety to them will be the lithium ion batteries of Cars, Trucks, other automotives such as tractors and cranes, and also invertor batteries.

The reach will be made in such a way that major distributors will be targeted in the main districts of the country and product will be kept at their counters . And I will follow price skimming strategy in the beginning because the product is new to the market and I could earn more from that in the initial run. And various promotional activities will be run in the market so that awareness could be generated in the minds of people that how much effective is lithium battery as compared to a standard lead acid battery.

There will be certain problems in this fulfilment of process. Firstly production of lithium is very expensive and that would increase the cost of production. Secondly , making a customer shift from a cheaper lead acid battery to a highly effective lithium ion battery which will be slightly expensive will be a tough job. Thirdly, if production of lithium in our region is not possible, then I have to import lithium from foreign countries, and same thing can be copied by my competitors (currently operating) and it would impact my pricing strategy. Lastly, lithium ion battery will be quite heavy , so transportation will get effected. And a lot of money have to be invested in the setup of production plant. So overall it is a risky move to come into this type of product line , but it may turn out to be quite profitable if everything well went in the long run. And the challenge is only that importing lithium will be quite a challenging task other than producing it because the probability of producing the lithium is very less in our own region and the probability of importing it is more in the initial run.



VIVEK

Know Your Travel Visit

Know your travel visit is the concept based upon the one stop platform for all tourists to plan their holidays in advance with full information of all places to visit in nearby planned area. Here tourist can get genuine reviews not only from previous visited tourists but also from local people living at those places.

Here we will also create a travel itinerary which will be scheduled with events relating to planned travel, including destinations to be visited at specified times and means of transportation/ stay.

Main focus will be given on proposed outline of tourist destination with its all historical and present relevance; it will also include all transportation and stay related information with all required facilities.

Commerce Involved

In this concept we will mainly involved with different stakeholders like cab agencies, Hotels/Resorts, local govt. Authorities or tourist authorities and many more.

With all these above stated stakeholders we will collaborate with hotels, cab agencies and other tourist places organizations to create a well known tourist package for tourists who want to travel at lesser known tourist attractions in India or even for well known places also.

Social Relevance

Our main focus will be to bring the trusted/ genuine knowledge of less known or less explored places to make those places easy to visit for everyone with good tourist package. This project will not only create employment for local youths but it will also help them to get connected with different places people and let them to make their place introduced to tourist in well known way.

Challenges and limitations

In this project main challenge will to make arrangement in less known tourist places and to make tourists excited towards those places.



SHWETA SINGH

PGAPP

once I went to Lucknow for medical treatment and because of severe problem I had to stay there for two week, major problem which I was faced there was where to stay.

To stay for two week hotels were expensive and I don't have much knowledge about city.

I was unable to find place to stay and at last I was stay in hospital which was also expensive.

That day I thought if we have a app where we book online PG or a place which is affordable for all class of people.

With facilities like bed, induction, and useful things by which people can stay there easily and under their budget.

If people reached at night it's easy for them to stay safely.

In this way they are not facing problem specially related to safety

It is not only for medical treatment, but for students and job beginningers also.

Today more than thirty crore people in India use facebook, and more than seventy two crore use instagram so promotion strategy is online, and show on you tube while video is playing within a second and on television also.

TAGLINE

GHAR SE DUR GHAR KE PASS.

JINGLE

NO TENSION WHEN PG APP IS PRESENT FOR PROTECTION.



AABID MIRZA

MY DREAM PROJECT

Everybody has a dream in his their life which they desire to accomplish when they grow up and transform thatdream into reality. Likewise, I dream about becoming successful in the field I pick in-spite of the fact that I am as yet ambivalent about the vocation. I dream about accomplishing something for my nation and my state Jammu And Kashmir, where, there are not many private hospitals that provide quality care to the community. Main problems in J&K government hospitals are:

- 1. Old equipments
- 2. Incompetent Doctors / Specialists
- 3. Slow treatment systems / procedures
- 4. Unhygienic conditions
- 5. Crowded wards

When Ifinishmy MBA in Healthcare Management, I want to open my hospital there beginning from a little unit with 15 bedded hospitaland in that hospital, I'm going to offer up-to-date services with latest equipment. I will open O.P.D.of different specialties with very competent doctors. Studying Healthcare Management will help me in learning various management methods. This way, people don't need to go to different states for their treatment and will likewise help save their time and money.

This is my DREAM PROJECT and I will do it without a doubt with sheer determination.



ASTHA MEHTA

Dream Project

Judge your natural character by what you do in your dreams

My dream venture is to become a HR MANAGER in a hospital. Being a healthcare student I realize that working in a hospital serving people makes my soul happy. I mostly like the aura of this field. I always want to be my own boss. The way I can provide all professional services from one office and it will increase our client base. I will surely accomplish my dream in coming 3 to 4 years

Dreams are the touchstone of our character.....!!!!!



DR ABHI LANGER

My dream project would be to establish a topmostchain brand of Fitness & Wellness in India.

People these days are getting more and more concerned about their overall wellbeing be it physical, social or mental health. From the age group of early teens to middle age, people are going for workout in the gym. Fitness has become a part of our lifestyle.

As I am a BAMS doctor by profession &very passionate about fitness and working out, my dream venture is a complete fitness cum wellness centre. The customers there would have each & every fitness facility which a top class corporate hospital has from full body scans & metabolic tests to having topmost Consultants & Physios under one roof. They would love to spend some extramoney for having a world class athletic body & fitness. who wouldn't want to have a Christiano Ronaldo like physique by going to topmost fitness centre in their city.

"Dreams do come true, if we have a vision & passion"



ASMA ALTAF

WE-TECH INTERNATIONAL SCHOOL

My dream project is to start my own We-Tech international school which will provide smart studies with latest technologies and techniques just like in Chitkara University.

Why We-Tech international school? Since I am from rural area of Kashmir and our village is a block having 84 sub-villages in it. In this huge area there is no such kind of school which gives smart study to the children/kids and according to my survey there are more than 2000 well qualified families who want to educate their children by the new methods and techniques and they send their children to cities for smart study. So my ultimate goal is to set my own international school with latest technology which uses new teaching methods.



ABHISHEK SONI

I always dream of helping the people and help could be in any manner. I felt that I want to have a career in fitness would and I could carry it for a lifetime. So, my dream is to open my own gym(being a gym owner).

In this present world, most of the people have Health issues. And no doubt diseases can be cured through medicines. But, most of the health related issues are easily recovered through exercise. Moreover, a person who is fit feels confident and doesn't hesitate in doing anything. I think I can explain it better by giving my own example. One day, as I was coming to Chitkara University by auto from Rajpura byepass, the auto driver asked me if I to gym. I said, 'Yes, how could you guess?" He replied your physique is telling it all. The auto driver was interested to know about fitness and gym. Looking at his interest, I am sure many people are interested to go gym. I have decided to make that my dream. Hence, I'll open up a gym.

To accomplish one's dream, its important to have faith and patience.

WHEN YOU FIND A DREAM INSIDE YOUR HEART

DON'T LET IT GO



AKANKSHA

I plan to setup my own physiotherapy clinic as I have done my graduation in physiotherapy. I want to help people and want to provide treatment to them using different innovative ideas. It is my dream to have my own clinic and want to set it up on my own by being self independent. I hope I can lend a hand in finding new, more effective ways of setting up a new clinic. Or I could possibly design some plan where I can visit patient's home who cannot come to my clinic. For them I will do home visits because patient satisfaction and comfort is must. Or perhaps I could improve my handskills. The possibilities are endless!

Outside of my job, I plan to buy a large house with lush green garden around my house. I dream of settling down in an urban area, someplace that's not too big. A Panchkula type of town, but not Panchkula. Hopefully by the time I get a house, I can start a family. I dream of having a good family.

As you can see, I have big plans for my future. I plan to make something of myself, and not to give up. I have a major fear of failure, and I won't let it get to me. My parents expect a lot out of me, and I think I have done a good job so far. My dreams are what keep me going; they are an object for me to strive for. I am sure to succeed one day.



ALISHA

My dream is to to create a tracking gadget for pets.

Once I had a pet ferrero. Our family loved italot. But it ran away. I missed the pet so much and felt that happiness had run away out of my life. Irealisedthat howvitala pet is in our lives. They help us remain happy.

Considering that loss of a pet is very painful for anybody, I want tocreate a gadget which can be fitted to the pet's cuff and can help us know the pet's location easily. The gadgetwould be radiation free so it does not harm the pet and can detect pets location in a 5 km radius. This way, no one will lose their pet and feel unhappy.



ANJALI

In our society we have seen so many times daddy saying "Be home before its dark" or mommy saying "Take your brother along with you". WHY? Why do we make our girls dependent on someone else for doing their protection? They tie beautiful and colourful "Rakhis" on their brothers wrist, symbolising that brother sister relationship is pure but somewhere it also symbolises that brothers will always protect their sisters. But then the point is, "why can't girls protect themselves". Why can't parents make the girls strong that there shouldn't need anyone for their protection.

My dream venture is to establish an academy SAKSHAM. Saksham means capable. Capable means doing each and every task of our life by our self. In this academy, girls we will trained like commandos. They will not only be trained physically but mentally also, because being mentally strong is more important. Making each and every daughter of our country empowered and independent will be the mission of Saksham. As we can't always rely on our government, law, parents, brothers or husbands to protect us; girls will be able to protect themselves on their own. They would be able to do all those activities on their own which boys can do.

In Saksham, girls will be provided a healthy and beautiful environment in which they can give perfect shape to the wet clay of their dreams with their hands. Besides preparing the girls, Saksham will also take care of the education, nutrition and all the other basic necessities of the needy girls. The motto will be to make girls "Saksham", capable of living their life independently.

Let your dreams be your wings!



ANKITA SHARMA

When I explore about Indian health sector, I somehow feel that people with severe neurological or other body damage due to accidents(example: car crash) don't get treated by experienced physiotherapists. Not every segment of population can afford to get their treatment done from abroad. And if such rehabilitation hospitals and centres are there, they are somewhat costly. So my dream project is to start a business venture with already existing rehabilitation centre and to develop plan and introduce schemes so that such crucial cases could be handled with care and the patients get their therapies at genuine price.



ANMOL CHAUHAN

ECO-AGRO: Hydroponic Farms.

My dream company would be a venture leading to create a economic sustainable water reusable farming by optimum use of water and again using that by filtering it again and reusing it.

What is Hydroponics?

The science of soil-less gardening is called hydroponics. It basically involves growing healthy plants without the use of a traditional soil medium by using a nutrient like a mineral rich water solution instead. A plant just needs select nutrients, some water, and sunlight to grow. Not only do plants grow without soil, they often grow a lot better with their roots in water instead. Hydroponic farmers are making it possible to eat fresh, pesticide-free produce, with no soil use.

As there will be a huge scarcity of water in upcoming years and we also need to develop a technique a technique that can compensate for growing vegetables and fruits with minimum amount of water. So hydroponic is the solution which use the used water and filters the used water to use it again, in this way water is utilised and also you can do farming by your own at your home.

Hydroponics uses much less water than soil farming because it can be re-circulated. In traditional farming, water is poured over the ground and seeps into the soil. Only a small fraction of the water actually gets used by the plant. Hydroponics allows for the unused water to be recycled back into the reservoir, ready for use in the future. In dry and arid areas, this is a massive benefit.

Farmers need to switch the way they are farming paddy crops which requires lakh litres of waters to grow. We being an eco friendly company will not indulge farmers and will also create awareness among the people to make optimum use of water. As we need to adopt sustainable development to make optimum use of resource by keeping in mind of our upcoming generations by saving the environment and other resources.

"A drop of water is worth more than a sack of gold to a thirsty man. Life depends on water, the reservoir depends on you."



ANSHU GUPTA

To live a creative life, we must lose our fear of being wrong.

Every accomplishment starts with the decision to try.

Dream Project: The very name sounds as if the dream is in the air but in my case the dream is not just in the air but it is a reality which I foresee while being fully awake.

My dream project: Is innovating a way in which people who are already suffering because of some illness don't have to worry about organizing a visit to a doctor.

Team for providing facilities:

• Fixing an appointment with the doctor (private or government):

Patients will have their choice of doctors. Our team can also suggest the specialist for a particular ailment. We will fix the appointment and keep updating if there is any change in the scheduled time.

- Provision for an attendant:
 - -for consultation with the doctor
 - -For investigative work, and collection and delivery of reports
- Pick up and drop facility for the patients
- Wheel chair and stretcher facility
- Nursing care at home (day/night/24 hours
- Provision for home visit by doctor
- Online team of doctors

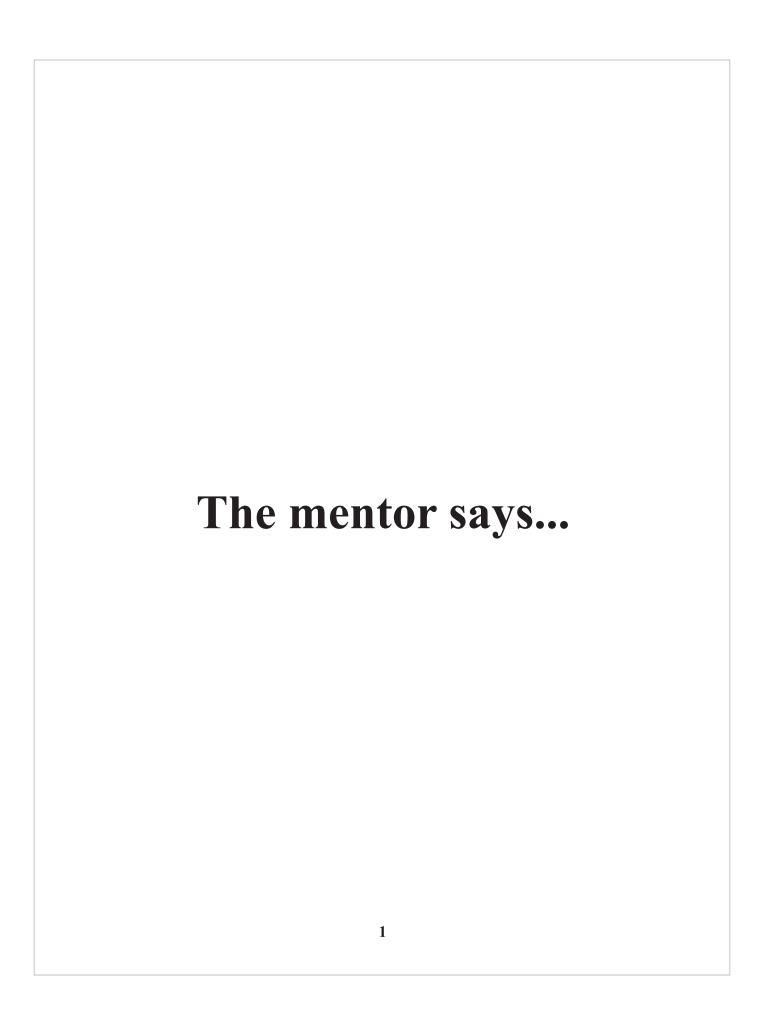
Developing an app:

- Fixing online appointment
- Online tracking the availability of the doctor (any change in consultation timing)
- Breakup of charges involved (doctor's fees, investigation charges (as per actuals, our charges and total charges).

Charged with commitment and fueled with passion and sharing my idea on this platform I feel I am already in the process of taking baby steps towards making my dream project a reality.

Challenges and limitations:

- Arranging manpower
- Capital investment
- Development of digital platform



"Innovation distinguishes between a leader and a follower"

Steve Jobs, Apple Co-founder

Dr Ashok K Chitkara, Chancellor, Chitkara University an innovative leader inspire MBA students to reach higher, dream bigger, and achieve greater through his intrective teaching sessions. India intensely requires good business leaders who can efficiently utilize available human resources, land, financial resources and technology in the best way enabling the country to compete globally. Our population size and rising consumption pattern has brought us in the league of World's most preferred market. Being the largest pool of World's youth population, India can be a major engine of global economic growth. Effective business leaders can convert day to day problems into business opportunities. In the present times we require energetic young business leaders with innovative ideas and startups.

Dr. Ashok K Chitkara Sir is contributing great through his endeavor in preparing the future business leaders which will enable our country to touch bigger heights. In his unique style Chancellor Sir mentor students to set a concrete goal, to shed the introversion, identifying their own



strengths and weaknesses, and contribute towards greater good. Learning leadership from an innovative leader Dr. Ashok K Chitkara, Hon'ble Chancellor Sir, is a proud privilege for faculty and students of Chitkara Business School.

I am sure, the book "You can also lead" will prove to be a shot in the arm towards the zealous mission of Dr. Chitkara to develop business leaders for future.

Dr Babita Singla

Associate Professor

Chitkara Business School, Chitkara University





BALJIT SINGH CHAHAL

DREAM PROJECT - ORPHANAGE/S IN LADAKH

VISION – TO SEE A SMILE ON THE FACE OF EVERY ORPHAN IN THE AREA

- 1. Having served in the Army for Twenty One Years and Counting I have had the privilege of travelling to the most remote locations of the Nation, whether it was in the official capacity or otherwise. One such region I have travelled extensively is LADAKH which has a population close to 3 lakhs and just two major cities Leh and Kargil. I have noticed that certain arms of the Government machinery or I will say facilities are existing only in areas which are accessible by roads. There is also a lack of awareness of any welfare measures available or functional in the vicinity. Apart from the many facilities, looking after ORPHAN AND DESTITUTE CHILDRENis primarily being done by NGOs and Volunteers. To be specific, I will focus my thoughts on ORPHANAGES, which is also my DREAM PROJECT and specific to the UNION TERRITORY of LADAKH.
- 2. I have seen and observed that a large portion of population in the remote areas of Ladakh (UT) still doesn't have adequate facilities in terms of orphanages. Such institutions are existing only in District HQs and in important towns or commercial centres which are few and can be counted on fingertips. However when we talk of remote areas, these are areas which are accessible only by foot taking a complete day at times. In such places one finds a number of orphan children who are being looked after by neighbours or by village volunteers and have no stability in their life, leave alone a family environment.
- 3. This thought has been in my mind since quite some time and I would like to dedicate my Post-Retirement time in creating atleast one or two such Orphanage/s in the remote areas of LADAKH where they are actually wanted. This would ensure that the children are not displaced from their environment in their formative years and at a later stage can be transferred to other places for studies and better prospects. Liaison and close coordination with local NGOs will be carried out to ensure the success of this mission in my mind. Local NGOs/ORPHANAGES like NGARI INSTITUTE, LAMDON SCHOOL, REWA SOCIETY and AZ-ZAHRA INSTITUTE are doing a Yeoman's service to that region and to the Nation, however there is still a large scope in this field. This would be a great way to give back to the Society and to such people who have till now been primitive and have seen almost nil growth and development of their areas. This venture will surely inspire many Corporate Houses to also invest in similar projects for up-liftment of the area and secure the Future of the Nation which are after all our Children.

"Orphans are the only ones who get to choose their fathers, and they love them twice as much."

— Adam Johnson



BALPREET KAUR

DREAM PROJECT

"The only thing that will stop you from fulfilling your dreams is you"

Tom Bradly~

I am an artist, painter, dreamer, who paints her dreams on canvas. It gives lots of satisfaction to see my dreams turning into reality on canvas.

Earlier I was working as an entrepreneur. I had a retail counter to sell exceptional clothes collected from different parts of India. This gave me a broader vision to start a venture in future to provide a platform to the unknown artists, artisans from different parts of country.

Commerce Behind The Venture~

I have a strong belief that there is a need for the vehicle for marketing the vast and diverse artistic traditions of India and to help to provide employment for artists and artisans and to provide affordable artistic and useful products to the consumers.

My purpose is to provide consumers with handmade paintings, artistic show pieces, hand woven textiles, hand block and painted textiles, embroidered or handcrafted products under one roof. These products can be sourced from all over India, especially from rural areas.

My dream is to create retail profitable brand out of it, which suits the needs of artists, artisans and consumers. Most important without losing 'the soul' of the brand.

Challenges In The Implementation ~

Challenge is to arrange finance and find support groups. Task is to coordinate with different people like artists and artisans, finding right source to contact these people. Besides this competition in the market is a threat.

But I feel dealing with challenges is also the part of management and management is the most important step towards fulfilling dreams.



BHAWANA SHARMA

DREAM PROJECT

"MIRACLES START TO HAPPEN WHEN YOU GIVE AS MUCH ENERGY TO YOUR DREAMS AS YOU DO TO YOUR FEARS"

Just like others, I have also nurtured a career dream from an early age. I aspire to become a CEO of a famous organization and also to be a great person one day. I enjoy being an officer and making an impression with everything I do, but I am unsure if I am that material for a future CEO. Whenever I see famous Founders of Google and Paytm, I feel like I also have to reach to this destination to make myself and my parents proud. I usually listen to the speeches, talks that are available on Youtube. These are so much interesting and are very wonderful key notes to inspire for success.

I can never be the person I strive to be without chasing my good dreams. I am sure that I will reach to that stage in coming 7-10 years.



MANDEEP SINGH

DREAM PROJECT: SCHOOL FOR THE DEPRIVED

- 1. Life as we see is all about "haves" and "haves not". As the population of our country increases, the gap between the rich and poor keeps increasing, with the rich getting richer and the poor, poorer. At the end each and every human being has some aspiration for himself and his family, but with the poor its a totally different thing as he struggles to make ends meet and provide two square meals to his family. He can only think of his children's future once he has managed to find a stable job with a decent income, which rarely is the case and the resultant being that his children also end up no better than him.
- 2. I wish and dream to open a school for such children whose parents can't afford to send them to school. These children will be taught free of cost and will also be given two nutritious meals a day. These will be children of daily wages and such like people who cant afford to send them to a school. These children apart from being given the basic education will also be put through the basic medical check ups.
- 3. To ensure continuation of the education of these children especially at higher classes, tie ups with other schools both govt and private will be carried out to make sure that these children do have a chance to stand on their two feet and to create a good life for themselves.
- 4. The project will not only seek to educate the children but also educate the parents of these children on the importance of their child studying and achieving their dreams.



DAISY

Every one has some ambition or the other. It is very important to have a dream or goal in life as it is only when you aspire to achieve something to get motivated to work hard to bring it in your life. Dreams are prerequisite to succeed without dreams you won't have enough motivation to keep you going; provides you the strength to face challenges and effort persistently towards its realization.

I also dream of becoming successful in the field I choose although I am still indecisive about the career path I will choose but I know whatever I choose I will work hard, stay focused and make it big. Well, My dream project would be setting up a hospital that actually thinks about the patient and not the money, soon as a patient comes in he has to register himself, pay for it even before the treatment, wait for long hours and then pay some more after the treatment. I get furious every time I see this I understand that a hospital needs money to function well and all but their is a limit. In even worse cases, a patient is lying on the stretcher fighting death and the doctor is waiting for the money to be deposited or for the police permission or so. This has actually led to a loss of many lives. I also don't understand why people become doctors if they aren't passionate about it. Just to gain a name in the society? But I guess complaining won't help. We have to be the change ourselves right? So yes I will try to bring in the change myself. As you can see, I have big plans for my future. I plan to make something of myself, and not to give up. I have a major fear of failure, and I won't let it get to me. My parents expect a lot out of me, and I think I have done a good job so far. My dreams are what keep me going; they are an object for me to strive for. I will obtain that object one day.



DEEKSHA GARG

"Dream Project"

I always wanted to be a doctor as I wanted to serve people and help them in eradicating their pain. So, I fulfilled my dream by becoming a dental doctor. After entering into this industry, I came to know that dental treatments are so expensive that inspite of unbearable pain, people don't prefer to go to dentists especially poor and lower class. Then, I decided to open up a dental clinic for such people who can't afford dental treatment but they are in a need of treatment. I have seen government hospitals also where prices are affordable but for basic treatments only not for surgical procedures. My dream is to open such clinic with proper management where needy person will get free dental treatment and no one will have to suffer in pain. As a doctor and healthcare manager I will be able to focus more on patient's needs. And I will set up my clinic in my hometown first as I want to serve people there first.

"If you can dream it, you can do it"



DIKSHA

Dream venture

My dream venture is to start an organization which will work for welfare of the society but at the same time I can earn some profits from it. The earnings could be ploughed back into that organization to help the society in a more efficient manner. The main aim of this organization will be to try to help all needy people. We will also open a veterinary hospital which will treat animals and also provide shelter and food to them.

This will also provide employment opportunities to many.



DIKSHA

DREAM PROJECT

I believe that dreams are one of the most fascinating and mysterious parts of the human experience and interpretation of dreams can give us a good indication of what may be currently happening in our subconscious mind. My dream is to become a successful human resource manager because good HR managers are driven, organized individuals who want to help organizations achieve their goals and employees reach their potential. Being the head of the personnel or human resource department, an HR manager should display integrity. Honesty and frankness are the hallmarks of a good human resource manager. At no time can the employees doubt the integrity of the personnel manager.

"EVERY GREAT DREAM BEGINS WITH A DREAMER"



DIVYANSHI MEHTA

Being an engineer, I've always had a dream of building my own company.

As we all know, everybody struggles before achieving their aim.

It is a very wise and a true saying that "THE SMALL WATER DROPLETS WILL FILL A BIG OCEAN" which clearly means that there are number of steps that we need to clear before achieving this dream target.

As everybody among us wants to be independent, so do I.

To achieve this dream job, steps I would follow will be:

- 1) Firstly,t's the luck that always matters
- 2) Smart work is more important than hard work
- 3) To achieve my dream job, I have to start as a beginner
- 4) Slowly and gradually I will work hard and smart to fulfill my dream of building a company

Currently I am pursuing MBA degree to have management skills which I believe is a necessity when you want to build something of your own and as an engineer it will make a great combination of having technical as well as management skills.

Also to achieve anything in life, may it be something big (just like my dream) or something very common, all we need to do is have a belief in our own capabilities.

"The one who tries, never looses"

So all we can do is to try and work very hard to achieve our DREAM.



EKTA GIRI

Dreams are food to the soul. The day one stops dreaming one loses the grace one was born with.

In my hometown, which is a small town, I always felt the need of a place where I can just sit and read free of restrictions. For me dreams do need to be grandiose, they may be little things that put a smile on someone's face and warmth in their heart.

Many people in our country are not as blessed as we are. Some institutes don't have a proper library, due to which inconvenience is caused to students. To give back to the society, I want to create an open library by the name, 'Study Nook'. A library where everyone is equal, where the only thing required is willingness to read. I would like to locate the library near an institute, so that students can easily access the library. Library would consist of three zones silence zone to read, a discussion area and a cafeteria for light snacks. Also, on a monthly basis, experienced persons from various fields would be invited to turn this study nook into a Human Library room.

I deeply want to see this dream realizing as soon as I have funds to do that.



GAURAV

"MY DREAM"

All our dreams can come true, if we have the courage to pursue them. I have dream of being a CEO of a company I hope it is fulfill I want to work in that company where I achieve my goal and fulfill my dream and which gives satisfaction of work, opportunity to learn and grow from organizational point of view.

Basically if I extend I want to be a CEO of IT company where I could enhance my skills. No doubt it is a job of CEO to guide the colleagues and to give the proper verification. I want that my own company must have the strong decision skills. I want that with the help of my team to encourage them and increase basic skills.

At last I want to say that

"EVERY GREAT DREAM BEGINS WITH A DREAMER. ALWAYS REMEMBER YOU HAVE WITHIN YOU THE STRENGTH, PATIENCE AND PASSION TO REACH FOR THE STARS AND CHANGE THE WORLD"



KOMAL JARYAL

MY DREAM PROJECT "PHILANTHROPIST"

My dream venture is to be a philanthropist. In today's society, we are blessed with various forms of philanthropy and different way to achieve this philanthropic culture.

When many people think of term philanthropy, they immediately think of donating money to charities and other non-profit organization. But I don't think so because its no necessary that every work can be done by donating money to charities. You have to devote your time on other things to help people in community and expect nothing in return for their actions.

My dream is that I should open an NGO, where I can give my time and love to those people who eagerly want love and care to small children especially girl child. And I make sure that they feel safe because this world is full of haters and where not even a single girl child is safe, and this is confirmed that this world cannot be upgrade and refine.

"If you're in the luckiest 1% of humanity, you owe it to the rest of humanity to think about the other 99%".



KRITIKA

My Dream Project THE SKILL TO HEAL, THE SPIRIT TO CARE

Hospital "SAKSHAM" is my dream. I have always dreamt of making a hospital which can provide most of the health care facilities to those who are in need but can not afford due to financial conditions.

I want to make this hospital at my Native place as medical facilities available there are not uptothe mark. I have seen people suffer there just because of shortage of medical facilities. A hospital with capable staff, doctors who are willing to help others in every way they could, best infrastructure, and meeting every possible need of patients.



MAMTA

My Dream- Army Officer

Dreams are not what you see in your sleep, Dreams are things which do not let you sleep. My father plays an important role in my dream project. He is in Indian army. I always admire the life style of army people and their dignity towards their duty. I always wish to join Indian army. I want to serve army people while they get injured during war. The main part of my dream is to make a thousand army men salute me including my father and to make my father feel proud. Whenever I get distracted these few words gives me more strength to keep going toward success.



MEGHA CHAUDHARY

MY DREAM PROJECT "NON-PROFIT ORGANISATION"

My dream venture is to open an NGO because the main attribute of NGO is that they do not make profit and they are not part of government. NGO support different activities in rural areas in the area of agriculture, health, education. I always wanted to help the needy people by doing anything for them that really makes my soul happy and peaceful. I hope my dream will fulfill in few years by doing hard work.

I just want to improve the state of natural environment, encouraging the observance of human rights, improving the welfare of the disadvantaged, or representing a corporate agenda.

"BELIEVE IN YOUR DREAMS. THEY WERE GIVEN TO YOU FOR A REASON".



MEGHA GOYAL

My Dream Project- My Dental Clinic

Biggest adventure you can take is to live the life full of dreams to accomplish great things we must not only dream but also believe not only believe but also plan,not only plan but also act. I have dream of establishing my dental chain across the country. Through this, I would be able to make the best use of my dentistry along with my management skills with which I would be able to create opportunities for others by this venture. Besides this, I would also like to help needy people who can't afford costly dental treatments by providing them easily access to dental services and medicines at minimum cost.

.....DREAM ON.....



MOHSIN MIRZA

MY DREAM PROJECT

Everyone has a dream in his life which they want to achieve when they grow up and turning a dream into reality the first thing that you need is determination. I also dream of becoming successful in the field I choose although I am still indecisive about the career. But I know whatever I choose I will work hard, stay focused and make it big. I also dream of doing something for my country and my state i.e. Jammu&Kashmir. In Jammu there are very few private hospitals that provide that utmost care to the people and community the main problems we are facing there is that is most of the government hospitals are:-

- 1. Old machineries
- 2. Slow treatment procedures
- 4. Over crowded wards
- 3. Unhygienic condition
- 5. Doctors not treating patient properly

And much more in Jammu the most of the population prefers govt hospitals treatment because people have a wrong concept of the medical practices there and in private hospitals they have good infrastructure but lack of management and trained staff, not having up to date equipment.

People usually have to go to other states for their treatment which results in various problems like not knowing about their medical condition on time and having to spend most of the time in travelling.

So after completing my MBA in Healthcare Management I will open my work there starting from a small unit with 15 bedded hospital in that hospital I'm going to give up to date equipment; will open different OPD's and every possible thing. Studying healthcare will help me in learning different ways of management that will help the people so that they don't have to go to other states for their treatment and will also help in saving their time and money.

This is my dream project and I will do it for sure.



MUSKAAN MIGLANI

Life without ambition is like a letter without an address.

The day I entered in commerce stream, I've always wished is to become a bank manager in future. I need a bunch of good qualities to become bank officer. Basically, a group of people and leaders of that group is manager. Manager directs the people what to do, when to do and where to do. Manager leads the whole bank and manager has her own status and place in bank. Manager has her own personality.

That is why I want to become a manager and to become a manager I have to get a degree of MBA. I will have to work hard to achieve my aim in life. I know that I can achieve my goal. The sky, as they say, is the limit to your dreams.



NAYANSEE RAI

ANGEL HOUSE - BECAUSE EVERY ANIMAL DESERVES A FAMILY

As a person I always have a soft corner for animals, be it any animal. I was never allowed to have a pet in my house because my parents were working. I used to spend my time in parks playing and guess with whom, DOGS. This was the time when my love for dogs started and eventually the love and care I got from them was mesmerising. I was alone but I never felt it. And then in each animal I found my mate.

And then one day an unfortunate incident inspired me for this initiative. We are humans we can communicate, walk, talk, laugh and feel everything, but its just not the same for these animals. Don't their families cry or crave for food or is it that they are not being missed. And apart from that why we humans think that we have got the right to leave any animal injured or to behave brutally with them or almost leaving them dead ?????

VISION - To save, rescue and guard every animal

GOALS AND AIMS

- 1. To start up I would first group some people with me who would have same vision as mine.
- 2. Our aim would be to treat any animal who might be injured, not well, or might be abandoned.
- 3. We would first start it as a rescue shelter named "ANGEL HOUSE", which will be from our own little contributions and savings.
- 4. We would treat and provide them happy atmosphere.
- 5. Later its my dream to connect with municipal corporation and collaborate with them, and then accept funds from different places and people, who would like to help us. But with all the identity proofs
- 6. I would also like to give these animals to families who would love to have them, with full details.
- 7. Our shelter would provide a helpline number so that our team is able to reach any particular place, where an animal might need a emergency help.
- 8. Our shelter will be designed such that animals don't feel separated and restricted.
- 9. Also as I was not allowed to have pets so there might be also others like me, for them there will be a different area in Angle house, so that these people might come play and have fun with them.
- 10. The final decisions regarding this animal NGO will be made by me as I will always ensure safety and security first for these animals.

"THE GREATNESS OF THE NATION CAN BE JUDGED BY THE WAY ITS ANIMALS ARE TREATED"-MAHATMAGANDHI



NEEHARIKA

Being a dog lover, I have always imagined myself around dogs. When I sit back and think about my dream, the first thing that comes to my mind is to be a therapy dog trainer. I came to know about this term a few years back, and it immediately caught my attention. A therapy dog is a dog that is trained to provide comfort and affection to people in old age homes, hospitals, schools, and also to the physically challenged people. Therapy dogs are also used to comfort people in disaster area. Therapy dogs can even help people suffering from many psychological health issues like, anxiety, depression, stress, or any kind of social interaction. There are many people who are in need of a companion, or are suffering from psychological health issues. By training a therapy dog I will be satisfied by just thinking about how many people I would be able to help, because in the end satisfaction is what matters the most.



NIKHILESH MAHAJAN

I used to have a look at the newspapers every morning and read how people in their articles kept saying that the country needs to change this, change that, etc. Most people filled their articles with complicated words to show their concern, but there were very few who came out of their houses and did something about the things that bothered them.

Facebook posts were far beyond annoying where the needy and poor people were photographed with someone pouting at the camera. Those photos then became status updates of pages that said '1 like = 1 prayer' or 'Facebook will pay 1\$ for a Like'.

These pictures, when in black and white became a post with a catchy title that said, 'Gareebo ko kitaab ka matlabkahamaloom, votoh bas kagaz se paisa samajhtehain'. (The poor doesn't know the value of a book, they only know that money can be made with paper).

I am a curious person. It was my curiosity that led me to a slum in Chandigarh, where I spoke with the women and children there. I wanted to know how they went about their lives, what I saw changed my life completely.

There was little to no hygiene. Sewage and garbage lined the paths to their tents. Children wore sweaters (for lack of anything better) in the summer. But this was just the beginning.

The women in the slum faced a lot of problems. The NGOs working at/for the slum had not been able to help the slum-dwellers much. My brother and I had a very small volunteering team. We began to teach the children at the slum. There were so many of them who had never been to school, so we got them enrolled in a nearby school.

I wasn't fully happy or satisfied with just teaching. Each time we faced a new problem, it motivated me to work harder. There were women who didn't know that sanitary pads existed and had used filthy patches of cloths all their lives. I don't understand how a person can sitting at home, holding a tea cup say, "Issdesh ka kuchnahi ho sakta" (Nothing can be done to improve the situations in the country). When they should be saying, "Main issdeshkeliyekuchkarna hi nahichahta". (I do not want to do anything for my country).

Back when he had just begun, people used to mock us. They would say what we were doing was of no use. I remember when we were collecting donated items (stationery, clothes, food etc.), there were people who donated items that were no longer of any use to them—an inch left of a pencil, leftover food etc. It got worse when people started using the donation box as garbage bins. People threw in used sanitary pads, blood-soaked clothes and what not. My team and I had to separate these from the items we could use. We have learnt a lot. There have been bad experiences but they proved to be good lessons for us.

We taught women how to make soaps and sell them. Today our soaps are sold by the name 'Shuddhi' all over the country. This gave a lot of women their independence and the ability to support their children's education and well-being.

That the reason, I want to Open my NGO named "The place for you" forwell being of the society.

To me, yes, it is better than yesterday. It is better than sitting at home and reading newspapers, it is better than hitting the Like button on Facebook posts.

Until people realise what humanity means, until people realise that NGO volunteers are not salespersons, until they realise that something is missing from the society, once that realisation comes, there will still be a long way to walk.

All I realise while writing this is that, finding your purpose in life is not that hard. All you need is to look for it, find where you fit best, and make your life worth living.



NIKITA BALI

DREAM HOSPITAL

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

My dream project would be setting up a hospital that actually thinks about the patients and not money. Nowadays most of the hospitals have been reduced to a business as soon as any patient comes in the hospital to register himself or herself, pay for it even before the treatment, wait for long hours and then pay some more after the treatment. I get furious every time I see this. I understand that a hospital needs money to function well and all but there is a limit.

In even worse cases, a patient is lying on the stretcher fighting death and the doctor is waiting for the money to be deposited or for the police permission or so. This has actually led to a loss of many lives. I also don't understand why people become doctors if they aren't passionate about it. Just to gain a name in the society?

But I guess complaining won't help. We have to be the change ourselves right? So I will try to bring in the change myself.



OORJAA PURI

Post my MBA in Healthcare Management I would like to open a NGO where I will provide shelter to children, elders and acid attack victims. Name of my NGO will be AASHRAY-A SHELTER FOR HUMANITY.

I would work hard and try my best to tie up with different hospitals in order to provide the best treatment for acid attack victims. I will also tie up with different schools to provide education to children.

I will also open a small cafe which will be operated by acid attack victims in order to make them confident and self reliant. For this I will raise funds.

From time to time, I will also organiseactivites in my NGO to make everyone aware about different scenarios of world for example:streetplays.I will also inculcate some physical activities to keep everyone fit and fine.I will also organise time to time counselling sessions for children so that they would know that what exactly their talent is and will provide them right direction for pursuing the same.

With the help of my course I will be able of grow more professionally and will find people who would help me in achieving my this dream venture.

I would require a lot of time to open my dream venture but I will work hard to achieve my dream afterall I WILL EXPLORE MY POTENTIAL TO THE BEST.



OSHEEN KOUR

MY DREAM PROJECT

I have a dream of opening up a private Group of Education Institutions in my hometown where students from different cities can also apply and take admissions since there is no such private college or university like this in my hometown so far and students usually go out in different cities to pursue their studies. The main idea behind this dream project is not only to have a better education institution for higher studies but also to create an environment which could bring exposure of outside world into this small city. Through the medium of this project I want to create an opportunity for the students of this small city to have an exchange of thoughts, ideas, opinions and have a place which could offer cultural diversity at one place with continuous learning, experiencing, implementation of ideas and exploration of their potential. This initative will not only teach them to think out of the box and get out of their comfort zone but will also help them shape their overall personality. Thus my ultimate goal is to start my own organization which can help people achieve their dreams through My Dream Project. In the end I would like to say that if you commit to your vision and eliminate your distractions nothing can stop you.

"WHERE THERE IS A WILL, THERE IS A WAY"



PARAMVIR ROY

Dream Girl Foundation is engaged in working for the betterment of girl child. We with the help of the volunteers work together to provide a better future to the girls of capital. Our focus is to provide education and proper health facilities to the girls. We work as a catalyst and try to provide the basic requirements of life such as food, clothing, sanitation, education and health to the needy children.

We give importance to providing better health facilities to the deprived children. We make arrangements for proper health treatment of various diseases. We make sure that a girl child gets proper education and medical facilities. With the support of our volunteers, we have been able to provide these facilities to the needy children of society.

At our organization, we believe that we can surely make a difference by upbringing our child with a secure and promising future and it can only happen when we educate our child. Right to education is the fundamental right which is granted by the Constitution of India. Education enables a child to lay strong foothold in this world. It enables you to stand on your feet and earn a livelihood for yourself.

We rigorously attempt to educate every child we come across from the weaker sections of the society and give them an ability to stand on their own feet and contribute towards the economy of the nation. We have organised a number of camps and workshops in various areas to create awareness about the importance of education among the people. We also help the children in monetary terms. Further, we provide stationary to

the needy children. Our main motive is to create awareness about education to the marginalised children.



PARUL ARORA

Dream Project

"A Dream doesn't become reality through magic ...It take sweat, determination and hard work"

My dream venture is to open a restaurant. The day I started dreaming I always dreamt of having my own restaurant where I can serve edibles to people. I have passion of cooking innovative new dishes.

I wanted to provide all facilities to my guest where they feel like they are coming to heaven like place.

I want to provide them the beautiful valley to gaze it.

I always try to serve new dishes to my platter and blog. Providing razzle and dazzle appearance to my eatery.

I will surely accomplish my dream in coming 7 to 10 years.

"Yesterday is but today's memory, and tomorrow is today's dream."



PILAKSHI

DREAM PROJECT

Dreams are essential. It is only when you dream big with all your heart you will be able to achieve big. As students our dream is to achieve good marks, have good friends, get support from the family and make it big in life. Just like others, I have also nurtured a career dream from an early age.I would really love to go on a grand tour with my best friend. Simply to travel and see new countries and meet new people. It's such a thrill to meet other people than the ones you are likely to meet. My ambition is to be a doctor. Why I like to become a doctor is, it is a noble profession. It is my childhood dream. I can always associate with patients and treat them. To become a doctor I have to study hard and get good results. I have to dedicate a part of my life to this profession. It is a respected job. I like to wear doctor's uniform and handle the equipment. I hope my dream comes true.



PRANVI GUPTA

My Dream Project

"Fashion brand for cancer patients"

My dream venture is to launch a fashion brand specially for cancer patients in India. As cancer patients are the ones who loose their confidence just by listening the disease name that is "CANCER". I am not saying that they should welcome cancer with open hearts but the least that can be done is not to crush their dreams of looking beautiful even after this disease. A physical and psychological trail, living with cancer also poses the ongoing challenge of finding apparel for bodies altered by treatment. The main thing that comes in the mind of the cancer patient is that now their life is all over. They aren't ever going to look pretty, beautiful, handsome etc in the near future. After every medical trail, they suffer with the choices of clothes they are left with from their closet. Everytime the closet shrinks for them. They just start feeling themselves as either some aliens or someone with just hanging clothes on them but not actually wearing them and feeling satisfied.

My dream is to change this psychology of the cancer ridden patients of just being called patients to being the fashion ambassadors for the rest of the country. They must proudly buy clothes, wear them with pride. Also they would be the face of the brand and push other cancer ridden people to feel the beauty of themselves and that they can also wear pretty clothes and live their lives normally.

I hope this dream of mine is fulfilled soon so I could contribute something to this society.



PRATEEK KAUSHAL

It is well said by Sir 'Carl Sandburg' that "Nothing happens unless first we dream". We all have dreams right like we dream to go on a world tour or to meet our favorite celebrity or something like to be the CEO of a company. But I believe even before you start believing in any dream you must create an idea of what it exactly looks like. This can be accomplished by starting visualizing your dream because as soon as you start visualizing your dream you begin to see the possibilities of that dream actually coming true or we can say we start seeing various paths leading to accomplishment of our dream.

I personally feel very affectionate towards puppies and dogs as I believe "A dog is the only thing on earth that loves you unconditionally more than you love yourself". But we see now a day's a lot of dogs being abandoned by their owners, stray dogs dying due to road traffic accidents or even due to infections and various other diseases as nobody pays any attention towards them. Dogs are said to be most loyal, cuddly, heart-warming creatures and human's best friend. They don't deserve things like this at all as they don't ask for anything from us except love.

So my dream is to give everything which can help them to live their life to the best. I want to start an NGO as "HUMANE" which will be doing following things:-

- Try to tie reflecting dog collars on every stray dog and will aware pet dog owners to do the same to reduce road traffic accidents.
- Designing an app by which people can easily share locations where veterinary care is needed and will provide that for free.
- Awareness regarding benefits of having a dog to reduce no. of abandoned and stray dogs.
 - I have joined Chitkara Business School and have started my MBA in Healthcare Management so that I can gather some management knowledge and I guess this medical and management combination can help me to fulfill my dream of serving the most adorable creatures of earth



PRATIBHA

My Dream Café

My dream is always to own a beautiful café. I want to have my own café someday.

It does not need to be very big, but it has to be quiet and comfortable. I always want a place to represent myself. It will show what I like and what I dream about, and it will help me to express myself. I know it will be really hard to accomplish, but its always been my DREAM PROJECT. I might not be able to open a cafe in a few years, but what I really want to do is to become a professor on cafe. I will spend some of my time to do research on the types of those popular and big cafes that what people want in a cafe, and the most important, what type of coffee(beverage) people like the most. My café should be warm and cosy in winters. Because of me, hundreds of people will have great coffee conversations.

As the interior of a café matters a lot, I want to design and decorate it on my own.

My café will have those fairy lights all around and a great interior with a very nice ambience. I will give the customers first impression that my restaurant looks great in ambience. Plus, I want to maintain a good customer relationship with the people coming to my café to have customer loyalty. My café will have varieties of coffee, the right cup of coffee for the right mood. I hope someday I will be able to open my dream café.



PRITHVI SINGH JOGI

MY DREAM PROJECT

Everyone wants to be successful and rich. I also dream of becoming successful in the field I choose although I am still indecisive about the career path I will choose. But I know whatever I choose I will work hard, stay focused and make it big.

I want to open supermarkets in India and provide people with good quality of imported products. I have good tie-ups in abroad so it will be easy task for me to procure good quality of products in wholesale rate. I want to expand this business in the country.



PRIYANKA CHAUHAN

THE POWER OF GIVING

"The next evolutionary step for human kind is to move from man to being kind"

I aspire to carve a niche for myself in society and everyone's heart by being successful. Everyone wants love ,happiness for themselves and their families but my dream is to make those faces happy who do not have anyone to share their smile with and to smile for. My dream is to open an orphanage and an old age home together. Whenever I go to a holy place, I love to pray for the people who do not have anyone to pray for them But I Will convert my prayers and my dream into reality by building a home for such beautiful souls.

The idea of opening both together is to give family to alone ones, the children who are alone in the world will have the grandparents to love and the old age people who have lost their families due to any reason will have kids to love and live with . This is what and how I want to give back to my society and country. And the day when I will be able to make those faces smile, I will call myself successful in real .

"Strong people stand up for themselves, But stronger people stand up for others."



RADHEY SHYAM SHAH

So many of our dreams at first seem impossible, then they seem improbable and then when we summon the will, they soon become inevitable.

I didn't dream until I was fifteen. I am a quite observer and I do observe my surroundings and people around me i.e. my villagers suffers from too many health ailments so I dreamt of becoming a Doctor or a healthcare professional so that I could overcome all the hurdles, health issues and treat my villagers to improve their quality of life. But due to some reasons I was unable to pursue MBBS. I didn't quit but I changed by path from Doctor to Laboratory Technician. Being a technician, I did job in hospital for almost 1 year where I came to know that management is most important weapon to run hospital. So I decided to join MBA in Healthcare Management to increase my knowledge in leadership and management skills. Later I'll open own hospital in my village. Thus, my ultimate goal is to start my own healthcare firm.



RAJNI LAKRA

MY DREAM PROJECT

"dreams are something which propel you to move forward"

My dream project is to build a school in my village. I've seen students travelling for hours to reach to their schools just because of less number of schools in the vicinity. Most of the students don't continue after primary studies. This has created a zeal in me to do something for them. Thus I want to build a school in my village with every facility which otherwise is not possible for a child living in a remote area to avail. This will not only help the students but also help me in fulfilling my dreams.



COL. RAKESH BHARDWAJ

BW (BIRDYWINKOO) FUSION

- 1. Dream venture is the venture or start up one wants to start and subsequently pursuit for longing to do what you are confident of being not only satisfied, enjoy it but be successful too.
- 2. To start ones dream venture, you should have good and in depth knowledge of the consumers, the market, economics and the Government policies and procedures for a start up.
- 3. My dream start up and venture is to start a Fusion foods and deserts food chain. This will be in the niche sector of this market. Why this fusion food chain because there are not enough food chains offering such delicacies. Even if they are available, there are not much of choices and fusions in food and deserts.
- 4. My dream venture will offer a fusion of Indo-Western, Indo-Arabic, Indo-Lebanese, Indo-Mexican and Indo-Egyptian foods and desserts. To start with there will six to eight fusion platters and similar number fusion desserts. The ingredients, preparation, taste and presentation of the same will be main emphasis.
- 5. To start with I would like to target markets of Panchkula, Ambala, Patiala and Shimla. The reason is there are a few or negligible availability of such a speciality chain of fusion foods and deserts. There are demands in these markets for a change in taste and good quality plus variety of fusion foods. To start with, there would be requirement of ₹ One Crore, that is ₹ Twenty five Lakhs each for the four cities for equipment, interiors, machineries, hiring of staff, rent and allied charges.
- 6. After achieving success in the initial start up, I would like to expand to other smaller and bigger cities and also target mix of metro and tourists destination markets. The name of this start up would be BIRDYWINKOOs FUSION (BW FUSION).



RASHMI LAKRA

"Dream as if you'll live forever, live as you'll die today"

Being from a weak financial background, I never got a chance to join any tuition center for my boards, while it was availed by many. But when I myself taught children with different intellectual levels I found that tuition is not only a trend but also a necessity for many. I have been giving tuitions for past three years and did get many positive feedbacks. Being appreciated by parents and colleagues, it gave me an idea of starting my own coaching center with an affordable fee. It has become my desire now. Besides an income source, it is also a noble cause of imparting knowledge.



RIJUL SHARMA

DREAM PROJECT

In today's world, the school, colleges are offering students different kind of specialized subjects in which they want to pursue. They are trained to get involved into studies. They are trained to get involved into curriculum activities. They keep students busy with all aspects as much as they can offer. Though students learn more and more from institutes, lifestyle, surroundings, they are trained to be the wolf of the wall street. They are trained to get the medals for the country. They are trained to represent the country. But one major thing which I think the institutions or school does not offer is DISCOURSE. As it is said that, "Reading makes a full man, meditation a profound man, discourse a clear man".

Institutions or school should offer discourse classes so they could learn the different aspects of life. In today's world, people are busy with their own lives. Humans are meant to be free from wrong deeds. But the fact is they aren't. If the institutes or school offer discourse classes, there might come a day when a man will become a clear man. We can't change the thought process of people, but we can make them think towards right deeds. This might help to change the future of the country. This might help to reduce the crime rate. This might help the welfare of the country. So my dream project is based on the relevance of discourse classes in the school or institutes.



RITUSHREE SEN

MY DREAM RESTURANT- WHISPERING WOODS INN

Reading books with a cup of coffee in hand make a perfect combination. Apart from getting placed in a good hospital, my dream venture is to open a restaurant cum library with an attractive infrastructure. I want to create an environment where people can read books while having a sip of coffee or tea and delightful snacks. I believe restaurant could fill their shelves quickly by calling in books "by the foot". Also my dream is to open such a restaurant in hilly area with a killer view, surrounded by beautiful mountains and fresh air. I would also offer free wifi connection. People can sit, read and enjoy food on a comfy chair that don't leave them feel like they need a deep tissue massage to recover from the assault to their spine. I would like to use wooden walls and lights so that it can maintain the temperature during the summers as well as in winter in the restaurant and also emphasize with good quality food and also with a roof-top restaurant. In a nutshell, customer service is important to my restaurant because without customer there would be no business and a greater job satisfaction for the staffs.



RUHANI SHARMA

MY DREAM PROJECT

The day I entered the medical profession, I have always dreamt of opening a Dental Hospital with all the specializations and an Oral Cancer Treatment center. My main objective behind this project is to provide oral health treatment to people who cannot afford cancer treatment and need special care and medical help. This project will not be a charity based hospital but an organization which could serve the community to avail medical treatment for cancer at minimum expenditure and also helps me to gain some profit for my personal expenses. Moreover, I have a group of friends from medical background who would also be a part of this project to serve the above mentioned cause. This dream project is very close to my heart and I am looking forward to accomplish my dream in the near future.

"A dream job is not what you wish for, it is what brings you to better place in life"



RUPESH KUMAR

A dream doesn't become reality through magic. It takes sweat, determination and hardwork I started dreaming to be an army officer and serve the nation when I was in school.I tried 2-3 times to be in armed forced during my graduation period but I got rejected due to some reasons.

I want to be in Indian army because even in non combative situations the kind of projects managed by military personnel can put their decision making, conflict management, leadership, risk taking, time management skills to the ultimate test in the most intense conditions as well as I get to serve to the nation. In the Armed Forces, an environment of hierarchy and discipline prevails. The situation in the private sector is very different.

Our leadership skills are paramount, but getting an MBA can often help to translate them into a form which will help you to excel in the private sector.

And after serving in Indian army we can also work in private sector and use the skills which we gained during working in the army sector, because armed forces have a strong base of leadership, management, discipline, and risk taking factors.



SAKSHI

Sakura (A Daily healthcare solution)

The future belongs to those who believe in the beauty of their dreams- Eleanor Roosevelt.

As a medical student, I have been part of the healthcare industry for more than 9 years. I have been working with and learning from people in this industry about their needs and expectation from the healthcare sector. People desire a more interactive and customer friendly experience from the providers.

I have been working in both government and private sector for more than 3 years and have enjoyed helping the needy people in their most crucial times. Patients as well as the attendants are part of the hospital industry and expect the best treatment for the patient as well as a healthy interaction with the hospital staff. It makes them feel valued and gives them hope from the hospital. This experience has driven my thoughts and encouraged me to pursue my dream of being an entrepreneur and having a polyclinic of my own. I would like to open a polyclinic with the theme of Beauty and Wellness.

My concept is unique in the industry as I want to have an allopathic clinic, an ayurvedic facility, a dental clinic, a dietician clinic, a counselor session, a pharmacy store, a diagnostic centre and a beauty salon all under one roof. I want to create a customer friendly and patient centric facility with all the modern facilities. This will be first of its kind polyclinic in my Union territory and as my business flourishes I would like to expand it all over the country and overseas.

I am looking forward to networking with the investors and enhance my ideas with my knowledge and experience from my education from my MBA Healthcare Management from Chitkara university.



SALIHA KHAN

Dream project: To be a motivational speaker and teach people how to do the mastery on our self!

From the age of 4 to 24;

We've been just studying, studying, studying..... it's great....no problem.... Right!

We know all the subjects from life sciences to history;

So many different languages from English to Arabic;

Some scored more & some scored less:

BUT THE IMPORTANT OUESTION IS STILL LEFT!

Do we really know ourselves??

If you're in gradation right now, your parents/teachers will tell you that you will have a much brighter future, if you will do the masters and if you're in the masters right now, you'll find your seniors, super- seniors doing doctorate degree, to have much better scope in future and they all are right in one or the other way......and these people will continue to study throughout their life for more and more

But can we all take out 1 or 2 years from this full circle life for ourselves; just ourselves.

In whatever position you are right now; Can you quit this for few months or a year to study yourself....To know yourself more......To explore what is unexplored;!

NO; right! It is impossible for most of us.

We get out of our beds from same side; go to the toilet. Take a shower. Take a cup of tea\coffee. Get dressed. Drive to the work or college the same way. Do the usual same things. we see the same people that pushed the same emotional button and that become the routine, and it becomes like a program. So ultimately we have lost our freewill to a program and there is no unseen hand doing it for us. So when it comes to the time to change the redundancy of that cycle, it becomes a subconscious program. So now 95% of who we are by the time we are 35-year-old is a memorized set of behaviour, emotional reactions, unconscious habits, beliefs and perception that function like a computer program and then person can say with 5% of their conscious mind; I want to be healthy, yeah! I want to be happy............. Wow. I want to be free but the body's is on a whole different program. So it is really hard to make such changes.

So I want to teach people how to change their brainwaves through practice, self-love; through speeches and slowdown the whole process and when people actually do that the whole GAME CHANGES!!

So why to change your mind-set through pain or suffering after 35; we can change that in a state of joy and inspiration at a very young age........

We are filing everyone's cup constantly through our income, comfort and yet treating our own cup so irresponsibly.

So treat yourself – someone you love

And

There's no bigger or greater mastery than the mastery of oneself......



SAMITA

Women self- defense center

My dream venture is to open a women self defense center. Because everyday in the news we hear about women being Attacked, women being raped, beaten and murdered on a Daily basis. Its time for a shift, a revolution in thinking What if instead of being fearful you learned how to be Fearsome. now you not be able to stop the violence from Happening to every woman out there, but atleast you can Stop the violence from happening to yourself. Give training Martial arts training and self-defense training to women. All women should know how to defend themselves and how To protect and self respect themselves. However we can not Blame it all on us should contribute our bit towards our Country development. self—defense as anything that is Done to provide for ones self. So i hope i want to opnen A self defense center for women and give better and Fearless life and build a confidence to women. And every Women should know how to self –defense themselves. This is very sensitive and important part of our life.



SAMRIDHI DUBEY

MY DREAM PROJECT

Everyone has a dream in his life which they want to achieve when they grow up. Some kids want to become rich so that they can buy anything and live a luxury life. But only you know that for achieving these goals you have to work hard and stay attentive to it. In this my dream, we are going to discuss the basic things that will help in achieving my dream-:

• Determination

For turning a dream into reality, the first thing that you need is determination. This will help you in a lot of ways. It will also help you to plan the journey ahead. Also, it will help to take things slow and maintain a steady pace towards the dream. Moreover, no matter how big my dream planning and setting short term goals will always help. This is important because rushing to your dream will not going to help you in any way. Besides, there is some dream that requires time and they follow a process without following it you cannot achieve that dream.

Staying Motivated

Lack of motivation is one of the main causes that force a person to leave his dream behind. So, staying motivated is also part of the goal. And if you can't stay positive then you won't be able to achieve the dream. There are many people out there that quit the journey of their dreams mid-way because they lack motivation.

Keep Remembering Goal

For completing the dream, you have to keep your dream in the mind. And remind this dream to yourself daily. There come hard times when you feel like quitting at those times just remember the goal it helps you stay positive. And if you feel like you messed up big times then start over with a fresh mind.

• Stay Among Positive People

Your company affects you in a lot of ways than you can imagine. So, be with people who appreciate you and stay away from people who distract and criticize you.

• Don't Hesitate to Make Mistakes

We human beings fear to make mistakes but with it, we forget an important point that is a mistake helps us to learn. Whenever you make a mistake you face a tough time but these tough times helps you to polish yourself and be more determinant.

To sum it up, we can say that dreaming of a goal is far easier than achieving it. And for fulfilling your dream you need a lot of things and also have to sacrifice many things.

Above all, for fulfilling your dream plan and work according to it because it will lead you to the right path. And never forget to dream big because they help in overcoming every obstacle in life.



SARITA

Aim: OPEN A HOSPITAL: AROGYA HEALTH CARE

Vision: To serve poor segment of our society, Availing health services to them.

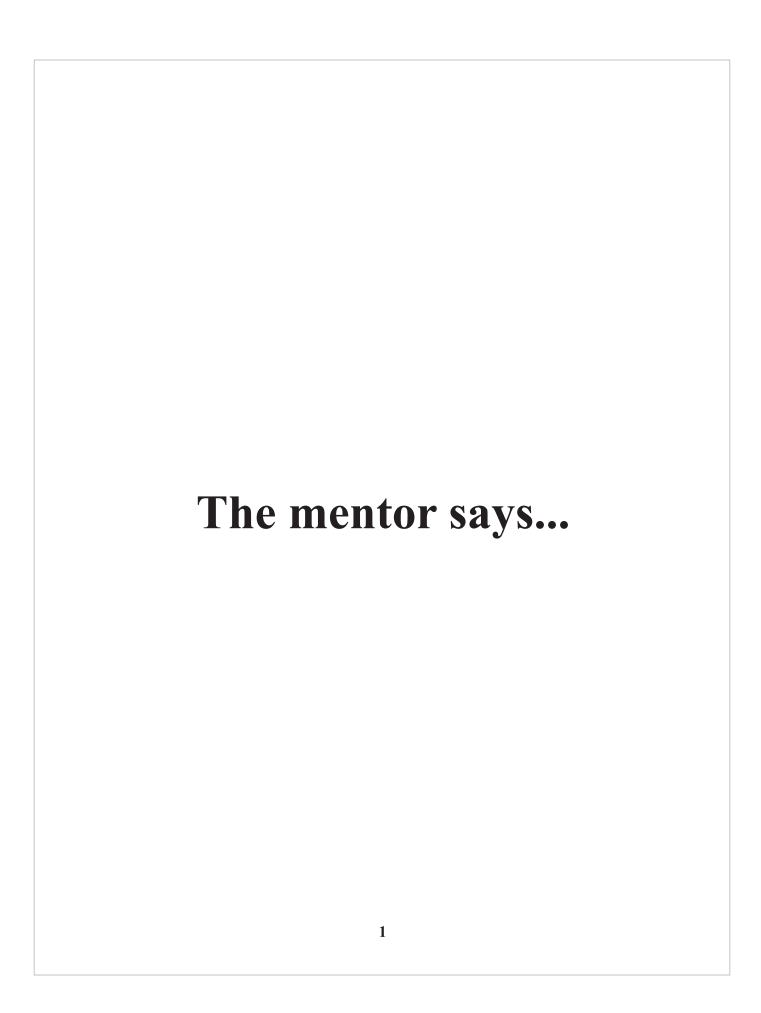
Dreams are not something which you see when you are asleep but they are something which kicks you out of your bed. My dream is to establish a hospital which will work for poor people of our society.

From the day I chose BCA as my career,I want to know about new technologies and want to innovate something new. As I am learning new technologies so I think we can also connect them to hospital thus making work digitised and fast. I will use technology for making EMRimplementation flawless.

In future I wish to open my own hospital for poor segment of our population who cannot get proper treatment by their own. I want to help needy and poor people who die because of diseases. In the end I want to say that we got only one life, one time and if it will be spent to serve humanity then it's a great achievement of this human life.

At last I would like to end by mentioning these beautiful lines:

"At the end of life we will not be judged by how many diplomas we have received, how much money we have made, how many great things we have done. We will be judged by "I was hungry, and you gave me something to eat, I was naked and you clothed me. I was homeless, and you took me in."



"Leadership is not about titles, positions or flowcharts. It is about one life influencing another."

John C. Maxwell

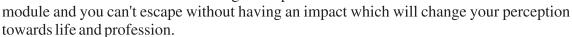
It was a great learning experience in January 2019 as I got opportunity to be part of classroom of our honorable Chancellor Sir, Dr Ashok Chitkara along with our MBA Students for the module "LEADERSHIP DEVELOPMENT-ETHICS AND VALUES".

A true visionary, a great inspiring Leader, encouraging young talent for entrepreneurship and exploring and nurturing Leadership with Ethics and values.

Looking to overall world economy slow down and looking to Indian scenario which is no different, entrepreneurship is perhaps the solution for future, Which may generate jobs and may contribute to uplift sliding down GDP.

We feel proud Indians are at top leadership positions in worlds' leading business enterprises. But the fact also is that why we don't have Indian Google, Microsoft, Apple etc. Although we have talent.

Perhaps the answer lies in investing young talent for entrepreneurship, which is the vision of our honorable Chancellor sir. It is indeed motivating to be part of this



I was astonished to learn Chancellor sir doesn't waste even a single moment in unproductive things.

Our MBA Students are Lucky to have such an opportunity to be with him to learn, participate and have life time experience.



HOD, MBA S&M (Pharmaceutical Management) Chitkara College of sales & Marketing.







SHEEN BHAT

I have never really had an entrepreneur side to me, but it changed for me since the day I joined MBA. It was here that I got to know about the digital aspect of healthcare organisation, about how India as a nation was progressing towards digitalisation of health sector.

But one day it struck me that as a country we pay very little thought to the healthcare of our animal friends. Since I have an animal friend at home and I have seen the state of veterinary care in India personally, it is a dream project of mine to establish a platform solely dedicated towards the digitalisation of the veterinary healthcare organisations pan India. This would greatly help in the research towards developing better medicines for the animals as the data regarding the medical aspects of animals would be easily collected through digital platforms.

And from the revenue generated from this company I would start an NGO for stray animals so that I can do my part in the social wellbeing of living beings per say animals.

Don't treat animals as animals. Treat them as living beings. That's what they are. -



SHIVANI KUMARI

My dream project, since childhood is one or another dream which we follow and we want to be there one day. But reality is far much different from dreams. Like that I do also have two dreams which I am preparing for, first is to start a NGO and second to become writer. Thanks to the opportunity you have given to express my dream.

From class 12 my first and foremost dream is to do something for poor children and for old people. So I dream to have a small home for poor children so as to educate them. And there are many challenges which do face. So I decided to do first job and then built my NGO. The name of my NGO will be "GUNGUN"- a voice. This is not a dream this is a life which I want to live in my life and want to extend it. And I know some day or another I will succeed.

It is rightly said;

"EVERY GREAT DREAM BEGINS WITH DREAMER"

And I should dare to dream....



SHIVI TYAGI

DREAM PROJECT

From earlier on, I had aspired to be a Doctor and wanted to serve the patients. But it didn't go as planned because of some reasons. That time I almost lost my hope of fulfilling my dream. But, suddenly a ray of hope glittered which reinvigorated my dream when I got to know about MBA Healthcare Management.

So, I want be a CEO of a hospital where I wouldn't only be able to serve the patients in a better way but also can make major corporate decisions, managing the overall operations and resources of the organisation.

IF THERE IS OPPORTUNITY TO REINVIGORATE YOUR DREAM ONCE AGAIN , NEVER LET IT GO.



SHRUTI SONI

DREAM POSITION

Living in this highly competitive market and knowing all the practicalities, I dream of being the CEO of Max Healthcare. The sole reason behind dreaming this is to handle and help the organization grow more and more. Knowing all my strengths and weaknesses I believe in myself that I will be able to fulfill my dream. As it's never possible that dreams come true by just simply dreaming ,so in order to make that dream come true I work upon myself regularly and as fast as I believe I will be able to achieve this position. Dreaming to be a CEO came as an inherited dream from my father as he is also into management and currently is the Brand head of Reliance Jio private limited. So being brought up in an MBA's family, hoping to be a CEO can be an icing on the cake. So balancing emotional and intelligent quotients, I believe that I am working for attaining this position rather just thinking of it.

"Aim for the moon, if you miss, you may hit a star"



SIMRAN SINGH

My Dream Hospital-"Big Hug Hospital"
"One For All"

From my childhood, I have a big dream of having my own Hospital where I can provide better care to the people who can't afford it. As a Radiology Technologist, I did my job in well- reputed hospital but there I observed that our health system standards are getting very much bad that everyone wants to make money and very few were there who were actually fond of patient care. These scenarios made me more passionate about my dream and help me realize that this is not the right place for me and I resigned from there. I want to open a hospital where I can actually provide a good standard of healthcare to everyone and our main focus should be on the people who are not able to afford it. I want to improve the healthcare system of our country where healthcare is achievable to every individual whether they are poor or rich at a very affordable price so that no one can lose their loved ones due to the inability to medical care caused by money issues.

The best way to find yourself is to lose yourself in the service of others.



SIMRANJEET KAUR

DREAM VENTURE

I have seen many people of having a dream to serve people, which is very essential in contrast to give better lifestyle to needy one. But when I dream, I always dreamt of having a business venture where I can serve dogs. As I considered dog as the only 'loyal' creature on this planet, so why we ignore their existence? Why we behave cruel to them? For dogs, I would like to setup a business where I will establish a NGO. Stray dogs of a particular area can have their meal there. It can be done by having tie ups with the hotel and restaurants which can provide waste food including chicken or meat bones. By doing this waste food can be utilized in proper manner. In that NGO, healthcare facilities like vaccines, first aid should be provided to dogs so that they will not roam here and there with their infected wounds. Also vaccinated stray dogs will not be harmful or dangerous for society anymore. Thus my ultimate goal is to serve the creature of God by some little efforts initiated by humans.



SUCHETA

Professionally I am qualified to treat people as a doctor and I have served them for few months even which I pretty much liked to do but still there was something missing. Well, if I say that missing thing is my dream project, I won't be wrong then.

My aspirations and interests were different from all these things. Personally I am a foodie and like to try different and new cuisines. Apart from that I love travelling and cooking too. So I would love to open a splendid eatery somewhere in Western Ghats where people can come and have a homely experience by spending some valuable time with their loved ones and enjoy watching the waves dancing up and down in front of them while having their munchies. That relaxed environment is a powerful icon to embrace them with my work by preparing customized food for them as per their taste.

It's a well known saying that "Everyone eats and drinks, but few appreciate the taste". I will try my level best to make the experience a memorable one for the people coming there, so that they leave happily and appreciate my efforts even at the same time which will encourage me to work harder and improve myself.

Dreams are only dreams
Until you wake up & make them
REAL.....



TARUN ARORA

My Dream Project

I am simple, fun loving and ambitious person and my dream is to develop cost effective treatment policy for all and unified health plan which coversevery segment of the population. I am also willing to work for the welfare of people and also to work in the field of education to provide cost effective education that is with in the reach of every person. I hope my dream will come true because if there is a will there is a way.



VAIBHI NARANG

My dream project

Being an avid reader and writer, I have always had a soft corner and strong liking for books. My mind and heart has always crawled to new words and looked deep into their meanings. Seeing extracts of poems in a random place or being addressed in a poetic intonation at some place by anonymous, my heart rejoices with pleasure and feels associated. Also being a literature student, the knowledge and parameters of literature have tended to progress and develop in the horizons of my life. Hence, my dream project has always been about publishing a book and to be associated as a prolific writer whose books are carried and read by people in each and every corner of the world.

To have a foundation set towards achieving first step of my dream, I write poetry and upload them on page I have on social media. This helps me to capture the taste of the audience which further helps me to know the type of words and genre which is most liked by people. Further, I have made a blogging website on a famous blog platform Wix to upload mainly, articles, apart from poetry.

The next step towards my dream pedestal is to refine and compile my poetry in a synchronized and polished way and reach out to an editor and subsequently to a publisher for its final publication. The alternate to it has been the recent trend of self publication of books on platforms like Amazon.

Hence, this stands as my dream project.

No dream is small,

Vision is same for all

Chase your interests

Rest is just a stardust.



VANDANA

A dream is an inspiring picture of the future that energizes your mind, will and emotions, empowering you to do everything you can to achieve it and one of my mentor always taught me that "A dream is the seed of possibility planted in the soul of a human being, which calls him to pursue a unique path to the realization of his purpose." A non-governmental organization (NGO) is an organization that is neither a part of a government nor a conventional for-profit business. Usually set up by ordinary citizens, NGOs may be funded by governments, foundations, businesses, or private persons. Citizens across the globe have developed organizations of civil society – NGOs – to help address a wide variety of social needs. After all, there's more happiness in giving than receiving; NGOS truly embody this thought. So my dream is to open my own NGO to empower the poor and needy. I dream of eradicating poverty and social inequality from our country and will do my best in this direction. If we all join hands we shall certainly be able to free our country from these evils.



VANSH PANDIT

Sukoon..: The Relief Café

Dreams are like capes that turn an ordinary person to a super-hero.

One starts to challenge yours limits for your dream. When everything is against you & you want give up, there is a voice in your head which says "Not Yet! Go On" That voice for me is your dream.

Saying about my dream, I often observe that from the day we were born, unconsciously we all joined a rat race. As we grew older, we learnt many things, but the 24X7 mind chatter takes away the peace.

So, to give escape from the bustling city life & to gift some periods of stillness, I want to open a Sukoon Café, a place where people can enjoy good books with mood elevating coffee and forget all their stress for those few moments. A place where headphones are replaced by old school gramophone, where antiques will replace the fancy showpieces, where you can really disconnect from every hustle, where there is sukoon...

I dream to locate my Sukoon Café at a hilly place, away from loud cities, in the countryside. I see this dream each day, and waiting eagerly to bring this happy place to life.



VANSHIKA BANSAL

Right from the childhood, I always wanted to work in a big hospital. As a kid, the only profession I knew related to hospital was a doctor. Even after not cracking NEET, my passion for ending in an hospital didn't fade away.

Studying MBA Healthcare Management is the one of the professional choices I have ever made. MBA has more than fulfilled my expectations, it has empowered me so much that now I feel confident in building new innovative concepts and implementing them in my life.

I want to experience working in hospital for few years as a quality manager. After experiencing the life in a hospital for a satisfactory period of time, I want to work at the comfort of my own home and be flexible so that I can always have time for my family.

So, I want to open an NGO named 'WAVES' where I can help others who can't afford big budget treatments and choose their fate due to their lack of money. I would raise funds for the economically weaker sections for their treatment. When a person is cured of their illness, the smile that appears on their face will be the greatest reward I will ever get.

I will put the best of my efforts and work hard towards achieving my dream.



VARUN VISHAL

As like everyone there are lots of careers I started dreaming step by step with my age. One time I wanted to go be a Doctor, But as I was growing up my dream projects and career expectations too started changing. However, if I have to choose a particular one, then it is to open a school with all kind of sports facilities.

The reason behind this one is that I always wanted to make a career in sports but due to the lack of sports coaches and classes in my hometown, I was not able to pursue it.

That is why if I ever get a chance then I will definitely love to open an institute that too at my grandparent's place.

My main motive is to have many top-level coaches along with all kind of modern sports equipment, So children can pursue their sports career along with their studies.



VASUNDHRA

HEALTHY PET APP

When I look around, I feel terrible about the healthcare situation our country is facing. After entering the healthcare field, I realised that there are various initiatives that are being taken up by private and public sectors for the provision of adequate health care services. While there are several initiatives that are being taken towards 'human health', there is very little that is being considered for animal health.

Not all animals are fortunate enough to be a pet at a happy and healthy household. There are millions of animals whose lives are being sacrificed because of human interventions. There are already several NGOs who concentrate on the health and well being of animals but still, there are millions of stray animals who get neglected.

My dream is to bring health facilities on an app so that if anyone comes across an animal who needs help can easily be able to help it on this platform. This app will provide a platform between the user who has encountered an animal in need and a veterinary doctor. This can provide ease for the ones who want to help them. This is just like any other project which has been talked about regarding digitalisation of healthcare facilities through telemedicine, online consultation etc.

This might look like a small aspiration but is highly required as helping animals is talked about in big words all over the place but coming up and doing something is hard. This app would attract more and more people to become empathetic towards animals. After it's successful installation and functioning it can always broaden its horizons by linking with social workers from different regions who wish to work for animals.



VEENA THAKUR

Being a student myself, I have rarely come across calm places to sit and concentrate on my assignments. Usually cafes are crowded and loud places. Here the point of key differentiation in the proposed venture is to build a place that taps onto this innate need of students, while keeping in mind their various behavioral preferences.

The proposed venture is a caferia-cum-reading place with the right mix of ambience that incorporates the best of both.

STP for the cafe

Segmenting

\cap	ntation in this venture is done based on various occupational groups. These can be broadly categorized as: Students
0	
0	Working class individuals
\circ	Retired individuals
The seg	ment under consideration is of Students.
This seg	gment is characterized based on traits like:
\circ	Low purchasing power
\circ	Emerging tastes
\circ	Age group 14-24 years
\circ	High price sensitivity
\circ	High volumes (place specific)
0	High awareness to various day to day sales promotion activities like discounts, BOGO offers, etc carried out by cafeteria and likes.
g	
	O O The seg

- Targeting the segment under consideration is done broadly by locating the cafe near educational premises.
- Targeting techniques used for students segment thus are:
 - Provision of discounts for students Long hours for minimum order
 - A calm place to explore new ideas
 - A go to place for every occasion
 - A cafe cum reading place

Positioning

- A fun place to hang out/read with a reasonably priced menu.
- Appropriate naming of the venture as "Canteen" positioning the cafeteria as per requirements.

OPERATIONS MANAGER

"SUCESS WILL BE WITHIN YOUR REACH ONLY WHEN YOU, START REACHING OUT FOR IT"

I dream of being an operations manager where I shall gain experience and knowledge about my field. I chose this field as my career because I want to excel and broaden my horizon in the managerial area /sectors. I think what makes me and my dream so special is that I love to interact with people and communicate with them, listen to them and try to frame the picture as per as the guidelines of the hospital. This is all about my dream and I hope I achieve my dream.



GURKIRAN KAUR SAINI

It's all about me

Dream is not that you see in sleep, dream is something that does not let you sleep. These lines by Dr. APJ Abdul Kalam always leave me restless. I have always admired them because just like others there has been a dream that I always wanted to bring to a shape. Whenever, I saw painters who put up their own exhibitions, I felt an unrest inside me. From the very beginning, I was good at drawing but as I grew older, my interest grew towards painting beauty of the mother nature. It is said by John Ruskin, that "nature is painting for us, day after day, pictures of infinite beauty" and I love to paint nature on my canvas. It gives me immense pleasure to observe nature and to paint what I see.

Being a little shy to express myself in front of a crowd, I tend to express through this luminous language of painting on my canvas. Even though, I paint for self satisfaction, I dream of putting up exhibitions with my paintings. I want my paintings to spread love and smile in the surroundings. According to me, it is a part of my personality which I would like the world to see and accept me the way I am.



TABBU RANA

It is only when we truly know and understand that we have a limited time on earth – and that we have no way of knowing when our time is up – that we will begin to live each day to the fullest, as if it was the only one we had."

Dreamsareone of the biggest reasons to live your life. since most of the people eventually end up because they never followed their dream. In my childhood I had a dream of becoming army officer what because of some reason I was not able to. So, in that time I thought in my mind that I will do something big and respectful in my life. I always wished to be an army officer I want to serve my country as we all know that our dreams change from our childhood till we grow up. I also had many dreams in my life. So, from now on I always want to follow my dream. Always follow your dream with your heart. What you love to do. So, my dream in life is to be a poet.

I know right now you are thinking that poet "yeah" poet ...poetry is my passion .I love to express my feelings in words. I can also say writing is my hobby. I love writing because it heals my pain. Writing plays is the most important role in my life without this I am nothing

Thank you for giving me opportunity for telling you my dream project. I am suffering a lot to achieve my dream. My mind follows many dreams what my heart follows only one dream that is to be a poet. I want to change the way people think through my writing. I want to spread love and happiness amongst people. Day by day I am struggling damn much. So many rejections I faced in my life. Everyone says life is easy but from my point of view it is not. We have to face obstacles in each and every step.

Iam going to wear the biggest smile now I will never give up on my dreams now I will fight for everything what I want in my life even in my tough time I will never step back.

I want to bring smile on each and every face ..by following my dream I want to work on myself to become the best version of myself. Now it is the time to convert my dream into reality.

The choices which I make Iam constantly fulfilling the vision I have for my life because what I really, truly want, surely one day I will get.

I don't want to get luxurious life I want to live simple life the life which Iam living right now. I am never disappointed by my results they are just the learning step of my dreams. I will be sure of what I truly want because Iam 110% sure that one day I will surely achieve my dream. I don't want my dream to pass by me. I will never let that happen ...

I also want to do something for weaker section I want to raise funds for them and to provide them basic needs and medical facilities

These are the dreams which are going to achieve in my life

YOU HAVE TO DREAM '
BEFORE
YOUR DREAMS CAN COME
TRUE



TAMANA THAKUR

Smile Foundation is an NGO in India directly benefitting over 750,000 children and their families every year, through more than 350 live welfare projects on education, healthcare, livelihood and women empowerment, in over 1000 remote villages and slums across 25 states of India.

Education is both the means as well as the end to a better life: the means because it empowers an individual to earn his/her livelihood and the end because it increases one's awareness on a range of issues – from healthcare to appropriate social behaviour to understanding one's rights – and in the process help him/her evolve as a better citizen.

Education is the most powerful catalyst for social transformation. But child education cannot be done in isolation. A child will go to school only if the family, particularly the mother, is assured of healthcare and empowered. Moreover, when an elder sibling is relevantly skilled to be employable and begins earning, the journey of empowerment continues beyond the present generation.

Realizing this, Smile Foundation an NGO in India, beginning in the corridors of education, adopted a lifecycle approach of development, focusing its interventions on children, their families and the larger community.

Smile Foundation believes that unless members of the civil society are involved proactively in the process of development, sustainable change will not happen. Following this model of Civic Driven

Change, Smile Foundation sensitizes and engages the civil society, making it an active partner in all its welfare initiatives.

Today, 8 million children in India are out of school – surrounded by poverty, illness and despair; they are fighting a daily battle for their survival. Together, we can help a child and bring hope in their lives. Together, we can bring change and make it last.



VIDYARATI CHANU

OBJECTIVE: To open my own NGO for women who are not educated or have not completed higher education and wish to work. The aim is to make women independent.

- From the last decade it has become difficult to get jobs even for graduate students. The value of degree is declining day by day. I want to make understand people that skills can make them earn enough. Degree is just a piece of paper, if you have knowledge which nowadays can be grabbed from various sources you are counted as educated.
- I aim to make use of domestic skills of women. Domestic skill is usually considered an easy job in our country. People don't respect their hard work just because they don't make cash.
- Through this NGO, I want to conduct various learning sessions for uneducated and underprivileged women.
- By the use of domestic skills various handmade products would be designed and would make some profits for them. I want them to work and pay as per hours. If someone is in need they can work extra hours and make money.
- From their earnings I want them to save 2% of their income as savings.
- If I get enough funding or we make more profit, I would like to extend work fields and facilities like health insurance, kids school scholarships, etc.

The name of NGO "BHAVA" and the meaning is mental state of bliss or peace.



VARSHA SONI

DREAM BIG BECAUSE DREAMS DO COME TRUE!

I, Varsha Soni, born and brought up in a beautiful state of Himachal Pradesh have always dreamt of serving my community. Himachal Pradesh, due to its difficult terrain is not accommodative for people in terms of secondary and tertiary medical treatment. People has to travel long distances to get proper treatment which can at times take a toll on their life.

Health is the most important pillar of ones' life. I don't want my people to suffer due to lack of a basic necessity. I, want to open up a chain of hospitals with 24*7 mobile hospital vans to help my community. In terms of business aspect, this is the need of Himachal and by serving that need I will be able to run a profitable business with inherent social motive.

"IT ALL STARTS WITH A DREAM"



DEVENDER SINDHU

My dream is to open a non government organisation trust, which includes a charitable trust hospital to provide healthcare facilities at lower costs, a charitable trust school in rural areas to provide best and cost free education to children, a charitable arbitrage, old age home to help those who need but lack care in their lives. I want to adopt orphan children, educate them and make them stand on their feet. In short, I want to put my medical education to use by doing social work for humanity and also bring prosperity in my life.



NITIN MADAAN

My Dream-Entrepreneur

I have a big dream of having my own pharmaceutical company. I did my graduation in B.com (hons) and pursuing MBA in healthcare. In our country medicines are very costly that a 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. Along with B.com (hons) I can use my management skills to establish my company. Here I will put all my focus on manufacturing as well as the research department where I will introduce high cost medicines at affordable prices.



NEHA THAKUR

"Shoot for the moon. Even if you miss, you'll land among the stars."

From a very early age, kids are made to dream about becoming big professionally. They are fed with the importance of making a successful career. Everyone they come across asks them about their aim in life and career becomes the prime focus of most. They set an aim and give their best to achieve the same. While it is of utmost importance to establish oneself professionally, what people forget is that it is equally important to invest time to nurture relationships, health and other aspects of life. So if WE can dream about having a rocking career then why not dream of a good relationship and great health too?

Career Goal

Everyone has a career dream. As kids, I also dreamt of becoming a doctor then as I grew I was fascinated by the Hollywood actors and wanted to become an actor however it was only when I completed my 12th standard that I realized that I had a bent of mind towards other stream and decided to get into Commerce field. There is no harm in dreaming big however choose your path wisely keeping in mind your potential and other aspects. Don't set unrealistic career goals.

Health and Fitness Goals

Your health is of utmost importance. It is only when you enjoy good health you shall be able to focus on other things in life. So why just dream of a big car, huge bungalow and a six figure salary, why not dream about enjoying good health as well? Everyone should dream about having good health and work in that direction. It is essential to take out some time from your schedule to indulge in exercise daily. Also make it a point to have wholesome food that includes all the essential micronutrients.

Relationship Goals

Relationships hold a special place in our lives. Be it our parents, spouse, kids, siblings, cousins or friends – each relationship plays a significant role in our life. However, caught in the rat race our relationships often take a back seat. Most people forget about these relationships when they are doing well in life and only realize their need when they require someone to fall back on after failure. It is essential to nurture these relationships by investing time in them. Set relationship goals just as you set career goals and see how abundantly you are showered with love and affection.

Conclusion

Merely having career goals and succeeding professionally can leave you alone after one point in life. It is thus as important to dream of having loving relationships and having fitness goals as it is to dream of succeeding professionally. Work as diligently to achieve these as you do to realize your career dreams.



NEHA RANI

Dream Project: SAVE GIRL CHILD & WOMEN POWER

VISION: "A happy Girl is the future of our country."

It is my dream project to open an organization, like an NGO. First I will survey to make a huge network to aware the uneducated people for girls education. Still, in our country so many people think, that girls are not equal to boys. People always pray for BOY not for GIRL. Blessings of elders are for MALE not for FEMALE. But in need of wealth people pray to Ma LAXMI, for success in education people pray to Ma SARASWATI, for removal of tensions people pray to Ma AMBAJI and to escape from the devil people pray to Ma KALI. Now tell me, why do people hesitate to have a FEMALE in the family. While those whom they pray to during trouble, are FEMALES? SAVE THE GIRL CHILD!!!

It is true, boys and girls are not treated equally. But I believe everyone is equal. We girls are better than boys because we are strong from inside and outside, we give birth to babies, while giving birth to baby, girls have to go through a lot of pain, which Boys cannot go through. So, this is a GIRL POWER.

"WHAT WOULD YOU ATTEMPT TO DO, IF YOU KNEW, YOU COULD NOT FAIL"

"YOU CAN, IF YOU THINK YOU CAN"



PRABLEEN KOUR

My Dream Project
"A Theme Restaurant"

My dream venture is to open a restaurant in J&K as it has always been a place where development was took place very late. Still we can't say that it is a fully developed place. We don't have much of family restaurants or outing spots in J&K. So I want to open a restaurant with a theme that perfectly fits the peaceful environment and people feel refreshed entering such a place. Theme of the restaurant is all about the bridging the gap between the richer and the lower strata of the society.

I want to plan the interiors of the restaurant according to me providing an edge over the normal restaurants. I want the restaurant to fulfill the needs of every person. This restaurant is a dream as I want J&K to explore something new and students or families like mine don't have to travel to other cities for having family get togethers or dinners. This place should be popular between both the rich and the lower class. Elite class before entering my restaurant shouldn't think that this place isn't according to their class and on contrast lower class shall not think of the expensive prices or the humiliation that they would face from the elite class.

I hope this dream of mine is fulfilled soon.



NADIYA GULZAR

Everybody has their dreams, I too have many dreams regarding my future. After completing my graduation I started dreaming of doing MBA. And pursuing MBA in healthcare is one of them. After my masters I would like to gain some experience by working in a reputed company. Then after some time, I would like to see myself as the MD of a company .I want to do something innovative and different . One day I realized I have a want of doing something extraordinary in the field of management. So I joined in the field of MBA Healthcare. I always wanted to do a job in such an organization where you can lead people .But I feel it is possible if I myself would be capable in that job. I always keep on thinking of an idea which would be useful and beneficial for serving the society. I want to be independent, free and self sufficient. I would like to see myself in top position, the best of me and also I would like to and in process improve my skills. I believe, your dreams need a little touch of magic to come true.



UDAY JAIN

I have dream of creating work flow of where there should be no discrimination, as I have worked in Fortis Hospital and Grecian Hospital and I have observed that women are misusing their rights as i m not talking about the work, work is equally done by men and women but when talking about the Rights of men, there is no committee or any thing for men in case of harassment.

If any women complaints in HR that a men has teased me or stalked me, etc then the men are not even listened men. There are no proper checks, whether the men have done such anything or not, they got fired or are forced to resign in such cases. There should be equal rights for men also and some regulatory bodies should made for these cases. I want to implement the rules for males and female equally and influence regulatory bodies through management skills.



NANKI AHLUWALIA

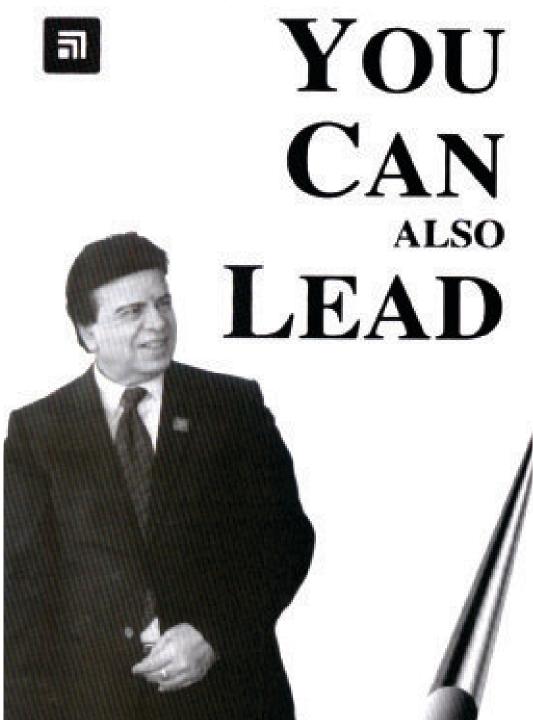
Everyone dreams of one or the other things that they wish to accomplish in the life. Just like others I too have a dream that I want to fulfill. Even though I am pursuing MBA in Healthcare but have always aspired to have my own Event Management Company.

Many people think that event managers as wedding or concert planners, but this field is vast in itself. I got this business plan from the time when I once had a family function and an event manager was called. I admired the way the whole team carried out the event and from that very moment my interest in this field and business aroused.

"A DREAM DOESN'T BECOME REALITY THROUGH MAGIC, IT TAKES SWEAT, DETERMINATION AND HARD WORK"

Nanki

A glimpse of the first edition of 'You Can Also Lead'



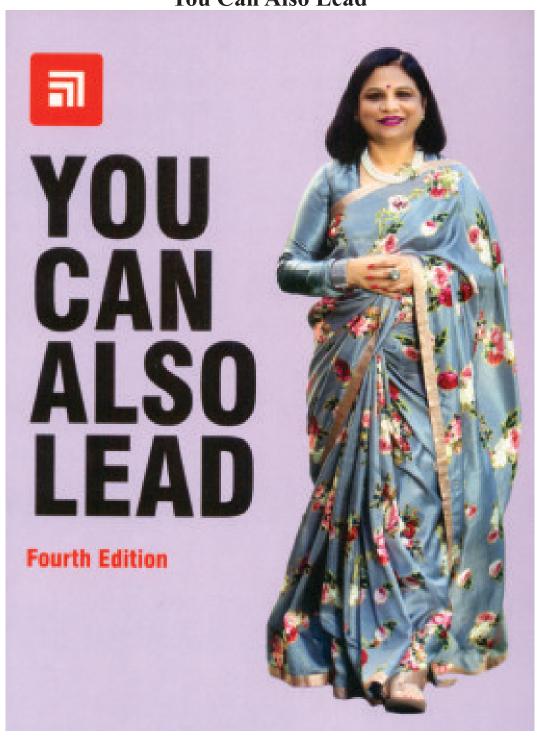
A glimpse of the second edition of 'You Can Also Lead'



A glimpse of the third edition of 'You Can Also Lead'



A glimpse of the forth edition of 'You Can Also Lead'



MY NOTES
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