

# SWINGS

**MEANS OF ACHIEVEMENT**



*Re-accredited 'A' by NAAC with 3.06 CGPA - 2016*



**Department of Management**

Shillong College,  
Boyce Road, Laitumkhrah,  
Shillong - 793003

**DEPARTMENT OF MANAGEMENT  
FACULTY**



**Left to Right : P. Kipgen, A. Diengdoh, W.C.K. Sohliya, I. Diengdoh, T. Tiewsoh**



# MEANS OF ACHIEVEMENT

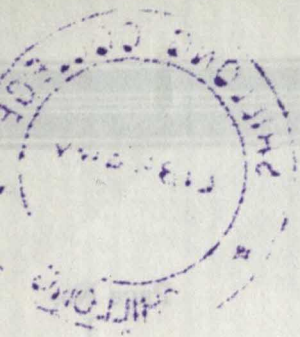
*To,*

*The Library Dept.,  
Shillong College,  
Shillong.*



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Shillong - 793003



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Dr. K. D. Ramsiej



## FROM THE PRINCIPAL'S DESK

*I have great pleasure to know that the Department of Management is bringing out a departmental magazine "WINGS" for the year 2016. Bringing out a magazine through the combined efforts of students and teachers creates a platform for creativity, sharpens the writing skills and enhances knowledge of all the stakeholders. I am very optimistic that the department through such effort would create goodwill for the department and fame to the college and overall craft wings for the students to enable them to take to the sky and achieve their dreams. My appreciation to the Head of Department, the faculty and the students for their well-thought programme. Though the department is being bifurcated recently from the Department of Commerce, steps taken by them are promising and moving toward the vision and the goal of the College as a whole.*

*I wish the Department a dazzling future.*



## *Foreword from the Vice-Principal (Professional Course)*

*It fills my heart with great pleasure to know that the Department of Management, Shillong College, is bringing out the departmental magazine "WINGS" 2016 edition. This newsletter is a perfect platform for the students & teachers to express their creativity, opinions and literacy skill. I hope that the magazine will offer adequate glimpse into the department, which is first of its kind in the Department of Management after its bifurcation from Department of Commerce and Management. Achievements in scholastics and co-scholastic performance in all spheres of activities has been observed over the years. It is my sincere advice to the Head of The Department, faculty members and students to continue to work with dedication & determination for promoting and lifting the name of the Department to greater heights. Once again I congratulate Wanda C K Sohliya, Head of the Department and the esteemed faculty members and the students who initiated their talented writing skills which will enable the other teachers and students to benefit through this valuable publication, concepts as it is said that the thoughts of individuals cannot be read out unless it is published in a form of books or magazine or newsletters. I wish the department to be progressive in all aspects.*



## *From The Head*

*The Department of Management was established in September 2015, after the bifurcation of the Department of Commerce and Management. In this short span of time, the Department has, in addition to its regular activities, organized a field trip to Star Cement, Lumshinong, and a popular talk on 'Business Opportunities For Young Entrepreneurs'.*

*At this point in time, we should thank the Principal, Dr.K.D.Ramsiej, the Vice-Principal, Dr. Maloy Dey, the Vice-Principal, Professional Courses, Shri Kallol Dutta Roy for their guidance and constant support to our new Department. We also remember with gratitude the contributions of Dr. S. K. Gupta, Shri Bikash Roy, Shri S.N.Nongkynrih, Shri.A.Khanduri, Shri.B.K.Saha, Dr.Sankar Sharma, Smt.P.Khonglah, students, teaching and non teaching staff (past and present) and others who have helped to make this department what it is today.*

*Six months after its creation, the Department of Management is proud to bring out 'Wings', its first departmental magazine. This magazine is a creative platform for students of the department and teachers alike. For this, I am deeply grateful to Shri P.Kipgen and the Editorial Board for compiling student's contributions for this magazine. I congratulate the editorial team, which has been working diligently to bring this magazine to life. As a department, we are honoured to share the work of so many committed and thoughtful people.*

*We encourage all of our students to share their thoughts, ideas and talents through this magazine. We also welcome students to keep in touch with us after they have left for further studies or to launch their careers. We would very much enjoy hearing of their successes and I'm sure that their stories will inspire our students.*

*Last but not the least, I wish this magazine a grand success.*

Wandabha C.K.Sohliya  
Head, Department of Management

Greetings .

Welcome to the first edition of the Department of Management Newsletter/ magazine. We are coming to the end of yet another academic year. Looking back, it was a very successful and productive year with the departmental faculty excelling in their research and teaching activities.

Finally, as we begin the winter, we wish everyone a relaxing break at the end of a very hectic semester. This is an opportunity to, to catch up on research, and to have at least some personal time for family and friends. We also want to thank each one of you personally for your help during the past academic year. We find it difficult to believe that the years have gone by since we started in this position. It is truly a privilege to be able to serve all of you and the department. Let us celebrate our successes together and share our sorrows with each other. We are a great team and great things are ahead of us.

The New Year comes and we are back with new thoughts and dreams. The theme of the magazine "WINGS" symbolise what we really needs in life. The birds need wings to soar and achieve its objectives. We do needs faith, confidence, hard work, personality, attitude etc, which are part of the feathers that makes the WINGS to achieve our long cherished dreams.

We wish this magazine will enable us to shape our future.

*From the Editorial Board*

*P. Kipgen*

*A. Diengdoh*

*T. Tiewsoh*

*I. Diengdoh*





# DEPARTMENT OF MANAGEMENT SHILLONG COLLEGE

## 1. Brief History of the Department :

The business environment in today's world is characterized by a high degree of uncertainty and complex and dynamic changes. In such an environment, it is necessary for an entrepreneur and for organizations alike, to have the required knowledge and skills to survive the growing competition. A business management course imparts relevant education to students, which reflects the changes in society. This has led to an increased demand in the course.

In view of the Objectives of the College backed by such knowledge, the BBA Course was created under the Professional Courses wing of the college, headed by Dr. S. K. Gupta, Vice-Principal (Professional Courses). It was inaugurated on the 22nd June 2004 along with two other Professional Courses. At its inception the department functioned under the charge of Shri..Bikash Roy (former Head, Department of Commerce). In its initial years, the course was managed by Smt. W.C.K. Sohliya and Smt. P. Khonglah, who were supported by a number of part time teachers which included Shri Joshua Phanwar and other teachers from the Departments of Commerce, Economics, Statistics and English. On the 1st June 2006, Shri. Bikash Roy, relinquished the job and Shri.S.R.Nongkynrih, (Head of the Department of Commerce) took charge of the BBA Course till his retirement. In September 2015, the Department of Commerce and Management was bifurcated and is now known as the Department of Commerce and the Department of Management. The Headship of the Department of Management was taken over by Smt. W.C.K.Sohliya .

The BBA course started with a strength of just 28 students and we currently have 152 students enrolled in the course. The Department has seven faculty members.



2. Past Teachers in the Department (permanent posts).  
Smt. P.Khonglah (join the dept. Of Commerce on 2014)
3. Past Teachers in the Department (temporary/part time teachers).
  - Joshua Phanwar (join as Asst.Registrar NIT, Meghalaya).
  - Eladmiki Suting
4. Present Faculty: 07
- 5.

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## 1. Student Profile

<i>Class</i>	<i>Year</i>	<i>Actual Enrolment</i>	<i>No. of dropouts</i>	<i>No. passed</i>	<i>No. failed</i>	<i>Pass % in final exam</i>	<i>No. of academic distinctions</i>	<i>Name of students achieved distinction</i>
1 <sup>st</sup> year	2011	28		28	Nil	100		
2 <sup>nd</sup> year		40		38	2	95		
3 <sup>rd</sup> year		35+16=51		49	2	96.07	1(4 <sup>TH</sup> Position)	12 first class, 4 <sup>th</sup> position-Singleman Marngar
1 <sup>st</sup> year	2012	31		29	2	93.54		
2 <sup>nd</sup> year		37		37	Nil	100		
3 <sup>rd</sup> year		30		30	Nil	100		16 first class
1 <sup>st</sup> year	2013	32		29	3	90.62		
2 <sup>nd</sup> year		26		26	Nil	100		
3 <sup>rd</sup> year		37		37	Nil	100		11 first class
1 <sup>st</sup> year	2014	33		32	1	90.96		
2 <sup>nd</sup> year		28		28	Nil	100		
3 <sup>rd</sup> year		26		26	Nil	100		6 fist class
1 <sup>st</sup> year	2015	45		44	1	97.77		
2 <sup>nd</sup> year		31		31	Nil	100		
3 <sup>rd</sup> year		28		27	1	96.42	1(10 <sup>th</sup> position)	Cleverson Syiemlich



6. Student Composition:

2015-16

Class	Foreign							
	Female	Male	Male	Male	Male		Female	
	Uganda	Sri Lanka	Cabo Verde	Nepal	Bhutan	Bangladesh	Bhutan	Bangladesh
Sem-1 BBA	<b>01</b>	<b>01</b>	<b>01</b>	<b>01</b>	-	-	-	-
2BBA	-	-	-	-	-	-	<b>02</b>	-
3BBA	-	-	-	-	<b>01</b>	-	-	<b>01</b>
<b>Grand Total</b>	<b>01</b>	<b>01</b>	<b>01</b>	<b>01</b>	<b>01</b>	<b>00</b>	<b>02</b>	<b>01</b>

The BBA students comprise of **Bhutan, Bangladesh, Sri Lanka, Uganda, Cabo Verde, Nepal** as a foreign students apart from Indian. The student composition apart from Indian in the past five year are as under :

- **2011**  
Bhutan-14, Bangladesh-1 = 15**TABLE**
- **2012**  
Bhutan-14
- **2013**  
Bhutan- 10
- **2014**  
Bhutan-7, Bangladesh-1= 08
- **2015**  
Uganda-1, Sri Lanka-1, Cabo Verde-1, Nepal-1, Bhutan-2,  
Bangladesh-1  
= 07



Besides the above, the students of BBA comprise of students belonging to different culture and background and from different parts and states of the country viz. Manipur, Meghalaya, Nagaland, Mizoram, Assam, Arunachal etc

7. Student Activities :

Management students actively involved themselves in extra co – curriculum activities relating to various programme conducted by the campus care, NSS Shillong College for maintaining cleanness, Green Environment, etc. Further students were taken for field trip to expose themselves with industrial related activities this is also part of their curriculum. Various type of management event such as Popular Talks, Group Discussion, Case Studies Were arrange to enhance their Personality and Skills.

3. Major grievances of the students if any :

Special class have been arrange for students who are weak in a particular subject by their respective teachers after class hours



## Interesting Business Facts

- 1) Businesses are reasons why common people exist. If there were no businesses and no businessmen, there would be no production. The average people would have nothing to buy and the human race would cease to exist. It is these risk takers who make life simpler for us. They reap the profits but where would we be without them?
- 2) If the entire population of the world is taken as 100, then half of the total wealth would be held by 6 people.
- 3) The most productive day of the workweek is Tuesday.
- 4) Cereal is the Second-largest advertiser on television today, behind automobiles.
- 5) Google was originally called BlackRub.
- 6) Samsung accounts for 20% of Korea's gross domestic product.
- 7) McDonald's first menu items were Hot Dogs, not Hamburgers.
- 8) Warner Music owns the copyrights to "Happy Birthday," so it's technically owed royalties every time you sing it to someone on their big day.
- 9) The red and white Coca-Cola logo is recognised by 94% of the world's population.
- 10) Canada and United States are the leaders in producing paper and paper products.
- 11) Robert Chesebrough, the inventor of Vaseline, ate a spoonful of the stuff every morning.



- 12) Seventy percent of small businesses are owned and operated by a single person.
- 13) Smoking near an Apple computer voids the warranty.
- 14) Gambling generates more revenue than movies, spectator sports, theme parks, cruise ships, and recorded music combined.
- 15) Halliburton once tried to patent patenting .
- 16) Dominos was found in violation of the 1991 Civil Rights Act by requiring all their employees to be cleanly-shaven.
- 17) Nestle **agreed in 2001** to ensure its products were not made by slave labour by 2005. In **2005**, the international organisation it made the agreement with found it had not done so.
- 18) There are coffee houses in Russia where food and drinks are free but you pay for the time spent.
- 19) The Rubik's cube is the best-selling product of all time. The iPhone is second.
- 20) In 2000, Coca-Cola launched a stealth campaign against water called "Just say no to H<sub>2</sub>O."



**Name: Baskhemjingmut L Marshilong**

**Class: 3<sup>rd</sup> year BBA**

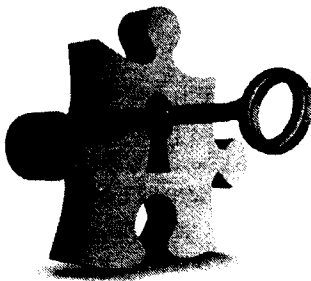
**Roll no. 01**



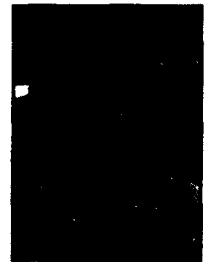
## THINGS FOR AN ENTREPRENEUR:

1. The best way to predict the future is to **CREATE IT**.
2. The best entrepreneurs don't come up with **GREAT IDEAS**.
3. Don't be confused with your **VISION**.
4. Strong **DESIRE/DETERMINATION** make an idea becomes reality.
5. Forget thinking about your weaknesses, play with your **STRENGTH**.
6. Understand why you make a mistake, and **LEARN** from your mistake.
7. Be **CONFIDENCE** to face difficulties and discouraging circumstances.
8. Don't let your ideas go away, **TAKE AND EARN** from it.
9. To succeed means to put into **ACTION**, keep on trying.
10. There are no miracles that will help to achieve great things without **HARD WORK**.
11. Hard work, energy and single-minded are the essential **ELEMENTS** in the entrepreneurial profile.
12. There are **NO SHORTCUTS** to become a successful entrepreneur.
13. Without risking anything, you're not an entrepreneur but entrepreneur is a moderate **RISK TAKER**.
14. **TIME** keeps running, don't waste it.

**"UNLOCK YOUR  
IDEAS"**



**"MAKE  
IT HAPPEN"**



Kerboriang Kharlyngdoh  
BBA III Year



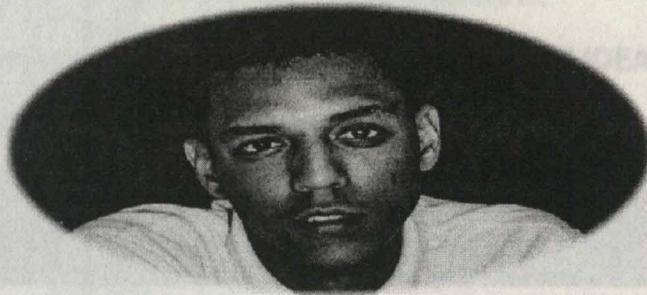


**Republic  
of  
cabo verde**





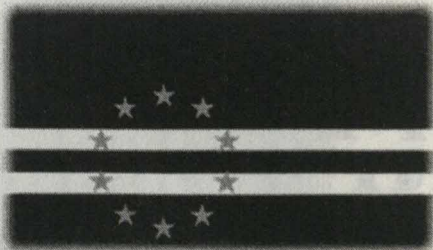
## INTRODUCTION:



I, Néstor Hernandez Carvalho Andrade, Cape Verdean, born on September 12, 1991, student of B.B.A (Semestre – II) in Shillong College under the Africa Scholarship Scheme of Indian Council for Cultural Relations (I.C.C.R), I came through this, to share information about my country Cape Verde.

### Republic of Cabo Verde:

Republic of Cabo Verde, is an island country spanning an archipelago of 10 volcanic islands in the central Atlantic Ocean. Located 570 kilometers (350 mi) off the coast of Western Africa, the islands cover a combined area of slightly over 4,000 square kilometers (1,500 sq mi).



Flag: National



emblem:

The Cabo Verde archipelago was discovered and colonized by Portuguese and its population of around 512,000 is mostly of mixed European

and African heritage. with Lacking natural resources, its developing economy is mostly service-oriented, with a growing focus on tourism and foreign investment.

Historically, the name "Cape Verde" has been used in English for the archipelago and, since independence in 1975, for the country. In 2013, the Cape Verdean government determined that the Portuguese designation "Cabo Verde" would henceforth be used for official purposes, such as at the United Nations, even in English contexts.

## Some other information :

Capital: **Praia**



Independence from Portugal: **5 July 1975**

Currency: **Cape Verdean escudo (CVE)**

**coins:**



**note:**



Traditional Music: **Morna, Funaná, Batuque, Coladeira**

**Traditional Dance:** Dance forms include the soft dance **Morna**, the extreme sensuality of **Coladeira** including the modernized version called Cabo love (similar to the zouk from Guadeloupe), the **Funaná** (a sensual mixed Portuguese and African dance), and the **Batuque** dance.



**Funaná:**



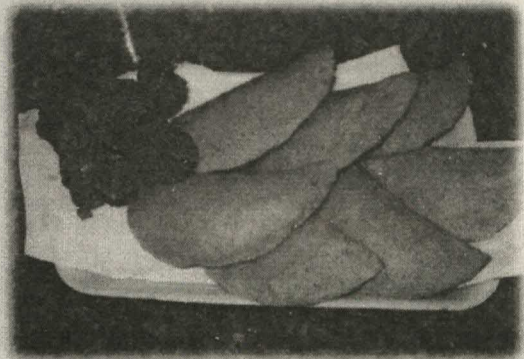
**Batuque:**

**Cuisine:** A popular dish served in Cape Verde is **Cachupa**, a slow cooker stew of corn (hominy), beans, and fish or meat. A common appetizer is the **Pastel** which is a pastry shell filled with fish or meat that is then fried.

**Cachupa:**



**Pastel:**



**Traditional goat cheese:**



**Traditional drink Grogue:**



### **Cidade Velha:**

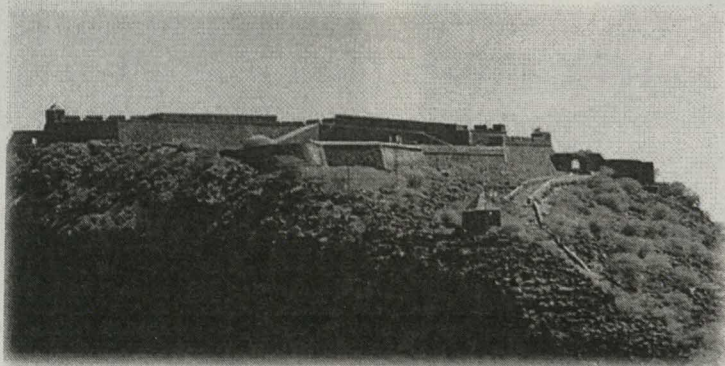
The Cidade Velha is located in the municipality of Ribeira Grande de Santiago, 15 kilometers west of the capital Praia, the Cape Verde coast. It constitutes the first city built by Europeans in the tropics and the first capital of the Cape Verde archipelago. It was originally known as Ribeira Grande, been changing name to avoid ambiguity with the homonym village on the island of Santo Antão. The June 10, 2009 was classified as one of the Seven Wonders of Portuguese Origin in the World. Because of its history, manifested

by a valuable architectural heritage, on 26 June the same year was classified by UNESCO as World Heritage.



**Pelourinho:**

**Fortaleza:**

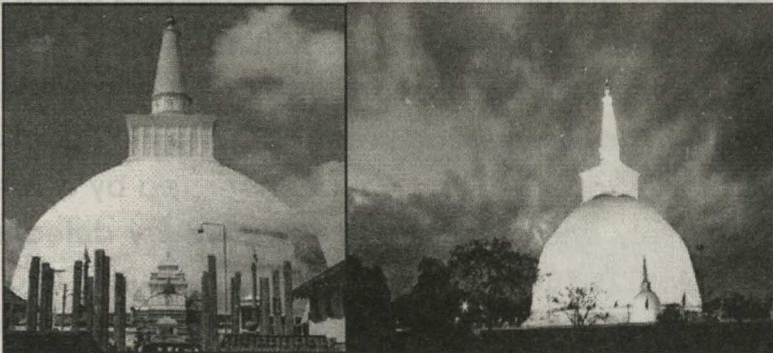
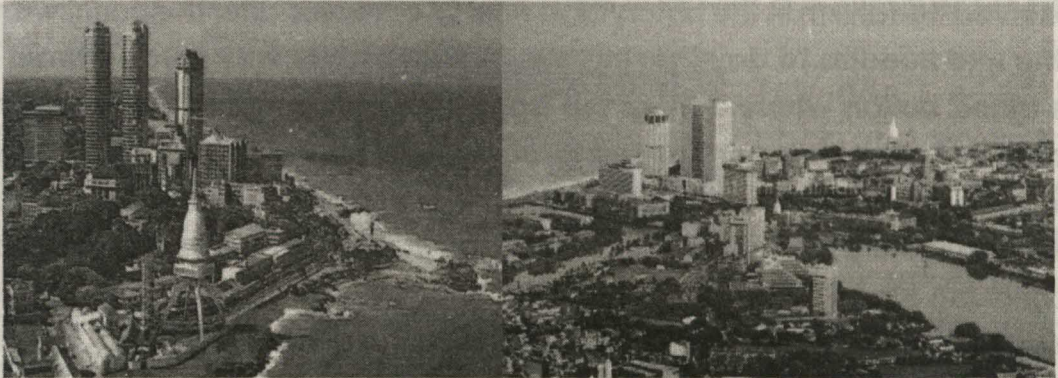


**Pelourinho** was the place where the Portuguese whipped slaves and **Fortaleza** is the highest place of the Cidade Velha which has a dominant position over the city, 120 meters above sea level, was the first and most important fortification of the archipelago. Headed the defensive system of the city and was dominated by the Portuguese.

## CABO VERDE MAP :

# THE PHENOMENAL OF MY MOTHER LAND

## SRILANKA



facts.co

SRI Lanka is an island in the Indian Ocean which has a history well chronicled in the great scripture "Mahavamsa" it states historical events from the times of Lord Buddha from around 550BC. Scholar Rhys David has stated that "the Ceylon chronicles, even though so considerably later in date written in England or in France".

Sri Lanka has been called by several names by the earlier travelers to the island and few to mention here are Sinhaladwipa, Lanka, Taprobane, Serendib and Ceylon. It was also referred to as the **pearl of Indian Ocean**. Sri Lanka has a land area of about 65,000 square kilometers and approximately 16% of it is forest land. The center of the island is the hill country and the low



country is the sea surrounding it. The highest mountain is the Pidurutalagala Which is 2524 meters high. There are 103 Rivers in Sri Lanka and the Longest is the River Mahaweli which is 335 km long. Sri Lanka is the country which **Preserved Buddhism in the history of almost 25 centuries after the parinirwana of the lord Buddha.** To day the therawada Buddhism is very much vibrant in this island nation where **74% of the population are Buddhist Sinhalese.** The heritage of srilanka is unmatched to any other country of the world mainly due to its association to the **Buddhist Culture.** Kandy, Anuradhapura and polonnaruwa are the main cultural cities and numerous places are scattered around the island. The nature is the second greatest asset of the country and there is abundance of wildlife still. On ancient srilankan Architecture from around 3<sup>rd</sup> century BC, her history and nature travel to her ecological wonders. Ancient Cultural sites of kandy, Anuradhapura, Mihinthale, Kelaniya, Polonnaruwa etc. Sri Lanka has a Rich Buddhist heritage and the first known Buddhist writing of Srilanka, the palicanon, dates back to the fourth Buddhist council in 29 BC. SRI LANKAN'S recent history has been merred by a **thirty year civil war which decisively ended when srilankan military defeated Liberation Tigers of tamil Eelam (LTTE) in 2009.** Sri Lanka is a republic and a unitary state governed by a semi presidential system. The legislative capital sriyawardanapurakotte is a suburb of the commercial capital and largest city, Colombo. Sri Lanka has a high degree of human development as well as high degree of literacy.



CREATED BY PAMUDDA CHALITHA  
BBA 1<sup>ST</sup> YEAR



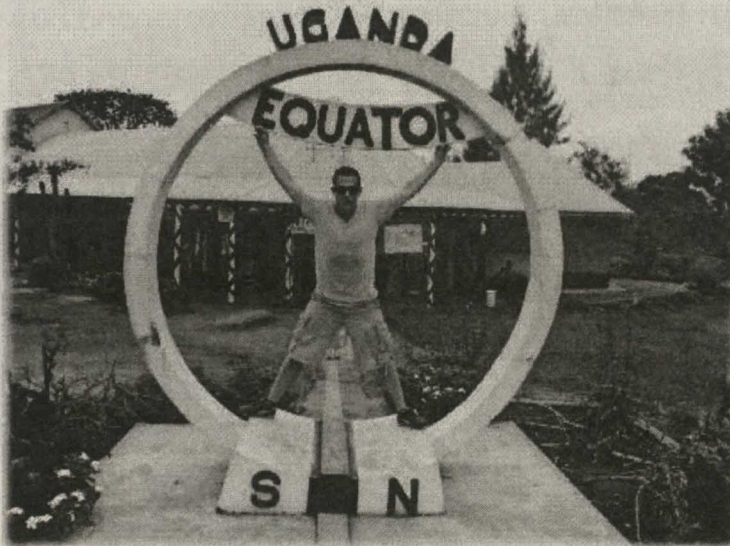


## Uganda – My Country

My name is Shereen Kampeirwe. You can call me Shereen because my sur name might get you biting your lips. I hail from East Africa from a country called Uganda. Allow me take you on a trip to the pearl of Africa. You don't need to spend a penny, just sit back and enjoy this look at the map of a small country but and spectacular things happen to be hidden in that small country.



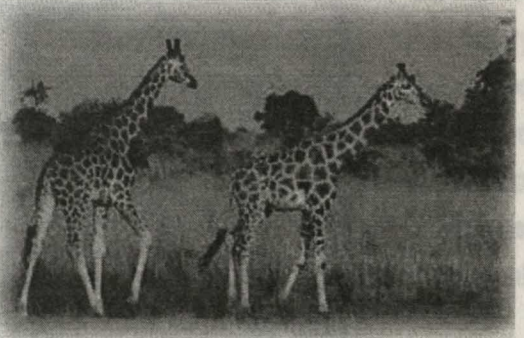
me take you on a trip  
You don't need to  
back and enjoy this  
look at the map of  
a small country but  
and spectacular  
hidden in that small



My country happens to be crossed by the equator which makes it hot the biggest part of the year that's why we say EVERY DAY IS SUMMER and you know what summer means "fun". On the hot days you can go swimming or just enjoy the beach specially on the Lake Victoria which is shared by three countries Uganda, Kenya and Tanzania.



This lake happens to be the source of River Nile. River Nile crosses Uganda to Sudan to Egypt. You must have read about it in the bible so am making it more real to you. I don't know if you have had or wish to have a live or face to face encounter with wild animals like lions, giraffes, leopards cheetah, hippos, crocodiles, buffaloes warthogs, water and bushbacks, kobs, zebras, cobras to mention but a few.



The place to be is Uganda. The geography of Uganda is amazing I'm talking about the hills mountains plains valleys lakes rivers hot springs, the snow capped Mt. Rwenzori and not to forget the great Rift Valley within which lies rift valley lakes like lake George, Albert, Edward. Have you heard of a salty lake before? A lake that is still has no waves and is a salt mine. Lake Katwe in Western Uganda defines one. Uganda's scenic wanders is legendary.



Something about the Ugandans putting geography aside, Ugandans is made of several tribes each having a different language, culture, way of living like the traditional dress, dance and may other respects. Some of the tribes include Banyankole Batoro Bakiga Bakonjo etc in the west, baganda in the central, banyoro basoga in the east and Karamojongs, Itesots, Alur, Lughbara, Jopadhora etc in the north. You can enjoy a traditional meal from

each of the tribes that might leave you licking your fingers. Ugandans are very sociable and hospitable am sure you will enjoy the company and African smiles.

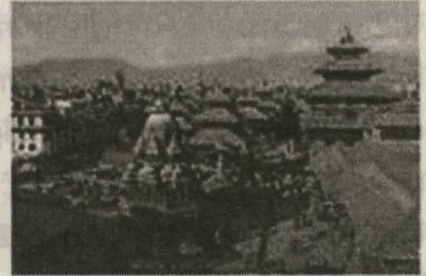


That might be just enough to have a new perception about Africa and in particular Uganda. Otherwise Thank you for your time. Love you.BIGUP!!!!

By Shereen  
BBA 2<sup>nd</sup> Semester

# MY COUNTRY NEPAL

My country Nepal is surrounded by two countries. China lies in the east side and the west, north and south is covered by India. It is in the northern hemisphere. Nepal is a country of highly diverse and rich geographical, culture and religions. The mountainous north has eight of the world's ten highest mountains, including the highest, Sagarmatha, known in English as Mount Everest (8848). The fertile and humid south is heavily urbanized. It contains over 240 peaks more than 20,000 ft. (6096) above sea.



Due to rich natural resources, tourists love to visit my country. They can see endangered birds and animals here. So tourism is our potential industry.

Nepal is small but rich in natural resources although it is poor by economic condition. Nepal is a developing country.

People of many castes and religions live here. About hundred languages are spoken. Our popular foods are dal bhat, dhindo, gundruk etc. Dashain, Tihar, Losar, Id etc. are the most popular festivals in Nepal.

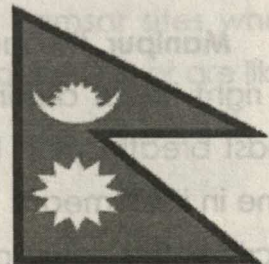
Capital city: **Kathmandu**

Nepal currency: **Nepalese rupee (NPR)**

Total area : **147,181 km sq.**

Government : **federal parliamentary republic**

Population 2011 : **23,693,378**



NAME : **RAHUL SHARRAF**  
 CLASS : **BBA 2<sup>ND</sup> SEMESTER**  
 ROLL

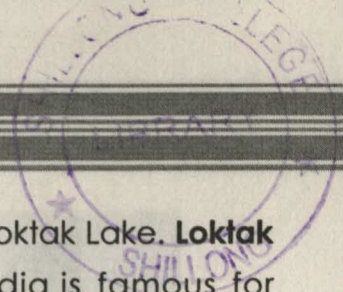


## MANIPUR - 'JEWEL OF INDIA'

Manipur is a state in northeastern India, with the city of Imphal as its capital. Manipur is sometimes called alternative names such as Kangleipak or Sanaleipak. It is bounded by Nagaland to the north, Mizoram to the south, and Assam to the west; Burma lies to its east. The state covers an area of 22,327 square kilometers (8,621 sq mi). Its people include the Meitei, Kuki, Naga, and Pangal peoples, who speak Sino-Tibetan languages. I NINGTHOUJAM ANJALI CHANU BBA 3<sup>rd</sup> year belongs to MEITEI ethnic group which represents 60% of the population of Manipur state. The main language of the state is Meeteilon (Manipuri). By comparison, indigenous tribal peoples constitute 20% of which the state population; they are distinguished by dialects and culture that are often village-based. Manipur's ethnic groups practice a variety of religions.

Manipur has been at the crossroads of Asian economic and cultural exchange for more than 2,500 years. It has long connected the Indian subcontinent to Southeast Asia, enabling migration of people, cultures and religions. It has also witnessed many wars, including fighting during World War II.

**Manipur**, the land popularly referred to as the 'Switzerland of India' is the right tourist destination for nature lovers. Located in North East India amidst breathtaking blue hills, Manipur is amazingly soul-captivating. The name in itself means 'A jeweled land' and it is just right that the state was described the 'Jewel of India' by Late Jawaharlal Nehru, the first Prime Minister of independent India. The state is rich in every sense, be it in the beauty of nature or the culture of the land. Above all I want to describe my hometown



more from where I came from Moirang, where there is Loktak Lake. **Loktak Lake** is the largest freshwater lake in North -East India is famous for the phumdis (heterogeneous mass of vegetation, soil, and organic matters at various stages of decomposition) floating over it. Keibul Lamjao the only floating national park in the world. It is located near Moirang in Manipur state, India. The etymology of Loktak is Lok = "stream" and tak = "the end". The largest of all the phumdis covers an area of 40 km<sup>2</sup> (15 sq mi) and is situated on the southeastern shore of the lake. The Keibul Lamjao National Park is the last natural refuge of the endangered sangai or Manipur brow-antlered deer (*Cervus eldi eldi*), one of three subspecies of Eld's deer.

This ancient lake plays an important role in the economy of Manipur. It serves as a source of water for hydropower generation, irrigation and drinking water supply. The lake is also a source of livelihood for the rural fishermen who live in the surrounding areas and on phumdis, also known as "phumshongs". Human activity has led to severe pressure on the lake ecosystem. 55 rural and urban hamlets around the lake have a population of about 100,000 people. Considering the ecological status and its biodiversity values, the lake was initially designated as a wetland of international importance under the Ramsar Convention on 23 March 1990. It was also listed under the Monteux Record on 16 June 1993, "a record of Ramsar sites where changes in ecological character have occurred, are occurring or are likely to occur.

Figure 3: Maitel traditional dress  
Figure 4: The greatest gift of life is friendship  
and I have received it. A beautiful  
memory of 2014 college week

By: Wingthoujam Anjali Chanzel, BBA 3<sup>rd</sup> year



Figure 1 : kuki traditional attire



Figure 2 : Beautiful Naga (Poumai)



Figure 3: Meitei Traditional dress



Figure 4: The greatest gift of life is friendship, and I have received it. A beautiful memory of 2014 college week

By, Ningthoujam Anjali Chanu, BBA 3<sup>rd</sup> year





# I KOR UM HA DONG JONG NGI

1. Jingkmen ha phi ngi shem,  
Ba phi long kum syiem hyndai Nongkrem,  
Jingkhuid jingpli na phi ngi ioh,  
Ia phi dang step phyrngab,ngi wan ban jngoh.
2. Dang step klooi klooi ngi pynap borti,  
Hynrei sangsot bapli ban I,ba phi lati;  
Bunsien ia phi ngi ap kyrpang,  
Wat haka jingkhrait jong ka tlang.
3. Phi mih ruh haka por b'la jan sep ka sngi,  
Ki ia pyrta bad ki ong la mih ka um sha dong jong ngi,  
Ngi mareh pynsted ban leit tong um,  
La kam ngi ba kyang ki lok na rum.
4. Baroh khynnah samla ki kmen ki muja,  
Ba la dap ka um, ba tieng ioh mai I mei I pa,  
Ah! katno jingkmen shisha  
Ban li ia pha ba shlei ha u khiew jong nga.

Gary Osmond Wahlang  
BBA 2<sup>nd</sup> Semester



## KA UMKHRAH

- Na khar u lum Shillong pha mih  
Khlir khlir pha mih halor mawsiang,  
Kum rupa pha phymai, ha jingshai jong u bnai,  
B'la phrang ki ong, na mynhyndai.*
- Ki kshaid ba rymphum kin oh ha pha,  
Marwei hala lypung pha kmen pha sngewbha,  
Nongleit nongwan kim lah iaid beit,  
Kfitem da ktah ne phai dien ia pha*
- Dohkha dohpnat ha pha ki jngi sarong  
Ki thapbalieh bun rong, ki her sawdong  
Ki thei ki rang harud jong pha ki mareh,  
Er pynngad nap ha ki mih, ia syntiew ki kaweh.*
- Hynrei mynta pha kylla rong  
Arsut tyllun ki niut, lati lahoh kiba bun rong;  
Paidbah ki angnud ia pha ban khuid,  
Katba da kti lajong ki eh, ban pynlaitluid.*
- Narud surok ha pha ki tuid jaboh jabain,  
Shaduh trai jong pha, jingiw tung ki la thain;  
Da jingpangnud bunsien pha ud hala marwei  
Ym don ba sngap, ah katno jingisynei.*
- Ah! ko wah umkharah,  
Sa shisien pat ia pha nga kwah,  
Ban I simpyllieng un shat ha pha  
Hala ki rong ban shai thaba.*



# 1. KA UMKHRAH

Ah! katno jingitynnad  
Ban peit ia me ko lum Mawpat,  
Mynsiem jong nga me pynkyntiew  
Sha thwei kiba jylliew.  
Kj dieng kj siej kj khie lung ha por pyrem,  
Kj shad kj kmen ba iaka, nyingkong kj shem.  
U khiam rit ia u lum Shillong  
Ah! Katno jingsngew sarong, haba kumta kj og.

2. 'Er batemon kj beh, tyrkhang kj kaweh  
Ia mynsiem kj rang kj thei ruh phi pynkyndeh  
Ka lyer ka paswut, iaki sla dieng  
Katba kj tiew bun rong kj nang suhsieng.  
Na me khilir khilir kj um bakhuid,  
Sha wah umkhrach, umkhien kj tuid,  
Me bsa me ai bam I'u khunbynriew  
Na me ruh mih kj umpohliew ba jylliew.

3. Hangne u lum don kawei ka jaka  
B'la kha ia nga hangta,  
Na dymmiew nga ieng ban khimied sha bneng,  
Ah! Lano kein ngan sngap ia i mei i pa ba sneng.  
Katno ka jingsngew kmen  
Ban I mei mariangbaka tngen  
Kj kjat sngi nga I, kj sdang ban prat  
Katba nga ieng ha tduh u lum Mawpat.

Gary Osmond Wahlang  
BBA 2<sup>nd</sup> Semester



## KA KOT CHEMISTRY

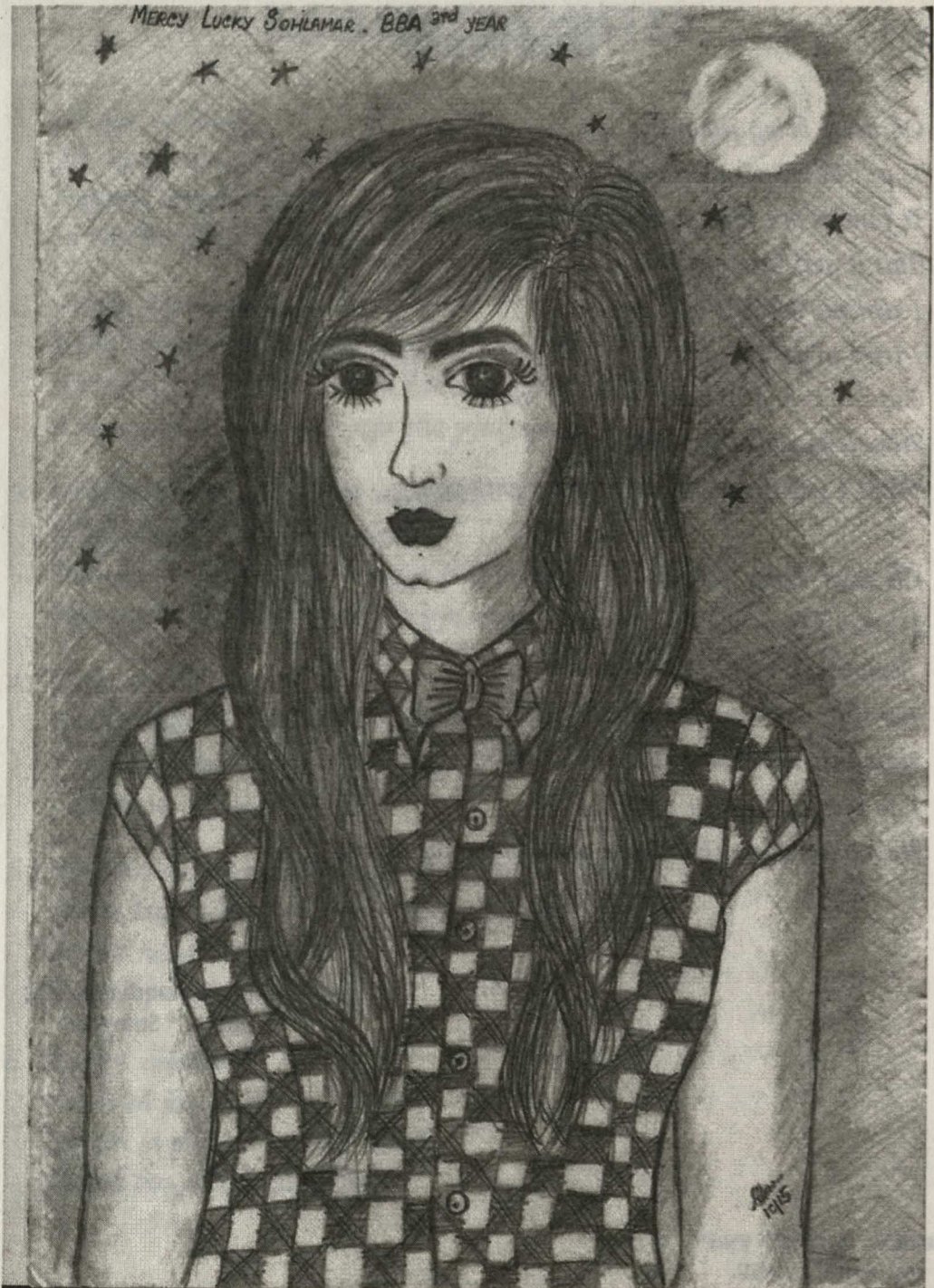
- 1. Ko kot chemistry  
Ah! katno ia ngi pha pynlali  
Jingstad na pha ngi ioh  
Ia pyrthei pha pynlyngngoh.*
- 2. Ani!ko kot baieit jong nga  
Haba khatduh,shuwa eksam nga shim ia pha  
Ah! balei jynjar ia nga haduh katta katta,ban ktah ia pha  
Bunsien shuwa eksam ia nga pha pynlynga.*
- 3. Ki kfiat jong nga ki shoh samthiah,  
Ia pha ban peit nga la I ngiah;  
Ha man la kip or ki aiom ba nga pule ia pha,  
Nga sngew pynban kumba pha pynsaja ia nga.*
- 4. Ki ktien jong pha  
Ki long kum mawkordor ia nga,  
Symbai ba pha la bet  
Lano lano ruh ngan ym klet.*
- 5. Ah! lano sha ngan lah lyndet,haba nga pule ia pha,  
Shisha lano kein phan nym pynlynga ia nga,  
Mynta nangne shakhmat  
Tang ia pha ngan iai pyrkhah.*
- 6. Ko kot chemistry  
Baieit eh jong nga,  
Tynggeh ia phi ngan sdang minot,  
Haduh ban da lait na ki lanot.*



## JEALOUSY

1. *Oh dear! being jealousy  
Is a little bit of my privacy,  
It fancies my mind to steal anything I see  
This it gets into my nerves,  
I wonder when it will cease.  
I tried to get rid of it  
But it's trying to keep me in the pit,  
How long will I go with you?  
Well! I felt it is a sin to go along with you.*
2. *Oh dear! being jealousy  
It's not like in the life of symphony.  
Jealous! It's not a good way to be,  
For then and now, future and past, it should not be.  
Jealous is not an easy life to be, but it's a pity for me,  
I do pray to God for not be,  
He answered me, that I just need only to be happy.*

Gary Osmond Wahlang  
BBA 2<sup>nd</sup> Semester



## From the Pandora Box

By P. Kipgen

### Management Jokes

Leave-letter from an employee who was performing his daughter's wedding: "As I am marrying my daughter, please grant a week's leave.."

From. Administration Dept: "As my mother-in-law has expired and I am only one responsible for it please grant me 10 days leave."

Another employee applied for half-day leave as follows: "Since I've to go to the cremation ground at 10 o'clock and I may not return, please grant me half day casual leave"

A leave letter: "I am suffering from fever, please declare one-day holiday."

A leave letter to a headmaster: "As I am studying in this school I am suffering from headache. I request you to leave me today"

Another letter written to a headmaster: "As my headache is paining , please grant me leave for the day."

Actual application for leave: "My wife is suffering from sickness and as I am her only husband at home I may be granted leave".

Letter writing: "I am well here and hope you are also in the same well.

Employee: Sir You are like a lion in the office! What about at home??

Boss: I am a lion at home too, But Madam sits on the lion there !

Economics is not that difficult if we have the right examples.

Interviewer: What is Recession?

Candidate: When "Wine & Women" get replaced by "Water & Wife", that critical phase of life is called Recession!!

Boss: So tell me young man, on which occasions have you realised that you are important in the Company and company cannot function without you???

Employee : "Sir, whenever I asked for leave"!!





*A Company Owner was asked a Question:*

"How do you Motivate your Employees to be so much Punctual?"

He Smiles & Replies:

"It's simple; I have 30 Employees and 29 free Parking spaces, 1 paid parking

Boss:- We are very keen on cleanliness. Did you wipe your feet on the mat as you came in?

New employee: Yes, sir.

Boss: We are also keen on truthfulness. There is no mat.

**Height of Corporate Torture.**

A company employee went to TOILET.

As he sat on the seat on front wall was written:

"Had u put the same pressure at work, company's targets would have been achieved today"

Amazing reply by employee - if you apply such pressure what comes out will always be shit!

NDTV. What is the reason behind emptying the coffers of KINGFISHER? Why they can't meet their solvency?

Boss, Kingfisher. Every time I went to bank for repayment of loan, it is always a lunch break.

**Professional Life**

1. "We will do it" means "You will do it"
2. "You have done a great job" means "More work to be given to you"
3. "We are working on it" means "We have not yet started working on the same"
4. "Tomorrow first thing in the morning" means "Its not getting done "At least not tomorrow!"
5. "After discussion we will decide-I am very open to views" means "I have already decided, I will tell you what to do"
6. "There was a slight miscommunication" means "We had actually lied"
7. "Lets call a meeting and discuss" means "I have no time now, will talk later"
8. "We can always do it" means "We actually cannot do the same on time"
9. "We are on the right track but there needs to be a slight extension of the deadline" means "The project is screwed up, we cannot deliver on time .. "





10. "We had slight differences of opinion" means "We had actually fought"
11. "Make a list of the work that you do and let's see how I can help you" means "Any way you have to find a way out no help from me"
12. "You should have told me earlier" means "Well even if you told me earlier that would have made hardly any difference!"
13. "We need to find out the real reason" means "Well I will tell you where your fault is"
14. "Well Family is important; your leave is always granted. Just ensure that the work is not affected," means, "Well you know . . ."
- 15.. "We are a team," means, "I am not the only one to be blamed"
16. "That's actually a good question" means "I do not know anything about it"
17. "All the Best" means "You are in trouble"

### **Wisdom from the wise**

The difference between a successful person and others is not a lack of strength, not a lack of knowledge, but rather in a lack of will. —**Vincent T. Lombardi**

Watch your thoughts; they become words. Watch your words; they become actions. Watch your actions; they become habits. Watch your habits; they become your character. Watch your character; it becomes your destiny. —**Frank Outlaw**

The way to get started is to quit talking and begin doing. —**Walt Disney**

There is more hunger for love and appreciation in this world than for bread. —**Mother Teresa**

Many of life's failures are people who did not realise how close they were to success when they gave up. —**Thomas Edison**

Faith moves mountains, but you have to keep pushing while you're praying. —**Mason Cooley**

You must be the change you wish to see in the world. —**Mahatma Gandhi**

Blessed are those who can give without remembering and take without forgetting.  
— **Elizabeth Bibesco**

There are two kinds of failures: those who thought and never did, and those who did and never thought. —**Laurence J. Peter**

The key to successful leadership today is influence, not authority. —**Kenneth Blanchard**



We do not sing because we are happy; we are happy because we sing. — **William James**

Feeling sorry for yourself and your present condition is not only a waste of energy, but the worst habit you could possibly have. — **Dale Carnegie**

Live as if you were to die tomorrow. Learn as if you were to live forever. — **M.K. Gandhi**

## QUOTES ABOUT KNOWLEDGE

"The Seven Social Sins are:

Wealth without work.

Pleasure without conscience.

Knowledge without character.

Commerce without morality.

Science without humanity.

Worship without sacrifice.

Politics without principle.

Frederick Lewis Donaldson

"Hold fast to dreams,  
For if dreams die  
Life is a broken-winged bird,  
That cannot fly."

Langston Hughes

"Knowing too much of your future is never a good thing." - **Rick Riordan**

"The greatest enemy of knowledge is not ignorance, it is the illusion of knowledge." - **Stephen Hawking**

"I cannot teach anybody anything. I can only make them think" - **Socrates**

"Formal education will make you a living. Self-education will make you a fortune."

- **Jim Rohn**

"Today knowledge has power. It controls access to opportunity and advancement." - **Peter F. Drucker**



## SHORT MOTIVATIONAL STORIES

### Meaningless goals

A farmer had a dog who used to sit by the roadside waiting for vehicles to come around. As soon as one came he would run down the road, barking and trying to overtake it. One day a neighbor asked the farmer "Do you think your dog is ever going to catch a car?" The farmer replied, "That is not what bothers me. What bothers me is what he would do if he ever caught one." Many people in life behave like that dog who is pursuing meaningless goals.

—Gean Gordon

### Shakes off your problem

A man's favorite donkey falls into a deep precipice; He can't pull it out no matter how hard he tries; He therefore decides to bury it alive.

Soil is poured onto the donkey from above. The donkey feels the load, shakes it off, and steps on it; More soil is poured.

It shakes it off and steps up; The more the load was poured, the higher it rose; By noon, the donkey was grazing in green pastures.

After much shaking off (of problems) And stepping up (learning from them), One will graze in GREEN PASTURES.

### Blind Girl

There was a blind girl who hated herself just because she was blind. She hated everyone, except her loving boyfriend. He was always there for her. She said that if she could only see the world, she would marry her boyfriend.

One day, someone donated a pair of eyes to her and then she could see everything, including her boyfriend. Her boyfriend asked her, "Now that you can see the world, will you marry me?"

The girl was shocked when she saw that her boyfriend was blind too, and refused to marry him. Her boyfriend walked away in tears, and later wrote a letter to her saying:

*My love "Please do take care of the eyes and let it open your heart for others as I did"*





# Students' Reports On Study Tours

Blind Girl  
 There was a blind girl who travels herself but because she was blind, she hated everyone, except her loving boyfriend. He was always there for her. She said that if she could only see the world, she would marry her boyfriend.

One day someone went against her boyfriend and she argued and argued, including her boyfriend. She said that if she could only see the world, she would marry her boyfriend.

My friend walked away in tears, and later wrote a letter to her boyfriend to say that she was blind and that she was not going to marry him. Her boyfriend walked away in tears, and later wrote a letter to her boyfriend to say that she was blind and that she was not going to marry him.

My friend took care of the situation, but it took her heart for others as I did.

and my friend to see the world, I would not be able to do that.

— Peter F. ...

## MCCL , MAWMLUH, CHERRAPUNJEE - 2011

The Department of Commerce & Management organized a study tour for the 2<sup>nd</sup> year students of BBA as part of their curriculum on the .....October, 2011. The field trip has been arranged to **CHERRAPUNJEE** which is around 60 kms from Shillong. The students comprising of around 28 were accompanied by Smti. P. Khonglah, faculty of the Department. The field trip comprises of the visit to the Cement Factory which is the only state Govt. own Company. It is situated around 3 kms from Cherrapunjee main town. The students started for the field trip around 7 am in the morning and reaches around 10 am, the trip was based on production of cement and the utilisation of different kind of resources such as raw material, machines, man power, etc. and easy accessibility of lime stones and coal from nearby location i.e Mawlong and Wahlong, the purpose of the visit to the industry was to give a first-hand knowledge to the students relating to the production process which is also part of the their subject.

On the field trip the students even got an opportunity to physically visit the interior of the industry and analyse the machineries which are needed for the production and operation of both the cement and flour industry. This help them a gaining a practical knowledge of their subjects concern.



## **PHE, MAWPHLANG - 2012**

The Department of Commerce & Management organized a study tour for the 2<sup>nd</sup> year students of BBA as part of their curriculum on the ..... November, 2012. The field trip has been arranged to Mawphlang, Public Health Engineering which is around 35 kms from Shillong. The students comprising of around 30 were accompanied Shri. T. Tiewsoh, a faculty of the Department. The field trip comprises of the visit to the Main Dam which is the main source of water supply to the city of Shillong and also the purification of the water from the Dam. The purification plant is situated on the Mawphlang area adjacent to the Executive Office of the PHE Department. The purpose of the visit was to enhance the practical knowledge of the students with regards to the purification process of the water plant.

For the last but not the least, the hospitality of the official and management of Public Health Engineering, Govt. of Meghalaya were highly appreciated.



## BYRNIHAT, CEMENT & FLOUR FACTORY - 2013

The Department of Commerce & Management organized a study tour for the 2<sup>nd</sup> year students of BBA as part of their curriculum on October, 2013. The field trip has been arranged to **Bynihat, Cement** as well as **Flour Factory** which is around 90 kms from Shillong. The students comprising of around 28 were accompanied by Shri. T. Tiewsoh and Smti. A. Diengdoh, faculty of the Department. The field trip comprises of the visit to the Cement Factory on production of cement and the utilisation of different kind of resources such as raw material, machines, man power, etc. the purpose of the visit to the industry was to give a first-hand knowledge to the students relating to the production process which is also part of the their subject.

On the field trip the students even got an opportunity to physically visit the interior of the industry and analyse the machineries which are needed for the production and operation of both the cement and flour industry. This help them in gaining a practical knowledge of their subjects concern.

For the last but not the least, the hospitality of the official and management of the Cement Factory and Flour Industry were highly appreciated.



## EPIP, BYRNIHAT - 2014

The Department of Commerce & Management organized a study tour for the 3<sup>rd</sup> year students comprising of Commerce & BBA as part of their curriculum on November, 2014. The field trip has been arranged to Industrial Park, Byrnihat, which is around 80 km from Shillong. The students comprising of around 100 were accompanied by the faculty of both the department. The participants were warmly welcome by the official of the company and after a short briefing were taken around the factory premises wherein physical production process on manufacturing of alloy were shown to the students and various interactions were made with the official. The students gain practical knowledge on the production process of the manufacturing unit. The Industrial visit took about 3 hours after which the students were taken for a visit to Guwahati Zoo. The participants return home with full of joy and enthusiasm and reach back Shillong at around 8pm.

For the last but not the least, the hospitality of the official and management of Shyam Alloy Manufacturing Ltd were highly appreciated.





## STAR CEMENT - 2015



On the 19<sup>th</sup> September 2015, the Department of Management organized a field trip for the students of class 2<sup>nd</sup> & 3<sup>rd</sup> year BBA (bachelor of business administration) part of a study tour to the Star Cement Factory which is located at Lumshnong, Jaintia Hills District, Meghalaya. We were accompanied by our Faculty - Miss. Wanda Sohliya, Sir. Kipgen and Miss. Aiba Diengdoh. The journey started from the college at 7:30 am and we reached our destination at 1:30 noon.

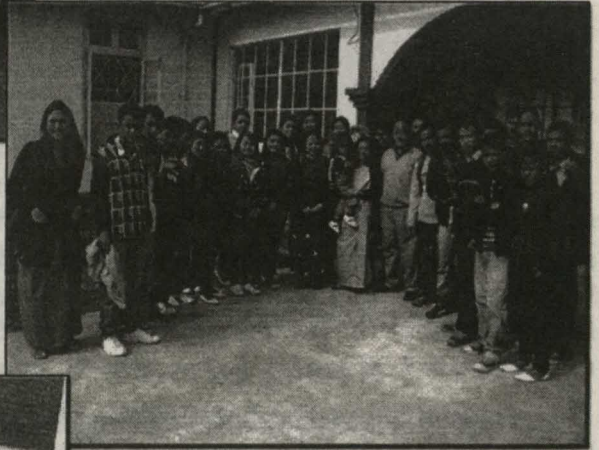
Lots of interaction between the students and the co-workers of the Star Cement Factory took place, various questions regarding the production, management, marketing strategies and various other related subjects were asked by the student. The co-workers of the company took us around the factory and showed us the different types of activities and process that take place in and around the factory for their production. We the students gained all the required information, ideas and knowledge that are needed during the field trip for our knowledge and purposes of the study tour. Apart from gathering knowledge we the students also had fun during the trip. We would also like to take this opportunity to thank our respected Principal and the teachers of the Department of Management for providing us such a good and gainful study tour which also helped us in our Professional course studies.



-2<sup>nd</sup> year BBA.



*Field Trip 2011*



*Field Trip 2012*

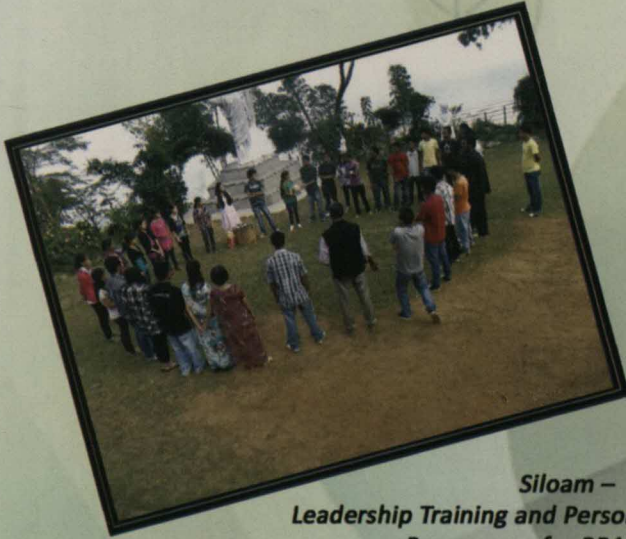


*Field Trip 2013*

*Field Trip 2014*



# PHOTO SECTION



*Siloam –  
Leadership Training and Personality Development  
Programme for BBA 3yr 2012*



*Student's Participation- Republic Day Parade 2016*



*Students' visit to SOS VILLAGE on 5th March 2016*



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