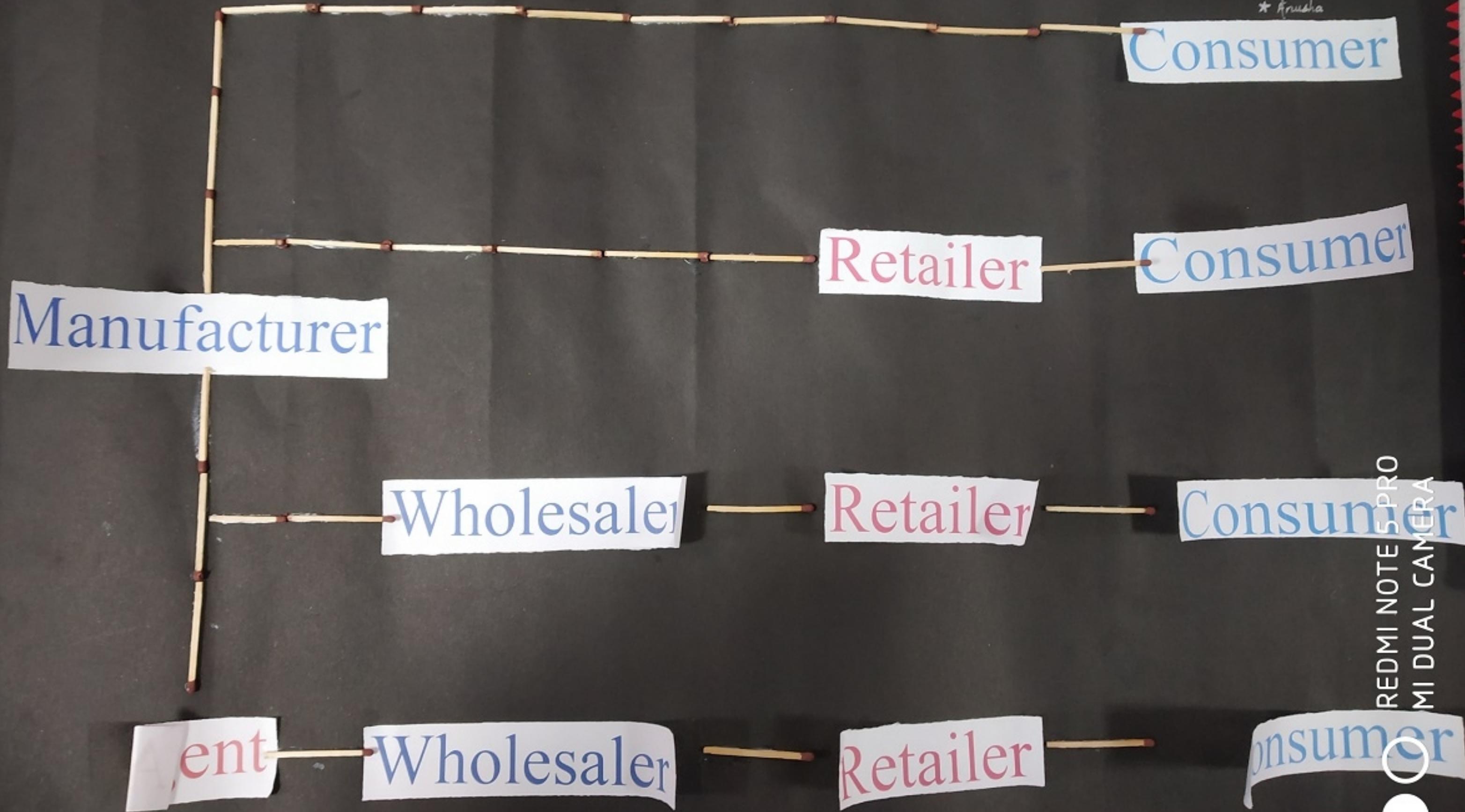


Channels

Group Walmart

- * Bhargavi
- * Chanchal
- * Deepika
- * Decksha
- * Ishwini
- * Shivanagendra
- * Sneha Choudary
- * Chandan
- * Avinash
- * Anusha



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THE SOLDIER

- Robert Frost

He is that fallen lance that lies as hewed,
That lies unlifted now, come dew, come rust,
But still lies pointed as it ploughed the dust -
If we who sight along it round the world,
See nothing worthy to have been its mark,
It is because like men we look too near,
Forgetting that as fitted to the sphere,
Our missiles always make too short an arc.
They fall, they rip the grass, they intersect
The curve of earth, and striking, break this down;
They make us cinge for metal point on stone.
But this we know, the obstacle that checked
And tripped the body, shot the spirit on
Further than target ever shoud or shone.





Love is beautiful art
The game can be wise
And use the trust like a
dice

Love is not of lust
It's the intimacy of the souls
Where no other can restore

It shows it's style very nice
It even hurts with knife
But tells that the love
bleeded
Because you did not keep it

— Akash khandari



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FUNDAMENTAL RIGHTS

REDMINOTES PRO
INDIVIDUAL CAMERA

Articles

14 to 35 describe the Fundamental Rights in Constitution.

Meaning:-

The fundamental Rights are defined as basic human freedoms that every Indian citizen has the right to enjoy for a proper and harmonious development of personality. These rights universally apply to all citizens irrespective of their place of birth religion, caste or gender.



Right to Equality [14-18] article

The right to equality it means law should be equal to all citizens and the state shall not discriminate against any citizen on grounds of religion, caste, place of birth.

EQUALITY



Right to Education [25-28] article

This above right deals with the freedom towards education where every individual can practice without any restrictions.



Right against Exploitation

prohibition of employment of children in factories abolition of child and economic exploitation to the weaker section of society.



Right to Freedom [19-22] article

which deals with personal liberty freedom of speech & expression freedom to assemble peacefully with arms freedom to move freedom to associate & settle freedom to profession



Right to Cultural & Education

Article [29-30].

deals with cultural & educational rights . protection of interest of minorities no one would be refused admission in Govt of government aided on grounds of their caste religion or language.

as per 86 amendment act 2002 we included right to education of children

Constitutional Remedies

Article 32 deals with constitutional remedies which mean all the fundamental rights mentioned in the constitution are justiciable that is enforceable at court of law.



RIO
EDUC

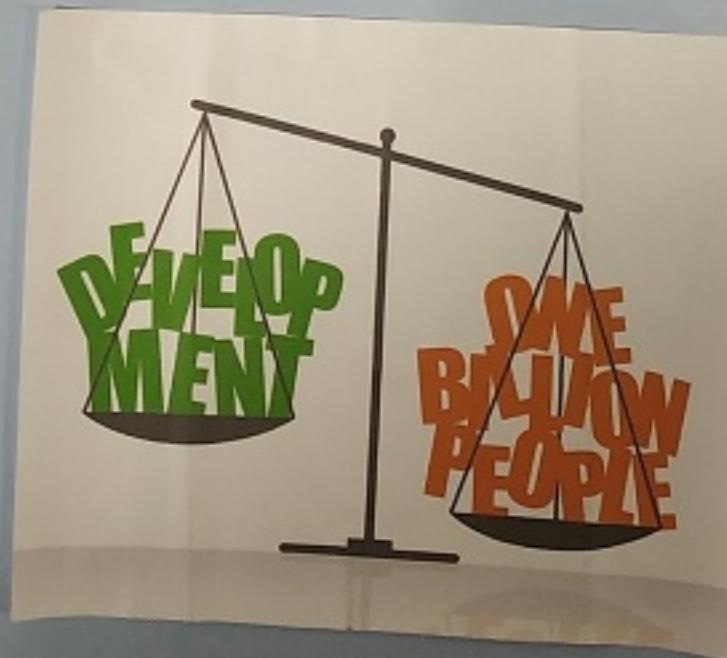
DEVELOPMENT OF COUNTRY

A COUNTRY HAVING A STANDARD OF LIVING OR LEVEL OF INDUSTRIAL PRODUCTION WITH FINANCIAL OR TECHNICAL AID, A COUNTRY THAT IS NOT YET HIGHLY INDUSTRIALISED.

1. INCREASED PENALTY AND IMMEDIATE ACTION FOR CRIME.
 2. DEATH SENTENCE FOR RAPISTS.
 3. STRICT AND IMMEDIATE ACTION FOR CORRUPTION.
 4. PAYMENT OF PROMPT AND REAL TAX.



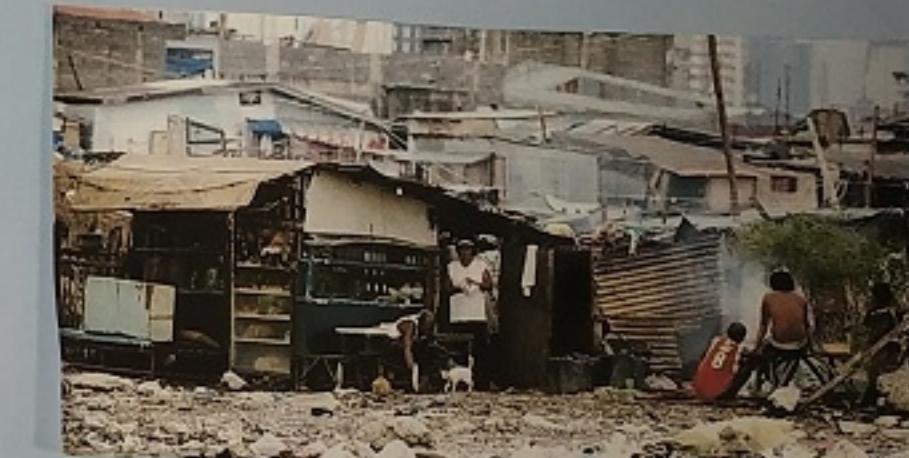
5. MINIMUM WAGES FOR EVERY CITIZEN OF INDIA.
 6. START GREEN REVOLUTION.
 7. DECENTRALISATION OF POWER.
 8. PROPER / NEAT AND FAIR TRANSPORTATION.



-
9. PEOPLE WITH CIVIC SENSE.
 10. DISCIPLINED TRAFFIC AND FOLLOWING THE RULES.
 11. CLEAN AND NEAT PUBLIC TOILETS.
 12. APPROPRIATE CUSTOMER SERVICE ACROSS ALL FIELDS.



13. CLEAN AND NEAT RIVERS, SEAS OR WATER BODIES.
 14. GIVE PRIORITY FOR AGRICULTURE.
 15. SLUM DEVELOPMENT.
 16. POLLUTION CONTROL.



17. INCREASED LITERACY RATE.
 18. UTILIZATION OF INDIAN PRODUCTS.
 19. PROPER IMPLEMENTATION OF GOVERNMENT PLANS.
 20. ERADICATE BRIBERY.

DEVELOPMENT PROGRAMMES :-

DIGITAL INDIA

PRADHAN MANTRI JAN DHAN YOJANA

SWACHH BHARAT ABHIYAN

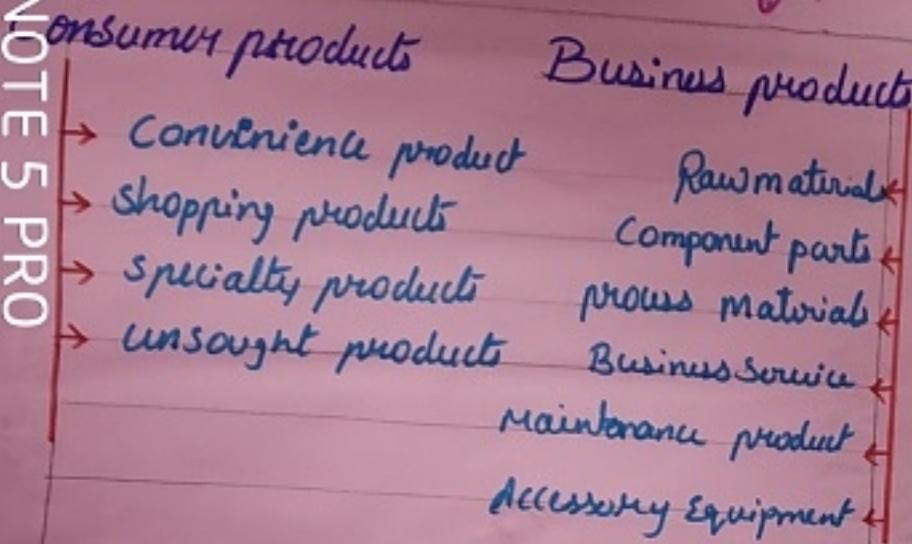
MADE IN INDIA

SAANSAD ADARSH GRAM YOJANA.

Marketing & Service Management

Marketing Mix

Scope & Classification of products



Scope of products

Physical Product
Person
Place
idea
Services

Car, Pen, Camera, Book, Shower.
Salam Kan, Katrina Kaif
Switzerland, Doty, Goa, Kashi
anti- Corruption, freedom
Education, insurance, banking

Product
Physical aspect
functional aspects
Symbolic aspects

Application
What it is?
What is does?
What it means to the user's emotion?

products on the basis of user consumption are classified into 2 categories, consumer products or business-to-business products. In some cases consumers & business may buy same products for example computers, Tube-lights, Soaps, vacuum cleaners, however business tend to buy in large quantities in comparison with consumer.

A. Consumer Products

Products purchased for personal, family, or household use are called consumer products. The different types of consumer products are as follows.

1. Convenience products

* Usually low priced, widely available and consumed regularly & purchased frequently.

2. Shopping products

* Usually less frequently purchased, and consumed less. Spent more time & effort gathering information & comparing alternatives before making a purchase.

3. Specialty products

* Services with unique characteristics & carries lot of importance to consumers.

4. Unsought products

* Purchased only when need arises.

B. Business products

Products purchased for resale, to make other products, or for use in a firm's operation are called business products.

1. Raw Materials

* Raw Materials constitutes basic material used in the primary production or manufacturing from which a product is made.

2. Process Materials

* It refers to materials purchased by an industry for incorporating it into a product.

3. Maintenance products

* Maintenance products are used in business & manufacturing operations, however they do not become part of the finished products.

Component products

It refers to finished products that become part of larger finished product, without components organization cannot complete their own products.

Business Services

Business Services are intangible products.

Accessory Equipment

Accessory equipment are auxiliary primarily used in facilitating manufacture.



VENTURE CAPITAL



Meaning: Venture Capital is a popular method by which investors support entrepreneurial talent with finance and business skills to exploit market opportunities with a view to obtaining long-term capital gains.

Definition: According to 1995 finance Bill, "Venture capital is defined as long-term equity investment in novel technology based projects with display potential for significant growth and financial return".

Objectives of Venture Capital

The objectives of venture capital is to

- 1) Encourages the indigenous technology and its commercial applications.
- 2) Setting up of pilot projects.
- 3) Technology Innovations and modernization
- 4) Developing appropriate technology.
- 5) Meeting the cost of market surveys and market promotion programmes.

Methods of Venture Capital

Financing

- Equity financing → Income note
- Conditional loan → Participating Debenture.
- Other financing methods



Features of Venture Capital

- 1) New Ventures
- 2) Continuous Involvement
- 3) Mode of Investment
- 4) Objectives
- 5) Hands-On approach
- 6) High Risk-Return Ventures
- 7) Nature of firms
- 8) Liquidity

Disadvantages of Venture Capital

Securing a deal with VC can be a long and complex process. Since the venture capitalist is taking the risk, the management control may get out of the entrepreneur.

PELES THOUSANDTH GOAL

Pele is one of the greatest legends of football. He is the one who has reached the thousand goal mark first. During October 1969 the Brazilian press started noticing the no of goals made by Pele. Pele had approximately 990 goals in about. It was considered as a rare record to reach the thousandth goal. Pele was not much concerned about the thousandth goal so it did not affect his game, he scored 4 goals in the match against Portuguese Desportes. Later Pele and his team started feeling the pressure. In his next game he scored 2 goals & now total he scored were 996. He was in limelight. The press and the cameras zoomed at him. He did not score goal against Flamengo. His nervousness totally overpowered him. Media people across the country were worried coz they were not getting a story for the money they were spending on coverage. On the other hand, the entire Santos team was waiting for the magic goal to be reached so that they should play the game without bothering about the camera lenses.

Pele somehow wanted to make the thousandth goal coz he knew that once it was over there would not be any sort of pressure on him & his team. On 12th Nov in a game against Santa Cruz he scored 2 goals. The radios and newspapers were full of him news about him only. In Bahia it was the time for his thousandth goal. But this time Pele was totally lost in thoughts and couldn't concentrate on his game. He tried to play without any sort of tension or fear. His team mate Jair Bala made a goal for his team and the match was a tie.

The next game was against Vasco Da Gama. Pele was drained out of confidence & he thought no one would even be able to score the thousandth goal. That day it rained heavily. Seeing that Pele thought that even God did not want that thousandth goal should be achieved. Pele was so disappointed but then this time he realized that the thousandth goal was just an ordinary goal, the number would not make any difference. He got his confidence back. Pele was prepared to head the ball but his opponent, Rene, accidentally headed it and Pele's team scored.

There was still plenty of time in the game. Once again the ball was with Pele and he was heading to make a goal but at that time one of his opponents dived at him. That was it, Pele got a penalty kick. Pele had never thought of making his thousandth goal this way. He was trying to regain his calmness. Pele kicked the ball and then he saw to his excitement that it was a goal.

The photographers and reporters surrounded him at once. There was lots of noise. Spectators raced across the wet grass to greet him. His jersey was taken off and a new jersey was on his with the number 1000 printed on it. He was overjoyed that finally he was the man who reached the thousandth goal. He blissfully greeted all the spectators, his team and their supporters. Pele had tears of joy in his eyes. He took off his jersey and kept carefully with him as it is treasured entire of his life.

Next morning the newspapers were full of the news about Pele's thousandth goal as well as about the second landing on moon by the American astronauts.

TEAM

- Preetika
- Megha
- Lakshmi

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BCOM B SEC



Dr. A.P.J. ABDUL KALAM

"Don't fear for facing failure in the first attempt, because even the successful Maths starts with 'zero only'"

Salaam, President Kalam
Bharat Ratna Dr A P J Abdul Kalam 1931-2015
The end came in the company of students
A.P.J.Kalam

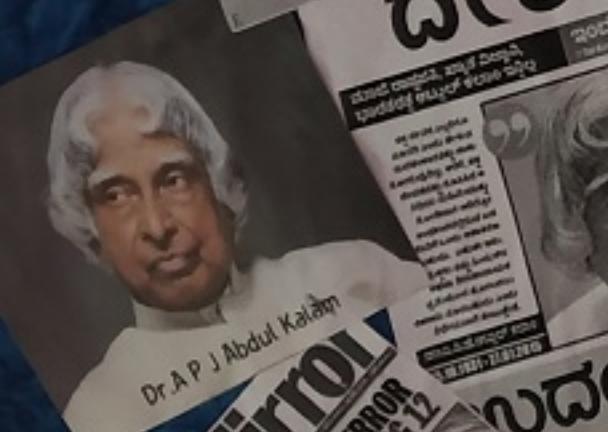
This is my belief that through difficulties and problems God gives us the opportunity to grow. So when your hopes and dreams and goals are dashed, search among the wreckage, you may find a golden opportunity hidden in the ruins.

Dream, Dream, Dream
Dreams transform into
thoughts & thoughts
lead to actions.

KALAM MAN WITH MISSION
Let unsung heroes break news henceforth

You cannot change your future
but you can change your habits,
and surely your habits,
will change your future.

ದೇಶದ ಸ್ಲಾಂ



Dr. A.P.J. Abdul Kalam

Mumbai Mirror
EDAYEN TERROR
HITS PUNJAB PG 12

ನುದಯವಾಣಿ

The two most important lifegests I would like
every week to serve one, increase the amount of
time that you have at your disposal, to
increase what you can achieve
in the time available

— Dr. A.P.J. Abdul Kalam

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It's very easy to
win someone but it's
very hard to win
someone.



One of the Very Important
characteristics of a student is
to question let the student
ask questions.

Dr. Abdul Kalam prescribes women
empowerment to stabilise society

Widower President motivates students to plant saplings, schools across

country

Deccan Herald

President Kalam motivates students to plant saplings, schools across

country

THE TIMES OF INDIA

President Kalam motivates students to plant saplings, schools across

country

Deccan, work for

reality-Kalam

If my absence doesn't
affect your life then my
presence has no meaning
in it.

Anusha R
Bhavana
Meyyammai M
Rekha B
Shilpa G
Tejaswini P