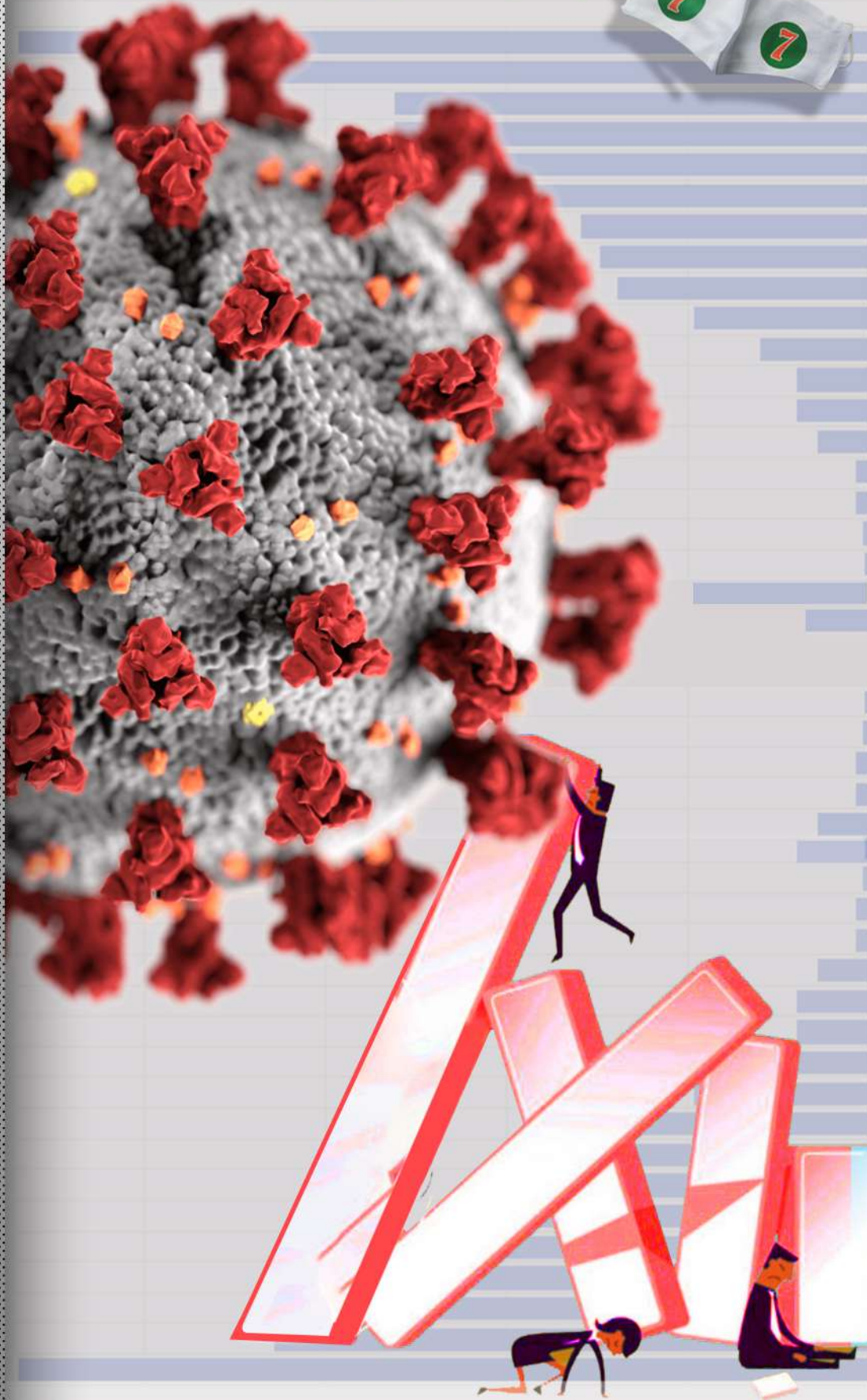


Annual Corporate Magazine 2019 - 2020

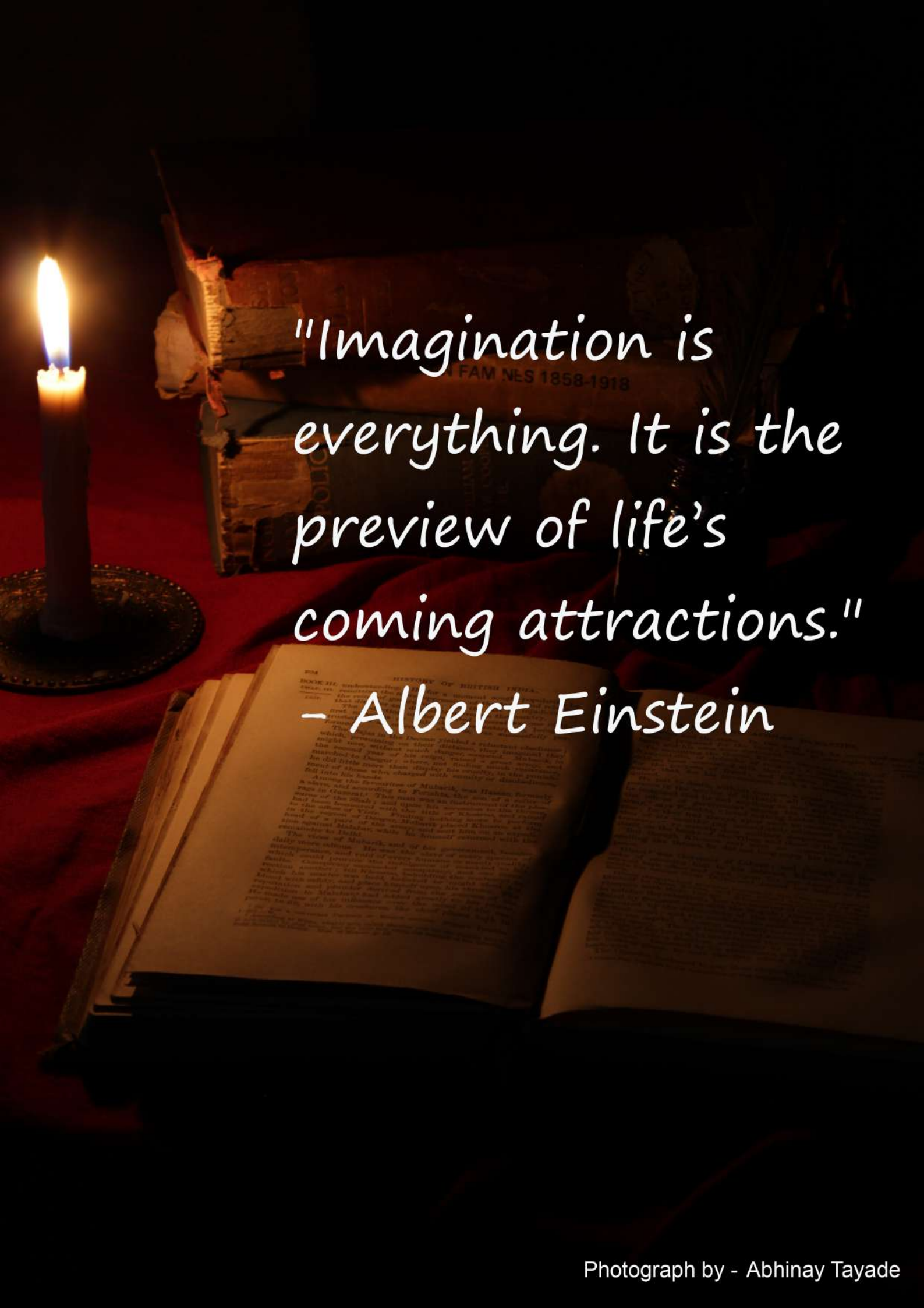


PUBLICATIONS



इटरन ग्रुप (India)

HR | Education | IT | Digital | Sales | Finance | Legal
Solution Granted



"Imagination is
everything. It is the
preview of life's
coming attractions."

- Albert Einstein

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Editorial

It was 20th March, 2020 Friday afternoon 3:30 pm – “The Milestone Day for Sev-enis”, announcement made by honorable Maharashtra Government for complete lockdown to protect human life from Corona Virus – COVID19. All of a sudden life and business comes to a halt. There were no present and no near future of any kind of planning. It was not only the shock for our business but also it was for whole Maharashtra, India as well as whole mother earth.

We never thought of our “7G” Magazine for this year edition during that black phase. The business was nil in April, May and afterwards very slowly took its paths towards movement. As “7G” Magazine has its own charisma so it took its own path & shape and finally we able to publish 2019-20 edition. This year “7G” Magazine taught us many learning and makes it very Clear River will flow on its own rhythm of tide overcoming all the obstacles.

We have tried our level best with our limited resources to put our showcase better as we all are working from different locations. Irrespective of many practical challenges finally we able to full fill our well-wishers wish. As a part of our editorial team on behalf of our organization we are praying to God the whole world situation should become normal very soon and we are allowed to live our normal life along with smoothness of Business.

This year we are publishing our “7G” Magazine digitally but surely hoping to publish it physically next edition. “7G” Magazine will rock the floor soon again.

The Team



Abhinay Tayade



Labdhi A. Vakhariya

Associates



Shubham Goyal



Karnika Pandey



Subham Sekhar Panda

Mission

“Seven Group (India) will contribute to India's growth in terms of creating jobs and to society & environment in terms of social responsibility”

Vision

“Seven Group (India) to become a trusted brand in the market and customer choice of quality services in the field of HR, Education, IT, Digital, Sales, Finance and Legal”

Value

“Customer centric, Quality Focus and Transparency”

OVERVIEW

Seven Group (India) is a Service Oriented Group of Companies majorly into HR, Education, IT, Digital, Sales, Finance & Legal. We are having presence in PAN India basis as well as in abroad. Our business units operates in different domains and segments of the Industry.

We provide complete HR Solutions under the brand of Seven Consultancy. HR & Corporate Training is provided in Seven Academy vertical. Overseas & Indian College admission Consultancy provided with Seven Educon. Digital platform solutions are provided with Seven Digital Guru. Information Technology market is covered by Seven Infotech. We provide MSME office stationary solution through Seven Stationery. Sales Business Process Outsourcing is carried out through Seven Sales. Finance Solutions for individuals and corporates are covered by Seven Finance. We provide services for Company Compliance and Corporate Legal by Seven Legal.

We started business activities more than a decade with clear Mission & Vision towards creating value system in Service Industry, today having Foot print in PAN India market and abroad with unique quality solutions in different segments.

We believe in time commitment & maintaining quality of services.

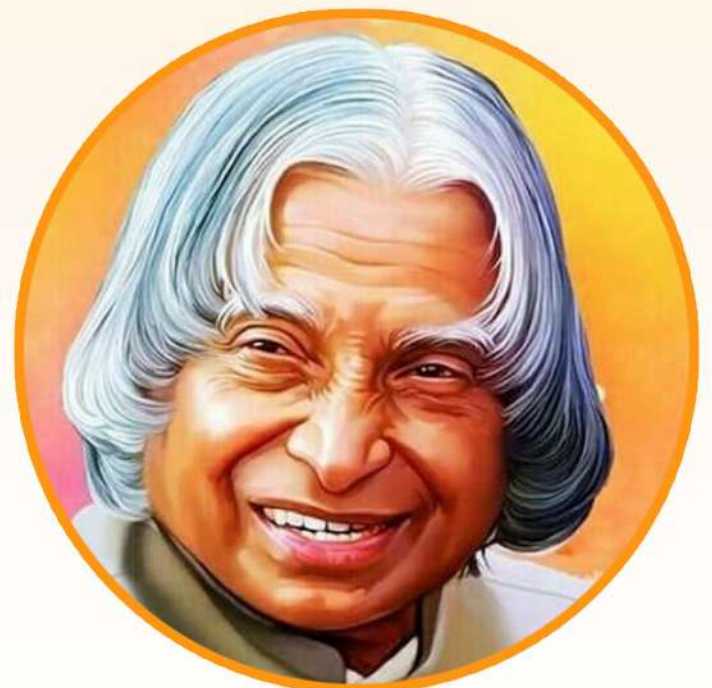
Remembering the legends



12th January

“There is only one difference between Dream and Aim. Dream requires effortless sleep and Aim requires sleepless efforts. Sleep for Dreams and wake up for Aims.....!”

"Don't take rest after your first victory because if you fail in second, more lips are waiting to say that your first victory was just LUCK."



15th October

Koperkhairane, Sector- 11, Na



Celebrations of **National Education Day**
(Birthday of Maulana-Abdul Kalam Azad)
with the Children of Merimar Bal Ashram
On
11th November, 2019

At
Jan Vikas Society, Merimar Bal Ashram
Plot No 18 A, Sector 11, Bonkade Road,
Koperkhairane, Navi Mumbai - 400709

An Initiative to Educate India by STOP Foundation
*"Education Imparted By Heart Can
Bring Revolution In The Society"*

Seven Teaching & Oxygen Plantation
STOP
A Corporate Social Initiative by Seven Group

7 **इसेवन ग्रुप (india)**
HR | Education | IT | Digital | Sales | Finance | Legal
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STOP- A corporate social initiative by Seven Group

We celebrated 5th June World Environment Day by contributing more Oxygen to our mother earth.

On 11th November 2019 we have visited Merimar Bal Ashram (Orphanage Home) and celebrated National Education Day (Birthday OF Maulana Abul Kalam Azad) with the children.











**The
Sevenis Day**

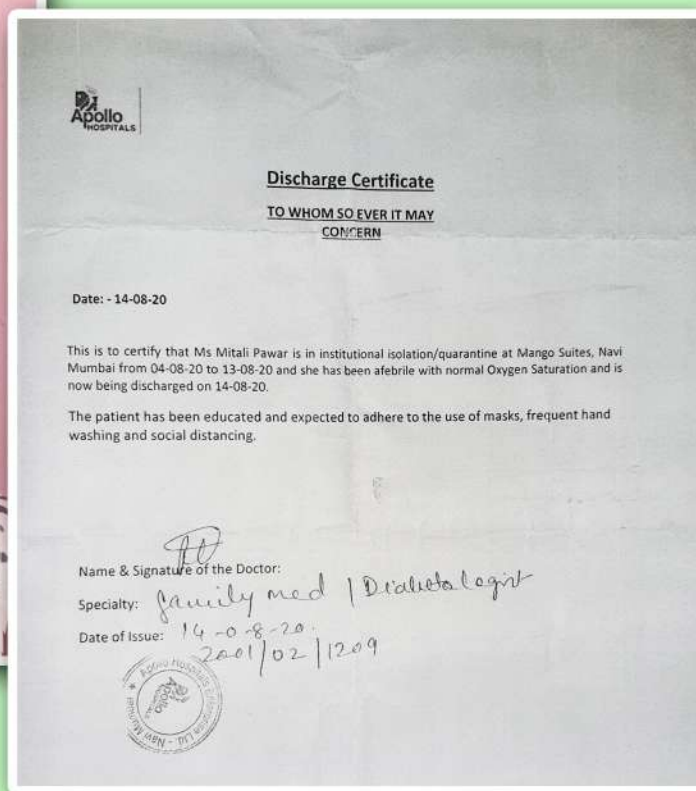
**7th
October**



Seven's Corona Warrior



Meetal Pavar



Hi, my name is Meetal Pavar and I am a Covid – 19 Warrior.

One thing I can tell, more than Covid, it is the loneliness, anxiety and depression which affects you more and drain your physical and mental energy.

My Mom and I were tested Covid positive on 4th Aug 2020 we both had different symptoms she had fever and shortness of breath and I had fever, bad cough, nausea and conjunctivitis you cannot tell or assume that you are infected by covid as symptoms are so common just like a viral fever. Luckily our doctor asked us to not waste time and takes the covid test, later we tested positive.

Next day we were quarantined, my mom was at Vashi and I was at Mahape. I was recovering, but my mom's condition was getting worse day by day her oxygen level was dropping continuously then she was shifted to ECG department. I was so scared when I heard this the only thing which was killing me was I am not with her at the moment, she was suffering and I am not able to be with her to help her I felt so helpless.

The scariest part of being hospitalize for me was, I was all alone in a room for 10 days doctors used to visit only 2 times in a day that too they were full covered with PPE I don't even know who they are and how they look. Being alone and mom's health made me weak more one side I was continuously worried for my mom and on the other side being alone was killing me I remember I used to open window curtain to watch birds, vehicles and people to feel little better to feel that humans are around me.

Being Hospitalize is totally deferent when you have people around you, you feel safe even though you are not talking to anybody but being alone in a room is really scary and depressing. I started having anxiety and depression problem but I knew I have to be strong and I don't wanted my depression and anxiety to make me weak now when I was almost recovered from covid, I started doing meditation and it helped me a lot after few days I heard from mom that she is fine now her oxygen level is normal I was so relieved. Later on 10th day they gave us discharge and we came home there were some post covid symptom's like tiredness, weakness, and little anxiety problem but doctors and our family were with us and they helped us a lot and took care.

This is a life time experience for me, this made me realize no disease is bigger than your mental disease once you are mentally strong you can overcome from any problems and disease, you can survive. Positive thinking and calm mind is what we need to keep in such situation.

Marketing Opportunities Post-Pandemic

AF TER
DUR ING C O R O N A



Abhinay Tayade

The COVID emergency may appear to be an immense danger to organizations and occupations just as wellbeing, however, digital marketing may in certainty take an extraordinary jump forward because of COVID 19.

Significant occasions that can influence entire populations can change lives in more manners than one; it doesn't simply affect the span however can go about as an impetus for huge changes from that point.

This is a perceived truth of life that was detectable from the twentieth century; the First World War saw social changes, for example, general testimonial. The second was trailed by the setting up of the NHS and another social and financial model about which there was such solid agreement that it kept going more than 30 years. Numerous individuals are likewise conjecturing whether the pandemic will have an also ground-breaking impact on social perspectives, ways of life, and how individuals work.

Remote working has its advantages during the Pandemic:

- It keeps up business progression when work premises are out of utilization/can't be gotten to in any capacity whatsoever.
- It offers adaptability for staff who may be at home one day, for example, looking out for a conveyance or having an arrangement.
- It implies staff who have such a disease (not simply Coronavirus) can work in detachment from their associates and not give their bugs to them.
- It brings natural advantages from less voyaging.
- This requires, obviously, that staff are more IT-educated and it might require some staff to turn into much more proficient with utilizing IT and the web.

Helpfulness or distant act has not recently applied to the work environment, notwithstanding a developing number of individuals finding that it similarly applies to their lives in general:

- Requesting ordinary shopping on the web is a functional option in contrast to wandering outside and suffering long lines at occupied stores.
- Trivial merchandise and ventures can be purchased on the web, which makes this an active time for eCommerce firms.
- The web can give a wellspring of amusement while others are not accessible.
- The web – particularly online media – is progressively a valuable instrument for keeping in contact with loved ones who can't be visited face to face.

If at any point there was a period for digital marketing to go to the front, it is currently. Boards that would ordinarily have been seen by thousands currently remain next to purge roads, fewer individuals are wandering out to get papers and no one is holding occasions.

Meanwhile, with so a lot more individuals on the web and for more, the odds of seeing advertisements via online media or associating with content promoting websites are more noteworthy.

There are some undeniable targets digital marketers can focus on, with numerous products in more noteworthy interest quite recently:

Social media – as this will be extremely significant for looking after connections

Accentuating morals – firms that demonstration morally in holding the staff and paying providers, or aiding in different ways like supporting food banks, will have the option to feature this in content marketing, while some may languish reputational harm over not doing as such

This will focus on the key changes that have happened because of the emergency. The purchaser persona advertisers need to think about the change, explicitly as far as their needs, which will be normal to the vast majority due to almost everyone receiving roughly a similar way of life. The key is then to market goods and services as the answer for this particular need.

And obviously, when the limitations are lifted the underlying response of many will be to hop disconnected and do things that they couldn't previously – visiting loved ones, visiting exhibition halls and theaters, getting back to bars, eateries, sports grounds, spots of love, rec centers, and libraries. In any case, advanced advertisers ought to know that numerous market analysts anticipate that the recuperation should be slow, instead of a solid bounce back.

That additionally implied marketing techniques plot over and applied to the emergency will get out of date. In any case, almost certainly, for some, utilizing the web more for shopping, gaming, staying in contact, and different exercises will have become something of a propensity.

Furthermore, it could well be that shoppers rise up out of the emergency with some totally different needs, qualities, and perspectives – all of which could affect how they need to invest their energy and cash.

Consequently, it is significant for marketers to explore how buyer propensities are evolving. The development of e-commerce and the utilization of the web has just been a significant component of life and financial aspects, yet this pandemic may serve to quicken that development.

This implies the significance of digital marketing – effectively vital for firms that have seen customary marketing welcome ever more vulnerable degrees of profitability – will be significantly more prominent during and after the COVID 19 and maybe for COVID 20.

As the world goes progressively digital, so will marketing. What marketers need to do is react with refreshed techniques and purchaser personas for an alternate, post-pandemic world.

Boss Lady: How a Women Entrepreneur Built Successful Business



Harshala Shigwan

Those days are gone when the dream of becoming topmost on the corporate ladder was next to impossible for women. From just being a homemaker to being as powerful as men, women have come a long way journey. There are many examples of successful women entrepreneurs

worldwide. There are many women who have started their startups and are running it successfully or either they have been appointed in a top management position in the company. In each and every sector women have made their mark. They are the motivation for the new upcoming generation. But this journey wasn't easy, they have fought against various negativity, criticism, even their own family and have proved themselves as well as eradicated all the doubts regarding their leadership capabilities

In India, there always has been less support given by the family and the society. When a woman wants to start her own business they have been pulled down due to some or the other issues by the family or the society. Some females want to start their own business but they don't come forward because of society's fear. Females have always been gone through many circumstances.

Circumstances whatmake them rough and tough to run an organization. There is always a saying that “A house is just a structure made of sand and cement and when women enter in it, then it is called a house”, Likewise we can say anorganization or a company is just a constructed building but what makes it a successful organization when the women and men are treated equally.

Women are mentally and physically more capable of running a business, be a great leader, and become a boss lady. They have always been underrated in the society. The decision of womencannot be judged because of the hard decisions they always take learned during household work. A woman never earns the title of Boss Lady until and unless she takes harsh and hard decisions for the organization. They are more skilled than men because they know how to manage everything in their life. Real Management skills can be learned by women. Women are not meant to work only in the house or take care of the children if that is so then men are always meant to work every day and night and not to chill. Some men try to dominate them but they have always said to the world that “We are not Born to be Dominated but to rule the world.”

Starting a new startup or running an organization is not an easy thing, but when females are the ones who make it possible. Sometimes females sacrifice their dreams because of the family issues and start working ata very young age. They never ever think that “what would society say and all” and what makes them different. In India people pray to Goddess but when it comes to supporting their wife, they take a step back. According to the GEM (Global Entrepreneur Monitor) 2018-2019 women’s report; there’s been progress in the number of established business owned by women (GEM defines a “business” establish when the organization has been operating more than 3.6 Months) all over the world, 6.2% of a women-owned established business, than 9.5 % of men. In today’s date, there are many businesses which are been led by the women whether it would be startups or either securing the position in the top management.

Survey says that the ratio of employees preferring female bosses is increased than earlier although the ratio of no gender preference cannot be neglected. The increase in the ratio is due to the possibility that women make better bosses. Due to their social skills, employee engagement is more leading to job satisfaction and productive employees. Also, surveys say that the employee engagement of female employees working for a female boss is more compare to male employees working for a male boss. Women are better at building a team and creating a happy work atmosphere. They tend to care more for their employees. They are always lead by example. People around will admit or not but female bosses, CEOs, businesswomen are more skilled and expert when it comes to understanding and connecting people. Unlike men who are cold and more aggressive in business, women have the skills to build arelationship instead of just giving orders. It’s truly said that “There is no force more powerful than a woman determined to rise” Thus, Boss lady plays a vital role in making any business successful.

“I want every little girl who’s been told she’s bossy to be told again she has leadership skills” – Sheryl Sandberg, COO at Facebook!

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SMART TACTICS TO DEAL WITH A DIFFICULT BOSS



Sali Phulpagar

There is nothing more destructive in the workplace than difficult bosses. Every employee has a number of bosses over their working career. Very often employees have difficult bosses who impact their desire to engage and contribute to work. Thus it is no surprise that employees who quit their job are most frequently leaving their bosses, not

necessarily the company or their job. So how does one know whether their boss is difficult? According to me, they just have to be proactive in looking for them and ready to practice some real self-leadership. Manage your boss without them realizing that you are doing it.

Here are a few things you could do to ease the tension between you and your boss:-

1. First things first - identify the reason why they are being so hard on you. Try to put yourself in her/his shoes and try to analyse your situation.
2. Another thing you could do is - try to work around their weakness. For e.g., if you know that your boss is disorganized or is not able to manage time effectively, you could offer to start the next meeting lined up and then ask him/her to join him. This will allow your boss to see your skills as well as make him feel that they

have someone they can lean on and trust.

3. Do not have personal life conversations with your boss. There is a distinction that is to be maintained and make sure that none of you crosses the line.

4. Everyone has bad days in their life. People tend to be moody, gloomy or irritated, everyone having their own reaction to their surroundings. See to it that whether your boss is difficult on you only on some days or is it a regular phenomenon.

5. If the boss is being difficult on you on a regular basis for no good reason whatsoever, talk to your spouse, a friend, any family member or if needed a therapist too!! Make your mental health your priority. Because if your mind is not healthy, you would constantly feel the lack of energy, you will always be drained and unproductive.

6. Take the high road. Always. Don't let the behaviour of your boss become a reason for you to become unhappy or perform poorly. Instead focus on your work and results and let it do the talking for you.

7. And finally, do not be afraid to speak up. If you feel that your questions and thoughts are reasonable and valid and still you are being treated differently just because the boss has a grudge on you - ask them questions. Ask them questions and try to find a solution or a common ground to work on. Do not let them bully you or put you down unnecessarily.

In conclusion, I'd like to say that - speak up, don't be afraid. Having conversations aids in diffusing the situations and come to solutions. Just because it is easier to suffer and say nothing, have the courage to stand up for yourself if that is the need of the hour, because you never know who you may help in the process.



Future Of Work

How The COVID-19 Pandemic Is Accelerating Change



Prathmesh Bamane

This is how COVID-19 could change the world of work for good: Around half of the world's population is on lockdown in an attempt to stop the spread of COVID-19, a public health emergency that has claimed thousands of lives and sparked fears of the worst global recession since the Great Depression. This has had a profound impact on the

world of work, as well as our mental and physical well-being.

-Prathmesh Bamane

While nobody would choose to go through this crisis, social scientists, management professors and psychologists around the world are watching closely, keen to investigate the effects of this enforced global experiment.

Some people will suffer from post-traumatic stress. However, I also suggest there may also be some post-traumatic growth, in which people realize their inner strength and a deeper sense of gratitude.

Work-Life Balance:

"I study how to make work better," my opinion towards work I think redesigning jobs to make them more meaningful and motivating, trying to build cultures of creativity and generosity in teams, or even trying to make entire organizations

more productive."

I can find out more about the impact of the pandemic on the world of work.

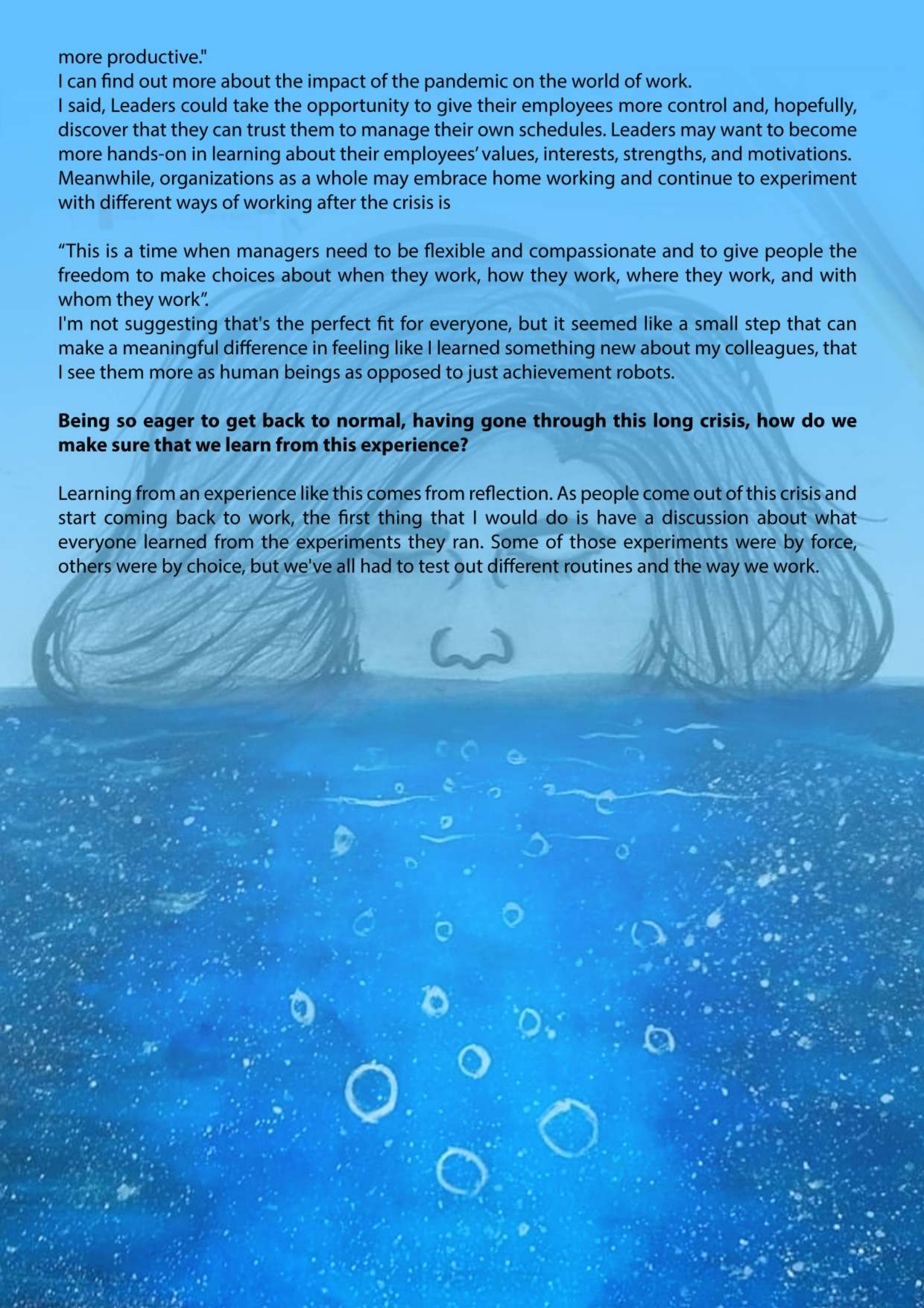
I said, Leaders could take the opportunity to give their employees more control and, hopefully, discover that they can trust them to manage their own schedules. Leaders may want to become more hands-on in learning about their employees' values, interests, strengths, and motivations. Meanwhile, organizations as a whole may embrace home working and continue to experiment with different ways of working after the crisis is

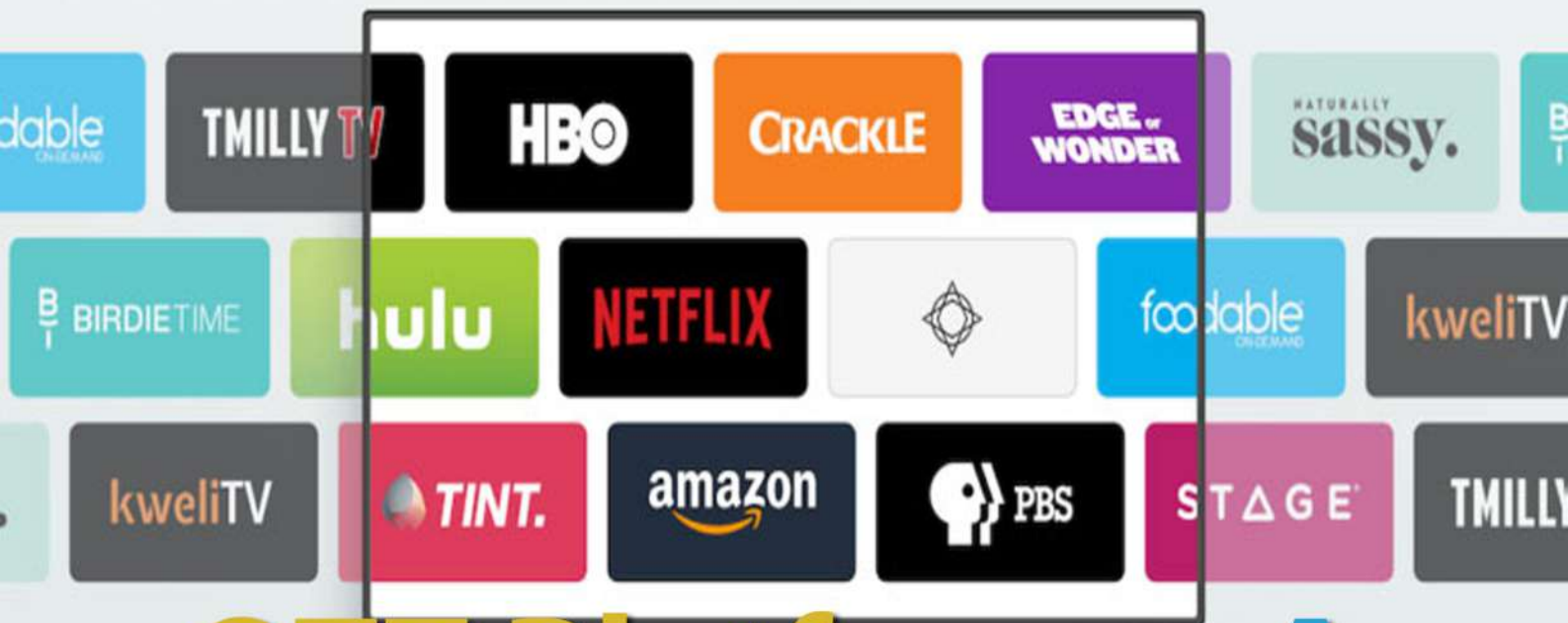
"This is a time when managers need to be flexible and compassionate and to give people the freedom to make choices about when they work, how they work, where they work, and with whom they work".

I'm not suggesting that's the perfect fit for everyone, but it seemed like a small step that can make a meaningful difference in feeling like I learned something new about my colleagues, that I see them more as human beings as opposed to just achievement robots.

Being so eager to get back to normal, having gone through this long crisis, how do we make sure that we learn from this experience?

Learning from an experience like this comes from reflection. As people come out of this crisis and start coming back to work, the first thing that I would do is have a discussion about what everyone learned from the experiments they ran. Some of those experiments were by force, others were by choice, but we've all had to test out different routines and the way we work.





OTT Platform – A Game Changer



Mamta Raikar

The year 2020 has been a buzz in every corner of aspects. Brands have shifted and emphasized their ideology into green marketing and lifestyle marketing, etc. But is it the only change that we looked in or is there anything else that we have missed out?

While the lockdown had taken into place. Well, the changing landscape of the Over the Top platform has impacted the environment in India along with the importance of technology in the space has generated consumption experience hand-in-hand. The pandemic year has shifted the social lives of people towards the online medium. The COVID -19 lockdown has changed the media consumption habits drastically as the audience attraction has led a huge demand for OTT video consumption, which indeed enables us to appreciate more on the importance of technology in the over the top space. Online is approached as a new norm for any organizations to carry out its business through context.

Today in India there are thirty-six streaming platforms which are owned by the Indian companies, apart from these the global streaming platforms such as Netflix, Amazon Prime Video, and Disney+ Hotstar.

The rise in the content consumption assures that the audiences are getting engaged through the relevant creation of content through the OTT platforms. Lockdown is evident that creates consciousness about how people are transforming their behaviour in terms of television content to OTT platforms content consumption. The importance of these platforms has remarkably changed. According to the report this year the OTT platforms has numerically changed, there has been a jump of 8-100 % in subscribers' addition of major OTT platforms. Even the average age of the subscribers has been increased globally. The report also says that the new subscribers added are in the age group of 35-55 which means that there is an increase in the people who are acknowledging and are engaging towards the valuable content that is been offered by the OTT platforms.

With no access to the theatre has created a blessing in disguise to OTT players as audiences are diverting towards the OTT platforms for entertainment and thus the new subscribers have been increased due to the difference of age group change from the previous year and are been highly entertained for the rich content that is been produced. Over the Top serves the right mix of programmes that keep people entertained while they are self- quarantined at home. The original content creation is spanning in different genres and multiple languages etc. After consuming the content from the OTT platforms, the user gets a suggestion from their behavioural pattern of content which seeks the attention of the user to go through the content they might like or look for. The OTT service providers also offer the power of television through tie-ups with broadcasting networks such as Hotstar with Star India, Zee5, and AltBalaji etc.

Video streaming grew by 20% across the globe. The consumption patterns have significantly changed with the help of technology. It has made it easier to analyse it such as analytics that helps the players to understand the consumers' pattern i.e. the way of consuming the content because it helps them to know what kind of content is being watched and for how long. How people are engaged by investing their time on the engagement of content and thus necessitates the players to add rich content that adds value to customer content consumption process. There is a 40 per cent hike in streaming in the content reach of engagement pattern in prime time that is 10 am – 5 pm.

The game is about gaining the eyeballs and keeping it hooked on the platforms. The players are investing in technology as millions of people are investing in and becoming the subscribers' thus to get a competitive advantage. The OTT platforms thrive hard to make it convenient for the users so that they don't go through the glitch while using the services. With deep pockets along with the rich content library may thrive the growing competition? The road is rocky for the small players but it's the right time to convert the viewers into subscribers.

It's the right time for the OTT platforms to engage with not only its existing users but also to its new subscribers' by providing robust infrastructure to deliver quality services to their customers' and keep them engaging during the current situation and post pandemic situation. As the audience is highly valuing the rich content that is coming across in various OTT platforms. COVID has changed the approach for OTT platforms as they evaluate the word of COVID as:

COVID – “Contribute to Optimize the Value of Individuals to Develop” for rich content

Rare Talent to Keep our Traditional culture alive

Abhinay Tayade



Firodiya Theatre Competition,
Play name: "Adhnyaat". This play wins 14 Award.
Formusic,acting, singing and backstage

Inter college theatre competition. Play name:
"Darwaja".

Won best actor award for Adhnyaat.

College Street play Competition winner.





Extraordinary Talent : Labdhi A. Vakhariya



I am good in playing instruments such as Peti ,
Piano and **Ukelele** instrument

I am a certified classical singer . I perform sing-
ing in different prestigious stages.



Extracurricular activities: Devyani Wankhede

Received awards in various platforms



Exceptional Talents among us: Karnika Pandey

Kick Boxing: I Started Taekwondo in 2004 and continued it further for 7 years and won various medals in the same. With the influence of my father who himself was into sports, wanted me to learn various styles in the same field. So, I simultaneously started with Karate and Kick-Boxing from 2011 and achieved various recognitions in both. In the span of 2 years, I was selected for Kolkata National Kick-Boxing Championship 2013 to represent my state, where I achieved Gold Medal and was further selected for Turkey Internationals 2013. Also, in Karate I am a Black Belter certified from the International Karate Federation (IKF).

Volley Ball: Volleyball was the most popular sport in my college. As I always had a profound interest in sports so I started practicing it. Initially, I was given a chance to represent my college in an Intercollege tournament in the 1st year. Continued with my further practice, was able to improve my performance and it resulted in my selection in Volleyball Nationals for 3 consecutive years. I also got a chance to lead the team as Team Caption in the 2013 Kurukshetra Nationals.





Evolution of sales and marketing during Pandemic"



Shubham Goyal

One of the most essential part of any organisation is Sales and marketing. Why? Because it is the department that hit the organisation's revenue and hence make or break the company. I am not trying to undermine any department I say it as a fact, and so to handle the department & for its smooth functioning a well stated and tested programmes

are run. These solutions are generally prepared by experts of the area and they utilise the market to the fullest extent.

But, what if the organisations are no more capable to run its plan of action?

During this pandemic the companies were cornered and forced to think upon the same question. The firms' well thought, tested and proved systems, created for its sales and marketing were thrown out of balance. Even though the plan of action was made after a thorough research and several surveys & tests, it was majorly based on traditional marketing consisting of physical presence. As the market now was unable to reach out to their customers with physical activities most organisations struggle to reach out to their target audience.

With the Pandemic the companies run on a course to start and discover new ways to reach to their customers.

No matter what, the business must go on, and for that, evolution became a necessity.

Since everyone was at their home, in lockdown physical presence of organisations for marketing became meaningless at the time and the businesses tried to face another way and explore other options.

Digital marketing has been present in the market for years but there was never such a need to switch or be dependent on the same. For many firms even considered digitization as an option but still thought it was not the right time or best in interest to invest in the same, where due to pandemic all the companies switched to it for better results.

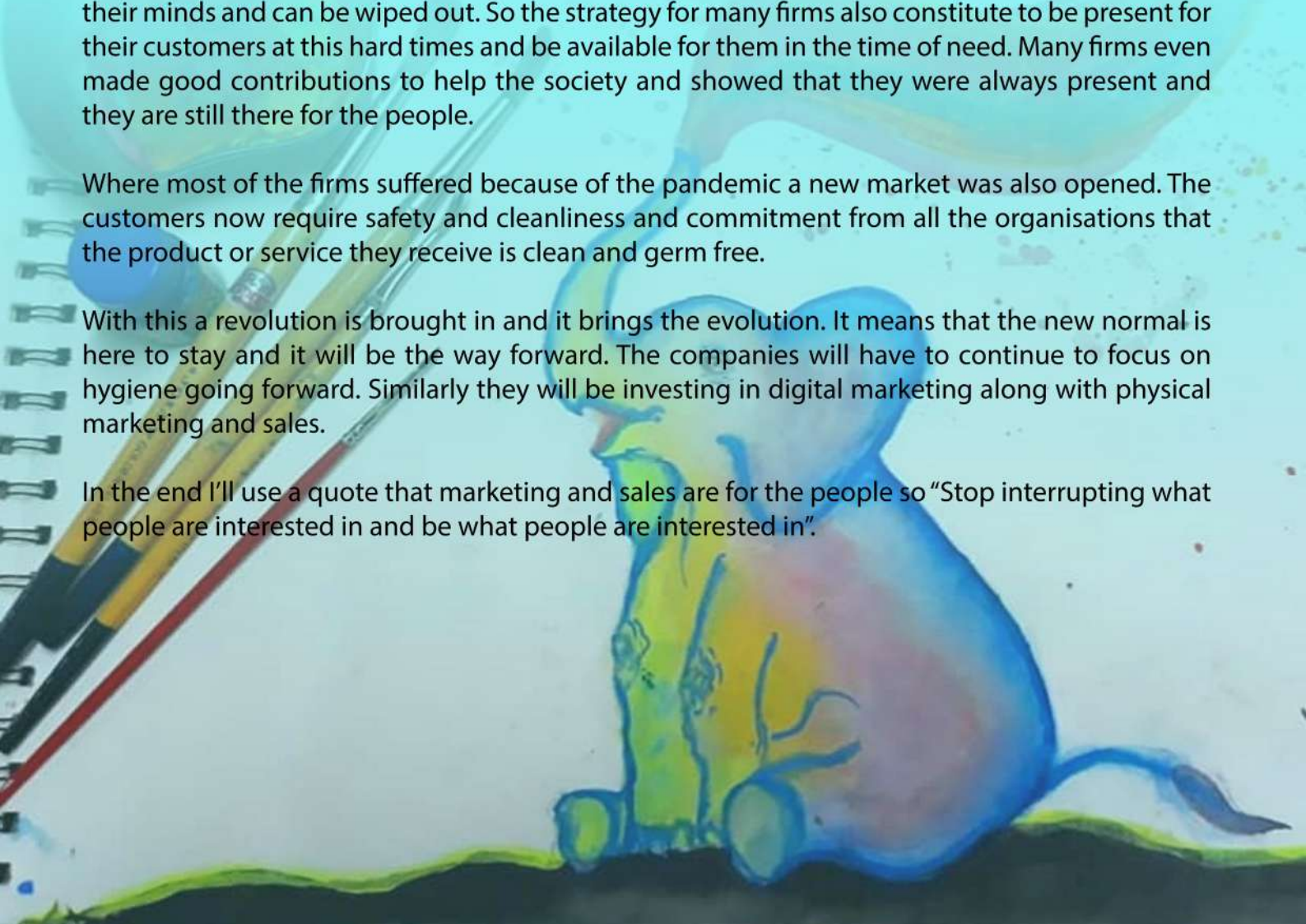
Now the one of the easiest ways for going digital is utilising the social media. All the firms instantly tried to capture the market through social media. All of them became super active. The organisations added daily posts and answered to all the queries as well as the firms used content marketing and shared information to people about pandemic creating an image in the readers mind. Not only social medias were filled with several creatives as a marketing strategy but also different campaign were executed to reach out to more specific audience. Not just social media but OTT platforms were used by several big companies to influence the people and to create brand recognition. OTT became one of the new ways as TV repeated old Series & serials and OTT gave people a new platform to connect and see exactly what the customers are looking for. Hence with the expansion of OTT the organisations tried to expand their reach with it.

For many corporates digital media was a way to reach to the audience in hope to convert them as customers whereas as for others it was a means to stay in peoples mind. The organisations fear, if they lose touch and connectivity with their loyal customers they might no longer linger in their minds and can be wiped out. So the strategy for many firms also constitute to be present for their customers at this hard times and be available for them in the time of need. Many firms even made good contributions to help the society and showed that they were always present and they are still there for the people.

Where most of the firms suffered because of the pandemic a new market was also opened. The customers now require safety and cleanliness and commitment from all the organisations that the product or service they receive is clean and germ free.

With this a revolution is brought in and it brings the evolution. It means that the new normal is here to stay and it will be the way forward. The companies will have to continue to focus on hygiene going forward. Similarly they will be investing in digital marketing along with physical marketing and sales.

In the end I'll use a quote that marketing and sales are for the people so "Stop interrupting what people are interested in and be what people are interested in".



An illustration of a woman with multiple arms, symbolizing multitasking. She is in a kitchen setting, holding a frying pan with an egg, a smartphone, a book, and a red polka-dot cloth. In the background, there are office elements like a calendar showing '07', a laptop, and a desk. The text 'Women: A Multitasked in the Society' is overlaid on the illustration.

Women: A Multitasked in the Society



Meetal Pawar

Nowadays women are achieving new goals in every aspects of life, whether it is sports, film industry or politics. They are been promoted as the new inspiration for the future generation. The men always think they are good at maintaining the balanced life and have been appreciated for this,

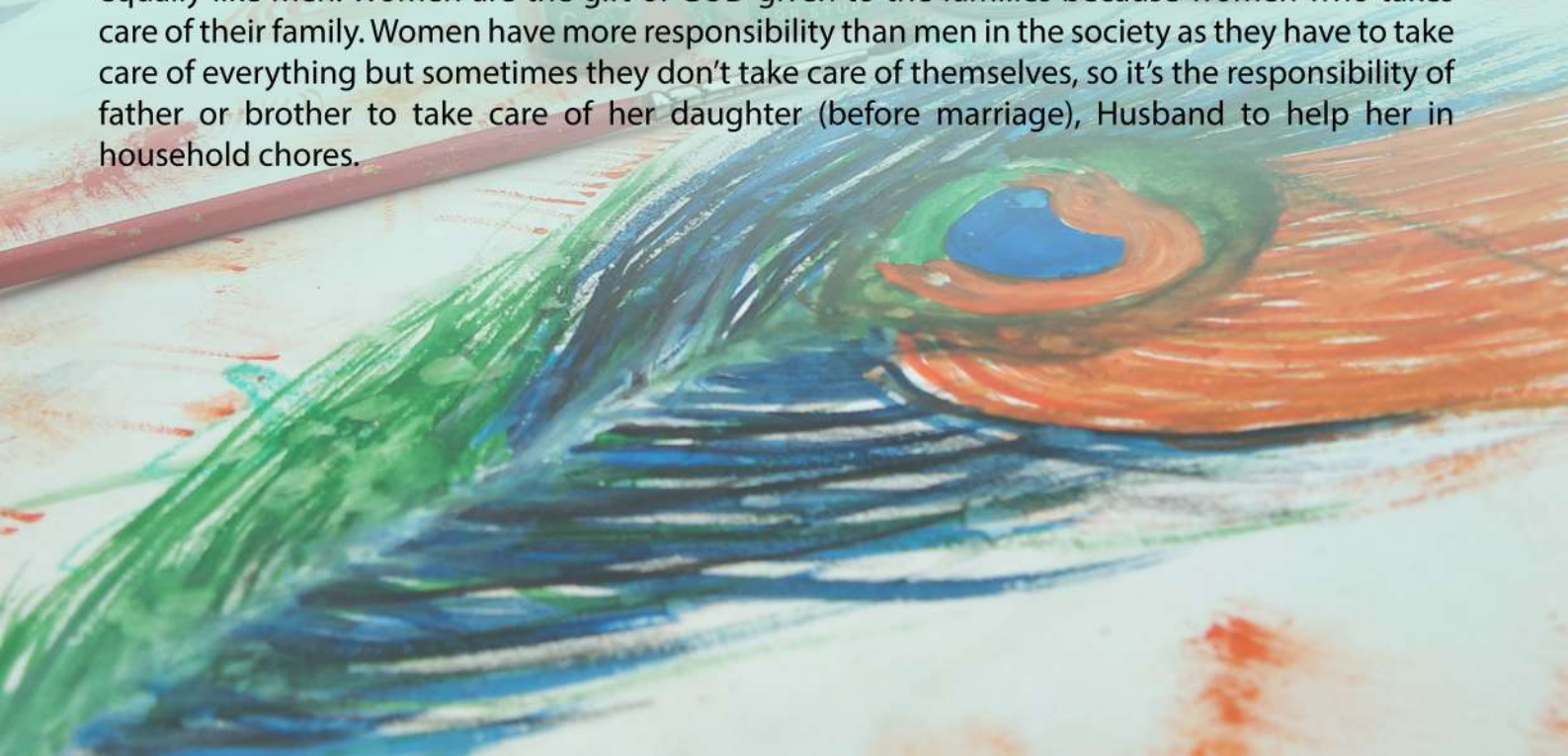
but what we don't know is the sacrifices they make. Nowadays women are more active than men because women are the multitasked in the society as they maintain their work and house chores together. In the early ages it has been taught that men should have dominance over his woman, so they weren't allowed to study any co-curricular work. At very young age they were prepared for marriage, they were taught about the house chores and they never used to send the girl child to schools. Nowadays we can see that girls are prospering in every area of aspects.

Women have achieved greater heights. According to Asian News International (ANI) "71 % of women sleep less than men due to household chores" The reason is, they wake up early sleep late in the night as they have many works in the house like laundry, dishwashing, cleaning. They get already stressed in the office due to

loads of work, but then also their work is always completed on time whether it is household chores or office works. Some men think that it's women's duty to complete all the household chores, if it is so it's men's responsibility to take care of her. Society has always shown women as dominated by men but nowadays women are becoming so strong to compete against the society. Women had, have, and will always achieve a greater heights. Nowadays women are getting recognized for their work in their area of interest. The societies who in the early centuries used to say "What they would do if they get educated", "How far they will go" are now supporting women for their work. People have realized that if you have to develop the society, first you have to treat men and women equally. There is a saying that "Porgi Shikhali ani Pragati Zali" which means when a girl learns then the society progresses. Women learn the new techniques to maintain the life works. Every day is a new learning day for the men and women as they have to maintain their life flow with time.

Some time we should think that when Britishers left our country, they have also done a good work in key areas like, abolishment of sati system and Child Marriage. It was Savitribai Phule started to teach the girl children and women with the help of her husband Jyotirao Phule. Savitribai Phule played an important role in improving women's life. She is known as the mother of feminism in India. Women have always contributed more in the society and are more active than men. Big names like Kalpana Chawla, Sunita Williams, Geeta Phogat, Babita Phogat are the new motivators and inspirations for the future generations as they have a message for the future generations that "Don't care what the society says, Do what your heart says." The women are more talented than men as they have many ideas to how to finish the work as soon as possible. A woman is a daughter, a mother, a sister, a wife, a teacher, a doctor, a surgeon, etc, in the society they have to maintain their routine life in the society. They are the ones who keep the house running in daily day to day work. Women are never an off duty, they get week off from offices but they have no holiday at home whether it be weekdays or weekends. She works even the time when she is sick or has menstruation days. ANI has urged with the men to help their women in household chores, so they can be healthy and fit mentally and physically.

Women are not meant to be dominated, they are meant to be supported by the men. They expect their man to support them in key areas of their life. The women should also be treated equally like men. Women are the gift of GOD given to the families because women who take care of their family. Women have more responsibility than men in the society as they have to take care of everything but sometimes they don't take care of themselves, so it's the responsibility of father or brother to take care of her daughter (before marriage), Husband to help her in household chores.





Time Management: A way Forward to Success



Karnika Pandey

We all have heard that Time management is the key to success, but never thought to work on it. Taking control of your time and energy to direct it towards the activities that create major impact is what is expected from Time Management.

Working smarter by achieving your goals faster

with less efforts creates a better work-life balance.

In this pandemic we all have full 24hrs with us, still we feel timelessness, right? The answer to this question revolves around our habit of procrastinating, rather taking right and timely actions we usually focus on less urgent, more enjoyable, and easier tasks and forget about those which count on potentially more.

Whether you are moving forward to success, or landing on to some abortive attempts, predominantly depends on the way you manage your Time.

Everyone shall ensure some do's to focus on their time

- 1) You should know where your time is going (do a time auditing for yourselves, realize unseen distractions, check daily progress to stay on track)
- 2) Prioritise your time & set Smart goals (Separate Urgent & Significant from non-urgent non-significant work)

- 3) Build Daily Schedule(to be in momentum, try doing Time Blocking by drafting dedicated specific "time blocks" for important tasks and responsibilities, also take some time for yourself if any interruptions or breaks needed)
- 4) Optimise your work Environment (Sit in a place that give you refreshment &do not make you tired. If you don't have one, create one for yourself. It helps in generating enthusiasm to work more efficiently and increase your productivity)

Time-Management is all about understanding the benefits of using our time wisely. With Proper Time-Management you – will feel more control of your time, your productivity increases, you stay more focused for longer duration and hence making the most of your 24hrs. This is the 1st step taken towards your success.

Every time I think of time management, there are many entrepreneurs and big businessmen who have recreated their skills a thousand times and evolved. When asked them about their Success Mantra, everyone spoke of Time-Management.

One of the prodigious examples is Elon Musk, who is presently the CEO of two Companies, Tesla & SpaceX and manages both companies in the best possible manner.

Similarly, there are many big examples like Richard Branson, Bill Gates, Thomas Jefferson, Benjamin Franklin etc. They all have always counted on their time to reach unto that position.

Below mentioned are some ways and drivers that keeps these people motivated towards their work

They always counted their time as invested with the money, which always keeps them motivated to work more. Everyone has their own driver that make oneself motivated, need is to dig it out and know your potential more.

They say that Time Boxing shall be a practice to be followed by planning out every moment of your day in advance. All this works because time commitments are more concrete. Try making your own boxes/blocks of time so that you have enough time for everything

Time is limited. For numerous of us, time is adversary. We always try to race contrary to the clock to get the things done, finish our tasks and meet our deadlines.

So, the ultimate need is to optimize our time to get better results and be successful in our Life.

It will you to achieve whatever you want in your life. Therefore, now stop wasting your time & start investing your time!

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Strategic HR – Is That Realistic?



Devyani Wankhede

Introduction

Strategic HR is managing HR in a way that supports the company's long-term business goals and outcomes. In essence, you go way beyond the administrative duties HR has been known for and apply HR principles and practices to overall

business strategy.

Strategic means producing results that impact upon critical business objectives and that means if you want to take credit for some strategic results, you must first assume some degree of "ownership" or accountability over that strategic area. HR need to assume responsibility and ownership for employee productivity, so that when productivity improves, HR can take credit for their part in the accomplishment by demonstrating data that backs this up and the enabling activity that they have changed etc. that has driven or contributed towards the change.

HR professionals want to take credit when productivity is high but are reluctant to accept that responsibility when the data says that things have not improved. That's the business challenge you face when using data and analytics to show

why something has happened rather than focusing on the immediate impact on the HR function of those reductions. That is the commercial world that every business manager faces each day. To truly maximize the approach HR, needs a large dose of courage and self-confidence.

HR is classified by some as a support function it cannot use this 'lack of control' excuse if it ever expects to be considered a strategic/commercial function. Strategic individuals, rather than making excuses "find a way" to influence other, so that the net result is that people together move towards a common goal or business outcome. Taking responsibility for things you do not completely own, or control is known as leadership.

HR take a narrow perspective and accept only the responsibility for the "operation" of the people management system. This narrow view guarantees you will not be considered strategic because the very definition of strategic moves beyond taking responsibility for the "operation" and instead focus on taking responsibility for the "results" or "business outcomes". If you accept this broader view that HR is responsible for the "output" or results of the people management practices, then you are already taking a broader more strategic view of HR. If you assume the leadership role and all the complexities that go with that, you must move beyond accepting responsibility for the operation of all the

People practices and systems and you must add to that broader responsibility for the actions and the performance of the employees, which were recruited, trained, rewarded, and appraised by using those system. This is where the influencing role of HR becomes critical in working with line managers and leaders so that collectively they can "execute" and produce the highest level of productivity.

HR function are truly business focused, share accountability for performance with line management and leaders and focus on both the short-and long term efficiency and productivity agenda. They are productive and focus on continuous improvement that focuses on tangible bottom line improvements. Finally, the whole world focus upon the delivering value to the internal and external customer, all of which has 'future proofing approach to ensure their service and solutions always remain fit for purpose.

The strategic HR dilemma is not an easy one. For me though-focus on the commercial outcomes that the organization wants. Support and improve that by demonstrating the value through data and analytics. Doing so mean that label of being strategic or commercial will be irrelevant because HR will have shown that "value add". Strategic HR plays an important role in the organization's HR function, particularly with regard to the effective people management.





Work from home- A Boon or Bane?



Rohan Choudhary

Work from home or WFH is the new buzz word that you will hear amongst young office goers and working people in today's century. Work from home is work being done remotely, instead of at an office. It is much more flexible to work from home in today's century since a person does not have to worry about waking up early in the morning and

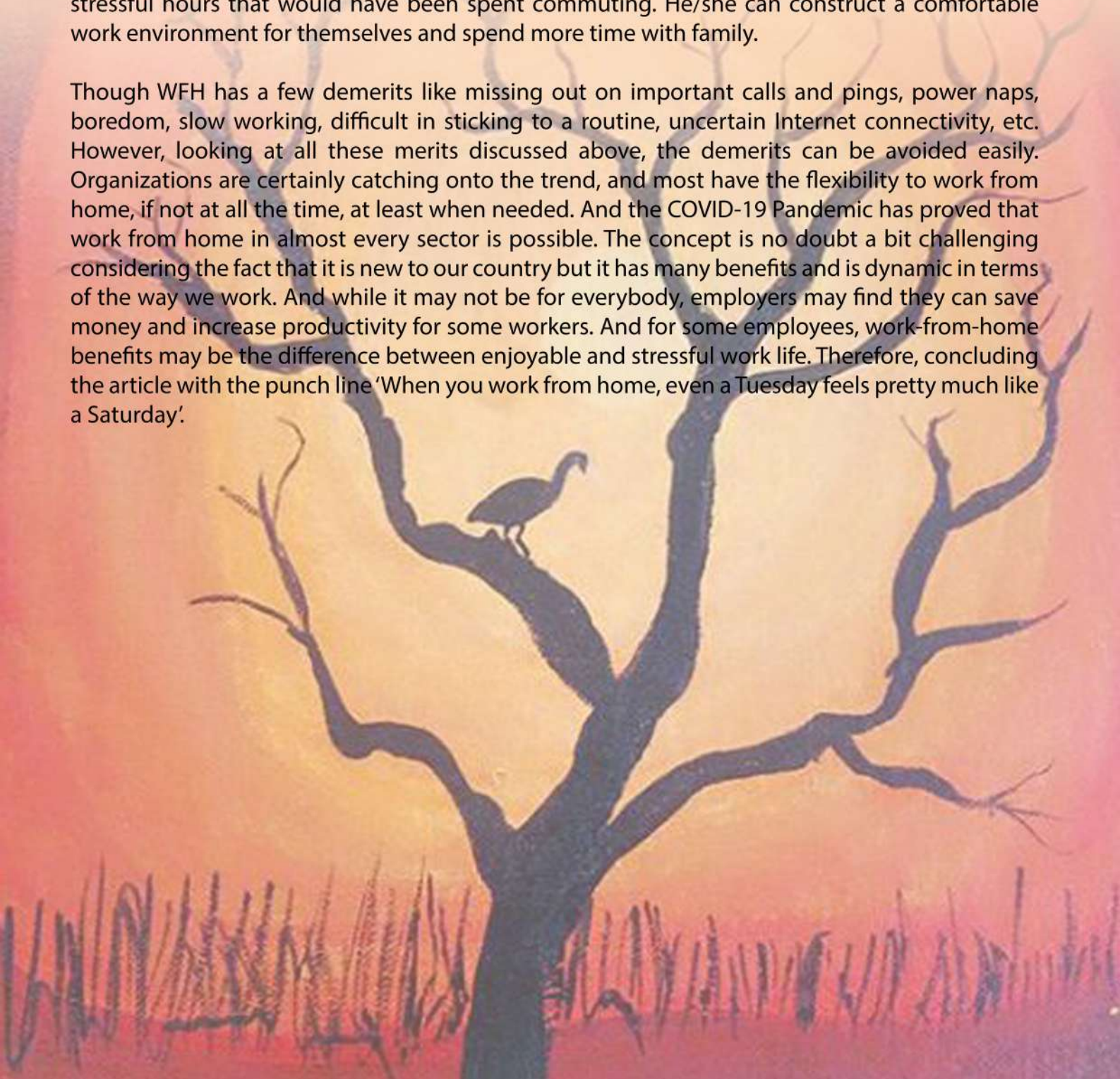
dressing up, travelling and take stress in the morning. Through today's article, I shall put a few points if work from home is a boon or bane in today's work culture and what mental and physical impact it has on the working professionals.

Many MNCs across the globe have repeatedly highlighted work from home as an employee benefit that they provide. It is a privilege given to the employees by the employer. There is two lobby when it comes to working from home. Lobby one usually thinks that people will not work with full dedication and give less productivity, whereas lobby two believes employees will be happier and more productive if they are given work from home. Recent research has supported the idea that if work from home is given to the right set of employees it can increase productivity and decrease stress. Research also suggests companies that encourage and support a work-from-home model save money in the long run and

a bonus on the employer side. The IT industry is well known for its flexible schedules and new-age communication method which makes sense, considering most IT companies are web-based and technology is the greatest resource when working from home. With video chats, conference calls, VPN networks, and wireless Internet, we can constantly stay connected as though we were sitting in our office, rather than at home. Work from home also helps to reduce stress at many levels. To start with a person doesn't need to worry about waking up early and getting ready for work. Secondly, in India traveling during peak office hours is a big task and needs mental preparation which also involves a lot of stress. However, through the WFH facility, one can just sit back chill and relax and work. In today's work sphere, the majority of the work happens on the computer and online. As a result, the location of the person is no longer as important, as long as they have a reliable Internet connection.

People who work from home have an easier time eating healthy and maintain a manageable work-life balance. Eating healthier and having more time to spend with your family can help you feel less stressed, which will make for a happier more productive workday. A person saves a lot of stressful hours that would have been spent commuting. He/she can construct a comfortable work environment for themselves and spend more time with family.

Though WFH has a few demerits like missing out on important calls and pings, power naps, boredom, slow working, difficult in sticking to a routine, uncertain Internet connectivity, etc. However, looking at all these merits discussed above, the demerits can be avoided easily. Organizations are certainly catching onto the trend, and most have the flexibility to work from home, if not at all the time, at least when needed. And the COVID-19 Pandemic has proved that work from home in almost every sector is possible. The concept is no doubt a bit challenging considering the fact that it is new to our country but it has many benefits and is dynamic in terms of the way we work. And while it may not be for everybody, employers may find they can save money and increase productivity for some workers. And for some employees, work-from-home benefits may be the difference between enjoyable and stressful work life. Therefore, concluding the article with the punch line 'When you work from home, even a Tuesday feels pretty much like a Saturday'.



Celebrations @ office





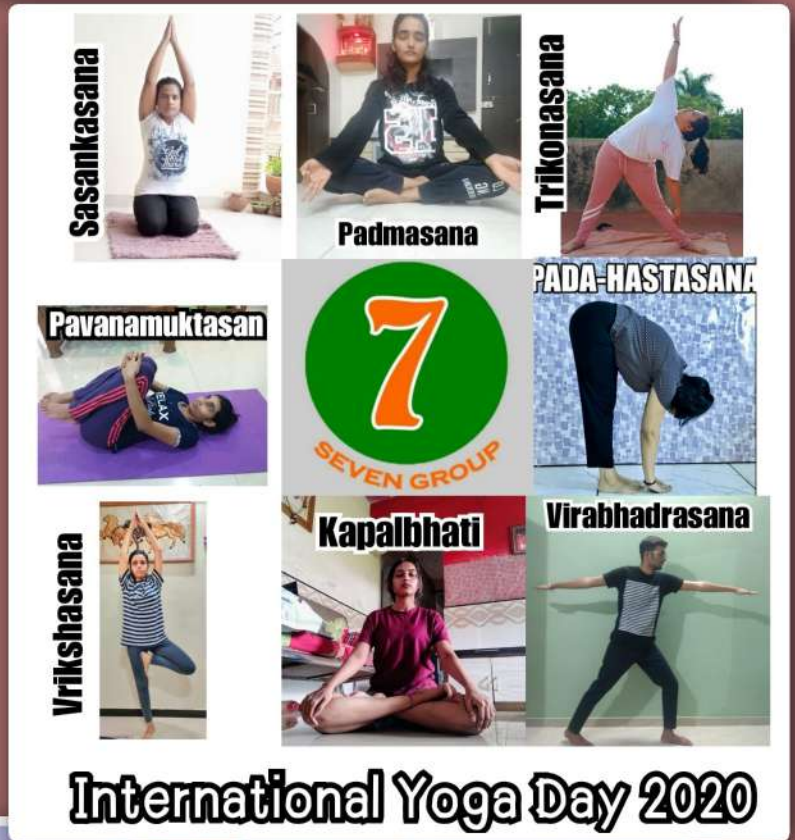




Awards...



Virtual celebrations @ pandemic : Work from Home





IMPACT ON CORONA VIRUS ON INDIAN ECONOMY



Kajal Gholap

The outburst of Coronavirus disease 2019 (COVID-19), it was first identified in Wuhan, the capital of Hubei, China, in December 2019 and since then having spread worldwide, has been recognised as a pandemic by the World Health Organization (WHO) on 11 March 2020. India is

widely affected by this epidemic. As on 29.04.2020, more than 31000 cases of Coronavirus have been confirmed in India with more than 1000 deaths.

Taking into reflection its severe intensity, seen in the context of India having the highest rate of density population in the world, the Governments, both at Union and State levels, commenced necessary actions on war grip to prevent the spread of this pandemic. It was all the more so when it is known that this deadly disease has no medicinal treatment.

The effect of Corona virus is poorly felt and noticed in the world's most developed countries like USA, Britain and Germany etc. Obviously, India was hurdle to be affected not only because of its domestic slowdown but also because of international collapse. Learning the lessons from the developed countries like Spain and Italy, India put all its machinery and material into motion to restrain

and/or prevent the disease. What started as one day Janta Curfew on 22.03.2020 by the Prime Minister of India and lockdowns by some of the state governments, the entire country was declared to be under lockdown from the midnight of 24.03.2020, and the same continues to be so till now or atleast till 03.05.2020, unless extended.

Resultantly, everything and every activity, excepting the activities relating to and concerning with the essential supplies came to a complete grinding stop. Though the improvement in the environment due to such a lockdown was a silver lining, however the toll on economy due to this lockdown is too early to be estimated.

While presenting the Finance Bill for the year 2020-21, the Union Government on 01.02.2020 had reasonably estimated India's nominal GDP growth rate of 10%, however, the same now seems far from reality and faith. The slowdown in demand, closure of production activities, fall in the global price of crude oil, ban on foreign trade, price decrease in the commodities like energy, metals and fertilizers, restrictions on the aviation industry as also on tourism, amongst others, are bound to exert downward pressure on the inflation, thus adversely affecting the economy chart. It is believed that India's aggressive lockdown could bring the country's growth down to 2.5 percent from 4.5 percent it had earlier estimated. However, as per a statement released by Chief India Economist of Goldman Sachs on 09.04.2020, the economic growth of India has been estimated at a low figure of 1.6% only.

Overall uncertainty and lack of demand, coupled with no investment seen in near future, the Indian stock markets crashed. A UN report estimated a trade impact of more than USD 350 million on India due to this outbreak, making India one of the top worst affected economies across the world. During the same time, Asian Development Bank estimated the loss to Indian economy due to this outbreak upto USD 29.9 billion. The worst crash of Indian stock market by 2352.6 points on one single day on 12.03.2020 is a cause of concern for all the Indian economists and economic advisors. However, after the declaration of complete lockdown, Sensex and Nifty gained a little, adding a value of about USD 66 billion to investors' wealth. The trend however reveals that the curve has been meandering with absolute uncertainty.

Corona virus had its impact in the industry in general, which has seen, not only cutting the salaries but also laying off its employees. The hotels are vacant and airlines have closed their wings. The live events industry has also estimated a loss of more than Rs. 3000 crores.

The manufacturing, an important part of any economy, suffers from total lack of clarity. Lockdown has put great stress on the supply chains of essential commodities, and therefore, many of the Indian companies have focused on the production and supply of essential items only, thereby stopping all other production activities, thereby bringing down the production graph. Likewise, the other sectors like agriculture being the primary sector and the tertiary sector are also not free from its impact. There is hardly any manpower available for the agricultural purposes in different states. Lockdowns have manifestly made the farmers difficult to take their produce for sale to the markets. Informal sector of India, the backbone of its economy, will be hardest hit in view of economic activities coming to a total standstill. These lockdowns and restrictions on commercial activities and public gatherings are necessarily likely to strongly impact domestic growth. As estimated by Centre for Monitoring Indian Economy (CMIE) on 07.04.2020, the overall unemployment rate may have surged to 23 per cent, with urban unemployment standing at nearly 31 per cent. International Labour Organisation (ILO) has estimated about 40 crores workers of unorganised sectors to be unemployed.

The United Nations Conference on Trade and Development (UNCTAD), has suggested that India's trade impact due to the COVID-19 outbreak could be around USD 348 million. For India, the overall trade impact is estimated to be at 129 million dollars for the chemicals sector, textiles and apparel at 64 million dollars, the automotive sector at thirty four million dollars, electrical machinery at twelve million dollars, leather goods at thirteen million dollars, metals and metal goods at 27 million dollars and wood goods and furniture at 15 million dollars. As per UNCTAD estimates, exports across global value chains could decrease by USD 50 billion during the year in case there is a 2% reduction in China's exports of intermediate inputs. What is also worrisome is the effect of all the circumstantial conditions on the Rupee value which is at its lower value of more than Rs. 76 per USD, exerting extra burden and pressure on the cost of import of commodities and services in India, and on the accumulated foreign reserves.

New Age of Artificial Intelligence.



Vishal Gharkar

The Use of artificial Intelligence tools is increasing in many areas. Decision making of machines is moving to the point where, In the future machines can even vote on the boards of Large Company. The solution provided by the systems is increasingly relevant in the decision making. It helping us to make our choices make better in daily life though

our smart phones. Day by day it understands human nature better and perform the task better than us in many situation and scenarios. However communication with humans or with other person as per their mood is where AI can still improve. Big technical giant in the world like google, Apple etc. are making great break through on this technology on daily basis. Although taking it to the next level on reality basis still take 2030. The industries that will disrupted most by AI are Healthcare, Customer service and experience, Banking & Finance, Logistics, Retail, Cybersecurity, Transportation, Marketing, Defence, Lifestyle.

Like many advantages of AI in our real life it will be big fear for the jobs of most of the population of the world. In fraction of time lakhs of jobs will be replaced by AI. The only way to overcome from this situation is get your self updated with this technology like our smartphone need to be updated for with new version.

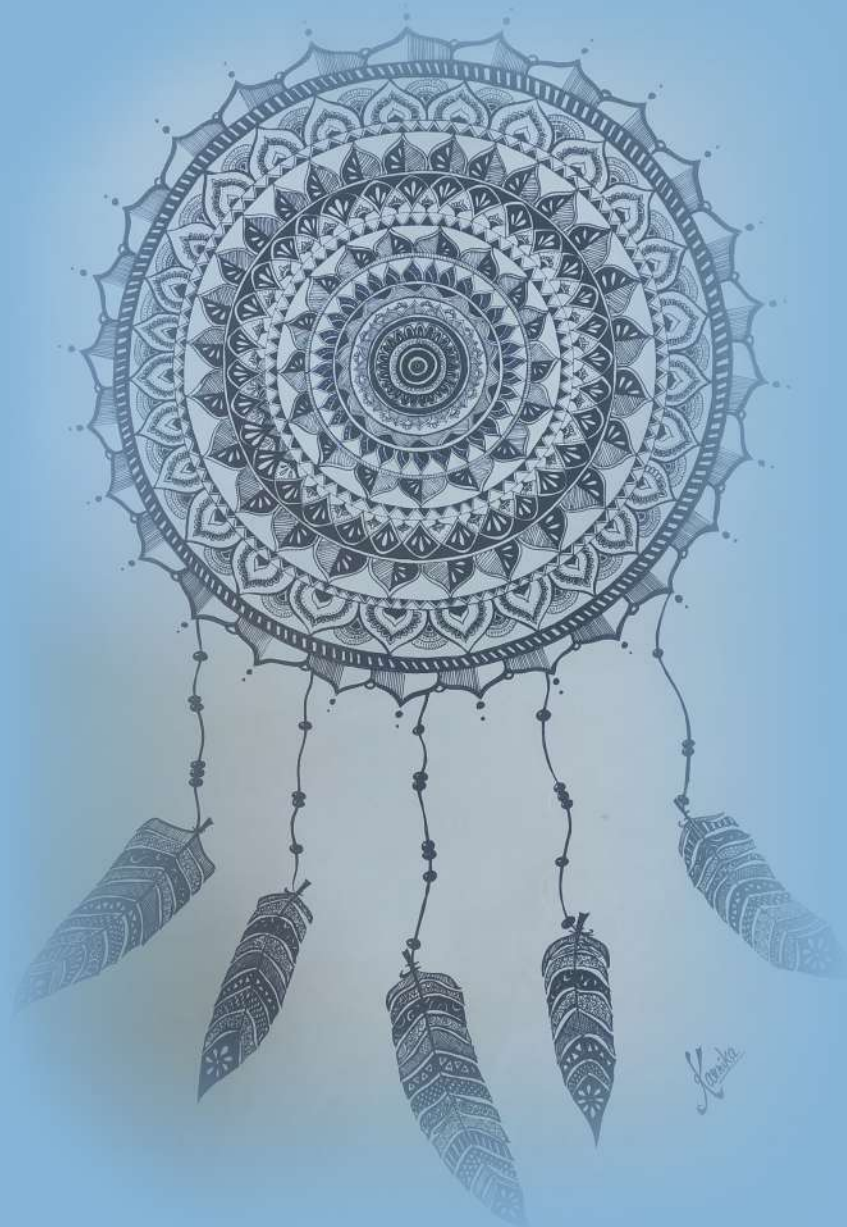
In this new Age of Artificial Intelligence, Human life is similar to our systems/Computers. If we forget to install the latest update in our system then will be no longer in the race.

I believe it is important to also introduce young people to the concept of AI and machine learning through projects. I think we are in the arms race in education with the advancement of technology, and we to start thinking about AI literacy.

We are entering in a new age of AI applications which are basef on machine learning as per technology. The current generation of AI system offer tremendous benefits, but their effectiveness will be limited by the machine's inability to explain its decision and action to user. We are already increasingly using chatbots and virtual assistant in personal lives and now we can use them In the workplace as well.

AI is making its first inroads in organizations, as app developers are leveraging AI technologies to transform business process and build applications that augment human capabilities

AI development companies needs to invest in proper data storage management to work effectively.The companies would want to have a qualified team of employees to handle and sustain cutting edge tools and software





"THE ARTIST"



Labdhi A. Vakhariya

The word ARTIST is itself an ocean in it and to understand it, is like swimming in that ocean to find an end. Basically, there are 7 different forms of art – Painting, Music, Performing, Literature, Sculpture, Architecture, and Cinema further it have many subtypes. An artist character utilize their brain,

hands, and uniquely an ideal opportunity to make some overwhelmingly noteworthy workmanship. These craftsmen Individual want to work in unstructured circumstances and utilize their brain inventiveness and creative mind, and the best part about them is they don't surrender till work completions' and overlook everything around them and all the while appreciate every single second around. They have a remarkable memory power, they like to be in harmony and calm, their rest cycle is wrecked, and craftsmen who are bold which depicts their bravery for the concealed. Evidently, these are clear with their visionary, and can take care of numerous issues with making the workmanship. Some make craftsmanship some develop workmanship. There is part to discuss "THE ARTIST" nut from my end here are the a few realities which I know.

Specialists regularly keep thinking about whether to title their specialty. The response to that question is totally yes. Regardless, a title consistently enhances a show-stopper. On base level, it gives crowd more data than they would have if the work was untitled.

Specialists ask themselves all the time whether they have the stuff to go proficient, become effective, get perceived for their craft, have any kind of effect in the workmanship world, and above all, bring in enough cash to endure completely on craftsmanship deals. They contrast themselves with different craftsmen, contrast their specialty with that of different specialists, follow their preferred specialists, found out about fruitful craftsmen, and learn as much as possible about how those craftsmen got to where they are today. In any case, getting the consideration and acknowledgment you trust you merit less about what different craftsmen do. It's about what you do and how you do it.

Artist unlike normal job pursuing person doesn't live in a trap of deadlines and protocols. He thinks and delivers when the content hits him naturally and not when his boss asks him to do the job. Job satisfaction for an artist is way more than a rat race individual. While such individuals work in fancy buildings around fake people, artists makes nature their workplace and nature's resources as their colleagues.

"An artist sees their art as an Emotion, as Joy, as Pain, as Love, as Dream".

"A Normal Person sees art as an Object".

Not all artists are appreciated widely in fact they are demotivated by public by enlarge. We all have to know every "Michelangelo" or "A.R. Rahman" was once an unknown, and such unknowns are around you who are artists. Please learn to accept their work as they themselves are the unconventional part of our society without which our society would look like an incomplete painting.

I would quote "It is difficult to understand an artist because you aren't one"



Positivity is the Key to Happiness



Subham Sekhar Panda

The world is right now facing Unprecedented Challenges, Unpredictable Battle & Uncertain Situation due to the global outbreak of the Corona Virus. The pandemic has already created havoc and chaotic condition which not only affecting the livelihood of human beings but also severely

The word lockdown is very new to most of us and even for the last decade, it has not even implemented anywhere in the world. Physical movement out of the home is stopped & social distancing is implemented when outside the home and restricted availability of most public services leads to a sudden and drastic alteration in the daily routine of millions of people. Several people are thrown out of the job, Sudden loss of employment with financial stress has created a psychological impact on mental health. However, the impact of the lockdown is likely to be heaviest on those who are alone, poor, already psychologically burdened, or out of the mainstream at baseline. Due to lockdown implementation for a longer period, people are experiencing several negative emotions like anger, guilt, anxiety, sadness due to confined at home.

These negative emotions leaving behind a permanent adverse impact even after the lockdown is over. Negative thoughts lead to worry and stress. Stress messes up your immunity, which helps you to resist diseases and infections. When your immunity gets affected, you get susceptible to diseases. And eventually, your mental as well as physical well-being gets hampered.

Just think about the animals kept inside a zoo. Do you think they don't have any emotions? The zoo itself a quarantine center for throughout their life confined to the restricted place. They also want to live the freedom of life that you are missing right now. So, do not keep yourself demotivated due to this unprecedented period. The most important task to do every day is to make ourselves pessimistic. When you change your outlook towards life, everything falls into place. Good mental health is an important national asset in its own right. It is great to have a positive state of mind. It makes you a happier person, and it can improve your relations with people. Think about happiness, good health, and success. With a positive state of mind, you can also handle more easily your daily affairs of life, and make everything flow more smoothly, and with less friction. The power of positivity helps you in discovering your skills. You can find the ray of hope in the darkest of hours with a positive mindset. Optimism also helps you to meet joy. It makes your personality appealing to the people. This way you can help other people change the way of their thinking. The three things that lead to success in my opinion are Encourage positivity at the start of the day, imagine success & forgive yourself. Stay Positive Stay Healthy.



Employee

Engagement and

Benefits



Employee engagement is the level of commitment and involvement an employee has towards their organization and their values. An engaged employee is aware of business context, and work with colleagues to improve performance within the job for the benefit of the organization

Vandana Khatwani

Employee engagement is important for organization as one's loyalty can affect the productivity and wellness of the company. Naturally human resource staff wants the best worker to be engaged in a way that best benefits the company. Positive engagement means that employees are connected to their job, loyal and willing to put extra efforts and work necessary to accomplish company goals.

When employees are engaged they are more likely to invest in the work they do which leads to a higher quality of work produced. Employee engagement needs to go beyond incentives and flexible work hours. By investing in employee engagement company will be able to increase their productivity, work quality and retain top talent

Employee can be engage by different factors it can be monetary or non monetary benefits like keep themengaged with recognition, giving incentives, offer perks and discount,encourage learning, flexible working hours, reward hardworking employees, improve leadership skills. The trust and communication between both employee and management are also important as it show the employee their abilities and how their own work has contributed to the overall company performance

Employee engagement benefits :

1. Increases productivity and quality of workan engaged workforce will work harder, faster and with much more enthusiasm, they do each task with the same amount of dedication and precision
2. Positive vibes highly engaged employees bring spirit and energy to the workplace
3. Increased profitability when the employees are happy at their work they work harder they produce more quality work Which increase profitability
4. Employee give suggestion they take participation in company meeting to understand more about company, involve themself in the company
5. It help for better customer service, engaged employee deeply care about their jobs and thus the customers

Employee engagement is a two way process. It is all about how you treat and interact with your employees and only the manager can bring the gap between employee engagement and disengagement





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We do have specialization in Recruitment of Manpower in different segment of Industry across United Kingdom (UK) majorly operates from London and across other parts of UK. Working as a Recruitment Agency is our oldest business unit under Seven HR Consultancy UK.

Started business activities more than a decade with clear Mission & Vision towards creating value system in Service Industry, today having Foot print across UK market with unique quality solutions in different segments.



Clients Visits

UK Office



CORPORATE DISCIPLINE



Mehrzad M. Writer

Discipline means a prescribed conduct or pattern of behavior. Employee discipline isn't a matter of dominance or punishment. It is about making the work environment safe and pleasant for both management and the employees. Discipline works best when there is a foundation of trust between managers and employees. It means adherence to the company policies, rules, regulations and processes laid down by the Management. Discipline is the bridge between goals and accomplishment.

Corporate Discipline refers to the company values that defines it and makes it different and better than other companies. Portraying positive corporate discipline

facilitates strong brand image which strengthens the importance associated with corporate behavior.

Discipline and punctuality are two most essential traits required in a professional to be successful. Individuals who are disciplined are not only successful professionally but also in their personal lives. Disciplined employees are liked and appreciated by not only their supervisors but also other fellow workers. Such employees climb the success ladder quickly. Workplace decorum should be maintained at all times. Misbehaving at work place spoils the entire work culture eventually leading to zero or very less productivity. Discipline is crucial as it ensures employees behave in a decent way and also maintain the office decorum.

Some of the useful time management tips :-

- i) Learn to prioritize things
- ii) Keep your work station organized
- iii) Filter your mails and respond immediately to urgent ones
- iv) Do not waste time in unnecessary gossip

Dreams get you started... Discipline keeps you going and is a key to success. Goodluck !!!



Painted by Labdhi A. Vakhariya





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Seven Teaching & Oxygen Plantation

STOP

A Corporate Social Initiative by Seven Group