

Southwestern Business College

NEWSLETTER

SHRAWAN 2079

INDIVIDUAL FOCUS SERIES—41

Dr. Jayahari Raj Pandey

**"Life is a series of natural and spontaneous changes. Don't resist them; that only creates sorrow. Let reality be reality. Let things flow naturally forward in whatever way they like."
-- Lao Tzu**

The above quotation tries to justify the conclusions made in the last episode! Lies - to whatever motive including trying to be the best or hiding some weakness, fulfilling some selfish motive/s, giving false scenario to confuse others, projecting unreal figures to allure others etc.- come in the form of resistance against realities. And it is very interesting to note that the lies always get uncovered – may be people are very watchful, or there are no perfect covers for the lies, or it is just the time factor. I was in a personal trip to the USA recently – September 2022. I have experienced few very relevant incidents during the whole trip – some of which I would like to share in this episode. One is concerned with Niagara Falls – which is commonly listed amongst various lists as the seventh wonder of the world. Previously, I had got the opportunities of witnessing the spectacular scenic views of the Falls twice from the US side, and had heard about the enhancement of the beauties while watching from the Canadian side. This time, the program was set which confirmed the talks. After Falls view Tourist area, and Journey behind the Falls, we decided to go to the Tower. There was a Revolving Restaurant. View from the Restaurant was fantastic. However, we found the rates of the Restaurant exorbitant, and just out of human curiosity and eagerness began to search for some lies from the side of the Restaurant on their services and deliveries – so as to attract the customers. We found none, and also found ourselves impressed by the fact that each and every single aspect that the restaurant proclaimed through signboards/ hoarding boards, pamphlets, and other literatures had been vigilantly taken care of. Had the Restaurant taken the help of only one small form of lie, it would have been long found out and it would have hit the whole set up adversely. This is sticking with the realities. When we stick with realities, we will have Grace!

**“Grace has been defined as the outward expression of the inward harmony of the soul.”
- William Hazlitt**

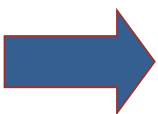
Now, coming to the Changes are realities. There are often discussions and theories on the changes that are in the shapes of constant. Like our age! It's constant, and here we are not discussing on such changes which are constant or automatic. But other changes which develop out of response of some direct or indirect actions become new realities. In short, if we remain still and do nothing to change ourselves in a desired way, we will change to the degree of what comes in our way and what we perceive in the current perspective, and it will be way farther than our real self. Others' actions and

every routine happening do not necessarily meet every body's needs. While, if we take steps in knowing our true self, understand its process, and enter into it, the changes that will take place will be much nearer to our true self. However, the initiation will demand consistency and follow-ups. That only will make the change welcoming. Another incident of my US trip! There was a 'one day event' at Chesapeake, Virginia in which I was involved for the total duration. The organizers had tried to make the event colorful through the participation of one famous actress of Hindi Cinema. It also was the highlighting aspect of the promotion of the entire program which, no doubt, had assured good gathering. Simply, the organizing body had taken the initiation to bring one good change on the annual event. It so happened that the actress arrived almost two hours late than the scheduled time, gave one small speech, left the podium immediately, and spent few more minutes giving poses with some of the participants. I talked with many of the participants, and the common reaction was: "It was a puzzling disaster on the part of the Organizing Body. They had made just initiation, and taken no needed actions to make that initiation a success. Promising a large number of participants on something, and failure to provide that was unwelcoming." The cause of the catastrophe can be the inability to make the agreed payment on time, some other misunderstanding with the actress, or just a lie with the participants. The issue did not concern with that. The organizing body had initiated some change to highlight the event and make good impression to attract more participants – which, however, can be taken as a flop move – only because of the lie! Next year, there will be negative change. That might be the change which they didn't want to make.

"What you do makes a difference, and you have to decide what kind of difference you want to make."

-- **Jane Goodall**

During the same US trip, we had chosen the road trip from Virginia to Canada. In consideration of the long hours of required driving (more than 15 hours), we had decided to spend a night at Pittsburgh, Pennsylvania – thus dividing the trip hours into two days. It was a very beautiful city, and had preserved several striking and attractive aspects including the Duquesne Incline (doo-KANE) with Red Cable Cars in a noteworthy way. We had spent the night at Fairfield by Marriot. Next morning, while checking out I just tried to find out whether there will be some discounts or some other connections with my previous stays with them (10 days at Chicago in 2007 and again 2 days also at Chicago in 2017). Marriot's frequent mails to me had promised on earning as well as using the Points. Within few minutes of my request, they came out with my data and proved that they were not lying on their promises. Naturally, I was impressed, and so must be others who, naturally, will be eager enough to repeat 'Fairfield by Marriot' whenever the occasion so arose. In short: "We must remember to keep the long term ramifications of a lie in mind" in Lying Does not Pay by **Rabbi Moshe Becker**.



RESULT DISCUSSION



Sagar Sir: 16 August



Baburam Sir: 15 August



Dolraj Sir: 15 August



Prakriti Mam – 15 August

Rajkumar Sir – 15 August



LAW AWARENESS SEMINAR

Date: 2079/04/20

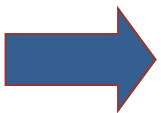
It was a 'Follow-up Seminar' on COURT VISIT for the 3rd and 5th Semesters' students. Guest Resource Person was Mr. Prakash Neupane (Officer at the District Court), who was coordinated by Faculty Member Mr. Ashwin Neupane. The topics covered were daily laws/cases/issues, government policies and issues related with Business, Banking and Insurance.





Participants

Anusha Chand Thakuri	Shristi Maharjan	Ghanendra Panjiyar	Suraj B.K.	Abash Lamichhane
Swastika Shrestha	Usha Chhantyal	Sunmaya Gharti Magar	Usha Thapa	Rejina Dahal
Manisha Timilsina	Suvani Singh	Nisha Chhantyal	Aayush Shrestha	Rubina Subba
Astha Subedi	Sushma Syngdan	Pooja Biswokarma	Rachana Pokharel	Salina Pyakurel
Nirmala Khadka	Astha Karki	Shanti Gautam		



Elementary Research Paper

- | | |
|---|--|
| 1. Relevant Business Topic applicable locally and globally | 2. Matching one's field of interest |
| 3. Subject Understanding | 4. Initiates to look into present situation |
| 5. Identify new angles | 6. Writing Exercise |
| 7. Oral Communication | 8. It will measure your analytical skills |
| 9. it will evaluate your elementary research's applicability | |

Guide to Start and Finish

- | | | | |
|---|--|--|------------------------|
| 7. Select a TOPIC of your interest
an original outline | 2. Search for the Sources
5. Complete the Paper | 3. Start with a Compelling Statement
6. Practice for Presentation | 4. Build up
7. FACE |
|---|--|--|------------------------|

Requirement

- | | |
|--|----------------------------------|
| 1. 3 to 5 slides with 'Concept', 'Description', 'Applicability or Essence' | 2. Finish within 8 to 10 minutes |
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TOPICS for SELECTION

1. The significance of a digital marketing strategy to medium and small businesses
2. What are the major challenges being faced by startup businesses in Nepal?
3. How is the modern marketing related with the rapid technology development?
4. What can be termed as the major crisis in Nepalese Hydro Sector?
5. Is relationship building important for small businesses?
6. How the current foreign currency situation is affecting the business sector in Nepal?
7. The role of effective communication in business growth
8. How communication and effective marketing are related?
9. The influence of culture in marketing and branding
10. The advantages and disadvantages of outsourcing the business
11. The role of a business plan to a small business' growth



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5th Semester

Anju Ghale : Topic No 8	Damber Biswokarma : Topic No 2	Pooja Biswokarma : Topic No. 8	Rachana Pokharel: Topic No. 10	Rejina Dahal : Topic No. 11
Salina Pyakurel: Topic No. 2	Seema Bhurtel: Topic No. 10	Sunmaya Gharti Magar: Topic No. 10	Usha Chhantyal: Topic No. 10	



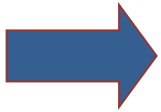
Shrawan 16, 2079

3rd Semester

Aayush Shrestha : Topic No 03	Abhash Lamichhane : Topic No 2	Astha Karki : Topic No. 06	Amisha Tamang: Topic No. 10	Anjila Rai : Topic No. 03
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Astha Subedi: Topic No. 11	Baibav Bista: Topic No. 10	Bibidh Khatri: Topic No. 10	Dikshya Tamang: Topic No. 10	Ghanendra Panjiyar: Topic No. 11
Ichchha Tamang	Nirmala Khadka: Topic No. 06	Nisha Chhantyal		Puja Thapa Magar: Topic No. 4
Reeyaz Manandhar: Topic No. 10	Rubina Subba: Topic No. 03	Shrena Amatya: Topic No. 4	Sushma Lama: Topic No. 11	Shanti Gautam: Topic No. 4





Presentations – Subject-wise



7th Sem



5th Sem



3rd Sem



3rd Sem



3rd Sem

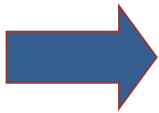
5th Sem



7th Sem



3rd Sem



5th Sem





Managing Director of the Company Mr. Arjun Bhusal was so cooperative: welcoming warmly, introducing the managing and working members of the factory, giving the scenario of the factory through a brief speech, and showing the chief aspects of the factory including Water Collection Center, Filtering system, and Processing Center. Towards the end – after receiving gifts of water bottles by all, the students showed their enthusiasm by the huge shouts of approval.

Astha Subedi	Baibav Bista	Bibidh Khatri	Dikshya Tamang	Suraj BK
Ichchha Tamang	Nirmala Khadka	Nisha Chhantyal	Astha Karki	Puja Thapa Magar
Reeyaz Manandhar	Nabin Poudel	Bijaya Gupta	Sushma Lama	Amisha Tamang
Anju Ghale	Rejina Dahal	Pooja Biswokarma	Rachana Pokharel	Manisha Timilsina
	Seema Bhurtel	Sunmaya Gharti Magar	Usha Thapa	Sarita Dangol
Rojin Tamang	Santosh Magar	Shristi Maharjan	Anusha Chand Thakuri	Dinesh Bhandari



MONEY MANAGEMENT AND BUDGETING

It was a competition of who finishes correctly – also with position: first, second, and third.

Date: 2079.04.06

Semester: 5th

Participants and their positions

Name	Position	Name	Position	Name	Position
Rachana Pokharel	First	Pooja BK	Second	Nabin Poudel	Third
Bijay Gupta	Completed correctly	Dinesh Bhandari	Completed correctly	Seema Vurtel	Completed correctly

Suraj BK	Completed correctly	Usha Thapa	Completed correctly	Manisha Timilsina	Completed correctly
Rejina Dahal	Completed correctly	Anju Ghale	Completed correctly	Sunmaya Gharti Magar	Completed correctly

Date: 2079.04.20

Semester: 1st

Participants and their positions

Name	Position	Name	Position	Name	Position
Sushmita Pyakurel	First	Soniya Thapa	First	Karina Bhujel	First
Kriti Waiba	First	Lalit Gotame	First	Juhi Giri	Completed correctly
Anuska KC	Completed correctly	Dawa Sangmu Ghale	Completed correctly	Sumana Senchuri	Completed correctly
Shruti Gurung	Completed correctly	Nisha Thapa	Completed correctly	Barsha Gurung	Completed correctly
Yujina Basnet	Completed correctly	Ashish Giri	Completed correctly	Nabin Basnet	Completed correctly
Sajita Shrestha	Completed correctly	Chhime Dorje Lama	Completed correctly	Srijana Chaudhary	Completed correctly
Sajana Khadka	Completed correctly	Anish Bogati	Completed correctly	Supraj Shrestha	Completed correctly