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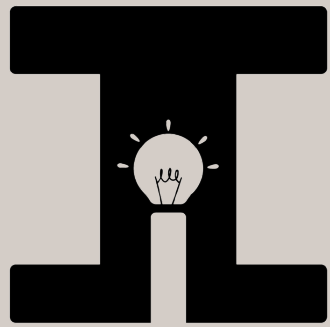
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STUDENT
ENTREPRENEURSHIP

12
Featured
Articles
For Students,
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presents

A HANDBOOK FOR
STUDENT ENTREPRENEURS

Designed by,

SIMRAH MUNAZA IKRAM

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BEING A SUCCESSFUL ENTREPRENEUR ISN'T ONLY ABOUT HAVING THE BEST IDEAS

~ *Razi Ahmed & Sumayya Maqdoom Makkiya*

The world's leading entrepreneurs started their businesses with innovative ideas, ideas that had a huge impact on the world of business. But only having great ideas is all it takes to be a successful entrepreneur?

Entrepreneurship is a vast subject of creating a business with innovative ideas and managing for its future growth while dealing with the success and failures of the business. In the history of entrepreneurship, it is believed that a great idea is the only pre-eminent thing that makes one a successful entrepreneur. Just because entrepreneurs need a good idea to get going doesn't mean that a good idea is the only thing they need to get going.

Although ideas are the major factor in entrepreneurship apart from great ideas, many other parameters are essential for building an Entrepreneurial environment. It includes the following:

Strategic Thinking: It mainly focuses on seeing the big picture which includes deliberate anticipation of threats and putting one's thoughts into action, it is simply the rational thought process that analyses the critical factors based on the logical information that will influence the long-term success of entrepreneurs.

Thinking strategically allows us to grab the opportunities for a better change which in turn offers business advantages. In addition to that, it provides the ability to cope with the changing environments of the business.

Organizational Skills: Information related to the business should be readily available, hence the organizational skills aid you in arranging your digital and physical spaces as well as managing, prioritizing, and planning everything that can lead you to use the optimum resources to produce the desired outcome. Good organizational skills save the entrepreneur time and reduce stress.

Data-Driven Decision-Making: It is the process of using data trends rather than intuition alone to make verified and Entrepreneurial decisions.

Modern analytic tools such as interactive dashboards, help people to overcome biases and make the best managerial rulings that are aligned with business strategies. Many E-Commerce websites such as Amazon and Swiggy make use of the data to make sales and gain profit.

Communication Skills: An idea alone is of no use without the ability to convey it properly, every entrepreneur must communicate effectively in both the verbal and non-verbal aspects to ensure you achieve your goals, sales, and fundraising rounds efficiently. Effective communication is a prerequisite trait for every entrepreneur to establish a connection between the employees and the business.

These criteria allow an idea-oriented person to evolve into a doer from just being a thinker.

It is not necessary for budding entrepreneurs to possess all the skill sets to master what it takes to be a successful entrepreneur and to create a living and viable organization. Hence to obtain them an entrepreneur should,

- Acknowledge the weakness and develop the required skills.
- Embrace the purpose and mission of the business and have the courage to take the necessary steps.
- Forge their own way that will develop the ability to balance being an independent thinker yet simultaneously remaining accountable for their actions.

It is an apparent thought process of people to associate entrepreneurship with great ideas. But for others, true entrepreneurship is possessing the ability to turn that single idea into a working and growing form which requires a lot of courage, consistency, and strong determination. People who work their way to gain the right skills and acknowledge what field works for them makes them successful entrepreneurs. In the end, as the famous entrepreneur and author, Scott Blesky says “It’s not about ideas, it’s about making ideas happen”.

RECLAIM YOUR CREATIVE CONFIDENCE

~ Prerana Goli & Aryan

Most do have creativity inside. But over time, because of socialization and formal education, we learn to be wary of judgment, more cautious, and more analytical.

CREATIVITY *rules everywhere.*

Creativity cannot be taught; it can be rediscovered. Creative confidence is the natural ability to come out and try. Venturing forth in pursuit of learning, even without a hypothesis, can open you up to new information and help you discover nonobvious needs. Otherwise, you risk simply reconfirming ideas you've already had or waiting for others—your customers, your boss, or even your competitors—to tell you what to do. In other words, getting out of your comfort zone, and doing something of your own is creativity.

The four, most common creativity blockers:

- 1) Fear of the messy unknown,
- 2) Fear of being judged,
- 3) Fear of the first step and,
- 4) Fear of losing control.

Initially, creative efforts are the hardest because of taking a new path or going away from the actual workflow. To overcome (**#RECLAIM**) this intelligence, good ideas are not enough. We need to stop planning and start working. The vital thing here is to focus on a small piece that we can tackle right away instead of on the whole task.

#DONTGETREADYGETSTARTED

Nothing saps your confidence faster than creating a big failure where someone else was made a victim. It's not like you meant to cause trouble for others. Unfortunately, now your error in judgment created anger, concern, and embarrassment. If you are an entrepreneur or even a wantrepreneur, you will not get far without confidence.

You have a great idea, a great product, or have the knowledge to share with the world. You have to know this to be true. But if you do not possess confidence, your value is almost sure to go unseen and your potential unmet. Confidence is crucial to your success in all aspects of life, though in entrepreneurship it may be one of the most important tools to have in your success toolbox.

GET OVER THE FEARS THAT ARE BLOCKING YOUR BEST.

Having confidence in yourself and your business and everywhere is important. This is an undisputed fact. Overcome fears, reclaim confidence, and have an incredible journey of life by giving your best and leaving the rest.

PROTECTING VALUABLE TRADE SECRETS, PROPRIETARY AND CONFIDENTIAL INFORMATION

~ *Priyanka & Maaz Qureshi*

What is a trade secret?

A **trade secret** is an intellectual property right, which may be sold or licensed. Multinational companies such as Google, Coca-cola, Kentucky fried chicken (KFC), Krispy Kreme doughnuts, etc., have trade secrets of their own, which are kept confidential. These trade secrets differ the company from its rival, the trade secret for Coca Cola company is kept secret in a vault, which can only be accessed by the CEO. This trade secret makes it different from PEPSICO.

Now that we understand the value of a trade secret, let us look at some ways by which trade secrets can be protected:

- Instituting an information protection team.
- Creating agreements, policies, procedures, and records to establish and document protection.
- Establishing physical and electronic security and confidentiality measures.
- Monitoring and measuring corporate efforts.
- Training and capacity-building with employees and third parties.

Proprietary rights are the rights related to the private ownership of a company. Proprietary rights are the rights in relation to one's property, which consists of things, assets, belonging in possession, and ownership rights of a person or entity. Personal rights are related to the body of the concerned person which may affect his/her character, liberty, and status in society.

Confidential information is the information that is kept confidential i.e., it is meant to be kept secret or private. Examples of confidential information include but are not limited to any document, discovery, invention, improvement, patent specification, formulations, plans, ideas, books, accounts, data, reports, drafts of documents of all kinds, correspondence, client information, lists, and files, etc.

There's no such thing as a business that doesn't have sensitive data. Even a small retail company has documents with employees' details that legally must remain confidential, for example. Bank documents would be hard to restore. Supplier and contractor contracts could include trade secrets.

8 WAYS TO EVALUATE A MARKET

~ *Kushal G & Yodha Gopal A*

Establishing or expanding one's business needs a greater understanding of the market. It will help in accessing one's success potential in the market. One needs the essential data and strategy before getting in the ring with their competitors. Evaluating the market ensures a perfect K.O. against their competitors and acquiring their target customers.

Here are the 8 Ways to Evaluate a Market:

1. SURVEYING THE MARKET:

The first and foremost thing that one needs to determine while evaluating the market is the urgency of one's products or services. The long-term requirement is secondary. First one must analyze how badly people require the product or the service.

2. MARKET VALUE:

One needs to verify the market value of their services and products to further evaluate the market. Acquiring the data of the number of people actively purchasing or utilizing the services would greatly help in determining the future of the business.

3. HOW ARE YOU DIFFERENT?

Every business needs to offer something unique to the customer in terms of their product or service that differentiates them from their competitors. Proliferation of one's product or services will greatly affect the uniqueness one offers. One must also be mindful of how easy it would be for their competitors to copy their unique strategy.

4. COST TO ATTRACT CUSTOMERS:

It is essential to determine the money and effort one needs to spend in order to garner new customers, and it should be noted whether it would be a one to process or a continuous process.

5. SPEED TO MARKET:

It is crucial to understand the speed at which one can bring their products or services into the market after the first initialization. It is not just the research or market understanding that can help you to know the ways to beat your competitors, you should be speedy when it comes to reaching the market.

6. UP-FRONT INVESTMENT:

One needs to be aware of the amount they need to invest before they are ready to sell and should map out the dates up to which they need to invest before expecting some profits.

7. UP-SELL POTENTIAL:

Determining whether the product or the services you are providing is a single time purchase or the purchasing customer needs recurring purchases in order to use the products or the services up to the fullest.

8. EVERGREEN POTENTIAL:

It is the component that determines the longevity of the customer and seller relationship, i.e., how much additional work do you have to put in order to continue selling.

FREE TOOLS THAT HELP YOU TO BOOTSTRAP YOUR STARTUP

~ *Gudipalli Arjun*

The primary concern of every aspiring entrepreneur is to keep their startup costs as low as possible. Although there are several unavoidable costs an online business has to pay, you can minimize some operational costs with the assistance of the best tools.

There are several startup tools and resources available that not only help in minimizing startup costs, but also assist in saving precious time for savvy entrepreneurs.

CANVA:

- Canva is a graphic design tool used to create logos, business cards, social media posts, presentations, and many other things.
- It is user-friendly and easy to learn.

GITHUB STUDENT PACK (ONLY FOR STUDENTS):

- It provides one-year free domain and hosting for a website.
- You also get Canva pro with this pack.

WORDPRESS:

- It is a simple tool to create your own website without any knowledge of coding.
- We can also integrate SEO tools, marketing tools, social media, and payment gateways

MAILCHIMP:

- Mailchimp is an all-in-one marketing platform that helps you manage and talk to your clients, customers, and other interested parties.

- By using this we can write professional emails with customized templates, and we get total insights of those emails.

HOOTSUITE:

- Hootsuite is awesome for planning out social media posts and it's helpful for you to run multiple social media accounts, including Twitter, Facebook, LinkedIn, and Instagram from one place.

RAZORPAY:

- It helps process online payments for online as well as offline Startups.
- Razorpay allows you to accept credit cards, debit cards, net banking, wallet, and UPI payments with the Mobile App integration.
- It uses a seamless integration, allowing the customer to pay on your website without being redirected away.

GOOGLE MY BUSINESS:

- Google My Business is a free tool for businesses to manage their online presence across Google, including Search and Maps.
- It also provides email with custom domain names and Google Workspace.

MERAJ FAHEEM'S ALL-TIME BEST TWEETS FOR THE YOUNG ENTREPRENEURS

01

We won't be as powerful as we think we are, if not for the people who believe in us!

02

When you can't make a decision don't!

03

Nobody wins a war.

04

I pray y'll make a LOT of money, really soon, so that you realise the real things that matter and focus on them before it's too late.

05

Doing good things for wrong people motivates me to do more good things for good people. Grateful for the lessons!

06

Fears are visions of an unprepared mind.

07

Allow the magic to work. Believe! Get up. Raise your hand. Or just, atleast "want" for it!

08

Kindness and genuine empathy can win you your biggest enemy.

09

Not everybody can afford to work on their dreams. If you can, please don't take it for granted.

10

I don't know who needs to hear this, but you can still return from point of no return.

11

Forgive your enemies. Nothing annoys them more than this.

12

A rippled mind cannot see far and clear. Calm down and let it settle.

13

Find better networks, but compatible. Never force fit yourself in places. And if you fit somewhere well, don't take it for granted, make sure it's symbiotic, but not parasitic.

14

There's no shortcut from zero to one.

15

Every human being ever born, regardless of the degree of privilege, has a fair chance of living an impactful life, leaving a legacy, but only he/she consciously decide to do so. Decide.

16

Win people, not wars.

17

I don't know who needs to hear this, but you can still do it!

18

The ones who show up get lucky. Opportunities don't work in absentia.

19

Do the right thing, always. Even if it means you losing out. This scales more ways than you can even think of.

20

Great teachers make great students who then make great teachers.

21

Ideate in silos. Validate in groups. Execute in teams.

22

Believe, and it'll be!

23

Silence will win you more than words can ever.

24

When it ticks you, you'll tock.

25

For you to want to fly, you must first see the sky.

26

Nobody has to accept you as a misfit but you.

27

Three times you grow bigger than you are:

- 1) Know your power but choose not to use it.
- 2) Standing against wrong, even if you are weak or, when it doesn't concern you.
- 3) Leverage your authority to benefit someone/something without you getting anything in return.

SHUT UP

AND DO IT!

8 SIGNS THAT YOU MIGHT BE AN ENTREPRENEUR

~ Vivek Rachakonda & Preethi Velicheti

Entrepreneurs are those who solve the problems in this society and make the world a better place to live. Below are the signs that even you might be an entrepreneur.

1. YOU HAVE A DRIVING DESIRE TO CREATE OR IMPROVE SOMETHING:

Entrepreneurship isn't all about running your own business. It is about creating and improving something in your mind and building it into a profitable venture.

You have the burning desire to create something valuable and have the quality of focusing on optimizing and upgrading things whether it is a product or service.

2. YOU DON'T GIVE UP EASILY:

Almost every successful entrepreneur must have failed at least once but they ultimately succeeded with grit and perseverance.

Building a company from scratch is going to have some highs and lows. New businesses often fail when entrepreneurs don't have the resources or proper knowledge to execute their ideas. This is when the entrepreneurs lose momentum, stop believing in themselves and give up. If you're a person who doesn't give up easily despite the failures and mental pressure, then you're likely to be an entrepreneur.

3. YOU ARE A CREATIVE PROBLEM SOLVER AND TAKE ON NEW CHALLENGES:

The primary quality of every entrepreneur is solving problems around them. Peter Thiel (founder of PayPal) creatively solved the great problem of money. He enabled sending money easily via the internet which changed the world.

4. YOU RANDOMLY COME UP WITH NEW IDEAS:

Entrepreneurs always come up with new ideas every time whether they are successful or unsuccessful it doesn't matter. They try to think of new ideas. Sunder Pichai's great ideas made him the CEO of google and that made google a big company.

If you always think of new ideas or think that you can improve anything, then you might be an entrepreneur.

5. YOU HAVE A GREAT VISION:

Entrepreneurs have great visions to bring good changes to society. Ritesh Agarwal (founder of OYO rooms) has a vision of providing luxury rooms to middle-class families and he successfully did it.

If you have a great vision to change this society then don't make it useless you are very close to becoming an entrepreneur.

6. YOU WANT TO MAKE THIS WORLD A BETTER PLACE TO LIVE:

Entrepreneurs wanted to make the world a better place to live by upgrading the system every time. Mark Zuckerberg founded Facebook and made everyone in contact with their friends and kept them updated on their status.

7. YOU WANT TO LEAVE YOUR MARK ON THE WORLD:

Entrepreneurs create a great value in this society where everyone remembers their name forever, they leave their mark in this world that they are great. We remember Steve Jobs forever because of the value he added and changed the mobile industry.

8. YOU ARE A RISK TAKER:

No one can become an entrepreneur without being willing to take risks both financially and emotionally. You have to take calculated risks every day, and this can help in growing your business.

If you believe that taking risks and failing is a part of the process, and failure is something you embrace as a lesson to learn from then you'll likely make a good entrepreneur.

THE PSYCHOLOGICAL PRICE OF ENTREPRENEURSHIP

~ P. Ayesha Khanam & Peddinti Sai Sri Kamal

PSYCHOLOGICAL EFFECTS / CONSEQUENCES:

- 1) Entrepreneurs are often overwhelmed because they have clients to appease, bills to pay, a business to run, projects to complete, failures, missteps, demanding clients, debt, taxes and much more.
- 2) Entrepreneurship is a lonely business, the state of your business rests on your shoulders (cue the overwhelm). They often have to put up a front to family members, employees, investors, and clients to make everything look like it's all ok, and there's nothing to worry about. They bear the brunt of the worries and anxiety alone.
- 3) The money factor – money is one of the biggest sources of fear because it affects everything from our basic wants and needs to our social status, professional success, and psychological well-being. Especially the past year and a half has been difficult with businesses suffering and fewer (if any) customers coming through the doors. Costs nevertheless need to be covered. This can cause an incredible amount of stress, anxiety, fear, and frustration, that can have a detrimental impact on the mental, physical and emotional well-being of entrepreneurs.

REMEDIAL MEASURES:

- 1) Create a calmer morning routine. Wake up 30-minutes to an hour earlier if possible and journal, practice self-care, meditate and work out. Set boundaries with people and your schedule.
- 2) Hire a mentor to whom you can turn, be completely honest and open with, bounce ideas off, and give you a sense of accountability. If more in-depth treatment is needed, you may also hire a therapist.

- 3) Create a community or join one. Do not do it alone.
- 4) Learn to turn it off. Create a healthy work/life balance. Spend time with friends and catch up on things around the house.
- 5) Accept failures to learn and grow from them. Look at them as lessons. Success leaves clues and so does failure. Bless it and move on.
- 6) Set clear financial goals and a budget. Improve your relationship with money and get over any fears of losing it. Create a financial plan which covers your business as well as your personal life. If you're not comfortable with creating a financial plan, then hire a good financial planner that can help you.

Mental health and entrepreneurship are important conversations about the lesser-known dark side of the enlightened mind, and it's one that's not discussed often enough.

Entrepreneurship certainly isn't for the faint at heart. But with a little awareness and some tools in place, you can definitely prepare yourself to weather the storms.

∞ TIPS FOR ASPIRING FEMALE ENTREPRENEURS

~ Parepalli Venkat Charan

LEARN MANAGERIAL SKILLS:

- Managing resources is an important aspect of the start-up. Learn managerial skills to manage budget, employees and work for initial days of start-up.

BRAVE TO BE THE ONE:

- Bravery is the flavor of success. Female minority in the society shall not fear you. Never back step, because you are being the rarest in choosing the path which will be an inspiration for the future generations.

DON'T DISCOURAGE YOURSELF:

- Discouragement is a drug that can make your ideas dead. As an initiator you shall never be discouraging yourself. Have an encouraging companion to help you build your start-up.

DON'T REJECT A HELPING HAND:

- Don't hesitate to take help. A good friendship background can help in developing start-up and Inviting clients.

KNOW THE GOVT. SCHEMES:

- Towards the goal of gender equality both the central and state governments provide many schemes encouraging the female entrepreneurs. Few of those include Bharatiya Mahila Bank Business Loan, Mudra Yojana Scheme, Dena Shakti Scheme, Udyogini Scheme, Intinta Innovation, etc.

MEET RELATED PEOPLE:

- Know the experiences of people who are already into similar start-ups.

KNOW WHERE TO FOCUS YOUR RESOURCES:

- The most valuable resources while working on your start-up are time and energy and distributing it to team according to the talents of worker can help in producing best results.

STRESS HANDLING:

- Being specialists in the household works females are perfect stress handlers. The process of building an enterprise involves a lot of stress which must be handled carefully by scheduling work properly and having regular goals (weekly or daily goals).

DON'T FEAR TO STEP FORWARD:

- As an aspiring female entrepreneur, don't fear for:
 - 1) Capital, it can be added periodically as the enterprise grows.
 - 2) Resources, they can be used from open sources initially.
 - 3) Employees, they can be recruited from interns for a low budget.

Women are already in many sectors having their start-ups in the field of app dev., software dev., architecture, civil, hardware manufacturing, beauty products, dairy products, suppliers, education etc.

The rate of increase in female employees is increasing every day since 2000 so are the female entrepreneurs!

The most important thing an Indian girl should remember is, the road you choose to be an entrepreneur has many people discouraging you, but your strength helps you withstand what you are.

The rule for success is, "Close your ears until you achieve, close your mouths after you achieve", which might include avoiding discouragement.

ALL THE BEST FOR THE JOURNEY OF BEING AN ENTREPRENEUR!

ENTREPRENEURSHIP STRATEGY

~ *Shaikh Khizar & Mohammed Mubashiruddin*

STRATEGIES IN DIFFERENT BUSINESS SCENARIOS

There are 3 steps to better scenario planning:

1) IDENTIFYING CRITICAL TRIGGERS EVEN AMID UNCERTAINTY:

When faced with a crisis, finance leaders quickly establish guidelines for how the organization should respond by developing multiple scenarios. These scenarios are built on a set of assumptions around events that affect the survival of the organization and should trigger a series of actions.

In times of crisis, companies need to combine historical data with plausible outcomes to determine ramifications for each part of the organization. Scenario plans can give the leaders a breathing room to slow down and assess economic, political and environmental factors. These prioritized factors are a critical part of crisis scenarios.

2) DEVELOP MULTIPLE SCENARIOS, BUT KEEP IT SIMPLE:

When building multiple scenarios, it's easy for finance teams to feel overwhelmed by the range of potential outcomes. Focus on two to three major uncertainties and build scenarios from there. Finance leaders need to prioritize and develop perspectives about each of the scenarios to help the company navigate.

3) BUILD A NIMBLE RESPONSE STRATEGY:

Each scenario should contain enough detail to assess the likelihood of the success or failure of different strategic options. Once this is all in place, finance leaders can create a framework that helps the executive team make decisions. Any decisions made need to be monitored in real time so the team can be nimble in its ongoing response.

WHY IS IT IMPORTANT TO HAVE A GOOD ENTREPRENEURIAL STRATEGY?

1) Helps Entrepreneurs Exploit Opportunities:

A well-executed entrepreneurial strategy can help entrepreneurs identify and exploit new opportunities. This is an important advantage in today's competitive business environment.

2) Helps Entrepreneurs Achieve a Competitive Advantage:

A good entrepreneurial strategy can help entrepreneurs achieve a competitive advantage over their rivals. This can give them a significant edge in the market and help them succeed in the competitive marketplace.

3) Helps Entrepreneurs Reach Their Goals:

An excellent entrepreneurial strategy can also help entrepreneurs reach their goals and objectives. This can give them a clear roadmap to follow and help them to succeed in their business ventures.

4) Good Entrepreneurial Strategy Exhibits Good Business Acumen:

A well-planned competitive strategy reflects good business acumen. It shows that an entrepreneur has carefully thought out their future and can take calculated risks with well-informed decisions.

5) Helps Entrepreneurs Reduce Risk:

Entrepreneurial strategy can identify potential risks that may affect the business. This will help entrepreneurs reduce the risk and make better decisions.

6) Helps Build a Strong Reputation:

An excellent entrepreneurial strategy can also help entrepreneurs to build a strong reputation for their businesses. It is essential to be transparent with your customers to make them feel safe doing business with you.

A LETTER TO THE FUTURE ENTREPRENEURIAL ASPIRANTS

~ *Madneshwar*

To: The fellow Entrepreneurial Aspirants

Dear E.A,

I hope life is good for you, yet you want to get into entrepreneurship!

Well nice choice, hope it's not at all an optional choice. If so, half a million more people are sailing with you in the same boat.

Do you understand!?

Half a million in a boat! So, to be on board you know how many difficulties you gotta bear and how much effort from your side your dream expects! Well, let's go back to the history and see where did the idea of entrepreneurship even come from?

So, it was in the 18th century when George Washington decided to invest in whatever his American piece of land could give. More than a nationalist he saw himself as a businessman, well he was not a businessman.

Entrepreneurship and businesses differ a lot, where in the businesspeople seek only to exponentially multiply money but in the other case people seek to solve problems in the universe and find a way out of that to earn.

Let's even look at what the S^3 of entrepreneurship means.

So, it is the multiplication and three S:

- 1) **Search:** Search for the problem
- 2) **Solve:** Solve the problem
- 3) **Serve:** Serve the mankind and globe

Well, when I say multiplication rather than addition, we can sum up these into a triple "S" cycle in which you gotta S^3 for every step of S. That is, $(((((S^3)^3)^3)^3)^3)^3$ and so on.

Well, if someone is seeking a halt in this, it only comes two ways. Either quit or die, so commitment does matter and is most essential as there must be few "S" but there are more "Fs" in it.

The word entrepreneur is a hell complicated to spell! has its history from the French word *Entreprendre*, which means to undertake some responsibility and do something. Pathetically, what the current generation is implementing.

Well, it's more "an innovative function which has a bearing of welfare to the entrepreneur". (Joseph.A.Schumpeter)

This world and civilization owe to entrepreneurship a lot as this accelerates development. So, do act accordingly and all the best for giving a better and more comfortable present and future.

Yours Lovingly,
Fellow Aspirant!

MENTALLY STRONG PEOPLE: 3 THINGS THEY AVOID

~ *Shabbir Jodhpurwala & Maleha Naaz*

Mentally strong people know that doing is as important as knowing, so they step up their own stuff and actually work on their goals!

There are also things which mentally strong people avoid, Let's dive straight into it:

I. TO THINK THAT THE WORLD OWES THEM SOMETHING

Mentally Strong people avoid thinking that anyone owes them anything. That they are privileged to have something, instead they know that life is unfair and even working hard and being honest can sometimes not lead us to our goals – so what should we do in such an unpredictable drama – should we not have any expectations? Having expectations hurts, right?? – So, the solution is simple:

- 1) Don't expect anything from anyone,
- 2) Put your expectations in the higher power,
- 3) Believe in yourself that you are worthy of the goals you are striving for.

This will free you from all your mental baggage and help you focus on your goals and for sacrificing distractions to achieve them and to man up and take responsibility for your roles and responsibilities.

II. THEY DON'T REPEAT THE SAME MISTAKES

“When you repeat a mistake, it is not a mistake anymore: It is a decision”

Humans have the potential to grow – to learn from their past, and to make informed decisions for future – this potential goes completely useless if you don't learn from your mistakes – what stops most people from learning this is-

- 1) They admit their mistakes, even though it seems hard.
- 2) They find ways to avoid or solve it.

III. THEY AVOID THINKING ABOUT ANYTHING WHICH IS NOT IN THEIR CONTROL

There are things which we can control and then there are things which we cannot. Mentally strong people actively work on things they can control:

- 1) Their Lifestyle,
- 2) Habits
- 3) Mindset
- 4) Skills
- 5) Mental, physical and spiritual health
- 6) Their relationships
- 7) And all the other things which they actually give a damn about!

Mentally strong people avoid thinking about things they can't control due to life's unexpectancy which are:

- 1) Financial loss due to unforeseen circumstances
- 2) Death of loved ones
- 3) Accidents or injuries to health (being sick)
- 4) Love failures (a.k.a heartbreaks)

They obviously try to avoid these situations but once they find themselves amidst it, they accept it and don't let their situations define their mindsets!

Trying to control things which are not in our control leads to a common pandemic aka frustration ultimately leading to depression.

To avoid all these and to stop overthinking:

- 1) Mentally strong people focus on their shit and make it the best they can.
- 2) They keep themselves motivated.
- 3) They try to deal with negativity with an analytical mind, only taking things which make sense.
- 4) They know that this is a phase, and it shall pass too.
- 5) They believe and build their skill sets.
- 6) And finally, they achieve their goals and review them systematically, getting their dopamine kick only in achieving goals.



