



# St. Xavier's College, Burdwan

## X-HIBIT

2023- 2024

### THE DEPARTMENT OF BUSINESS ADMINISTRATION





St. Xavier's College, Burdwan

# PUBLISHER

The Department of Business Administration

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# X-HIBIT

## Editorial....

“ DON'T WAIT FOR THE OPPORTUNITY. CREATE IT.”

- GEORGE BERNARD SHAW



The ultimate goal of education lies in the overall development of curriculum and spreading wings in other co-curricular activities as well. An educational institution always nurtures a learner's talent with direct involvement in the practical field and also creates scope to practice the practical application of the knowledge and ideas they possess with. The departmental magazine of the Department of Business Administration “X- HIBIT” is one of such platform for the students of our department to exhibit their creative skills. Students involve in various masteries such as poetry, essay writing, painting and photography.

X-HIBIT opens a space for all the students to come out of fear and engage themselves to showcase their talents and learn better. It is an initiative from our department to offer a stage for the budding students to sharpen their talents, express their thoughts and ideas and share their views on various topics especially related to Entrepreneurship development, woman entrepreneurship and corporate world. This magazine will help our students encourage critical, analytical and creative approaches to solving problems. Thus, a multidimensional growth will take place.

“Education is not the learning of facts, but the training of the mind to think,” said Albert Einstein, which is also one of the core characteristics of Jesuit education. The Jesuit education does not limit or confine the process of learning in the classroom, it demands the students to think out of box and with infinite achievements. For this great opportunity to exhibit our talents, we express our heartfelt gratitude our respected Principal Dr. Fr. G. Paul Arokiam, S.J, to all our HODs, and faculties. We are also thankful to all the students of our department. Last but not the least a special thanks to all the members of the editorial team who earnestly invested their time for preparing the magazine and making it worthy.

-BY EDITORIAL TEAM



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## **MESSAGE FROM THE HEAD OF THE DEPARTMENTS**

‘If you want to change the world pick up your pen and write’, said Martin Luther once. I am highly elated to be a part of this literary journey witnessing an array of talents in the students of The Department of Business Administration. Our relentless efforts should always be there to help our students to act with compassion, accept responsibilities, and choose to do the right thing in life.

The department always aims in providing a distinctive blend of knowledge as well as extracurricular activities for the wholesome development of the students. My best wishes to all the Students and Faculty members who are instrumental in bringing out this commendable piece of work.

Dr. Kandarpa kanti Hajra  
H.O.D,  
The Department of Business  
Administration,  
St. Xavier's College, Burdwan.





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## **WORDS OF INSPIRATION FROM OUR PROFESSOR**

Kudos to all the young creatives who have come out of the nutshell and showcased their hidden talents. It is you who will embark on this exciting journey of education.

Education is not only confined to books and the syllabus, but it also helps to generate new ideas and skills and showcase your hidden talents.

All the best for your bright future. Achieve every milestone in life and make us feel proud every time you achieve success in every field.



Mrs. Bidisha Chatterjee.

Assistant Professor,

The Department of Business Administration,  
St. Xavier's College, Burdwan.



## **WORDS OF INSPIRATION FROM OUR PROFESSOR**

“One of life's greatest pleasure lies in watching a plant grow-from seed to seeding, to green branch to bough, to flower, to fruit.”

The magazine on table is from one of the prestigious institution, St. Xavier's College, Burdwan, Bachelor of Business Administration. Wishing you for the development of your young minds in a secular and conducive atmosphere. Education is an enjoyable process and not an imposed monotonous syllabus cramming only.



Mrs. Debika Som

Assistant professor,

The Department of Business Administration,  
St. Xavier's College, Burdwan.



## **WORDS OF INSPIRATION FROM OUR PROFESSOR**

‘Writing is the painting of the voice.’ The magazine is a reflection of creativity and innovation for both the students and teachers. It also acts as a platform for the students to showcase their talents in writing besides their academic curriculum. It gives me immense pleasure to express my views on the release of our department magazine. Through this magazine, the students can make a conscious effort to express their ideas in a beautiful manner. I want to congratulate the magazine committee and students for their hard work and I wish through this magazine students will be able to explore new dimensions in the process and can achieve their full potential.

Thank you.

Mr. Supratik Goswami

Assistant Professor,

The Department of Business Administration,

St. Xavier's College, Burdwan.





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## **WORDS OF INSPIRATION FROM OUR PROFESSOR**

I extend my heartiest congratulations to the students of the Department of Business Administration on the publication of their departmental magazine.

You are lucky enough to be a part of such an esteemed institute like St. Xavier's College Burdwan. Through this magazine, I want to give the message to my dear students that, Do not be sad about what you could not achieve 'yesterday'. Take inspiration from things around you and think of the great things 'today' has for you.

Mrs. Suchana Bhattacharya  
Guest Lecturer,

The Department of Business Administration,  
St. Xavier's College, Burdwan





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## WORDS OF INSPIRATION FROM OUR PROFESSOR

You deserve to purchase an education that will help you achieve your Goals. You deserve to be happy, successful, and inspired. Dream big and work hard knowing you are valued. Keep up the good work and keep going. I truly wish you future success.

Mr. Imran Hashem  
Assistant Professor,  
The Department of Business Administration,  
St. Xavier's College, Burdwan.





## **WORDS OF INSPIRATION FROM OUR PROFESSOR**

Welcome this academic adventure with enthusiasm and interest. Every lesson and task is a step closer to your goals. Treasure the friendship since you never know when your buddies will become colleagues. Dive into a variety of activities, such as debates, clubs, and events. Defy assumptions and establish your own voice. Recall that growth occurs outside of comfort zones. Accept setbacks as stepping stones toward achievement. Your own skill set makes you who you are. Connect, educate yourself, and relish each second. Your future is shaped by this chapter, so make it extraordinary. Aim for greatness, cultivate fortitude, and make lasting memories. College is about more than just studying textbooks—it's about finding who you are.

Mr. Amarnath Mukhopadhyay

Assistant Professor,

The Department of Business Administration,

St. Xavier's College, Burdwan.





# **WOMEN ENTREPRENEURS**



POULOMI MODAK  
BBA 1ST YEAR

First prime minister of India Jawahar Lal Nehru has remarked "when a woman moves forward, the family moves, the village moves and the nation moves." Entrepreneurship has long been a male-dominated field. However, in recent years, the landscape has been changing significantly with the rise of women entrepreneurs. Women entrepreneurs are making their mark in various sectors, from technology to fashion, healthcare to social entrepreneurship. They are challenging stereotypes, breaking down barriers, and creating successful enterprises.

And one such women entrepreneur is Aditi Gupta – Co-Founder of Menstrupedia.

Not every day do we get to see entrepreneurs who start their journey to make a change. A change that could actually help solve a real problem for millions of people. Such an entrepreneur is Aditi Gupta. Aditi's small initiative helped thousands of girls get an education about something Indians don't like to talk about openly, even today. By means of an Indian conservation family belief – a woman, during her menstrual period is prohibited to enter the kitchen or the place of worship. She is not allowed to cook or do various chores even at her own house. While how absurd this sounds, it's a very common belief in the majority of rural and definite urban areas in India. Born and brought up in a very small city of Jharkhand in India, Aditi got her first period at the age of 12. Even at that tender age, she had to sleep in a separate area in her house, wash her clothes separately, and wasn't allowed to participate in any worship-related activity, every time she got her period. That's what Aditi wanted to change



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effective initiative– Menstrupedia. Aditi started Menstrupedia, a Hindi comic book with her husband Tuhin Patel in 2012. The whole idea behind that comic was to create awareness and knowledge about menstruation and hygiene. Within two years since the inception of Menstrupedia, Aditi was listed in the Forbes 20 under 20 list for her commendable job in breaking the taboos related to menstruation in India. By now Menstrupedia has educated over 10,00,000 girls and trained 10,000+ educators to spread awareness about puberty, menstruation, and hygiene.

According to the Global Entrepreneurship Monitor, the number of women entrepreneurs has increased by 10% worldwide in the past two decades. Despite the progress, women entrepreneurs face unique challenges. They often have to overcome gender bias, particularly in male-dominated sectors. Access to funding is another significant hurdle. Studies show that venture capitalists and lenders are less likely to invest in women-led businesses. Additionally, women often struggle to balance their business and personal responsibilities due to societal expectations.





## **G20 SUMMIT**

NAYNA PRASAD

BBA 2ND YEAR

G20 also known as the group of twenty is an international platform in which many nations participate and discuss the important topics of the world. It was established during the world financial crisis in the year 1999.

G20 is made up of 19 countries and the EU. The 19 countries are Argentina, Australia, Brazil, Canada, China, Germany, France, India, Indonesia, Italy, Japan, South Korea, Mexico, Russia, Saudi Arabia, South Africa, Turkey, UK, and USA.

India holds the presidency of the G20 from 1 December 2022 to 30 November 2023. The

18th heads of state and government summit of the Group of 20 (G20) took place in September 2023 in New Delhi, India under the Indian presidency. The G20 in 2023 is focused on the theme “One Earth”, “One Family”, and “One Future”. The theme affirms the value of humans, animals, plants, and microorganisms and their interconnectedness on planet Earth and in the wider universe. The Indian presidency will also spotlight lifestyle for the environment (LIFE) with an emphasis on environmentally sustainable and responsible choices at both the individual lifestyle and the national development level to achieve a cleaner and greener future.

The working groups will focus on the following tracks; agriculture, anti-corruption, culture, digital economy, disaster risk reduction development, education, employment, environment and climate sustainability, energy transitions, health, trade and investment, and tourism.





## **COURAGE**

**SNEHA CHOWDHURY**  
**BBA 1ST YEAR**

Courage: the state or quality of mind or spirit that enables a person to face difficulty, danger, pain, or vicissitudes with self-possession without fear. According to the thesaurus dictionary, we can also define courage as the mental and moral strength to venture, persevere, and withstand danger, fear, or difficulty. Courage is something we all admire. When asked to describe courage, most people conjure up the image of a character like Batman or Superman and describe it as a state or condition of being a hero. Everybody sees courage differently, but when asked to go deeper to define courage the only response that comes to my mind is “It’s a beautiful act that only after its finished can you see the beauty”. Mark Twain said “Courage is resistance to fear, mastery of fear not absence of fear.” while Bethany Hamilton also puts it that “courage doesn’t mean you don’t get afraid. Courage means you do not let fear stop you. Self-encouragement in difficulty can be termed as courage. It does not necessarily imply one’s capabilities but despite the incapability strive for success with all boldness.



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Courage comes in two different ways. That is physical courage and mental courage. Physical courage encourages man to do works of risk like rocket manufacturing, and launching satellites. It encourages man to discover the other planets of the universe and all types of laborious works. Mental courage enables man to select right or wrong and act according to his will. We have all faced the challenge of being courageous, and being courageous is not always easy because it takes heart to do a courageous act. Sometimes, losing someone so dear to your heart or having the school bully on your bad side are some of the difficulties we can face, but what sets courageous people apart from cowards is fortitude, having the will to go out there and face those difficulties.



# **THE HYPOCRISY OF TODAY'S YOUTH**



**SIMARPRITH SINGH**

**BBA - 2ND YEAR**

IN THE EVER-CHANGING AND EVOLVING LANDSCAPE OF CONTEMPORARY SOCIETY, THE YOUTH EMERGE AS A DYNAMIC FORCE SHAPING CULTURAL NORMS AND VALUE. HOWEVER, BENEATH THE FAÇADE OF APPARENT PROGRESSIVENESS, THERE EXISTS A PARADOX OF THE HYPOCRISY OF TODAY YOUTH. FROM THIS WRITING OF MINE, I HAVE EXPRESSED MY VIEWS AND OPINIONS WHICH I HAVE EXPERIENCED OVER A PERIOD OF TIME. THESE OPINIONS MAY VARY FROM PERSON TO PERSON. IT IS JUST AN AIM TO PRESENT AND EXPLORE THE INSTANCES OF CONTRADICTION BETWEEN PROFESSED IDEALS AND THE ACTUAL BEHAVIOUR AMONG THE YOUNGER GENERATION.

WITH THE GLOBAL APPEX OF REFORMS FOSTERED WORLDWIDE THERE HAS BEEN AN INCREASED HYPOCRISY IN THE YOUTH TOO. TO EXPLAIN ANY FURTHER WE SHOULD FIRST UNDERSTAND WHAT HYPOCRISY MEANS "HYPOCRISY REFERS TO THE PRACTICE OF CLAIMING TO HAVE MORAL STANDARDS OR BELIEFS TO WHICH ONE'S BEHAVIOUR DOES NOT CONFORM". THERE HAS BEEN UTTER VARIATION IN THE KNOWLEDGE AND THE ACTUAL PRACTICE THAT ONE SEEMS TO SOMEONE AT A CERTAIN TIME MAY NOT SEEM TO ANOTHER AT ANOTHER POINT OF TIME. THE RISING ILL-TEMPERED CONTEXT MAY SEEM SIMPLE TO MANY BUT IT IS A MATTER OF UTTER CONCERN. TO BE VERY BRIEF I START AT POINTING OUT THE VARIOUS DEVIATIONS OR DRAWBACKS THAT I FOUND.



# St. Xavier's College, Burdwan

## 1. SOCIAL MEDIA PERSONA V.S. REAL-LIFE ACTIONS:

THE PREVALENCE OF SOCIAL MEDIA PLATFORMS - INSTAGRAM, AND FACEBOOK PROVIDES A PLATFORM FOR SELF-EXPRESSION. HOWEVER, THE SO-CALLED CAREFULLY CURATED ONLINE PERSONAS OFTEN DIVERGE FROM REAL-LIFE ACTION. YOUTH'S ADVOCATE FOR SOCIAL JUSTICE LIKE STOP RAPE CASES, WOMEN EMPOWERMENT, GENDER EQUALITY, EMPLOYMENT OPPORTUNITIES ETC THESE MATTERS HAVE NOW BEEN RESTRICTED TO ONLINE DISPLAY BECAUSE WHEN IT COMES TO TAKING REAL-WORLD TANGIBLE ACTIONS, THEY JUST SIMPLY TAKE THEIR STEP BACK.

## 2. ENVIRONMENTAL CONCERNS

MANY YOUNG INDIVIDUALS EXPRESS DEEP CONCERN ABOUT ENVIRONMENTAL ISSUES ESPECIALLY BY TARGETING RELIGIOUS SENTIMENTS, WE ALL HAVE HEARD PEOPLE SAYING DON'T BURST CRACKERS THEY AID TO NOISE AND AIR POLLUTION, DON'T PLAY WITH COLOURS IT DAMAGES AND DEGRADES OUR SURROUNDINGS AND MANY STUFF LIKE THAT BUT THE MATTER OF FACT IS THAT THEY ARE THE ONES WHO JUST ACT OPPOSITE OF WHAT THEY HAVE SAID THEMSELVES. FROM THIS WE CAN UNDERSTAND HOW MUCH MUTI-FACED OUR CURRENT YOUTH GENERATION HAS BECOME

## 3. TECHNOLOGICAL DEPENDENCY

THE YOUTH ARE DEEPLY IMMERSSED IN TECHNOLOGY, WITH SMARTPHONES AND SOCIAL MEDIA PLAYING A CENTRAL ROLE IN THEIR LIVES. DESPITE INCREASED AWARENESS OF THE IMPACT OF EXCESSIVE SCREEN TIME ON MENTAL HEALTH, BUT STILL PEOPLE GIVE A DEAF YEAR TO WHATEVER IS BEEN TOLD.

IN CONCLUSION AS THE COMPLEXITY OF THESE CONTRADICTIONS UNFOLDS IT BECOMES EVIDENT THAT ADDRESSING THR HYPOCRISY AMONG TODAY'S YOUTH REQUIRES A MUTIFACED APPROACH. ENCOURAGING OPEN CONVERSATIONS, PROMOTING CRITICAL THINKING, AND FOSTERING A CULTURE THAT VALUES AUTHENCITY CAN CONTRIBUTE TO BRIDGING THE GAP BETWEEN PROFESSED IDEALS AND ACTUAL BEHAVIOUR. RATHER THAN VIEWING HYPOCRISY AS A FLAW IT CAN BE SEEN AS AN OPPORTUNITY FOR GROWTH, SELF-DISCOVERY, AND A COLLECTIVE JOURNEY TOWARD A MORE CONSISTENT AND PRINCIPLED FUTURE OF A NATION.



## **THE HAND**



OMAR HASAN LASKAR  
BBA 1ST YEAR

I stayed in a hostel named Harmony Haven .The place where I stayed was a training centre very close to my school, it hardly takes one minute to reach the school In this place there were eleven boys in total including me ,I and one of my classmate John were the most senior among all.

This building had five floors in total and we stayed in the fourth floor. It didn't have any personal rooms. We stayed in hall room. We were just eleven in number but the hall had the capacity of fifty people. The ceilings were high of about eight feet tall, the windows were huge .The walls were made up of tiles and the floor was made up of white marbles which gave a luxurious look. The hall was quite airy .The hall didn't have the facility of any rest rooms so at night we had to go down to the third floor for using the restroom.

This place was situated very close to a Christian graveyard. The place is spread over ten acres of land surrounded by various trees like mangoes, coconuts, banana, jackfruits, tamarind, chikutree, mahogany trees , bittle nuts and some wild shrubs and bushes.

-P.T.O



## **St. Xavier's College, Burdwan**

It was the month of January, I usually studied late night because my board exam was knocking in the door. But today I was feeling low, had a very busy schedule in school and was even mentally disturbed for some reason

So after dining with the other boys I went to bed very early at around 9:00 pm. The hall didn't have any night bulbs and the staircase which led to the restroom had a single light not much bright. The staircase had stringers made out of steel. I suddenly woke up with an unusual feeling as if I'm being looked by someone. My eyes opened and I sensed something unusual but couldn't justify what it was I am a boy who is not nervous nor imaginative. It was half past twelve by my wrist watch .Everywhere it was pitch dark and snoozing couldn't be heard.

I wanted to go to the restroom so as I was descending the stairs with great care as the stairs got wet which could be noticed with the light which came through the open windows facing the vague street lights.

While I was moving down towards the washroom the light in the stairs started flickering rapidly I hurried down and entered the washroom. Everywhere it was mute except for the hooting of the owl, the noise of crickets could be heard loudly. The door behind me slammed with a creek noise .As I moved out I could hear the noises of the dry leaves and the creeks of the bending of the trees .The freezing breeze touched my body giving me goosebumps .The light was still flickering and in this moment I couldn't see the scary owl hooting on the branch of the jackfruit tree through the open window. I was hurrying to go back in the hall.



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As I stepped in the stairs holding the railing of the stringers the lights went off and in the complete silent the hooting of owl, the creek of the bending tree, the noise cricket became clearer. Suddenly I felt something cold, skinny, touching my hand which was holding the railing. Then I heard some whisper in my left ear. I completely turned stone and was sweating, I tried to run and call out for help but my throat and leg didn't support me. I could hear the roaring of the retreat and in the lightning I saw a body fully white having no legs and the face was covered by the hanging hair.

When I opened my eyes I was on bed laying with banded on head, cuts on legs and hands, and saw twenty two pair of eyes were gazing at me as if I was an alien and the warden sitting beside me.





## THE DREAM

OMAR HASAN LASKAR  
BBA 1ST YEAR

Our study time was from 6:00 to 8:00 pm. It was a chilly Friday evening, and the warden was absent. I settled down to study as per the timetable. In the study hall, a large wall clock ticked away, its seconds hand producing a faint tick-tick sound, only audible when silence enveloped the room. The study hall featured six high benches and low benches, and on that evening, eleven of us occupied the space. Two high-speed fans and two brand new LED tube lights illuminated the room. I preferred solitude, so I sat on a high bench, slightly away from the other students whose noisy studying habits often disrupted my focus. The calendar showed mid-January, and I wore warm clothes, even socks, to combat the chilly floor. Sensitivity to cold and cough made these precautions necessary. I opened my Tempest book to revise Act 4, Scene I, but my concentration waned after just two pages. Frustrated, I took a break around 8:05, wandering over to my bed. Various students engaged in activities like chess, table tennis, and gossiping. Hostel rules mandated that dinner should conclude by 8:30 pm, with students in bed by 9:00. Both dinner and lunch took place in the same hall where we studied in the evening.

Returning to my study table, the pressure to complete Act IV for Monday's test weighed on me. As I continued studying, my head gradually sank into my hands. Suddenly, the room fell eerily silent, and I noticed that the other students remained in the same posture, unresponsive to my calls. The bizarre situation unnerved me. Just as I prepared to investigate, the electricity failed, plunging the hall into absolute darkness. There were no emergency lights, and the distant cries of stray dogs added to the eerie atmosphere.

I huddled under my blanket, silently reciting the Gayatri Mantra, the only chant I knew, taught by a classmate. While my words stumbled, I felt someone's gaze upon me. As I looked up, I was met with twenty pairs of eyes fixated on me.



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Sweating under my blanket, I awoke to a parched throat, craving water. My watch indicated quater past one, and everyone else was asleep. The hall remained pitch dark. Fortunately, I spotted the water filter, recognizable by its blinking green light. I crept toward it and filled my bottle. Amidst the quiet, I began to hear the unbelievable: footsteps, the jingling of ghungroos, and the laughter of a young woman grew clearer. My legs trembled, and my scream fell on deaf ears. The bottle slipped from my trembling hands, and as I fumbled to retrieve it in the dark, it rolled down the steps. When I turned to flee, I encountered two red, glowing eyes in the darkness. In the faint green light of the filter, a terrifying, battered face and white teeth stared back at me, accompanied by sinister laughter. In that harrowing moment, a bony hand with long, sharp nails touched my shoulder. Morning arrived, and I found myself next to a lady in a white apron with a stethoscope around her neck. She placed a thermometer under my armpit.

# REMEMBER ME ONCE AGAIN

Today was about..

Remembering how lost I am to destroying myself that,  
There was always time for them but never for me in this life.

Then you remind me about myself,  
Facing everything without asking for pain,  
Knowing that people will help but they were the reason.  
You are just the part, I can be distracted.

I remember me promising to be proud but now I'm not for me,

Wish I can be heather...

It's hard to love me but I want to be lovely, I forgot how to comfort me.

So, I am just swimming to survive with you,  
But I have been rely on them,  
They left me again I know when.

I want us to be close with life, When I see me it's always with you,

Busy in destroying me with them.

Crying in the bathroom and you was there.

Lose weight so much to hate me.

When I will finally live like the butterfly you know.

I don't remember us talked last time,

I want me to remember me once again,

Drawing me to feel loved from me from my eyes,

Can I be same again, will you love me again,

Hug me again.

That night we spend was unspoken with me and my mind.

Finding me again in the cold Grey Morning.



ILA SADHU  
BBA 1ST YEAR



## LONG GONE

Far among the pale stars, eternal gaze  
I watch your desiderium, a cosmic phase  
Your tears fill chasmic depths, deep as night In  
solitude and sorrow, you've taken flight

Mine, of all, amplified a thousandfold  
Six feet to infinity, my tale's been told  
Sand falls from the glass, time unrelenting  
A clock's hand ticks, the past resenting

Memories drown in a dark, turbulent sea  
Covering wounds, yet I'm ready to bleed  
Indeed, you are the one I truly need

Moments with you, I still reminisce  
Your kiss on my head, a cherished kiss  
Before you left, a midlife crisis to dismiss

I hold my breath, still awaiting fate  
Without you by my side, life feels desolate  
The joys of the world, bereft of worth  
And there I will lay, in the quiet of the earth

Hearing your mourn, for who loved you most  
Was already long gone, a silent, distant ghost



MADIHA ALAM  
BBA 3RD YEAR



St. Xavier's College, Burdwan

“NYKAA”

FALGUNI NAYAR

*“Think Big but Start Small”*



TANIYA MURMU  
BBA-2ND YEAR



## **INTRODUCTION**

Women are giving a surprise to those societies who used to think that women can do only housework. Women are moving ahead along with balancing between house and office works. In the Entrepreneurial world, they have proved by running a big organization. Today I have brought an Indian women entrepreneur story who is the founder of Nykaa. The company sells beauty related products online.

A management consultant, a business leader, or an entrepreneur?. If someone asked Falguni Nayar about which role she played better in her career spanning more than three decades, it might be a hard one for her to answer. Ms Nayar was born and raised to see her father run a small bearings company. At the age of 50, peaking in her career as the MD of Kotak Mahindra Capital, she took a leap of faith and quit the security and prospects of a comfortable future. She started Nykaa, an online retailer of beauty products, in the year 2012.

The story of Nykaa's growth is nothing short of phenomenal. The company has grown over 100% year on year for the last three years. Today Nykaa's portfolio includes over 1,000 brands across makeup, skincare, hair care, fragrance, bath and body, luxury and wellness products for women and men.

After its latest round of 2019 fundings, Nykaa is on its way to becoming a unicorn. Nykaa commands more than 40% of the online beauty market in India.

Falguni Nayar says that she is an adventurer and thrives in uncertain situations. The fear of failure, she says, has never daunted her from doing things.

## **About Falguni Nayar**

Falguni Sanjay Nayar (born 19 February 1963) is an Indian billionaire businesswoman, who is the founder and CEO of the beauty and lifestyle retail company Nykaa, formally known as FSN E-commerce Venture which is an acronym of her own name. Nayar is one of two self-made female billionaires.

## **Early life and education**

According to star unfold.com, she was born in Mumbai Maharashtra and did schooling from The New Era School. After schooling, she graduated in commerce stream and got a master's degree their names are Anchit Nayar and Adwaita Nayar. She came back from a business background because her father owned a bearing company. She is a graduate in B.com from Sydenham College of Commerce and Economics and a postgraduate from the Indian Institute of Management Ahmedabad.

## **Personal life**

Falguni Nayar married Sanjay Nayar in the 1987, whom she met at business school. He is the CEO of Kohlberg Kravis Roberts Indi. They have two children-Adwait Nayar and Anchit Nayar, who are twins; Adwait is the CEO Nykaa Fashion heads the retail and e-commerce divisions.





## St. Xavier's College, Burdwan

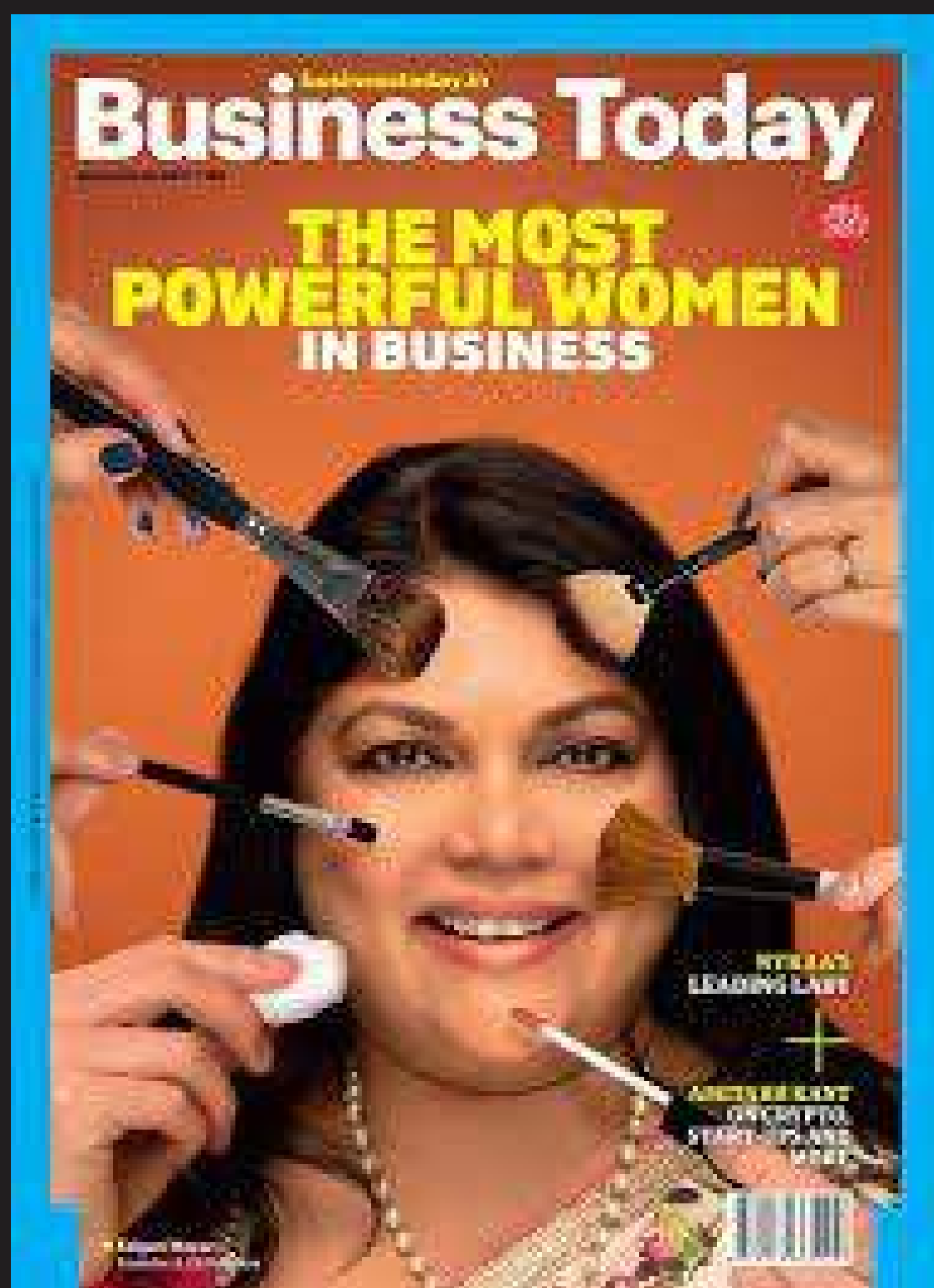
### Falguni Nayar's Dare to Dream

After working for 18 years with Kotak Mahindra, Falguni Nayar left the job to pursue her own dream.

In 2012, just a few months before turning 50 years, she founded FSN Ecommerce, which runs the online beauty and fashion marketplace Nykaa, which sells online beauty, cosmetic, wellness and fashion products across websites, mobile apps and through 76 offline stores.

Nykaa sells more than 35,000 products from 850 brands, both international and Indian, luxury and mass, and is constantly adding new labels to its stock. Last year, it brought global premium brand Estee Lauder on board, making MAC cosmetics available online in India for the first time.

Three years ago, Nayar introduced her own brand – and it has gone on to become a best-seller. The company's revenue has grown 350% in the last two years. In 2016, it raised a total of Rs104 crore from investors.



# **St. Xavier's College, Burdwan**

## **About Nykaa**

- Derived from the Sanskrit word 'Nayaka' meaning actress or one in the spotlight, Nykaa is all about celebrating the star in each women, and being her confident and companion as she embarks on her own journey to discover her unique identity and personal style. From the widest selection of genuine beauty products from around the world to beauty advice, Nykaa is truly passionate about catering to your every beauty and wellness need. Because after all, your Beauty is our Passion.
- Nykaa is an India based brand that specializes in multi-beauty and personal care products. It had been originally established as a sole e-commerce medium until it later began setting up various retail outlets in many metropolitan cities across the nation.
- An e-commerce website that offers beauty and wellness products from all the leading brands including Lakme, Kaya SkinClinic, L'Oral Paris, etc.
- It has stores in more than 17 stores now and is expanding.
- It has over 850 curreted brands and over 1 lakh products.
- It offers a comprehensive selection of makeup, skincare, fragrances, bath and body, luxury and wellness products for women and men.

## **Challenges and Evolution**

- She took a huge step by quitting her well-established job at the age of 50 and stepping into an entrepreneurial journey.
- Nykaa was found in 2012.
- She considered all user feedback to develop a loyal customer base for Nykaa.



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- Falguni Nayar's journey sounds like very easy job? Well it wasn't as it seems like. It's not easy for anyone to quit job at the age of 50 and start a totally different stream business from scratch.
- Being an entrepreneur is not easy job. An Entrepreneur is like a roller-coaster. If you are stronger from inside, you can enjoy it
- Being an Investment banker she was well aware of intricacies of raising funds and investment in a business.
- The first phase of her business was developing a site and creating a user experience for the customers.
- The second phase was to get the genuine products to the store and to make them available for customers at genuine prices.
- Then comes the Marketing and Promotion into picture to make the brand popular.
- She overcomes all challenges at every phase by her dedication and hard work.





## Achievements of Nykaa

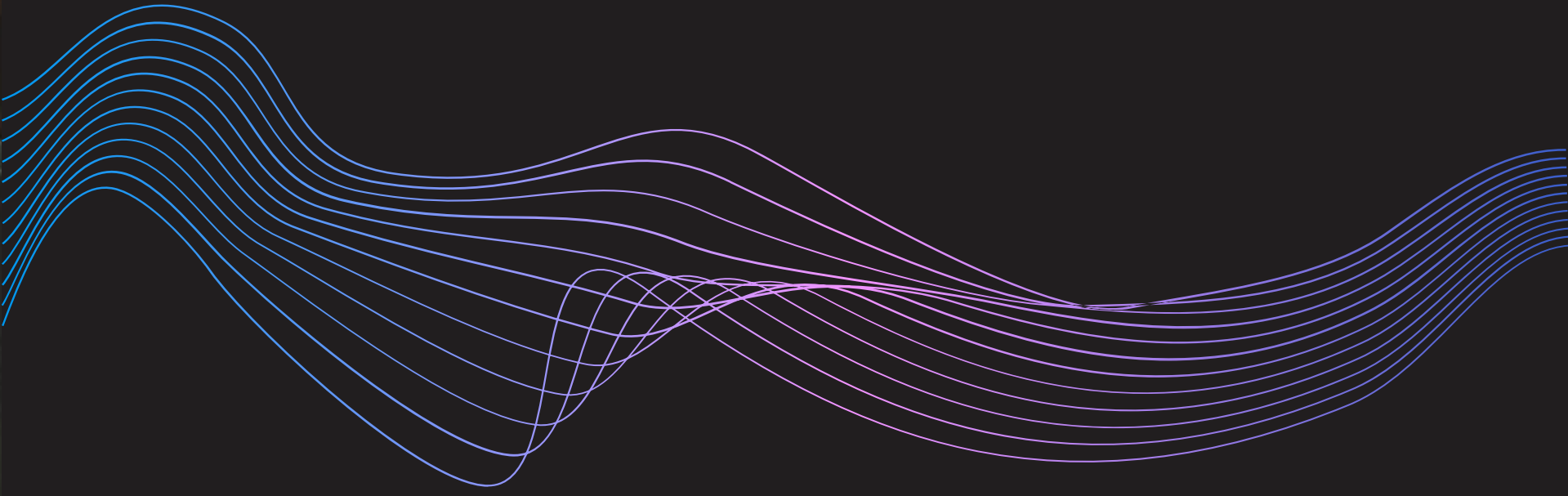
- Falguni Nayar has received many accolades throughout her career. She was awarded the 'Women Ahead' award at the Economic Times Startup Awards 2017. In the last year alone, recognizing her contribution to the Indian beauty industry, Falguni was awarded the Businesswomen of the Year at the Economic Times awards of Corporate Excellence 2019.
- She was also listed as one of Asia's Power Business women 2019 by Forbes Asia and named Business person of the year 2019 by Vogue India.
- Most recently, she was awarded EY Entrepreneur of the Year 2019 – Star-up Award by Ernst and Young. She is on the board of several companies, including ACC, Dabur, Endurance Group and Tata Technologies.

## Conclusion

Falguni Nayar has an idea for every woman. She is killing stereotypes in her own way. She thinks there is a desire to change the mindset of the enterprise network and society as a whole. Billionaire Falguni Nayar has tweaked her call on the list of the world's richest women marketers. She has become India's richest self-made lady billionaire. Figure organization FSN has become the primary female-led unicorn to rival the e-commerce venture Inventory exchange. The Nykaa founder has become a singular entity in the space of wellness and beauty. Her impact is thoroughly evident across the company. In just a decade, Falguni Nayar has transformed the space within which her company operates. The future for Nykaa looks exciting and tracking its expansion and growth will help indicate just how far it goes. The Falguni Nayar story is one of hard work and perseverance and shows us that you can attain tremendous success at any age.



# **UNWRAPPING UNIQUE TREASURES: THE DIVINE GIFT STORE'S JOURNEY OF HANDCRAFTED DELIGHTS**



MADIHA ALAM

DEPARTMENT OF BBA 3RD YEAR

## **Crafting Dreams Since 2019**

In the realm of bespoke treasures and handcrafted wonders, The Divine Gift Store, owned by Madiha Alam, has emerged as a beacon of artisanal charm since its inception in 2019. Founded with a passion for curating exquisite pieces, this small business has carved a niche in the hearts of patrons across India. Follow their creative journey on Instagram: @the\_divine\_gift\_store.

## **Handmade Marvels and Artisanal Elegance**

Explore a realm of personalized elegance at The Divine Gift Store, offering a diverse range of handcrafted treasures. From Handmade Scrunchies to Beaded Earrings, Bracelets, Home Decor, Dreamcatchers, and Hand-stitched Couple Frames – each creation is a testament to meticulous craftsmanship and a celebration of individuality.

## **Shipping Smiles, One Order at a Time**

With an impressive record of over 650 orders shipped since its establishment, The Divine Gift Store has spread joy to doorsteps across India. This remarkable achievement underscores the business's commitment to quality, promptness, and customer satisfaction.



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## **The Journey Towards Quirky Collections**

Stepping into the future, The Divine Gift Store is set to unveil its upcoming quirky jewelry collection. A fusion of whimsy and sophistication, these pieces promise to be conversation starters, adding an extra dash of charm to the store's already diverse offerings.

## **Connecting Through Creativity**

Beyond the tangible treasures, The Divine Gift Store fosters a community where creativity thrives. Customers aren't just patrons; they become part of a collective celebration of artistry. Through social media engagement and a vibrant online presence, the business connects with its audience, sharing stories behind each creation.

## **The Heartbeat of a Small Business**

In an era dominated by mass production, The Divine Gift Store stands as a testament to the enduring spirit of small businesses. Founded on a dream and sustained by passion, this enterprise exemplifies how personal attention to detail and a genuine connection with customers can turn each.

## **Transaction into a meaningful exchange.**

The Journey Towards Quirky Collections Stepping into the future, The Divine Gift Store is set to unveil its upcoming quirky jewelry collection. A fusion of whimsy and sophistication, these pieces promise to be conversation starters, adding an extra dash of charm to the store's already diverse offerings. Connecting Through Creativity Beyond the tangible treasures, The Divine Gift Store fosters a community where creativity thrives. Customers aren't just patrons; they become part of a collective celebration of artistry. Through social media engagement and a vibrant online presence, the business connects with its audience, sharing stories behind each creation. The Heartbeat of a Small Business In an era dominated by mass production, The Divine Gift Store stands as a testament to the enduring spirit of small businesses. Founded on a dream and sustained by passion, this enterprise exemplifies how personal attention to detail and a genuine connection with customers can turn each transaction into a meaningful exchange.



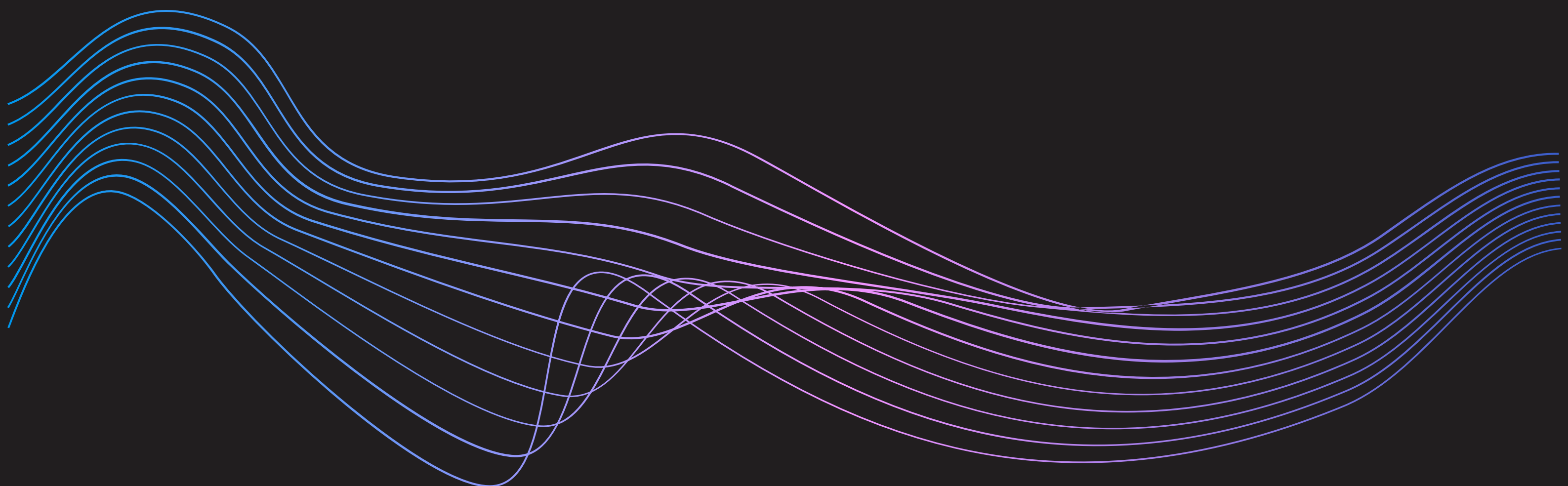
## **The Website Launch - Where Dreams Meet Reality**

Stay tuned as Madiha Alam, the creative force behind The Divine Gift Store, prepares to launch the official website. Soon, you'll have an even more seamless way to explore and acquire these handcrafted marvels. Follow them on Instagram @the\_divine\_gift\_store for updates and a sneak peek into what's to come.

### **Conclusion:**

#### **Unveiling the Divine Experience**

As The Divine Gift Store continues to weave its narrative of creativity and connection, it remains dedicated to bringing joy to homes across India. For those who appreciate the artistry and essence of handcrafted marvels, this small business is more than a store—it's a destination where dreams are crafted into tangible expressions of love and joy, with the added touch of personalized customizations and thoughtfully curated hampers.





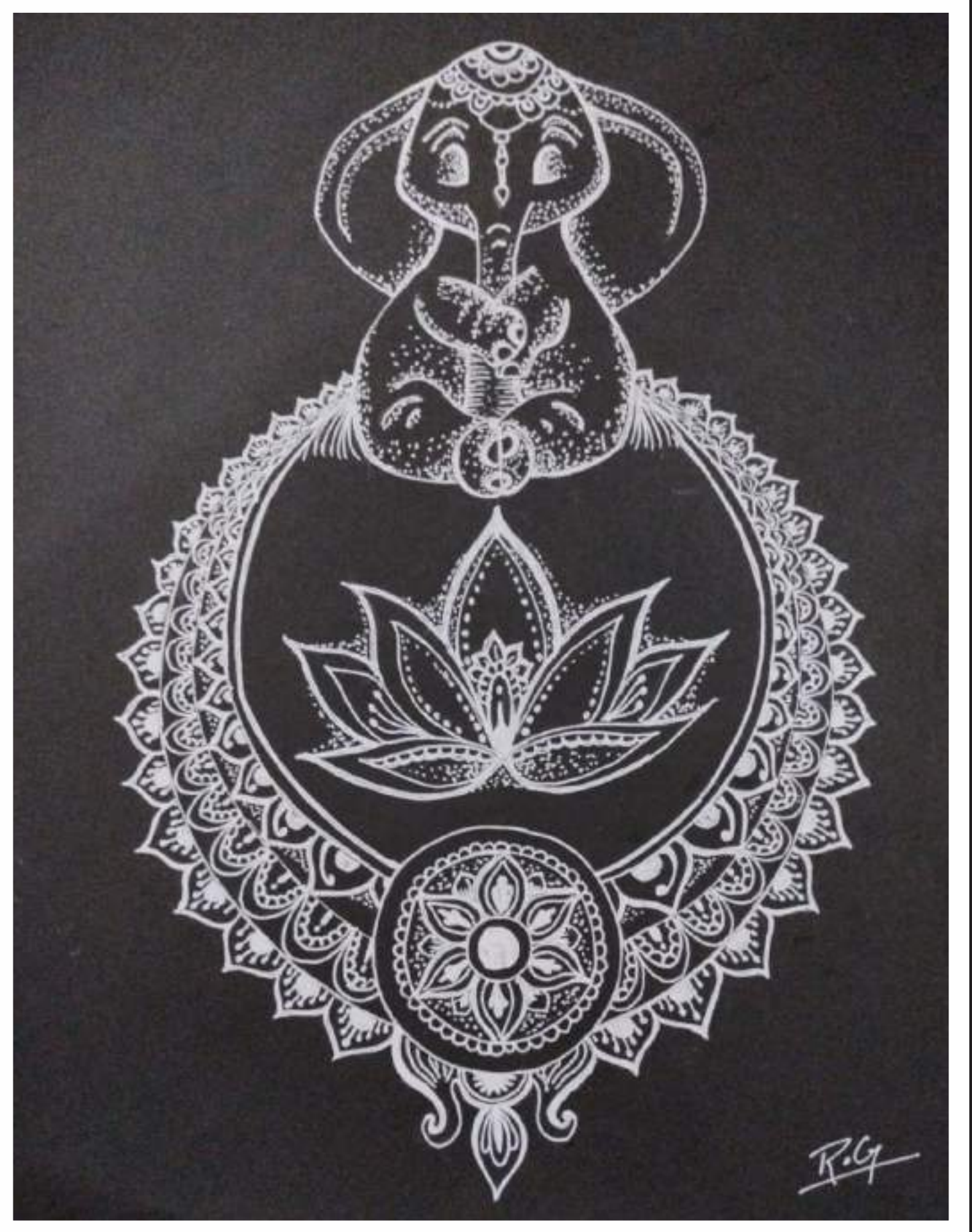
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ANUSHKA SHARMA  
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TANIYA MURMU  
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Name : Taniya Murmu  
Roll no. : BBA/22/935  
Class : BBA - 1st





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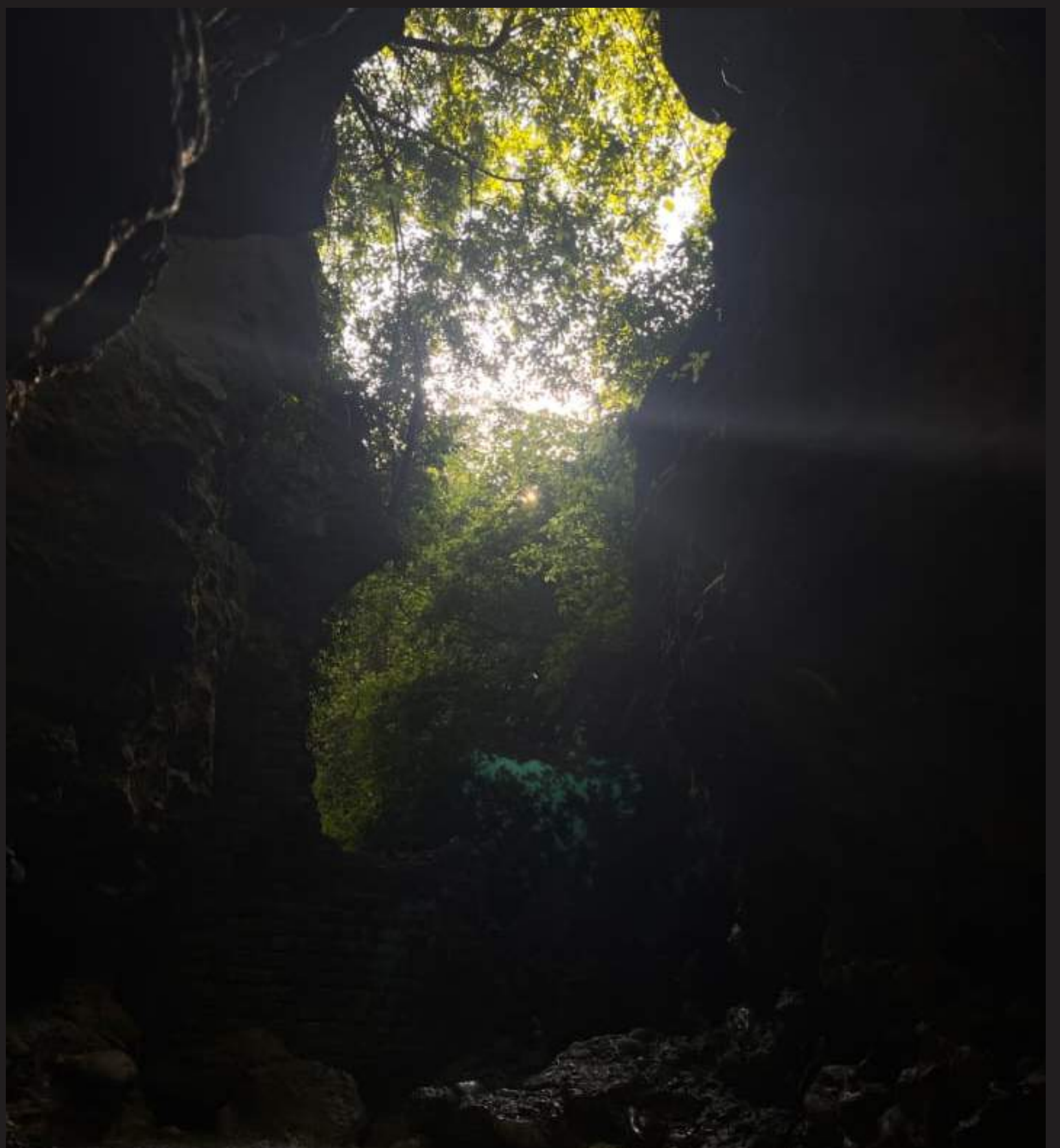




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AMAN NEWAJ  
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# OUR BEST CLICK

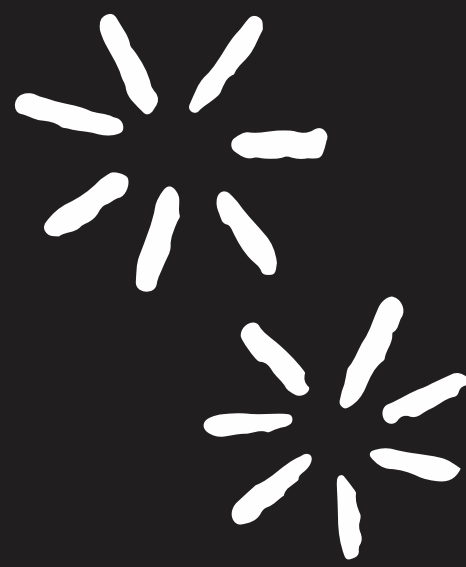
ARYABAN SAMANTA  
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# GROUP PHOTOS



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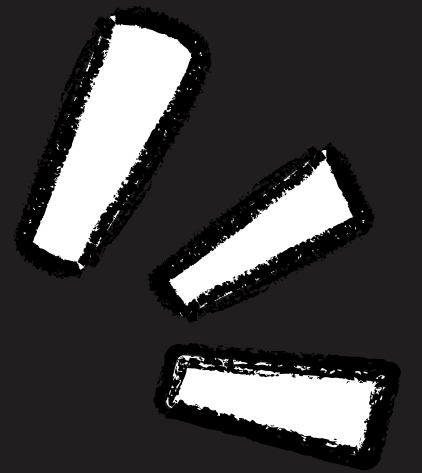
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# SEMINAR AND WORKSHOP GLIMPSES





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## RISING TALENTS

