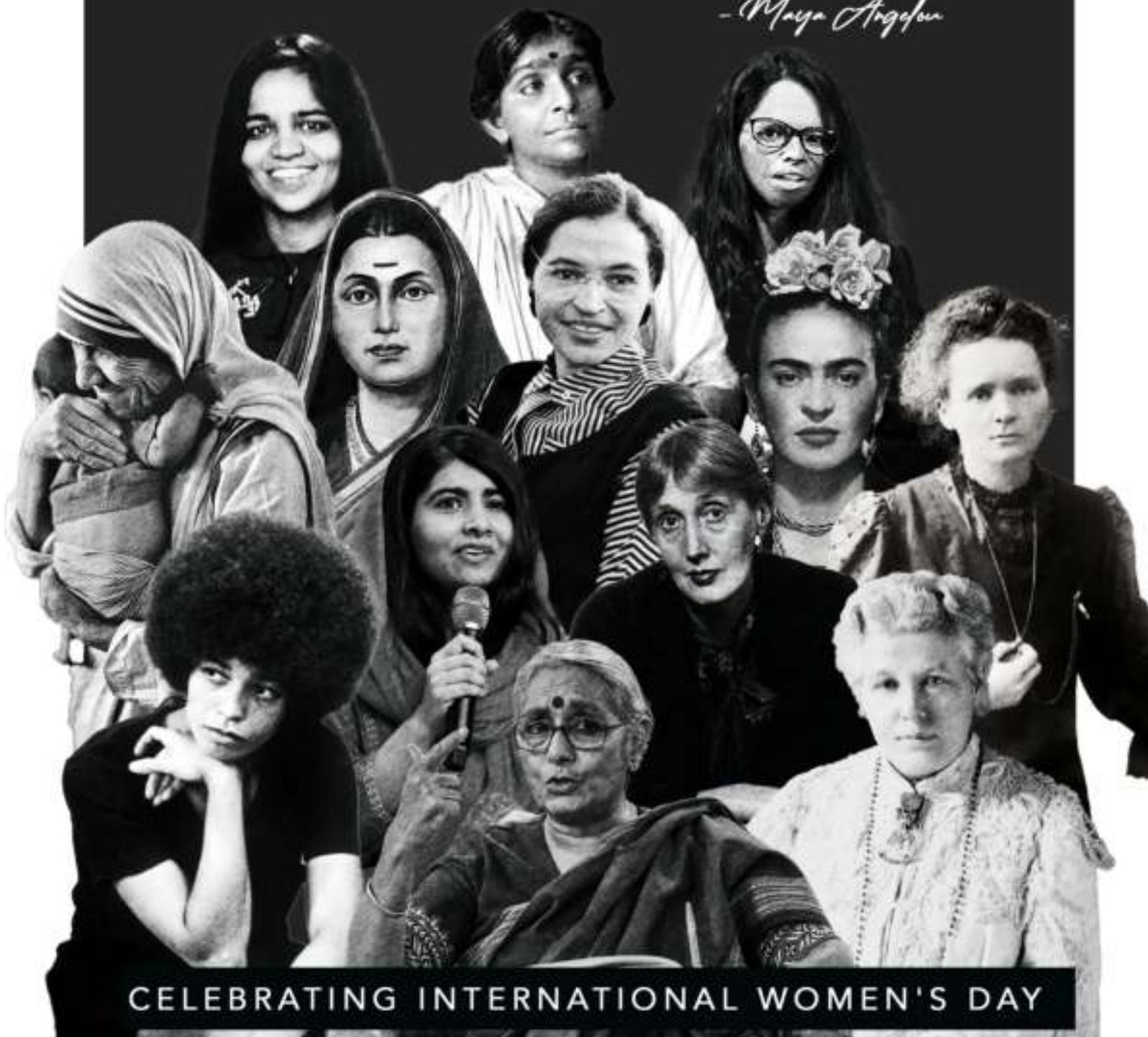


  
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"I am woman phenomenally. Phenomenal woman, that's me."

*- Maya Angelou*



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# Table of **CONTENTS**

<b>04</b>	<b>Attention Hustle</b>		
<b>11</b>	<b>World Cancer Day</b>	<b>20</b>	<b>Narciso Massó Innovation Centre</b>
<b>12</b>	<b>4th Graduation Day</b>	<b>24</b>	<b>Empowering Industry and Youth</b>
<b>16</b>	<b>Documentary Screening</b>	<b>27</b>	<b>Boxing Tournament</b>
<b>17</b>	<b>Field Visit to Arignar Anna Zoological Park</b>	<b>28</b>	<b>SRM University Hosts National Multidisciplinary Conference</b>
<b>19</b>	<b>Bridging Cultures</b>	<b>29</b>	<b>The 12th Chennai International Documentary and Short Film Festival</b>
		<b>30</b>	<b>Visit to Loyola Institute of Business Administration</b>

## The Attention Hustle

### How Tech Companies Fight for Your Time and Sell You to Advertisers

Ever felt like your phone won't let you go? Like it's begging for just a bit more of your time? That's the attention game – where big tech battles for your focus, knowing it's worth a fortune in data about you.

But why are they so desperate for your attention? Because in the digital world, your attention is like gold, and your data is the key to unlocking its value. Problem is, you only have so much attention to give, and tech companies want as much of it as they can get.

Technology has made things even trickier. With so much stuff competing for your attention, it's easy to feel overwhelmed. And that's exactly what these tech giants want because they make money by grabbing your attention and selling it to advertisers.

Social media is where it gets really interesting. Unlike TV or billboards, social media gives advertisers super detailed info about you. They know what you like, what you buy, and even what you search for online. That makes their ads way more effective. But here's the twist: social media companies like Facebook and Instagram don't charge you to use their apps. So, how do they make billions? By selling your attention – and the data that comes with it – to advertisers.

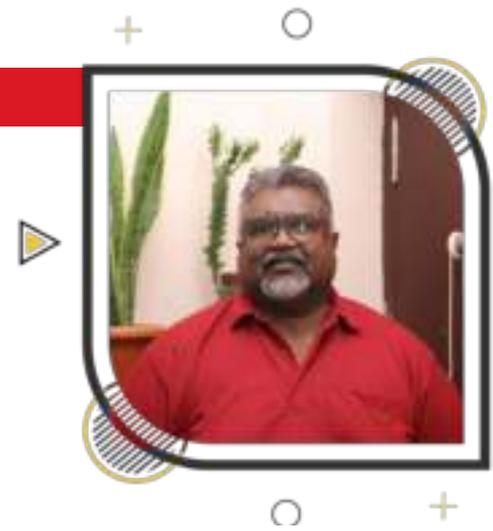
It starts with collecting data about you – every click, like, and search builds a profile of who you are and what you like. Then, they use that info to keep you hooked, showing you stuff they know you'll be into. The more time you spend on these apps, the more data they collect, and the more money they make from advertisers. But there's a downside: your privacy takes a hit, and you might feel like you're losing control of your time online.

So, what can you do? Start by being mindful of how much time you spend on your phone and set some limits. Look for apps that respect your privacy and don't track everything you do. And remember, you have the power to choose where you focus your attention – so choose wisely!

In this battle for your attention, make sure you're the one calling the shots. Don't let tech companies dictate how you spend your time online. After all, your attention is valuable – make sure you're the one getting something out of it!

But wait, there's more! As tech companies continue to innovate, the battle for your attention is only getting fiercer. They're constantly coming up with new ways to keep you hooked, whether it's through personalized content, addictive features, or clever marketing tactics. So, it's essential to stay vigilant and be aware of the tricks they use to grab your attention. By understanding their strategies, you can better protect yourself and regain control over your digital life.

Remember, your attention is valuable, and you deserve to decide how you spend it. Don't let tech companies exploit you for profit – take back control and make your attention work for you!



# INSPIRING EXCELLENCE: THE POWER OF BEING A ROLE MODEL



Dear Friends,

In the realm of psychology, the concept of a role model holds profound significance. It's about more than just emulation; it's about the transformative influence individuals have on each other. We recognize the pivotal role our leaders play in shaping our collective ethos and values. When we embody traits like integrity, honesty, and openness, we ignite a ripple effect that resonates throughout our community, inspiring others to emulate our example.

The benefits of embodying the qualities of a good role model are vast. Beyond earning respect and admiration from our peers, we become catalysts for positive change, cultivating a culture of excellence. By striving to exemplify these traits, we not only enhance our own academic and professional pursuits but also pave the way for a brighter future for all.

So, how do we become paragons of virtue and inspiration to those around us? It starts with our daily actions and choices. Living a life aligned with our professed values is paramount. Whether it's through simple acts of kindness, unwavering honesty, or resilient perseverance, our consistent behavior shapes the narrative of our influence.

What are the characteristics that define an ideal role model? Integrity is the cornerstone, guiding every decision and action with unwavering moral principles. Resilience empowers us to navigate life's challenges with grace, inspiring others to persevere in the face of adversity. Compassion fosters empathy and understanding, nurturing a culture of inclusivity and kindness. Achievement serves as a testament to our dedication and determination, motivating others to strive for excellence. And finally, the ability to leverage our influence for positive change empowers us to leave a lasting impact on society.

The influence of role models extends far beyond individual growth; it shapes the very fabric of our student community. From offering motivation and career guidance to nurturing character development and skill acquisition, role models serve as catalysts for holistic growth and development.

As we journey through life, let us aspire to be beacons of inspiration, illuminating the path for others to follow. Let us embody the virtues of integrity, resilience, and compassion, leaving an indelible mark on the hearts and minds of those around us. Together, let us strive to be the role models our community deserves."

**Dr. Xavier Rajarathinam**

The Principal

## Unleashing Potential

### The Vibrant Power of the Young Mind



In a world that is rapidly evolving, the young mind stands out as a beacon of potential, creativity, and change. "Unleashing Potential: The Vibrant Power of the Young Mind" delves into the unique qualities of youthful cognition and its significant impact on society, innovation, and the future. This article explores how the fresh perspectives, resilience, and adaptability of young individuals drive progress and how nurturing these minds can lead to groundbreaking achievements.

The young mind is characterized by its plasticity, allowing for an unparalleled capacity for learning and adaptation. This neuroplasticity not only facilitates the acquisition of new skills and knowledge but also enables the young to navigate the complexities of the modern world with remarkable flexibility. The article emphasizes the importance of environments that foster curiosity, creativity, and critical thinking, highlighting the role of education, mentorship, and access to resources in unlocking the latent potential within young individuals.

Moreover, "Unleashing Potential" addresses the challenges and barriers that young minds often face, including socioeconomic disparities, educational inequalities, and mental health struggles. It argues for a concerted effort from governments, communities, and organizations to invest in the well-being and development of the youth, recognizing them as pivotal architects of the future.

The narrative is rich with examples of young innovators, leaders, and activists who have made significant contributions to their fields and communities. These stories serve as a testament to what can be achieved when young people are empowered and given the opportunity to harness their abilities. The article also explores the importance of intergenerational collaboration, suggesting that the synergy between the wisdom of experience and the innovation of youth can lead to transformative solutions to global challenges.

"Unleashing Potential" is a call to action for society to support, inspire, and invest in the young minds of today. It posits that by cultivating an environment that values and nurtures the capabilities of the youth, we can unlock a wellspring of innovation, resilience, and leadership. This, in turn, will not only propel individual growth but also drive societal progress, making the world a better place for future generations.

In conclusion, the power of the young mind is an invaluable asset in the quest for advancement and change. As we stand on the brink of new discoveries and social transformations, "Unleashing Potential: The Vibrant Power of the Young Mind" reminds us of the critical role that young individuals play in shaping a promising and inclusive future.

**Rev. Fr. Ernest Rosario, SDB**

Director of Communication

## Mastering the Art of Transformation: The Atomic Habit Blueprint



In the dynamic realm of human behavior, where change is the only constant, the mastery of habits emerges as a critical foundation for achieving excellence. "Mastering the Art of Transformation: The Atomic Habit Blueprint" is an enriching exploration of how habits, the very fabric of our daily lives, can be both a vehicle to mastery and a potential pitfall leading to stagnation. Building upon the insights of James Clear's seminal work "Atomic Habits," this narrative offers a deep dive into the transformative power of habits, presenting a lucid, practical guide to altering our behaviors and inching closer to our best selves each day.

Habits, as the narrative elucidates, begin as minuscule decisions, mere whispers of action that, through repetition, burgeon into powerful forces shaping our lives. Like the gradual growth of a mighty oak from a single seed, habits, too, evolve from fragile beginnings to become the sturdy pillars of our existence. This evolution, however, is not without its challenges. The journey to uprooting detrimental habits and nurturing beneficial ones is likened to a delicate dance with our inner selves, requiring patience, insight, and a methodical approach.

Central to this transformative journey is the four-step process of habit formation: cue, craving, response, and reward. These steps, when understood and applied, can demystify the complexities of change, offering a clear path to habit improvement. By making the cues for our desired habits obvious, the cravings attractive, the responses easy, and the rewards satisfying, we can effectively engineer a landscape conducive to positive change.

"Mastering the Art of Transformation" goes beyond mere habit formation to touch upon the essence of self-awareness and the critical importance of periodic self-reflection. In a world that never ceases to change, our habits and beliefs must be continually reevaluated to ensure they align with our evolving goals and circumstances. This narrative champions the idea that we are not merely subjects to our habits; rather, we hold the reins, capable of molding them to serve our aspirations.

By intertwining the practical wisdom of "Atomic Habits" with a broader philosophical reflection on growth and change, this piece serves as a comprehensive manual for anyone looking to harness the power of habits. It invites readers to embark on a journey of self-discovery and incremental improvement, emphasizing that the path to greatness is paved with small, consistent steps. "Mastering the Art of Transformation" is not just a guide to habit change—it's a beacon for those seeking to reshape their lives, one atomic habit at a time.

**Rev. Fr. Kasi Sagayaraj SDB**

Vice Principal

## HARMONIZING LIFE'S ESSENCE WITH SUSTAINABLE DEVELOPMENT GOALS



**Dr. Marcus**

Director of DICE

In our rapidly advancing digital world, where technology permeates nearly every aspect of daily life, it's easy to forget that not everyone has equal access to its benefits. The digital divide – the gap between those with access to technology and those without – remains a pressing issue with profound implications for society.

This gap is not just about having the latest gadgets or high-speed internet; it's about access to education, job opportunities, healthcare, and social connections. As technology becomes increasingly integrated into our lives, those left on the wrong side of the digital divide risk being left behind in an ever-evolving landscape.

For the tech-savvy generation – those who have grown up immersed in digital technologies – bridging this gap isn't just a matter of convenience; it's a moral imperative. We possess a unique understanding of the power of technology and the opportunities it affords. As such, we have a responsibility to ensure that these benefits are extended to everyone, regardless of their socio-economic status or geographical location.

The consequences of the digital divide are far-reaching. In education, students without access to digital resources and online learning platforms are at a disadvantage compared to their digitally-enabled peers. Similarly, in the job market, digital literacy has become a prerequisite for many roles, leaving those without access to technology struggling to compete. The gap extends to essential services, such as healthcare and government assistance, which are increasingly moving online, further marginalizing those without internet access.

Furthermore, the digital divide contributes to social isolation, particularly among vulnerable populations such as the elderly and those living in remote areas. As technology becomes central to maintaining social connections, those without access risk becoming increasingly isolated from their communities and support networks. Addressing the digital divide requires a multifaceted approach. As members of the tech-savvy generation, we have a crucial role to play in advocating for change. This includes raising awareness about the digital divide and its consequences, urging policymakers to prioritize initiatives aimed at closing the gap, and supporting organizations working to provide access to technology for underserved communities.

Additionally, we can contribute by sharing our knowledge and skills with others. By offering mentorship, organizing workshops, and providing technical support, we can empower individuals and communities to navigate the digital landscape more effectively.

Moreover, we can advocate for policies that promote equitable access to technology, such as subsidizing internet access for low-income households and investing in infrastructure in underserved areas. Additionally, we can push for the development of inclusive technologies that cater to diverse needs, ensuring that everyone can benefit from the digital revolution.

Ultimately, bridging the digital divide is about creating a more inclusive and equitable society. It's about recognizing that technology is not just a tool for the privileged few but a fundamental enabler of social and economic opportunity. By working together to ensure that everyone has access to the benefits of the digital age, we can build a brighter future for all.

Jan 31, 2024

## NAAN MUDHALVAN

In a bid to equip the youth of Tamil Nadu with industry-relevant skills, Don Bosco Arts and Science College has embarked on a significant journey through the Naan Mudhalvan – a skill development initiative launched by the Government of Tamil Nadu. This transformative program aims to provide dynamic and career-oriented training to college students, bridging the gap between education and industry demands. Naan Mudhalvan, meaning "I am the Leader," aspires to create a brighter future for the youth of Tamil Nadu. It focuses on offering students comprehensive information about courses and industry-specific skill offerings, empowering them to select and pursue their chosen career paths successfully.

The core objectives of the Naan Mudhalvan scheme are to identify potential training providers and address current industry gaps by imparting essential skill training. The program strives to ensure that students not only receive training but also secure employment opportunities matching their skill sets.

The Course Coordinators have been diligently assigned in each department, facilitating a seamless learning experience. Students have been mapped to their respective faculty members through the Naan Mudhalvan portal, ensuring efficient guidance under the supervision of the Principal and Vice-Principal. As per directions of the Tamil Nadu Skill Development Corporation, the institution facilitated Phase 1 and Phase 2 Faculty Development Programs for selected courses. These programs, conducted physically over a week in January, under the aegis of Cambridge, Ingage, NSE Academy, and Acenovation. Faculty members were equipped with the necessary skills to effectively train students in their respective courses.

To further prepare final-year students for Naan Mudhalvan placements, a 3-Day Employability Workshop named "Career Catalyst" was conducted in January 2024 by Edunet Foundation. This intensive program covered essential employability skills, including resume writing, group discussions, and interview techniques. Students emerged well-prepared to make a lasting impression on potential employers and secure their desired career opportunities.

A sensitization meeting was convened on January 31st, 2024, led by the Naan Mudhalvan Programme Manager and the Tamil Nadu Skill Development Corporation at the University of Madras. Dr. Xavier Raja Rathinam S, the Principal of Don Bosco Arts and Science College, and Dr. S. Jebaseeli Novaleena, the Single Point of Contact (SPOC), represented the college.



# FIRST FRIDAY MASS



Christian students gathered at Bi-Centenary Hall for a solemn celebration of the First Friday Mass on February 2, 2024, marking a day of spiritual renewal and reflection. The Holy Eucharist was animated by the newly ordained priest, Rev. Fr. Vikesh SDB, whose fresh perspective and fervor added a profound depth to the celebration. The First Friday Mass is a tradition that holds great significance in Christian faith, dedicated to offering special veneration to the Sacred Heart of Jesus. It is a time when believers come together to reflect on their faith and seek spiritual rejuvenation.

Rev. Fr. Vikesh SDB, brought an infectious enthusiasm to the service. His homily touched on themes of renewal, compassion, and the importance of integrating faith into daily life. Students were encouraged to embrace the tenets of their faith with a renewed sense of purpose.



Feb 2, 2024

## World Cancer Day



In a heartfelt tribute to World Cancer Day, the Rangers and Rovers Club successfully organized a series of engaging and educational events aimed at raising awareness about cancer and its impact on society. The event, held on February 2, 2024, captivated attendees with a variety of activities including the Speakathon, Sorkalam, Inkspire, and Sindhanaichalaram, drawing attention to the critical importance of cancer research, prevention, and treatment.

Ms. Priyadharshini. V and Dr. Sivaraman S, whose tireless efforts and dedication played a pivotal role in the seamless organization and success of the event. Their expertise and commitment to the cause were instrumental in creating an informative and inspiring experience for all participants.

The day was filled with powerful speeches, creative presentations, and insightful discussions, designed to engage the community in meaningful conversations about cancer. Highlights included the Speakathon, where speakers shared personal stories and the latest research on cancer prevention and treatment; Sorkalam, a debate session on cancer-related topics; Inkspire, a creative writing workshop focusing on expressions of hope and resilience; and Sindhanaichalaram, a brainstorming session aimed at innovative approaches to cancer awareness and support.

The Rangers and Rovers Club's World Cancer Day event not only served as a platform for education and advocacy but also as a reminder of the strength found in community solidarity against cancer.

## 4<sup>TH</sup> GRADUATION DAY



Don Bosco Arts and Science College, affiliated with the University of Madras, proudly announces its 4th Graduation Day on Saturday, 3rd February 2024, at the SIGA - DON BOSCO Hall from 11:00 AM onwards. The college is set to celebrate the academic accomplishments of 153 graduates who will be awarded their degrees on this momentous occasion. The graduation ceremony will commence with an Academic Procession at 11:00 AM, followed by the traditional "Thamizh Thai Vazhthu." Rev. Fr. Rajkumar, the Secretary of the college, will officially declare the event open.

A significant highlight of the day will be the address and the awarding of degrees by the Chief Guest, Dr. D.B.D. Sathia Kumar M.D., Chairman of Sugam Hospitals and Hibeams Scans, Chennai. Dr. Xavier Rajarathinam, the Principal of Don Bosco Arts and Science College, will introduce the Chief Guest and present the Academic Report. The Graduation Day Address will be a pivotal moment as Dr. Sathia Kumar delivers his speech and presents the candidates for graduation. Each of the 153 students will have their moment to shine as they cross the stage to receive their well-earned degrees.

The graduates will also take part in the Administration of the Pledge, led by Dr. Xavier Rajarathinam, to affirm their commitment to ethical conduct and lifelong learning. We sincerely acknowledge Dr. Shanmugam, the COE of the college, and his team for organizing the event. The ceremony will reach its crescendo with the National Anthem, symbolizing the pride and unity of the institution. The event will be drawn to a close with an offering of refreshments. The management, secretary, principal, staff, and students of Don Bosco Arts and Science College warmly welcome all family, friends, and well-wishers to join in this grand celebration, marking a significant milestone in the lives of the graduates.

## DON BOSCO ARTS AND SCIENCE COLLEGE HOSTS WORKSHOP ON RESEARCH METHODOLOGY



The Department of English at Don Bosco Arts and Science College is set to host a two-day workshop on Research Methodology. Aimed at cultivating and enhancing research skills among students and faculty, this educational event will take place on February 5th and 6th at the prestigious Fr. School A.V. Hall, starting at 9:30 a.m. The workshop promises to be an invaluable resource for attendees, offering insights into various methodologies that can be employed in academic research. It aims to address the challenges faced by researchers and provide practical solutions applicable across multiple disciplines.

Leading the workshop as the primary resource person is Dr. Amala Arokia Raj, an esteemed assistant professor of English from Loyola College in Chennai. Known for her extensive research in the field of English literature and her innovative teaching methodologies, Dr. Arokia Raj brings a wealth of knowledge and experience to the event.

Ms. Joy Mercy K, who has played a crucial role in organizing this workshop, commented on the event's significance, saying, "We are excited to offer this opportunity to our students and faculty members. We believe that the workshop will serve as a catalyst for innovative research projects and collaborations in the future." Participants are encouraged to register early, as spots are limited. The workshop is expected to attract a significant number of attendees, including students, academics, and professionals from various fields who are looking to enhance their research capabilities.

## 8th NRD Athletic Meet



In a display of athletic prowess and competitive spirit, Don Bosco Arts and Science College marked its presence at the 8th NRD Athletic Meet organized by Annai Violet Arts and Science College on February 7th, 2023. A commendable contingent of 25 students from Don Bosco participated in the event, engaging in a series of track and field challenges that included the 100 meters, 200 meters, long jump, discus throw, and 400 meters.

The meet turned into a celebration of speed, strength, and agility as students from various institutions vied for the top honors. Among the stars of the day was Devananda from Don Bosco Arts and Science College, who clinched the title in a stunning display of athleticism. This victory was not just a personal achievement but also a moment of pride for the entire college.

Ms. Padhma Priyaa, the Director of Physical Education, whose mentorship was instrumental in honing the skills of the students and guiding them to success at the meet. Her dedication and commitment to physical education and sportsmanship were clearly reflected in the performance of the participants.

## Empowering Tomorrow's Workforce



In an era where the job market is ever-evolving, Don Bosco Institute of Career Excellence (DICE) stands at the forefront, pioneering an initiative to equip students with the skills and knowledge necessary to thrive in their chosen careers. With the introduction of value-added courses seamlessly integrated into the regular curriculum, DICE has embarked on a journey to enhance the job potential of the students of Don Bosco Arts & Science College, Chennai.

The cornerstone of this initiative lies in collaboration. By partnering with proven service providers, DICE ensures that students receive training from industry experts in fields that are in high demand. From competitive coaching to practical software training in Tally ERP 9.0, from communication network to visual communication, each course is meticulously crafted to address the specific needs of students in various disciplines.

For final year students of Commerce, Corporate Secretaryship, and English, competitive coaching offers comprehensive preparation for a range of examinations, opening doors to opportunities in UPSC, SSC and the banking sector. Meanwhile, second-year students delve in practical aspects of Tally and Taxation, gaining valuable expertise in statutory compliance, payroll, and GST registration.

In parallel, tailored programs cater to the evolving demands of the job market. Second-year English students are immersed in a fusion of technology and language, preparing them for technology-based roles with confidence. Similarly, second- and third-year students of Viscom explore the nuances of visual communication, learning to decode situations and create commercially viable content that resonates with audiences.

The response from students has been overwhelmingly positive, with many expressing gratitude for the institution's forward-thinking approach to their future. By providing these value-added courses, DICE not only equips students with practical skills but also instils a sense of confidence and readiness to tackle the challenges of tomorrow's workforce. Looking ahead, DICE is poised to build upon this foundation, with plans for further expansion and enhancement of its offerings. By continually adapting to the evolving needs of the job market, DICE remains committed to empowering its students to lead the way into a promising future.

In conclusion, through its commitment to innovation and collaboration, DICE is not just shaping careers but shaping futures. With each value-added course, DICE reaffirms its dedication to nurturing the next generation of leaders, innovators, and change-makers.

## Documentary Screening



The Department of Visual communication organized the Documentary Screening for the students. The documentary screening featured two compelling films. The first documentary “Gruh kalaiyum kalviyum Thirunangai in kathigal” with a runtime of 15 minutes, showcased stories of community engagement and cultural practices, celebrating local traditions and values. The visual narrative captured students in uniform participating in a ceremony, an aspect of the local education system that highlights the school's commitment to holistic education.

The second documentary titled "Upcoming Leaders, is “Puliyamaram Palliyin Vidhaigal” " directed by Raamkumar Rajan, with a duration of 17 minutes, focused on the stories of young individuals poised to be the leaders of tomorrow. The film provided a platform for these young voices, giving insight into their thoughts, aspirations, and the influences that shape them. It emphasized the college's role in nurturing these potential leaders.

The event also highlighted a platform where Raamkumar Rajan discussed various documentaries, presumably offering critiques and fostering a deeper understanding of the subject matter. Images of six young students, three boys and three girls, were prominently displayed, perhaps signifying their feature in the documentary or their roles as ambassadors for the themes discussed.

The college invited all the participants to subscribe and follow the conversation across social media platforms, indicating a vibrant community engagement beyond the college walls. The event was more than just a screening; it was an opportunity for students to engage in a dialogue about their roles in society and the impact of education on their futures. The documentary session ended with an open discussion, allowing students to express their thoughts and learn from each other's perspectives.

Feb 10, 2024

## Field Visit to Arignar Anna Zoological Park



In an educational excursion blending academic learning with real-world experience, second year students from the Department of English visited Arignar Anna Zoological Park, Vandalur for their Environmental Studies (EVS) field visit. The trip, held on February 10th, 2024, provided students with a unique opportunity to engage with environmental topics in a practical setting. The field visit aimed to enhance students' understanding of their EVS curriculum by immersing them in the natural habitat of the species they study.

The successful visit was made possible through the meticulous planning and guidance of the Head of Department and Ms. Jesinthal Mary, who accompanied the students. Their dedication to providing an interactive learning experience was evident in the detailed organization of the trip.



## LENTEN SPIRITUAL PREPARATION

In the spirit of reflection and spiritual growth, Don Bosco Arts and Science College organized a Lenten spiritual preparation event for our Catholic students on February 14, 2024. Held within the serene confines of the Citadel Chapel, this event served as a meaningful precursor to the sacred season of Lent.

The event commenced with the reverent celebration of the Holy Eucharist, presided over by Rev. Fr. Joe Anand SDB. His profound words and spiritual guidance set the tone for a deeply reflective gathering. Joining him in this sacred ritual was Rev. Fr. John Britto SDB, whose presence further enriched the spiritual experience for all in attendance. The Citadel Chapel resonated with the prayers and hymns of our Christian students, who actively participated in this sacred event. Their unwavering devotion and heartfelt engagement added a sense of community and unity to the proceedings.

As we prepare to embark on the Lenten journey, let us carry with us the lessons of humility, repentance, and renewal. The Citadel Chapel, steeped in history and spirituality, provided the perfect setting for introspection and contemplation. May the blessings of Ash Wednesday guide us as we navigate the path of faith and self-discovery during this Lenten season.



LENT

## Bridging Cultures



In an outstanding showcase of global educational connectivity, Don Bosco Arts and Science College hosted a groundbreaking interaction with the students from Mariagaard, located in Oosterzelesteenweg, Belgium. This momentous event marked a significant milestone in our pursuit of fostering global connections and cultural exchanges.

Students from the departments of English and Visual Communication have had the unique opportunity to interact with the students from Mariagaard. The initiative was aimed at facilitating an enriching exchange of ideas, educational methodologies, and cultural nuances, thereby broadening the horizons of students from both institutions.

The interaction between students from Don Bosco and Mariagaard has been an enlightening experience, paving the way for a deeper understanding and appreciation of diverse cultures and educational systems. This international collaboration stands as a testament to Don Bosco Arts and Science College's commitment to providing its students with a global perspective on education. It opens up avenues for future projects, exchanges, and partnerships that will continue to enrich the academic and personal lives of our students.

We are excited about the potential this collaboration holds for both institutions. It is a step forward in our continuous effort to create an inclusive educational environment that values and promotes international connectivity and cultural diversity. Don Bosco Arts and Science College remains dedicated to exploring more such opportunities that can contribute to the global development of our students and faculty. We look forward to seeing the positive impacts of this collaboration unfold in the days to come. We sincerely acknowledge Rev. Fr. Joseph Leo SDB, the Director of SURABI.



# Narciso Massó

## Innovation Centre



In a landmark event, the Don Bosco Arts and Science College proudly inaugurated the Narciso Massó Innovation Centre, with Rev. Fr. Don Bosco SDB, the Provincial of Chennai, presiding over the ceremony. The center has been named after Narciso Massó – a budding artist, actor and musician. This center, dedicated to fostering learning, collaboration, and education, marks a significant milestone in the institution's journey towards promoting creativity and innovation.

Located at DBCC, Deepgam block, the Narciso Massó Innovation Centre is poised to become a vibrant hub for creativity and entrepreneurship, catering to various aspects of academic and professional development, including IQAC, DICE, NSS, AICF, R&D, and Training and Placement.

Equipped with cutting-edge facilities and designed to provide a conducive environment for learning, the center is primed to serve as a catalyst for progress and development in the region. Rev. Fr. Don Bosco SDB blessed the offices, expressing his enthusiasm for the center's potential to positively impact the community. He emphasized the center's role in nurturing talent and fostering innovation, underscoring its commitment to excellence.

The Narciso Massó Innovation Centre is envisioned as a collaborative platform bringing together industry experts, academics, and budding entrepreneurs. With a strong emphasis on research and development, the center seeks to tackle pressing challenges and drive sustainable growth.

## NAAC Preparatory work



Don Bosco Arts and Science College is set to host a crucial National Assessment and Accreditation Council (NAAC) review meeting on 16th February 2024. Organized by the Internal Quality Assurance Cell (IQAC) under the guidance of Dr. Ordetta Mendoza, this meeting is of paramount importance in the college's pursuit of excellence in education. NAAC accreditation signifies adherence to rigorous quality standards and continuous improvement, marking a significant milestone for educational institutions. Under the expert guidance of Dr. Ordetta Mendoza, participants will review and discuss various aspects related to the NAAC accreditation process. The meeting aims to assess the college's current standing, identify areas for enhancement, and strategize future actions to ensure compliance with NAAC standards.

Faculty members, administrative staff, and stakeholders are encouraged to actively participate in this review meeting. Their insights and contributions are invaluable in shaping the college's accreditation journey. Don Bosco Arts and Science College remains committed to upholding the highest standards of quality education. Initiatives like the NAAC review meeting underscore its dedication to continuous improvement and excellence.

## Workshop on Digital Content Marketing



On the 17th of February 2024, Don Bosco Arts and Science College hosted a dynamic one-day boot camp workshop focused on Digital Content Marketing. The event aimed to equip aspiring content creators, particularly Visual Communication students, with essential skills and insights into the rapidly evolving field of digital marketing.

Facilitated by Mr. Sathis David, an esteemed Entrepreneur, Mentor, and Content Strategist, the workshop delved into various aspects of content marketing. Participants had the opportunity to gain valuable knowledge on the basics of content marketing and explore current trends shaping the digital landscape. Additionally, Mr. David elucidated different business models suitable for content creators, providing attendees with a comprehensive understanding of monetization strategies.

Key takeaways from the workshop included fostering a helpful mindset and cultivating habits conducive to success in the realm of content creation. Moreover, participants were guided through a creator's roadmap to financial stability, offering practical insights and actionable steps to navigate the competitive digital content market.

The event received generous sponsorship from Band Puli.com, whose support facilitated the smooth execution of the workshop. Attendees benefited greatly from the expertise shared by Mr. Sathis David, gaining valuable insights and strategies to kickstart their journey as content creators in the digital sphere. Overall, the one-day boot camp workshop on digital content marketing proved to be a valuable platform for Visual Communication students and aspiring content creators to hone their skills, expand their knowledge, and embark on a path towards success in the dynamic world of digital media.

## THEATER WORKSHOP



The Department of Visual Communication organized an enriching two-day theater workshop on the 17th and 18th of February 2024. The workshop, facilitated by Dr. Thevanayagam Thevananth, Director of Active Theatre Movement from Jaffna, Sri Lanka, aimed to provide students with a comprehensive understanding of theatrical arts and foster their creative expression.

Dr. Thevananth's expertise and guidance were highly appreciated by all participants, as he shared valuable insights and techniques garnered from years of experience in the field of theater. The workshop witnessed active participation from both undergraduate (UG) and postgraduate (PG) students, who eagerly immersed themselves in the learning process.

Throughout the two days, students engaged in various theater exercises and activities designed to enhance their acting skills, expressiveness, and stage presence. Dr. Thevananth curated thought-provoking themes for the theatrical performances, including "VEEDU" (Home), "ATHIGARAM" (Dominance), "OLI" (Light), and "ELI POR" (war with Mice), which provided students with a platform to explore diverse narratives and emotions.

The workshop not only served as a platform for artistic exploration but also fostered a sense of camaraderie and collaboration among the participants. Through collaborative efforts and creative exchange, students were able to develop a deeper appreciation for the art of theater and its transformative power in conveying meaningful messages.

# EMPOWERING INDUSTRY AND YOUTH

## Highlights from the HR Summit 2024



Don Bosco Vazhikaatti, in collaboration with Don Bosco Arts and Science College, Surabi, Maestro and TECH Mahindar foundation and DB Job's marked a significant milestone by organizing the HR Summit 2024 on 20th Feb 2024, themed "Reforming Industry by Transforming the Youth." The event, held at Don Bosco Arts and Science College, garnered attention from enthusiastic youths representing various colleges and HR managers alike.

The esteemed Chief Guest, Rev.Fr. Dr. Don Bosco SDB, the Provincial of INM, delivered the inaugural address, commending the presence of young individuals and human resource managers. Rev. Fr. Raj Kumar, Rector and Secretary, graced the occasion as the Guest of Honor, setting the context for the summit. The summit commenced with the introduction of Mr. Mark Antony, CEO of Maestro HR Pvt Ltd, India & Dubai. HR managers from various organizations participated in discussions aimed at reforming industries through youth transformation. A highlight of the summit was the captivating speech by Prof. Hermon Carduz, Guinness Record Holder and the world's largest body language trainer, who enlightened the audience on the art of visualization. Prof. Carduz also moderated the panel discussion, guiding participants through insightful conversations.

The panel comprised distinguished members including Dr. Geetha Das, Principal of Patrician College, Rev. Fr. Gabriel SDB, National Director of Don Bosco Jobs, Mr. Keerthivasan, HR Manager at MMC Infotech, Ms. Lavanya Soman, Founder Director of SStraight Circles, Mr. Jawahar, Director of XOP HR, Ms. Alphina Anita from Quest Alliance; Mr. Vinoth, Director of Luke Digiza Pvt Ltd; and Dr. Santhi, COE of Queen Mary's College.

The HR Summit 2024 proved to be a platform for meaningful discussions, fostering collaboration between industry professionals and youth leaders, with a shared vision of driving transformative change in the workforce.

## SPIRITUAL ANIMATION



On February 23, 2024, the Provincial House Chapel was the setting for a deeply moving spiritual animation, marking the Lenten season for Christian students. Organized with thoughtful dedication by Mrs. Jacqueline and Mr. Allen, the session focused on the Way of the Cross, inviting second-year students to a profound engagement with their faith.

This reflective event aimed to connect students more deeply with the Passion of Christ, encouraging them to consider His sacrifices in the context of their personal lives and challenges. The organizers' vision was to offer a space for spiritual renewal, blending the educational journey with meaningful faith exploration. Participants walked through the stations of the Cross, a journey facilitated by the organizers' insightful reflections and prayers. This experience was not just a personal journey but also a collective one, fostering a sense of community among the students as they shared in this spiritual exercise.

The positive feedback from students underscored the event's impact, revealing a deep appreciation for the opportunity to explore their faith in such a rich, communal setting. Mrs. Jacqueline and Mr. Allen expressed hope that this event would spark further spiritual engagement among the student body, emphasizing the importance of such experiences in nurturing both personal and communal faith journeys. The successful Lenten observation at the Provincial House Chapel highlights the chapel's role in supporting the spiritual growth of its students, promising future events to deepen this vital aspect of their educational experience.

## FIRST CONTINUOUS INTERNAL ASSESSMENT



First Continuous Internal Assessment (CIA) examinations for Even Semester (2023-2024) were conducted at Don Bosco Arts and Science College from February 19th to February 24th, 2024 between 9 a.m. and 1:30 p.m.



# BOXING TOURNAMENT



In an exhilarating display of skill and determination, more than 300 students from various boxing clubs across the region converged at the DBCC for a grand boxing tournament held on February 24, 2024 organised by Department of Physical Education and Sports Club. The event, meticulously coordinated by K.S. Padhma Priyaa and T. Keerthana, provided a platform for young athletes to demonstrate their prowess in the ring, contributing to the growth and popularity of boxing among the youth.

The tournament saw participants from diverse backgrounds and skill levels, all sharing a common passion for the sport. The intense matchups and sportsmanship on display were a testament to the hard work and dedication of the young boxers, who have been training rigorously in anticipation of this event. The coordinators, Dr. P.D Gladstan, K.S. Padhma Priyaa and T. Keerthana, played pivotal roles in the seamless execution of the tournament. Their efforts in organizing such a large-scale event have been widely appreciated, highlighting the importance of effective leadership and teamwork in the success of sporting events.

Attendees and participants alike were captivated by the energy and power showcased by the young athletes, making the event a memorable spectacle for everyone involved.



# SRM UNIVERSITY HOSTS NATIONAL MULTIDISCIPLINARY CONFERENCE:

COMMERCE STUDENTS' RESEARCH TO BE PUBLISHED IN EDITED VOLUME



SRM University proudly hosted a prestigious National Multidisciplinary Conference, showcasing the intellectual competence of students across various disciplines. Notably, students from the Commerce department made significant contributions to the conference.

Diving into the realm of research and innovation, students from the Commerce department presented insightful papers on a diverse array of topics, ranging from finance and economics to business management and marketing strategies. What sets this conference apart is the promise of publication. The research papers presented by the diligent students are set to be immortalized in an edited volume of a book, complete with an ISBN number. This initiative not only recognizes the scholarly endeavors of the students but also amplifies their voices in the academic domain.

The acknowledgment extended by SRM University to the participants underscores the institution's commitment to fostering academic excellence and promoting interdisciplinary collaboration. As these budding scholars await the publication of their research in the forthcoming book, their achievements stand as a testament to the spirit of inquiry and innovation thriving within the walls of SRM University.

## THE 12TH CHENNAI INTERNATIONAL DOCUMENTARY AND SHORT FILM FESTIVAL

Delights Visual Communication Students at Don Bosco Arts and Science College!

Report : [VARSHINI VARALAKSHMI](#)  
I M.Sc Visual Communication



The Chennai International Documentary and Short Film Festival 2024, held from February 20th to 29th, was a pivotal cultural event that showcased diverse narratives and exceptional storytelling in Chennai, Tamil Nadu. Organized by the Visual Communications department of Don Bosco College of Arts and Science, the festival provided a platform for filmmakers to present works that delve into the complexities of human experiences, societal issues, and the varied nuances of life.

Spanning several days, the festival featured six meticulously selected films, each offering a unique perspective and voice, demonstrating the festival's dedication to diversity and inclusivity. The audience comprised Don Bosco students, faculty members, as well as directors and producers from the broader film community, all converging to experience storytelling that challenges, educates, and inspires.

A highlight of the festival was the presence of Ulaga Cinema Bhaskaran, a renowned scriptwriter and an enthusiastic social media blogger known for his passion for cinema. His efforts to spotlight lesser-known films have earned him substantial recognition in the film industry, and his insights significantly enriched the festival experience. Among the showcased films, "Theanchittu Catering Service," directed by Pragadeesh, stood out for its focus on the harrowing issue of harassment faced by young girls, delivering a potent message of resilience and defiance. "Barsa," directed by Akhilesh K.A., explored the post-marriage challenges of a Muslim woman, blending personal struggles with broader societal commentary. "Love Note," by Janvi Madabusi, depicted the resilience of a young boy in an abusive household, offering a glimpse into the human spirit's resilience.

"Three Piece Light" by Tom Jose and "Ain't No Beef in Tangra" by Karthik Varma further diversified the festival's lineup, touching on themes of self-discovery and the immigrant experience, respectively. The festival concluded with "Saani Paadhangaal" by Balaji Velan, sparking significant discussion among attendees about class oppression and the technical aspects of filmmaking. The Chennai International Documentary and Short Film Festival 2024 was more than just a film celebration; it was a dynamic space for dialogue, learning, and cinema appreciation as a medium for social commentary. It served as a testament to the power of film in bridging gaps, fostering empathy, and inspiring change, offering an unforgettable experience to all involved.

## DON BOSCO ARTS AND SCIENCE COLLEGE B. COM 3<sup>RD</sup>-YEAR STUDENTS' VISIT TO LOYOLA INSTITUTE OF BUSINESS ADMINISTRATION



In an inspiring educational excursion, the third-year B. Com students of Don Bosco Arts and Science College embarked on a visit to the Loyola Institute of Business Administration (LIBA). The visit centered around an event organized by the Radius Club of LIBA, aptly named “Dream Light: Enlightening Dreams.” This transformative event was designed to ignite the spirit of giving and compassion among students, while also enlightening them about the opportunities for higher education.

“Dream Light: Enlightening Dreams” served as a platform to inspire students to consider pursuing higher studies. The event featured a series of motivational talks, interactive sessions, and workshops led by esteemed educators and professionals. The focus was on the importance of higher education in personal and professional development, and how it can be a vehicle for societal change.

The visit to LIBA and participation in the “Dream Light” event provided an invaluable opportunity for the B.Com students to gain insights into the business world, and the role of education in achieving one’s dreams. It was a day filled with learning, inspiration, and a renewed sense of purpose towards choosing higher studies as a pathway to success.

As the event concluded, the students returned to Don Bosco Arts and Science College enriched with knowledge and inspired to embark on their journey towards higher education, armed with a deeper understanding of the transformative power of learning and giving back to the community.

## EMPOWERING FUTURE TECHNOLOGISTS: DON BOSCO COLLEGE HOSTS WEB DEVELOPMENT WORKSHOP WITH INDUSTRY EXPERT



The Department of Computer Applications, organized a guest lecture for BCA students on the topic “Web Application Using WordPress Tool.” The lecture was delivered by the esteemed Mr. Sathyakumar, Product Lead at SAOP IT Marketing Services.

The event was coordinated by Prof. Rajalakshmi B from the Department of BCA, who played a pivotal role in organizing this enriching session. The lecture aimed to provide students with practical insights into creating and managing web applications using WordPress, a leading tool in the field of web development.

This educational initiative underscores the college’s commitment to offering students exposure to industry professionals and advanced technological tools, thereby enhancing their learning experience and equipping them with the skills needed in the dynamic IT sector.

## YOUNG SALESIAN CO-OPERATORS MEETING CONVENED



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## DON BOSCO COLLEGE HOLDS STRATEGIC MONTHLY STAFF MEETING TO CHART MARCH INITIATIVES



On February 28th, 2024, Don Bosco College convened its monthly staff meeting, focusing on the planning and evaluation of upcoming events for March. Initiated with a prayer for success and collaboration, the session underscored the institution's dedication to academic and extracurricular excellence.

Dr. Xavier, the principal, led the meeting, beginning with a thorough review of the minutes from the previous session. This review set the groundwork for an extensive dialogue on the college's immediate and future objectives, ensuring alignment with its vision and mission.

A key segment of the meeting featured Dr. Marcus's presentation, where he detailed strategic goals designed to bolster the college's reputation ahead of the NAAC (National Assessment and Accreditation Council) evaluation. His analysis highlighted the critical nature of ongoing improvement and maintaining high educational standards.

The meeting also unveiled plans for a dynamic cultural event aimed at celebrating the diverse talents within the student body and fostering unity. A meeting with parents was organized to enhance collaboration on student development and institutional initiatives. Furthermore, the college is set to organize national and international seminars, providing a stage for academic exchange and offering the college community exposure to worldwide perspectives. Lastly, the meeting addressed strategies for upcoming job placement efforts, focusing on preparing students for a smooth transition to their professional lives.

## DON BOSCO COLLEGE AND YMCA INNOVATE IN SPORTS DEVELOPMENT FOR INTERNS



In February 2023, Don Bosco College's Department of Physical Education, together with YMCA post-graduate students, launched a pivotal program to enhance interns' sports skills and overall development. Led by Mr. Arun Pandi, Mr. Aswin, Mr. Paul Vivin Moran, and Mr. Sekin Shiju, the initiative marked a significant milestone in integrating sports education with internship advancement.

From the 5th to the 29th, participants engaged in meticulously designed activities and workshops, merging traditional training with contemporary educational methods to promote teamwork, leadership, and perseverance. This hands-on approach, guided by professionals, provided interns with direct involvement in managing sports events, bolstering their organizational skills and offering insights into the complexities of sports management.

The program focused on developing leadership and teamwork, encouraging interns to assume leadership roles and collaborate effectively. This emphasis greatly enhanced their confidence and leadership abilities, underlining the initiative's success as a collaborative effort that profoundly affected the interns' personal and professional growth.

As the program concluded, it was clear that it had established a foundation for future initiatives in sportsmanship, leadership, and teamwork. Mr. Arun Pandi stated, "This is just the beginning," emphasizing the program's goal to cultivate a generation of leaders proficient in their fields and in teamwork. The efforts of the past month demonstrated the power of sports as a developmental tool, ushering in a new era in physical education and intern development at Don Bosco College and the YMCA.

# "CHANGING YOUR PERSPECTIVE CHANGES YOUR EXPERIENCE"

Ms. Sanjana Muralidharan

Assistant Professor and Head  
Department of Visual Communication



It was a beautiful evening at the Lalit Kala Akademi where I, along with my students in the B.Sc and M.Sc Visual Communication programs, witnessed a completely "Unseen Perspective" of around 560 government school students from 11 districts of Tamil Nadu. About 800 photographs that spoke volumes about the mindset, lifestyle, culture, and social space of these students adorned the walls of Lalit Kala Akademi. As we passed through each photograph, we saw the young, bright faces of these students beaming with happiness as they showcased the fruits of their year-long workshop in which they had participated.

As part of the Arts Lab Project, introduced by the School Education Department of Tamil Nadu, these government school students from classes 9 to 12 underwent a year-long training program in photography under the guidance of the renowned photojournalist Mr. Palani Kumar, with 11 trainers, one allocated for each district. Mr. Palani, in his speech during the panel discussion, mentioned that the exhibition was more about their stories than the photographs themselves.

Stories? Yes, stories of the everyday mundane lives of compounders, trash collectors, sanitation workers, watchmen, and people working in mills, factories, and plantations were photographed and documented. While it's a usual norm for photographs of these sorts to evoke a sense of pity, these photographs captured by the young ones brought out feelings of pride, respect, and a sense of hope for a better tomorrow. And how did they manage to bring out this feeling? "Beauty lies in the eyes of the beholder."

As I stood amidst the photo exhibition, this singular line echoed relentlessly in my mind, encapsulating the profound impact of the visual narratives before me. As individuals enjoying life's luxuries, we often view trash collectors and sanitation workers with pity, yet from the perspective of these children, these individuals were nothing short of real heroes. Boomika, a Class 11 student from the Coimbatore District Government Model School, documented the misty mornings at the tea estates capturing beauty and hardship through her phone camera. She said, "When I looked around, I realized that while most parents sweat to earn a living, my parents shed blood to eke out a living."

Another student, Seshathri, from Class 12 at the Thiruvallur Model School, who aspires to study journalism, documented his mother Mala donning her work attire—a green uniform and a pair of sturdy gloves. She empties trash bins and scrubs away the stains of urban life. In the close-up shots, we see the telltale signs of her labor—the calloused hands and tired eyes. He said, "After my father died two years ago, my mom has been solely taking care of us. She wakes up at 5 am, sells milk, and then goes for her sanitation duties. It has a lot of health risks. She gets skin rashes and faces other difficulties but still continues with the job."

Cinematographer PC Sreeram, honored as the Chief Guest, remarked, "As I observe the photos of these students, I witness a remarkable growth that knows no bounds. These images exude a profound brightness and optimism, transporting viewers to another realm." Director Pa Ranjith extended his congratulations to the students and Mr. Palani Kumar. He remarked, "There's often discrimination against children attending government schools. Many hold preconceived notions that life in a slum equates to darkness. However, I personally experienced vibrant life growing up in a slum. My school instilled in me immense confidence."

"Unseen Perspectives" was truly a wonderful experience that not only captured the vivid lives of these children but also served as an avenue to challenge societal perspectives. Students who witnessed the exhibition were in awe and felt inspired. They also had a brief interaction with Mr. Palani Kumar and expressed their wishes to him and the young talents



## Six Thinking Hats

by Edward de Bono



In the realm of cognitive development and problem-solving, "Six Thinking Hats" by Edward de Bono stands out as a seminal work that offers a fresh perspective on decision-making and group dynamics. Through the metaphor of six colored hats, de Bono introduces a method that simplifies and clarifies the thinking process, making it more structured and efficient. This approach is not merely theoretical; it has practical applications that extend far beyond the confines of boardroom discussions or personal reflection.

The essence of de Bono's method lies in its ability to separate thinking into six distinct modes, each represented by a different colored hat. This separation allows individuals and groups to focus on one aspect of thinking at a time, such as emotions, information, logic, creativity, and so on. This focused approach prevents the common problem of cognitive overload, where multiple lines of thought compete for attention, often leading to confusion and indecision. One of the most significant contributions of the "Six Thinking Hats" method is its promotion of diverse thinking. By systematically exploring different perspectives, individuals can break free from habitual patterns of thought, which opens the door to innovation and creativity. This is particularly valuable in collaborative settings, where the combined intellectual firepower of a group can be harnessed to explore solutions that would be unattainable by individuals working in isolation.

Furthermore, the book emphasizes the importance of managing emotions in the thinking process. The "emotional hat" provides a space for feelings and intuitions to be expressed and acknowledged without allowing them to dominate the discussion. This ensures that decisions are not just emotionally intelligent but are also grounded in logic and factual analysis. De Bono's method also enhances decision-making by providing a structured framework that ensures all relevant aspects of a decision, such as risks, benefits, and creative options, are thoroughly considered. This comprehensive approach leads to more informed and balanced decisions.

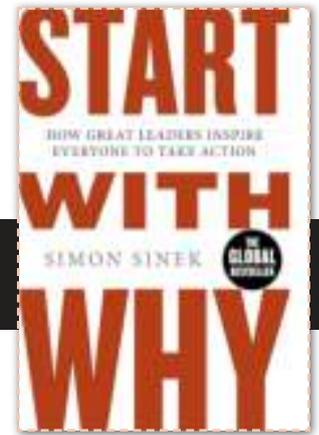
Moreover, the "Six Thinking Hats" method significantly improves communication within groups. By making different viewpoints explicit, it helps team members understand and appreciate each other's perspectives, leading to more productive and less confrontational discussions. This understanding is pivotal for building strong, cohesive teams that can navigate complex problems effectively. In addition to fostering better communication and collaboration, the method also plays a crucial role in reducing conflict. By encouraging individuals to adopt different perspectives, it minimizes the likelihood of confrontations arising from entrenched personal viewpoints. This promotes a more cooperative and respectful environment, which is essential for productive team dynamics.

The application of the "Six Thinking Hats" is not limited to enhancing group interactions; it also offers a robust framework for problem-solving. By examining problems from multiple angles, individuals and teams can uncover innovative solutions and evaluate their feasibility in a structured manner. This not only leads to better outcomes but also enhances the problem-solving skills of those involved. Lastly, the method encourages flexibility and adaptability in thinking. By learning to switch between different modes of thinking as the situation demands, individuals become more versatile and open-minded. This adaptability is a critical skill in an ever-changing world, where the ability to respond to new challenges with creative solutions is invaluable.

In conclusion, "Six Thinking Hats" provides a practical and effective toolkit for improving thinking, decision-making, and collaboration. Its structured approach to exploring different perspectives and managing emotions makes it a valuable resource for anyone looking to enhance their cognitive skills or foster better team dynamics. By applying the lessons from this book, individuals and groups alike can achieve greater creativity, efficiency, and harmony in their endeavors.

# Start with Why: How Great Leaders Inspire Everyone to Take Action

by Tansel Ali



In "Start with Why: How Great Leaders Inspire Everyone to Take Action," Simon Sinek explores the foundational principle that underpins the ability of leaders to motivate and inspire those around them. This principle, starting with "why," is more than a tactic; it's a profound insight into human motivation and organizational success. Sinek argues that the most influential leaders and organizations are those that are able to articulate a clear purpose or cause that transcends the products they sell or the services they offer.

The core message of the book is that purpose drives action. Leaders who understand and communicate a compelling "why" can inspire individuals to act. This goes beyond merely telling people what to do; it's about sharing a vision that resonates with their values and beliefs. A clear sense of purpose provides the foundation for all decisions, actions, and communications within an organization, ensuring that every aspect of the work is aligned with the overarching goal.

Clarity of purpose is not just important for leaders but is essential for the entire organization. It helps align everyone's efforts towards a common goal, creating a sense of unity and direction. This clarity is crucial in today's fast-paced and complex world, where distractions are plentiful and it's easy to lose sight of what truly matters. Embracing the power of "why" also means aligning actions with purpose. Authenticity in this alignment builds trust and credibility, which are essential for effective leadership. Leaders must live by the values they preach, as any discrepancy between words and actions can erode trust and undermine the collective effort. Creating a sense of belonging is another key theme in Sinek's book. Great leaders cultivate environments where people feel part of something larger than themselves, fostering engagement and commitment. This sense of belonging is incredibly powerful, as it taps into the human desire to be part of a community and contribute to a shared purpose.

Empathy plays a significant role in effective leadership. Leaders who demonstrate empathy can connect with their team members on a deeper level, understanding their needs, motivations, and concerns. This connection is vital for inspiring and supporting individuals, as it shows that leaders value their contributions and well-being. The ability to communicate the "why" effectively is another hallmark of great leadership. Through storytelling and compelling narratives, leaders can share their vision in a way that inspires and motivates others to act. This communication is not just about transmitting information but about connecting with others on an emotional level.

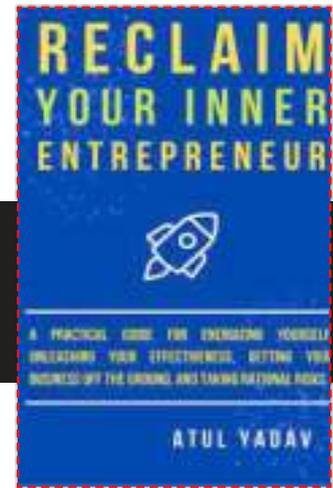
Encouraging innovation and risk-taking is also critical for organizations that start with "why." A culture that supports challenging the status quo and exploring new ideas is essential for growth and adaptation. Leaders who embrace this culture foster an environment where individuals feel empowered to pursue innovative solutions. Building strong relationships based on trust and mutual respect is fundamental to leadership. These relationships are the foundation upon which effective collaboration and communication are built. Leaders who prioritize these connections are better able to inspire and lead their teams towards achieving shared goals.

Finally, continuously reinforcing the "why" is crucial for maintaining alignment and motivation within an organization. Great leaders understand that reminding their team of the purpose behind their work is essential for sustaining engagement and focus. This reinforcement ensures that the organization's purpose remains at the forefront of everyone's mind, guiding decision-making and actions.

"Start with Why" is not just a book for business leaders; it's a guide for anyone looking to inspire others or find greater clarity in their own pursuits. By starting with "why," individuals and organizations can unlock a deeper level of motivation and engagement, leading to greater success and fulfillment.

# Reclaim Your Inner Entrepreneur

by Atul Yadav



"Reclaim Your Inner Entrepreneur" by Atul Yadav serves as a comprehensive guide for those looking to embark on or rejuvenate their entrepreneurial journey. This book delves into the essence of entrepreneurship, not just as a business endeavor but as a mindset and lifestyle choice. Yadav presents a set of principles that are crucial for anyone aiming to navigate the complex yet rewarding landscape of entrepreneurship. Here is an exploration of the ten lessons outlined in his work, woven into a narrative that captures the spirit of entrepreneurial resilience and creativity. At the heart of Yadav's message is the call to embrace an entrepreneurial mindset. This mindset is characterized by creativity, innovation, and the courage to take calculated risks. It's about seeing opportunities where others see obstacles and having the boldness to venture into the unknown. Cultivating such a mindset is the first step towards transforming ideas into reality.

However, embarking on this journey often brings its share of doubts and fears. Yadav emphasizes the importance of recognizing these emotional hurdles and confronting them head-on. Developing strategies to overcome such barriers is essential for anyone aspiring to make their mark in the entrepreneurial world. Whether it's fear of failure, apprehension about the unknown, or self-doubt, finding ways to navigate these feelings is pivotal. Knowledge and information acquisition are another cornerstone of successful entrepreneurship. In a world that's constantly evolving, staying informed and continuously learning about one's chosen field is non-negotiable. Yadav advocates for a relentless pursuit of knowledge, urging aspiring entrepreneurs to seek out resources, stay updated with industry trends, and never stop learning.

Acting is what differentiates dreamers from doers. Yadav stresses the importance of moving beyond ideation to execution. By breaking down goals into actionable steps and consistently working towards them, individuals can turn their entrepreneurial visions into tangible outcomes. Resilience is perhaps one of the most crucial attributes Yadav highlights. The path of entrepreneurship is fraught with challenges and setbacks. Cultivating resilience—the ability to bounce back from failures, learn from them, and use them as stepping stones towards success—is vital. It's about viewing setbacks not as roadblocks but as opportunities for growth.

No entrepreneur is an island, and Yadav underscores the importance of building a supportive network. Surrounding oneself with mentors, peers, and industry professionals who can offer guidance, support, and inspiration is invaluable. This network serves as a foundation for learning, growth, and encouragement throughout the entrepreneurial journey. Adaptability in the face of change is another key lesson. The market conditions, consumer needs, and technological landscapes are ever-changing. Entrepreneurs must be agile, ready to pivot their strategies and adapt their approaches to stay relevant and competitive.

Effective financial management is a critical skill that Yadav delves into. Understanding and managing finances—from budgeting and saving to investing and managing cash flow—are fundamental aspects of running a successful enterprise. Financial literacy is not just about keeping the business afloat but ensuring its long-term sustainability and growth. Seeking opportunities for growth extends beyond the business to personal development. Yadav encourages entrepreneurs to continuously look for ways to expand their skill set, enhance their knowledge base, and grow as individuals. This could involve attending workshops, conferences, and seminars that not only enrich one's business acumen but also personal competencies.

Lastly, Yadav touches on the importance of maintaining a healthy work-life balance. In the pursuit of entrepreneurial success, it's easy to overlook personal well-being, relationships, and leisure. Striving for balance ensures that entrepreneurs can sustain their efforts over the long haul without succumbing to burnout. In summary, "Reclaim Your Inner Entrepreneur" is not just a book about starting a business; it's a guide to adopting a lifestyle that embraces growth, resilience, and continuous learning.

**STRENNA 2024**

OF THE RECTOR MAJOR  
DON ÁNGEL FERNÁNDEZ ARTIME



**ANS** AGENZIA INFO SALESIANA

*The **DREAM** that  
makes you **DREAM***

A heart that transforms 'wolves' into 'lambs.'



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MONTHLY NEWS BULLETIN

**DON BOSCO ARTS AND SCIENCE COLLEGE**

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