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# MONTAGE

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## The Editorial

It is never contenting. We always try to gratify ourselves but still, we are never satisfied. And that's the spirit of life; stretching our hands to perfection though we never completely achieve it. The point here is; we are not content with one achievement and tend to seek a series of opportunities that drive us towards excellence. "Complete education" is the only activity that can assure us, at least we are making worthy attempts. It is an ongoing process and 'learning and achieving' continues till we live.

The montage 2012- is an intellectual outcome of the human scholar and the almighty brain. The students and teacher both are able to open the eyes of their readers through the knowledge, acquaintance and the wisdom, they acquire during the stages of life. In reality, they think in a broad sense, nurture their thoughts, play with their imaginations and get gratified with their conclusions. As like streams and rivulets amalgamate to become a river system, in the same fashion, montage is the union of diverse ideas and philosophies. These ideas and philosophies do not sojourn here rather they accelerate to spray the cologne and essence of knowledge over the horizon. Montage is also significant to realize the strength of creativity and moral excellence rather than a mere materialistic race; which we believe conspires materialistic success.

This Montage has been published to integrate the views prevalent in KCMIT regarding various aspects of life. We have tried to project KCMIT culture and environment through this publication. And this too, is an exercise to reflect the mission and vision of KCMIT. We have tried to include as much variations as possible in the topics and perspectives on various fields. It is a collection of expressions of KCMIT.

The Editorial team

## *Message from Academic Director*



Education is the fundamental base of human development. Skills, knowledge and experience obtained through education define how people see the world, develop their future career and ultimately what kind of life they can lead. Higher education is about transformation: transforming the lives of men and women preparing for leadership in the professions and transforming the state of knowledge across all areas of study.

We, at KCMIT, attach high value in the overall development of our students. We motivate our students to participate in sports and other competitions including quiz contest, debate, essay writing, software competition. Similarly, we also provide them an opportunity to interact with professionals from the corporate world. This year we are very proud of our student who come out first in CIMA Global Business Challenge Competition in Nepal and successfully participated in final held in Sri-Lanka in 21-22 July 2012. Our students have also been successful in winning prizes in sports and other competitions organized in Nepal.

To encourage the creativity and writing aptitude of the students and to give them platform to express their original thoughts the college brings out MONTAGE in which the articles and other write up on different subjects by students and teachers are published. We have been doing this for last five years and we continue this in future as well.

Publication of MONTAGE by our students is one of the testimonies of quality of our students. The work collected here exemplifies the rigor and passion that KCMIT students bring to their work and the promise they hold for solving problems and creating opportunities in the decades ahead.

I take this opportunity to thank all my students who have been working very hard to publish sixth edition of MONTAGE.

KCMIT salutes you !

Dr Shailendra Sigdel

# *From the Principal's Desk*



**“For men may come and men may go, But I go on Forever.”**

How true Lord Tennyson was when he spoke about the brook. When I reflect on these lines in my pensive mood, I feel the same applies to KCMIT also. Students have come and gone, but KCMIT stands tall, radiating the warmth to all the family members of the past and present and waiting eagerly to usher the new.

For the past twelve years we've had our moments of joys and sorrows, pleasure and pain. We experience a feeling of profound happiness when eager youngsters come to us with varied expectations and dreams. It's a wonderful sojourn of four years where the eager, wide-eyed freshers slowly and steadily shape their future and finally leave the portals of KCMIT as confident, young ladies and gentlemen. These are moments of pleasure we cherish, but behind this pleasure is hidden a deep feeling of sorrow-the time of parting. Partings have always been difficult, but part we must because this is the way of life. We've done it earlier, we are doing it now and we have to do it in the days to come.

Through the 'Montage' I would like to wish all our out-going students the very best in all their future ventures and request them to kindle the KCMITian spirit of sharing and caring wherever they go. If you make the move, I assure you, you will find a tremendous response.

As the same time, my warm welcome to those who plan to join us. We look forward to having you with us and hope you have a profitable time with us. We believe education is incomplete if the values of life are not upheld. Hence, our endeavour is to develop academically competent professionals who are ethically sound.

This year has been very favorable for us. June 20th 2012 was a landmark in the history of KCMIT as our team comprising; Rochak Bhagat, Binay Regmi, Sandeep Gurung and Rama Mishra were judged the winner of the CIMA Global Business Challenge 2012. Hats off!! To our young, dynamic participants who forged ahead of fifteen teams in Nepal to occupy the topmost place. They will now represent Nepal in the same challenge to be held in Sri Lanka very soon.

As the saying goes 'slow and steady wins the race'- our football team has proved it right. The previous year we were in the second place, but this time with rigorous practice, excellent team work and consistent vigilance by the efficient coach, Mr. Tirth Rijal, we succeeded in lifting the dream trophy. Bravo!! The college Football Team.

The 'Montage' has always been and will continue to be the medium of our voice. It was a pleasure to see the Montage team at work. The effort and co-ordination of the various committees have brought fruit and each one deserves a big applause. May God bless us all and help us in our undertakings.

Lalita Chand  
Principal



Rasna Shahi

BBA  
8th Semester

## I'll always remember...

Trying to pen down an article isn't as easy as it seems. It is my last semester in this college and I haven't missed any edition so I thought, I shouldn't miss this last time. As I sit here & look out of my window, remembering the last four years, I can feel the cool breeze, hear the soothing sound of falling rain and two words strike my senses, "THE END". The End, end of another era, end of another chapter, end of my bachelor life. The end is just round the corner and I still cannot get hold of this undeniable fact. Four years seemed to be a long, long time when I first joined here, but now I am already at the finish line. Did I miss something? Where did all those years go? Four whole years...just gone... It's amazing how fast time moves on. The first day I so wished to complete my bachelor as soon as possible and today when it is actually going to happen, I know I'll give up anything to make it stay...

I still vividly remember when I first stepped into KCMIT with my friends. My first counseling class, the essay writing exam, and of course my first ever meeting with our Principle, It was the interview for my admission and the first time a teacher had appreciated my writing and complimented me, It is the first and one of the best memories I have made here. Then the first day of college, my friend and I joined here and the first day of college; we were late. Anyways, with a little fear in my heart I entered the premises, looked up my name and went to class. Petrified was what I felt next, I was standing in front of 32 strangers, eyeing me with the same curiosity. Those were the faces of people I had to be with for the next four years, and I had no idea how. The first few months, few semesters would be more appropriate, I just couldn't go to college alone. If my friend wasn't coming even I stayed home. The whole idea of being alone among so many people horrified me. That was a day and today is a day, that day, I was scared that I had to go to college among those people and today I am scared that I'll never be able to go to college and even more I'll not be able to be among those strangers who are now my friends.

Its wonderful how strangers become friends; Time, time brings serious changes in our lives. Who knew that among those 32 people sitting there yesterday would make so much difference today. Who knew among them were my partners in crime, among them were people who would save me when I was in trouble, who would support and cheer me and be there with me in good times and bad. Four years back I hardly knew them and today I have countless memories with them. I read somewhere that no matter how much you hate going to school or college, when you are at the verge of leaving it, you'll always want to stay. As hard as it was coming to college back then, it will be even harder to leave it, but what can we do? Life moves on, we will have new opportunities to grab, new friends to make, new teachers to guide and what remains of the time spent here are just memories... When feelings do not find voices to express, they become words... Words of appreciation, of joy, of sadness, of honor in letters, in books and sometimes in articles just like this one. I know I'll not be able to mention each and every memory of mine, but here are few special ones to let them know; I'll always remember them.

I, Rasna Shahi, batch of 2008, will always remember...

- My interview with our principal,
- My first day of college,
- My friend who has always been there with me no matter what,
- All my wonderful, crazy and insane friends,
- All my teachers, who have helped me become what I am today,
- All those performances we gave and all the practice sessions,
- And I'll always remember every single person associated with MY COLLEGE.



# Table of Contents

An introduction to exchange rate & Nepalese exchange rate system .....	2
Facebook Pros & Cons .....	5
Astamatrika or the 8 divine mother goddesses .....	6
उर्लदौछ एफएमको लोकप्रियता .....	8
Code reusability .....	10
Facts about Android.....	12
The power to say NO!.....	14
Sita, the perfect woman .....	15
Results based management for organization productivity.....	17
Flight of youth .....	19
Music .....	20
A report on an intracollege research on bachelors and their mentality.....	21
Say "I love you" to yourself .....	24
Single or in-relation .....	29
Student to Business;A voyage.....	30
An interview Sadikshya Shrestha.....	32
Stories around us.....	34
Innovative hiring system and performance appraisal system .....	35
Rohit Chand-in his own words.....	37
Overview of IT in Nepal.....	38
Failure is not a heavenly fail; it is just a mere thinking .....	40
Need of social responsibility .....	42
Music & Metal.....	44
Recollections of the BBA Cup .....	45
KCMIT students club .....	47
Does competition foster entrepreneurship & growth.....	48
Lack of human resources in Nepal .....	49
How to build a content management system .....	50
Sanjay Gupta .....	53
Is Facebook making us lonely .....	56
Bitter sweet friendship .....	57
Quantum computer .....	58
Nepal investment year 2012/13.....	60



Binod Pokharel

Faculty  
Economics

# An Introduction to Exchange Rate & Nepalese Exchange Rate System

In today's world, all open economies are economically interlinked and interdependent to some extent. Their internal macroeconomic conditions are therefore affected by the changes in the countries with whom they have economic transactions. Almost all the countries conduct their business with other countries around the globe. For this purpose, one country may need the currency of the other. The currency of other countries is known as foreign currency or foreign exchange. Some currencies like Dollar, Euro, Yen and Sterling Pound are accepted worldwide and others are simply accepted within the territory of a single country like Nepalese currency. To conduct international trade, any country has to have stock of foreign currency that has to be earned or purchased.

## Foreign Exchange Market

The foreign exchange market is a system not a place in which foreign currencies are bought and sold. The buyers and sellers include exporters, importers, investors, tourists, immigrants, foreign exchange brokers, commercial banks and central banks. While we talk about exchange rates, we should first understand about the nominal exchange rate and real exchange rate.

## Nominal Exchange Rate

The relative price of the currency of two currencies is said to be nominal exchange rate. For example, if the exchange rate between USD and NPR is Rs. 89 per dollar, then it is the nominal exchange rate between USD and NPR. When people refer to the exchange rate, they usually mean nominal exchange rate.

## Real Exchange Rate

Real exchange rate measures the relative price of the two currencies after adjusting for price levels (inflation) prevailing within two countries. For example, real exchange rate between rupee and US dollar is defined as the rupee price of a basket of goods in Nepal relative to a dollar of the same basket of goods in the USA. Thus, real exchange rate is given by

$$RER = NER (Pus)/(Pne)$$

RER = Real exchange rate, Pus = Price level of USA and Pne = Price level of Nepal, NER = Nominal exchange rate. An example will clarify the meaning of real exchange rate. Suppose Rs. 89 is required to purchase one unit of dollar that is Rs. 89 per US dollar is the nominal exchange rate. If a basket of goods costs Rs.400

in Nepal and the same basket of goods costs 40 dollars, then real exchange rate will be

$$RER = 89(40/400) = 8.9$$

Thus, 8.9 is the real exchange rate of the Nepalese rupee. This means 8.9 units of Nepalese goods are needed to buy one unit of US goods. A rise in real exchange rate indicates foreign goods have become more expensive relative to domestic goods of a country.

## Exchange Rate Regime

Basically, there are two types of exchange rate regimes namely:

1. Floating (Flexible) exchange rate regime
2. Fixed exchange rates regime

Under the floating or flexible exchange rate system, the exchange rate is determined by the forces of demand and supply in the foreign exchange market, and is free to fluctuate in response to shift in demand and supply arising from international trade and finance. The policy approach in which an exchange rate is generally flexible or floating but with the government willing to intervene to influence the market rate is called managed or dirty float. Under managed floating rate system, the monetary authority is supposed to intervene in foreign exchange markets to smooth out short-run fluctuations without attempting to affect the long-run trend in exchange rates.

Fixed exchange rate regime, also called a pegged exchange rate system, in which the exchange rate between domestic and foreign currencies is fixed by the monetary authority of a country and is

not allowed to fluctuate beyond officially stipulated band. Although some flexibility in rate is permitted within a range, called a band, around this chosen fixed rate, called the per value or central value, if there is substantial or fundamental disequilibrium in the country's international position, the government may change the pegged-rate value, then it is called an adjustable peg. A fixed exchange rate is usually used to stabilize the value of a currency against the currency it is pegged to. This makes trade and investments between the two countries easier and more predictable and is especially useful for small economies where external trade forms a large part of their GDP. It can also be used as a means to control inflation. The perfect example for this is the pegging of Nepali currency with Indian currency.

### Nepal's Exchange Rate Policy

To study the exchange rate policy of Nepal, we have to observe the process of determination of exchange rate before and after 2049 B.S. Before 2049 B.S, NRB used to fix the exchange rate of NPR with all foreign currencies. After 2049, NRB entered into liberalized exchange rate policy and allowed the exchange rate of all foreign currencies(except Indian currency) to be determined by market forces.

### Exchange Rate with Indian Rupees

While Nepal has adopted the conventional fixed peg arrangements with Indian currencies, The INR-NPR exchange rate has remained within the range of 101 to 170 in this period. Currently, the exchange rate of NC with IC is Rs.1.60 per unit of IC, which is constant since 2049. It has been observed that the pegged exchange rate with INR has helped maintain macroeconomic stability in Nepalese economy. Due to this, the pegged exchange rate is the nominal anchor of the monetary policy of Nepal. But the exchange rate of other currencies is changing over time based on the shifts in demand and supply forces.

The exchange rate with Indian Rupees has been revised several times ever since the establishment of Nepal Rastra Bank. Exchange rate with Indian Rupees at different time intervals can be listed as below.

Effective Date	Unit (IRs.)	Buying (NRs.)	Selling (NRs.)
2017 (1960)	100	159.75	160.00
2023 (1966)	100	101.25	101.60
2024 (1967)	100	135.00	135.15
2028 (1971)	100	139.00	139.15
2034 (1978)	100	145.00	145.15
2042 (1985)	100	170.00	170.15
2043 (1986)	100	168.00	168.15
2048 (1991)	100	165.00	165.15
2049 (1993)	100	160.00	160.15

Source: Economics, Management and Research, 2008 by Team seventeen

### Gain from fixed exchange Rate with Indian Currency

Even though there is no dispute or questioning over the floating rate with other currencies, the pegged exchange rate of NC with IC has frequently dragged the attention of most regarding gains and possible demerits from it, and appropriateness over time. Some possible gains from our conventional fixed peg arrangements with IC can be outlined under some points.

- **Monetary Policy Effectiveness:** If floating exchange rate is adopted, people prefer to hold strong currency IC to NC due to the gain from exchange rate differential which will make the tough for the effective implementation of monetary policy.
- **Open Boarder:** There is almost 1050km open boarder lying in between Nepal and India, due to this fact, It is necessary to maintain a fixed exchange rate to safeguard the domestic currency. Any volatility in the exchange rate can easily increase the influence of Indian currency in the bordering markets.
- **Huge trade volume with India:** World experience shows that small economy normally pegs their currency with the currency of the large trading partner. It is the fact that Nepal carries around two-third of its foreign trade only with India and majority of its volume is aggravated by a large number of unregistered trade partner between Nepal and India. In such a situation, if floating exchange rate is adopted which makes it difficult to maintain the overall record of trade, therefore fixed exchange rate is preferable.
- **Elimination of trade speculation:** In a case of fixed exchange rate system, exporters and importers will know in advance how much money will be received and how much will have to pay which minimizes the speculation from international trade.
- **Monetary management:** Fixed exchange rate with Indian currency has been considered as the nominal anchor of Nepalese monetary management. It has helped control instability due to exchange rate volatility, which makes easier for the monetary management.

### Exchange Rate with Other Currencies

The Exchange rate of Nepal with other currencies is floating. Under a floating exchange rate system, the exchange rate of any currency is primarily driven by demand and supply forces- mostly capital inflows and capital outflows. The exchange rate of such currencies is affected by the market forces. But in our case, the exchange rate is affected primarily by the movement in Indian money market. It is hardly affected the market forces of Nepal. For example, if the exchange rate of USDINR moves from 45 to 45.5, the exchange rate of USDNPR moves simultaneously from 75 to 75.80.

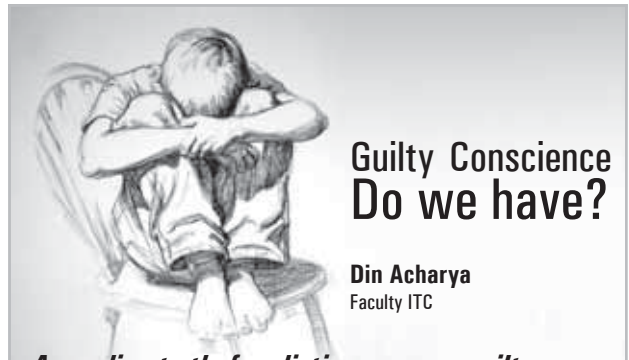
One of the major reasons for NRB to fix the exchange rate of other currencies on the basis of exchange rate in Indian market is to discourage any chances of illegal smuggling of foreign currency to gain from exchange rate differential. The exchange rate with other currencies is thus the cross rate of exchange rate between Indian rupees and respectable currency rather than market determined.

## Conclusion

Currently there are different types of exchange rate arrangements in practice in the real world ranging from float to peg exchange rate system. Every nation always chooses its exchange rate regime based on the balancing of the number of factors including the economic issues as well as political concerns. Indeed, as economic and political conditions change over time, the policy chosen by a country requires also change. Disparities between India and Nepal should also be taken into consideration because Indian economy is growing at more than eight percent while Nepal's growth rate is a mere four percent.

To study the exchange rate determination process in Nepal, we have to observe the process of determination of exchange rate before and after 2049 B.S. Before 2049 B.S., NRB used to fix the exchange rate of NPR with all foreign currencies. After 2049, NRB entered into liberalized exchange rate policy, made current account fully convertible and allow the exchange rate of all foreign currencies (except Indian currency) to be determined by market forces. With this it is understood that market forces like inflation, BOP, interest rate etc have started to influence the exchange rate determination process of NPR. Ironically, however it is said that exchange rate of foreign currencies is determined by market forces, practically it is not happening so. This is because NPR has fixed exchange rate with Indian currency and to maintain this fixed rate with Indian currency, the exchange rate of NPR goes up and down in accordance with the movement trend of Indian currency with other foreign currencies. In this situation, the conduction of monetary policy is almost on autopilot condition for the central Bank of Nepal (NRB).

Looking at all these above facts, it can be said that the exchange rate system of Nepal is a pegged exchange rate system. Thus, "there is little worth saying Nepal has a dual exchange rate system-pegged with Indian Rupees and floating with other currencies".



## Guilty Conscience Do we have?

Din Acharya  
Faculty ITC

***According to thefreedictionary.com, guilty conscience means "remorse caused by feeling responsible for some offense."***

If a person feels that he/she should be blamed for something that he/she has done wrong, this realization of guilt is called guilty conscience. People do wrong sometimes willingly, sometimes unwillingly. Some people realize that their act have harmed others, some do not realize it. Having guilty conscience has both advantage and disadvantage. If one has guilty conscience he/she may not do same mistake again and harm others. This will make his/her life easy and happy. But one who has no guilty conscience will continue their acts and never try to correct them, they will continue harming others for the sake of only materials gains nothing more than that.

As an author of this article, I personally believe that everybody must have guilty conscience. A person without any guilty conscience will never able to realize that he/she has made mistake, his/her acts has harmed others. If a person does not feel that he/she has done mistake and harmed others or became irresponsible, then he/she will always think that he/she has not made any mistake. If a person does not realize his/her any mistake then, he/she has nothing to correct and improve as he/she always thinks he/she is right, done right and acted rationally. There will never any chance of progress.

If people of certain place or region lacked guilty conscience, then that reason will never be good, it will be full of selfish people who will do everything for the material gain at the cost of comfort, lives, happiness of others. That place will become hell. For any place or region to develop, prosper the people of that region or place must act rationally, must be responsible, should not do any act which may have negative effects on others, must think about their fellow people. Even if they make any mistake, they must have guilty conscience and must be able to the pay for their wrong acts, irresponsibleness. People who took on the jobs and not able to accomplish that in time successfully must also have guilty conscience, then only some ray of hope will be seen for the betterment of the region. **"Guilty conscience is an inevitable character which everybody must have."**

Everyone and everything in this world has the good and the bad, just like a coin has two sides. This stands true for the phenomenon "Facebook", too. When Mark Zuckerberg formed Facebook in 2004, he had not thought that it would occupy the whole world in its net. Along with few of his friends at Harvard University, Zuckerberg created Facebook to fulfill the purpose of a college yearbook. Within a few months more and more people joined the community and today Facebook hosts a population of 900+ million users all over the world.

It hasn't been left off like last season's jacket, or pushed to the back of the wardrobe, like last year's shoes. People of all ages can chat with their friends and family from all around the world for a price much smaller than that of a phone call. Still, everything comes at a cost. So now let's come back to the main point: Is Facebook a valuable communication platform, is it beneficial to all its users, or merely a time waster that has caused more headaches than happiness? For me, an average young guy, I lean further away from the latter. That's not to say I don't see both the positives and negatives of this successful website and social networking in general.

I don't see social networking, in particular Facebook, as an entirely bad thing or a completely good thing, but simply a combination of the two. As with everything in life, there are elements of both associated with it, and just like junk food and most good things, moderation is the key. As human beings we can't help but succumb to the latest trend, and I admit occasionally overdoing it and sacrificing valuable time that could be spent on study or exercise, but we're not completely to blame. I mean, what's not to love about a global grapevine? The curious, social creatures 'we' cannot help but to be sucked in. There are obviously two sides of this argument and it all depends on what your opinions are. People who like Facebook can spend hours on it browsing through other people's profiles, whereas some people cannot even stand the sight of it, even though they know how to use the site wisely.

Some of the pros of Facebook can be enlisted as:

- You can keep in touch with your friends, no matter how far apart you'll be physically.
- You can keep your friends and family members updated about what is happening in your life.

- You can promote yourself and any other work that you do.
- You can make many new like-minded friends by joining various groups and communities.
- You can share your favorite music and videos with your friends.
- You can play many different games and use many different applications.
- You can communicate with your friends at any time you want.

To balance these advantages, there are bound to be some cons as well, and these are what deter many people from joining the website.

- You will get disrupted with unwanted friend requests from many unknown people,
- Your friends and family members will be able to snoop around and know what is happening in your life at all times,
- Your pictures uploaded have probability of misuse.
- You might mistakenly befriend an individual with bad intentions.
- You will get unwanted newsfeeds about every single activity that your friends perform on Facebook.
- Your friends will get newsfeeds about every single activity that you perform as well.
- You will get disturbed by spam and annoying advertisements from time to time.
- You will witness unnecessary dramas of unimportant occurrences in your friends' lives.
- Anyone will be able to see your information and pictures, if you do not update your privacy settings regularly.
- Your friends may tag you in a picture that you do not want others to see.
- Applications will ask you for many details that you would not normally give out.
- Wastage of student time that hurdles the daily exercises, innovations and creativity,

After all to perceive and take the matter like Facebook and many other social networking progressively through positive utilization or just misuse depends upon us the users.



Prof. Mahendra Jib Tuladher  
Faculty  
English

# Astamatrika or the 8 Divine Mother Goddesses

“God could not be everywhere and therefore he created mothers.”

—Jewish proverb

**Introduction:** With the beginning of creation, the Mother is proclaimed as the Shakti—the powerhouse, which generates creation or the birth of all human beings. With the progress of the Hindu religion came three chief cults, such as, Shaivism, Shakta, and Vaisnavism. Through the Shakta dharma, people began to believe in the power of creation, which was attributed to the Female, as it is the Female which gives birth to a baby. The Female Cult or Shakti is supposed to have emanated from the Female organ because people in ancient times believed in fertility and creation. So the Hindu perception of the Divine Feminine found a place in the niche of the human heart. In this manner, the Matrika inception took place. ‘Matrika’, coming from Sanskrit, means a Divine Mother Goddess.

**History and Origin:** If you go back to ancient history, the Matrikas existed as early as the Vedic times and the Indus Valley Civilization. Coins with images of 7 Matrikas have been found as evidence to prove it. The origin of the Matrikas was first brought to light by the Matrikas or Female Tantriks of Kerala in South India. It seemed to have a Dravidian origin rather than an Aryan one. Perceived to be tribal guardian deities, they have gone through various forms and also vary in number. In India, only seven Divine Mother Goddesses were classified, and they were first worshipped in South India. In the 7th century, they were popular, and by the 9th century, they were being worshipped in temples. Although only 7 Matrikas or Saptamatrikas (7 Divine Mother Goddesses) were classified, the Varahi Purana stated that one more goddess Yogeswari was added to make it eight in number or Astamatrika. In Nepal, the goddess Yogeswari has been replaced by Mahalaxmi. So in Nepal there are 8 Divine Mother Goddesses (Astamatrika) instead of the Indian version of the 7 Divine Mother Goddesses (Saptamatrika).

**Mythology:** How did the Matrikas or Divine Mother Goddesses originate? Stories about the Saptamatrikas are found in the Varaha Purana, Kurma Purana, and the Mahabharata. The Saptamatrikas are the incarnations of the Goddess Shakti. The general belief is that the Saptamatrikas were created to defeat thousands of Andhakas. There are different Puranic versions related to the origin of Matrikas. According to Puranic myths, Matrikas are Shakti of Shiva, Indra and other gods, and they are goddesses of the battlefield. But in the sculptural portrayals, they are depicted differently as benevolent, compassionate and aristocratic mothers. It is said that the Sapta-Matrikas are connected with Shiva. Their names reveal that they were born from the bodies of Brahma,

Vishnu, and other Gods. There is a story that when Shiva and Vishnu joined together and tried to kill the asura named Andhaka and failed, they created the seven divine mothers to kill him. Actually, Andhaka was the third son of Shiva. When he was young, he was given a boon (Bardhan) by Brahma that a drop of blood spilled from his body would create thousands of replicas of Andhaka. Now it happened that the demon Andhaka tried to take away Parvati, and Shiva injured him with an arrow. From the drops of blood that fell on the ground of Andhaka, there arose thousands of asuras. To defeat Andhakasur, Shiva created Yogeswari and the other gods created the Saptamatrika. It is believed that the seven goddesses drank up that blood and did not allow it to fall on the ground, which made it easier for lord Shiva to kill the Asura. After defeating Andhaka and the Asuras, Shiva then commanded the Bhairavas and Matrikas to retire to Patal-loka. The Bhairavas became merged with Shiva, whereas the Matrikas had no means of subsistence. They resorted to destructive activities and tormenting people as well as other gods. Then another god Vishnu Nrisimha took away the destructive nature of the Matrikas.

**Symbolism:** The characteristics of the Saptamatrika are that of Goddess Durga and Kali. Other religious books even bring out a negative, inauspicious characteristic of the Mother Goddesses. For example, their Shakti is responsible for bringing misfortune, disease, disasters, and harming children. Some Puranas depict the Saptamatrikas as an embodiment/Personification of vices like desire, anger, covetousness, pride, illusion, fault finding, gossip, and envy. Such vices can come out when the Matrikas are angry. They can make women barren or childless, and torment newly-born babies with fatal fevers. Therefore, pregnant women and nursing mothers try to appease or pacify the Divine Mother Goddesses and pray for good health happiness and prosperity.

**Spiritual Interpretation:** According to Varaha Purana, the story of the Asura Andhaka and the Matrikas are allegorical (a story with a hidden meaning). The battle between Andhaka and the Matrikas represent the war against ‘Andhakar’ or Darkness fought by Atma-Vidya or spiritual wisdom. According to Hindu mythology, the Astamatrikas numbering 7, 8, or 10 are related with the theme of the struggle between the forces of Knowledge and the forces of Ignorance. Shiva represents the spirit of Vidya and he fights with Andhaka, who represents the darkness of Avidya/Ignorance. Unless the eight evil Vices of Desire, Anger, Envy, Covetousness, Pride, Illusion, etc are kept completely under the control of Vidya, it can never succeed in defeating Andhaka or the Darkness of Ignorance.

Astamatrika in Nepal: Although there is no evidence of Shakta dharma since pre-historic times, it has been estimated that Shakta dharma must have been practiced since long ago. We have no proof of the practice of the Shakta dharma before the Lichhavi period, but even during the Kirati period, their chief deity was Mahadev and the chief Female deity was Paruhang. An evidence of the development of the Shakta dharma in the Lichhavi period is proved by the establishment of Palanchok Bhagbati/Bijeswari by Vijaya Swamini, the wife of Grihapati during the reign of Man Deva in 503 AD. This became the first piece of evidence of Shakta dharma. Shova Bhagbati and Naxal Bhagbati were also established in the same period. In the Malla period, Taleju Bhawani became the Guardian God of the Malla kings. Taleju Bhawani had been brought by Hari Singh Dev of the Karnat dynasty. The images of Taleju Bhawani were established in all the palaces of Kathmandu, Patan and Bhaktapur. Besides Taleju, other Female Tantrik Gods of both Hindus and Buddhists were established in the valley of Kathmandu, such as, Astamatrika, Tara, Yogini etc. The Astamatrika inside Pashupati, the Nava Durga of Bhaktapur, the Matrika image of Changu, Bajra Jogini of Sankhu, Lumari or Bhadrakali, Bajra Varahi of Chapagaon, etc are the living existing examples. The Yoginis or Joginis should not be confused with the Astamatrika, although they are also Female Tantric Gods with Shakti. The Matrikas are considered to be the different forms of the goddesses Durga. Initially there were only seven Matrikas namely, 1) Maheswari 2) Vaisnabi 3) Kaumari 4) Varahi 5) Aindri 6) Brahmi 7) Chamunda. Later on Mahalaxmi was added in Nepal to form eight Divine Female Goddesses or Astamatrika. All eight Matrikas have their unique or special characteristics. Their vehicles, weapons, ornaments and symbols are all different. The culturally rich Newar people have added more rituals to the Astamatrika Goddesses. The Astamatrika are called Eight Ajimas or Eight Grandmother Goddesses by the Newars. Somehow deeper attachment with the Astamatrikas seemed to have taken place with the numbers of festivals celebrated during the year with the worship of the Astamatrikas. Local stories were woven with the Astamatrikas. During Chaitra (middle of March) Pahan Charre festival (Ghode Jatra) is celebrated to honour the Astamatrikas. For example, Luti Ajima or Indrayani is supposed to have been a poor sister out of the eight Astamatrikas. One day she had gone for a feast and the meeting of the eight sisters. She was insulted because she was poor and had many children or more mouths to feed. The next day she found that her bread had changed to gold and she was able to buy better clothes and ornaments for herself and her children. When she went for a feast the next day, she did not eat because she realized that it was the clothing and jewellery that the host was respecting and not her personality. During Magh (Non-Dec), the festival to worship the meeting of all eight Astamatrikas takes place.

In conclusion, our ancestors had once developed and designed various Tantric rituals to protect themselves from the presumed demonic evil spirits. In the course of time, some of the activities and even names were distorted. We continue to follow these rituals as a part of our cultural heritage.

## Search Google like a pro

Whenever I go for teaching or some presentation or sometime when I'm in Facebook. Many of my students and junior ask me some question. Whenever I Google it I find the solution in the top or the first link. When replying back why don't u Google it? They just answer me 'Google doesn't give me the result.' That means you gys are not using Google in an efficient way. Google is a powerful tool, but you're missing out on a lot of that power if you just type words into it. Master Google and find the best results faster with these search tricks.

### Exact Words and Phrases

One of the most basic and widely known search tricks is using quotation marks to search for an exact phrase. For example, perform the following search and you'll only get pages that contain the word "Hello" followed by the word "World."

"Hello World"

This same method now works for exact-word queries. For example, if you search for "mining," Google will also show pages that contain the words "miners." Previously, you'd use a plus sign and search for +mining, but now you have to enclose the word in quotes:

"mining"

### Excluding a Word

The minus sign allows you to specify words that shouldn't appear in your results. For example, if you're looking for pages about Windows software that don't mention linux, use the following search:

windows software -linux

### Site Search

The site: operator allows you to perform a search in a specific site. Let's say you're looking for information on Windows 7 on binodranabhat.com.np. You could use the following search

site:binodranabhat.com.np windows 7

You can also use the site: operator to specify a domain. For example, if you're looking for high-quality references, you could use site:.edu to only pull up results from .edu domains.

### Related Words

The tilde (~) operator is the opposite of enclosing a single word in quotes — it searches for related words, not just the word you type. For example, if you ran the following search, you'd find search results with words similar to "geek":

~ geek

Apparently, "Linux" is the most similar word to geek, followed by "Greek." "Nerd" comes in third. (Hey, no one ever said Google was perfect.)

.....continue in next page



## उर्लदोछ एफएमको लोकप्रियता

२०४६ सालको जनआन्दोलनको प्रतिफल स्वरूप केही कुरामा देखिने गरिको बिकास भएको छ भने त्यो सञ्चार माध्यममा नै हो । जनतालाई सुसुचित गर्नु, सरकार र उसका संयन्त्रलाई खबरदारी गर्नु सञ्चार मध्यमको प्राथमिक काम नै हो । त्यस अलावा छापा र बिद्युतिय माध्यम मार्फत् समाजका बिभिन्न आयाम, चुनौती, अवसर र उद्देश्यका बारेमा बिषद् बहसको सार्वजनिक डबली बनेका छन् सञ्चार माध्यम ।

एफएम नै यस्तो माध्यम हो जसले देशको अधिकांश भागलाई समेट्न सकेको छ । देशको कुल जनसंख्या बसोबास गर्ने लगभग सबै स्थानमा एफएम रेडियोको प्रसारण पहुच रहेको सञ्चार अनुसन्धान संस्था इक्वेल् एक्सेसको सर्वेक्षणले देखाएको छ । नेपालका अधिकांस क्षेत्रमा राष्ट्रिय र अन्तर्राष्ट्रिय गतिविधिको जानकारी दिने निर्विकल्प माध्यम एफएम रेडियो भएको छ । त्यसमाथि करिव आधा जनता निरक्षर भएको मुलुकमा कति नै जनताले छापाबाट सुचना, सन्देश, ज्ञान र घटना बारे जानकारी राख्ने ल्याकत राख्छन् र ? त्यस बाहेक साक्षर मध्ये पनि कतिले त्यसको अनन्य मर्मबोध गरेर त्यसको रसस्वादन गर्न सक्दछन्, त्यो प्राथमिक कुरा हो । बास्तवमा सत्य सापेक्षित भएजस्तै त्यसका केन्द्रहरु पनि परिवर्तनशील र बिर्निमाणवादी हुदाँ रहेछन् । हिजोको सत्य आज खण्डित हुँदो रहेछ र आजबाट सधैलाई निर्देशित गर्न सकिन्छ भनेर पनि नहुँदो रहेछ । हिजोको रोजाइलाई आजको चाहनाले बिस्थापित गर्दाँ रहेछ । हिजो अर्कै कुरा या केन्द्र बढी महत्वको मनिन्थ्यो । तर यो सुचना र प्रविधिको युग हो । देश, राज्य, राष्ट्र जस्ता भावनात्मक र राजनीतिक सिमाङ्कनहरु सुचना र सम्पन्नतामा निर्भर हुदाँ रहेछन् । त्यसैले त आजको मानिस सूचनामा नै बाच्छ र सूचनामा नै मर्छ । आर्कषण र सोखका बिषयमा कुनै बिद्वानले लेखेको कतै पढेको थिए-सामन्ति समाजमा भुमी, स्त्री, रत्नादी आफ्नो बनाउने सिल्ली सनकले ब्याक्ति आक्रन्त हुने गर्दथ्यो भने आधुनिक समाजमा सुचना सबैभन्दा पहिले हात पर्ने होड र पुस्तक थुपार्ने मनोग्रन्थीले ब्याक्तिलाई थिचेको पाइन्छ ।

बास्तवमा समयक्रमसंगै नेपाल जस्ता बिकाशन्मुख देशमा पनि सञ्चार माध्यमहरु कार्पोरेट ब्यबसायमा दरिने अवस्थामा पुग्दै छन् । यो त भयो ब्यावस्थापकिय पक्ष । कुनै बेला काँधमा भोला भिरेर चपलका तलुवा खियाउदै अन्तर्बार्ता लिन कयौ माइल साइकलको पौडल चलाउनु पर्ने पत्रकार ब्यवसायिक पत्रकारमा रूपान्तरित भइसकेको छ । अब सञ्चार मध्यममा काम गर्नु एक प्रकारले सेलिब्रेटी हुनु नै हो । यसबाटै प्रतिबिम्ब हुँदैर सञ्चार माध्यम प्रतिको आर्कषण !

नेपालमा हाल १४९ वाट एफएमले प्रसारण प्रारम्भ गरेका छन् भने जम्मा २५६ दर्ता भएका छन् । बाँकी एफएम पनि प्रसारणको तयारीमा जुटेका छन् । बास्तवमा एफएम रेडियोले कसरी आवाज त्यहाको टावरबाट हाम्रो रेडियो सेटसम्म ल्याइपुन्याउछ त ?

एफएम अर्थात् फ्रिक्वेन्सी मोडुलेसन साउन्ड अत्याधिक स्पस्ट रूपमा प्रसारण गर्न सक्ने बस्तुको अविश्कार **Edwin Haward Armstrong** ले गरेका हुन् । भनिन्छ आवश्यकता अविस्काकी जन्नी हुन् । सम्भवतः त्यही आवश्यकताको तिर्खले आर्मस्टरङलाई एफएम रूपि नदीसम्म डो-न्यायो । यो प्रविधि रेडियोका सर्टबेभ र मिडियम बेभ जस्तो प्रचिन नभएपनि दोश्रो बिश्वयुद्धको दौरानमा अमेरिकामा प्रयोगमा आइसकेको थियो । ध्वनी तरंगको फ्रिक्वेन्सीलाई मोडलेट गर्ने हुनाले यसलाई फ्रिक्वेन्सी मोडुलेसन भनिएको हो । मोडुलेसन अर्थात् फ्रिक्वेन्सीको कम्पन हुने दरलाई हामी आवश्यकता अनुरूप बदल्छौं ताकी हामीलाई चाहिएको फ्रिक्वेन्स स्पस्ट सुनियोस् । एफएम रेडियो भिएच अर्थात् भिमहाइ फ्रिक्वेन्सीमा प्रसारण गरिन्छ । भिएचएफको रेडियो तरंगलाई प्रकाशसंग तुलना गर्न सकिन्छ । जस्तो सुकै सतहमा पनि सिधा रेखामा यात्रा गर्ने कारण सामन्यतया एफएमको प्रसारण च्यानल सिमित तर स्पस्ट हुन्छ । यसको परावर्तन गरेर लामो दुरीमा यसको प्रसारण सुन्न पनि सकिन्छ । एफएम रिसिभर को पनि आफ्नै बिशेषता हुन्छ । रिसिभरले त्यो फ्रिक्वेन्सी मात्रै प्राप्त गर्छ जुन फ्रिक्वेन्सी सबैभन्दा स्टोरेज क्षमताको हुन्छ । अर्थात् केही फ्रिक्वेन्सीहरु साथसाथ छन् भने तिनीहरु बिचको

फ्रिक्वेन्सीमा जुन बलियो हुन्छ त्यही फ्रिक्वेन्सी मात्रै रिसिभरले प्रसारण गर्दछ । रिसिभर भनेको एफएम ट्युन हुने हाम्रो सामान्य रेडियोलाई नै भन्न खोजिएको हो । प्रसारणको प्रसंगलाई अफ स्पस्ट पारौ । जस्तो यदि प्रतिस्पर्धामा कुनै अन्य एफएम स्टेसन छैन भने प्रसारण पहुँच धेरै लामो दुरीसम्म हुन्छ । तर रेडियोको क्षमता उच्च हुदाँहुदै अर्को पतिस्पर्धी एफएमको फ्रिक्वेन्सीसंग प्रसारण ट्युन जुध्थो भने प्रसारण निश्प्रभावी हुन्छ । त्यसैले काठमाण्डौ उपत्यकाको हकमा एमफएमको चाप र प्रसारण क्षमताको सिमिततालाई मध्यनजर गरि दुइ एफएमबीच फ्रिक्वेन्सी अन्तर राखिएको छ । पुर्णतः कार्यान्वयन हुन नसकेपनि काठमाण्डौ उपत्यकामा नयाँ फ्रिक्वेन्सी लिदा अन्य फ्रिक्वेन्सी भन्दा दशमलव ६ को अन्तर गर्नु पर्छ । जस्तो हिट्सएफएम ९१.२ मा ट्युन हुन्छ भने नेपाल एफएम ९१.८ मा, त्यस्तै उज्यालो एफएम ९० मा ट्युन हुन्छ भने टाइम्स ९०.६ मा ट्युन हुन्छ । यो फरक एकआर्को एफएमबीच प्रसारण नजुधोस भनेर कायम गरिएको हो । त्यसैले त फ्रिक्वेन्सीको सिमितताका कारण काठमाण्डौ उपत्यकामा नयाँ एफएम खोल्नका लागि अब फ्रिक्वेन्सी बाकिँ छैन भनिएको हो । काठमाण्डौको हकमा त त्यो मात्रै होइन रेडियोको प्रसारण क्षमता ५ सय वाट भन्दा टुलो राख्न पाइन्छ । किनकी एउटै एफएमले टुलो क्षमता राखेमा बाकि एफएम त्यहा ट्युन नै हुदैन । तर नेपाल भरी भने क्षमताको बिभिदता पाइन्छ । सामान्यतया ५० वाटदेखि १० हजार वाटसम्मका क्षमता भएका रेडियो नेपालमा सञ्चालित छन् । जस्तो पालुङ्ग एफएम मकवानपुर को प्रसारण क्षमता ५० वाट छ भने कान्तिपुर एफएमको भेडेटारमा रहेको टावरको क्षमता १० हजार वाट छ । त्यस अलावा ५० वाट भन्दा सानो क्षमताका अल्पकालिन रेडियो, डोको रेडियो सञ्चालनमा आएका छन् ।

## COB –WEB

**Bimala Joshi**  
BBA 2nd Semester 'B'

It look almost a year  
for a spider  
to knit a web  
can easily be blown –out  
by just a passive wind  
or, this web  
can easily be destroyed  
just by a match-stick  
even if so it doesn't happen  
This web can't last longer  
as it grow sold  
along with the time  
and one day  
it will vanish from the world  
'how poor is the cob-web'?  
And; so is the human life.



## Search Google like a pro

### The Wildcard

The asterisk (\*) is a wildcard that can match any word. For example, if you wanted to see what companies Google has purchased and how much they paid, you could use this search: "google purchased \* for \* dollars"

### Time Ranges

A little-known search operator allows you to specify a specific time range. For example, use the following search to find results about Ubuntu from between 2008 and 2010: ubuntu 2008..2010

### File Type

The filetype: operator lets you search for files of a specific file type. For example, you could search for only PDF files. filetype:pdf guide to php programming

### One Word or the Other

The "OR" operator lets you find words that contain one term or another. For example, using the following search will pull up results that contain either the word "Ubuntu" or the word "Linux."

ubuntu OR linux

### Word Definitions

You don't have to Google a word and look for a dictionary link if you want to see its definition. Use the following search trick and you'll see an inline definition: define:word

### Calculator

Use Google instead of pulling one out or launching a calculator app. Use the +, -, \* and / symbols to specify arithmetic operations. You can also use brackets for more complicated expressions. Here's an example:

(7 + 5) \* (9 / 3)

### Unit Conversions

The calculator can also convert between units. Just type "X [units] in [units]". Here's an example: 5 kilometers in meters

Combine these search operators to create more complex queries. Want to search a specific website for a PDF file, created between 2001 and 2003, that contains a specific phrase but not another phrase? Go ahead.

Binod Ranabhat  
BIM 6th Semester 'A'

Source : <http://www.binodranabhat.com.np/blog>

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1010010100      1010010100      0111010010100      01110100100010
01001001000011  01001001000011  101001001000011  101001001000011
0011010010010010  0011010010010010  0011010010010010  0011010010010010
0001011  1110110  0001011  1110110  0001011  1110110  0001011
0010111  1010011  0010111  1010011  0010111  1010011  0010111
0001110  0001110  1011101  0001110  1011101  0001110  1011101  0001110  1011101
1110110  1011011  1110110  1011011  1110110  1011011  1110110  1011011  1110110  1011011
0011110  0110111  0011110  0110111  0011110  0110111  0011110  0110111  0011110
0010100  0001111  0010100  0001111  0010100  0001111  0010100
0010100011010011  0010100011010011  0010100011010011  0010100011010011
10010001100110  10010001100110  010010001100110  010010001100110
1110111011  1110111011  0101110111011  0101110111011

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# REUSABILITY

Code reusability means reusing the existing program code in other programs or in other parts of same application. Functions, classes created and compiled can be easily reused. According to Mike Santori of National Instruments Business and Technology, code reusability cuts the development time, makes easy to understand code, makes easy to validate and test code (Santori M., 2010). Code reusability is supported by several programming languages like: C, C++, Java, C#, PHP, python etc. It not only helps to develop and debug program quickly but also provide strong control over the program also. For the illustration purpose, in this article PHP code is used. PHP is one of the heavily used sever side scripting language for web applications. Web application like email applications, online shopping, online inquiry, discussion forums all need to access database for storing data. All these and many other similar applications access database in the similar way. So, code written to access database for one application program can be reused in any other part of that application or outside of that application.

Here a class is created with functions to make connection with database and to retrieve and display data.

connectDB.php

```
< ?php
```

```

class connectDB{
    private $con;
    private $server,$user,$pass;
    private $database;
    public function set_database($database)
    {
        $this->server = "localhost";
        $this->user = "root";
        $this->pass = "";
        $this->con = mysql_connect($this->server,$this->user,$this->pass) or die("error in making connection");
        $this->database = $database;
        mysql_select_db($this->database,$this->con) or die("error selecting database");
    }
    public function set_all($server,$user,$pass,$database)
    {
        $this->server = $server;
        $this->user = $user;
        $this->pass = $pass;
        $this->con = mysql_connect($this->server,$this->user,$this->pass) or die("error in making connection");
        $this->database = $database;
        mysql_select_db($this->database,$this->con) or die("error selecting database");
    }
}

```

```

public function retrieve($tableName)
{
    $result = array();
    $res = mysql_query("Select * from ".$tableName);
    while($row = mysql_fetch_array($res,MYSQL_NUM))
    {
        $i = 0;
        echo "< table border='1' > ";
        echo "< tr > ";
        while($i < count($row)){
            echo "< td > ".$row[$i]. "< /td > ";
            $i ++;
        }
        echo "< /tr > ";
    }
}
}
?>
useConnectDB.php
<?php
require("connectDB.php");
$c = new connectDB();
$c->set_all("localhost","root","","foc");
$c->retrieve("users");
?>

```

While developing application programs, sometimes users may use local database with default username and password ("root",""), others may use different database with different user and password. To handle this situation two functions: set\_database() and set\_all() methods are defined in the class. If the user wants to use local database he/she has to call set\_database() method, supplying only database name, otherwise user has to call set\_all() method, supplying server name, user name, password and database name.

The object of the class can be reused in any other PHP file or PHP program. This reusing of the object has benefits like faster development of new program, less time for testing as neither new code do to same thing has to be rewritten or has to be validated and tested already valid and error free code. Once connection is made both kind of user can retrieve and display data using retrieve() method by supplying name of table from which to retrieve data. If any error occurs, it should be at the method calling part of the program not in the class. That means we have only to check at the method calling part of the program.

Above defined class is reused in any PHP program by including the file "connectDB.php" and creating object of this class. In given example connectDB.php is included in file useConnectDB.php, and object of class connectDB is created and methods are called as requirements. Same is done in other file or programs to reuse the existing code in PHP. That is pretty much similar in other programming language like JAVA, C# also.

Reusing code like this will help programmers to develop new application faster as they do not have to write this code again, they have to include file in which this class is defined and has to create object of that class only. Testing process will also be fast as this class is compiled and already executed, so if any problem arises that will be on the part where the methods of object are called; the arguments supplied may be wrong, not the class definition. So user has to check only at the methods calling part of the program.

## Conclusion

In summary, code reusability is wonderful feature of programming languages, not only objects but functions, module etc. can also be reused which results in faster development of programs and saving of debugging time.

## References

Santori, M., 2010, Q&A: Weighting the Benefits and Costs of Code Reuse, [Available at: [http://www.redeweb.com/\\_txt/671/120.pdf](http://www.redeweb.com/_txt/671/120.pdf), accessed: 12 July, 2012]

# Facts about Android

Keshav Gyawali BBA 6th Semester, 'B'



ANDROID

Android, Inc. was founded in Palo Alto, California, United State by Andi Rubin, Rich Miner, Nick Sears and Chris White in October 2003. In August 2005 Google acquired Android Inc. The Open Handset Alliance, a consortium of several companies was formed in 5 November 2007. Android beta SDK was released in 12 November 2007.

- The first Android device, the HTC Dream (G1), featuring Android 1.0 was brought in 23 September, 2008
  - Integration with Google Services.
  - Web browser to show, zoom and pan full HTML and XHTML web pages, multiple pages shows as windows.
  - Android Market app downloads and updates.
  - Multitasking, Instant Messaging, Wi-Fi and Bluetooth.

Android 1.1 update for Android was released for T-Mobile G1 only in 9 February 2009.



- Based on Linux Kernel 2.6.67, the official 1.5 (Cupcake) update for Android was released in 30 April 2009.
  - Faster camera start-up and image capture.
  - Much faster acquisition of GPS location (Powered by SUPI AGPS)
  - On screen soft keyboard.
  - Directly uploads videos to YouTube and Picassa.



- Based on Linux 2.6.29, the 1.6 (Donut) SDK was released in 15 September 2009.
  - Quick search box and voice search.
  - Integrated camera, camcorder, and gallery, toggle between still and video capture modes.
  - Battery usages indicator
  - CDMA support.
  - Multilingual text-to-speech function.



- Based on Linux 2.6.29, the 2.0 (Eclair) SDK was released in 26 October 2009.
  - Multiple accounts for email and contact synchronization.
  - Microsoft Exchange Support for syncing of email.
  - Bluetooth 2.1 support.
  - New browser User Interface and support for HTML5.
  - New calendar features.

The 2.0.1 SDK was released in 3 December 2009.

The SDK 2.1 was released in 12 January 2010.



- Based on Linux 2.6.32, the 2.2 (Froyo) SDK was released in 20 May 2010.
  - New tips widget for home screen.
  - Improved exchange support.
  - Hotspot support.
  - Multiple keyboard language.
  - Adobe Flash 10.1



- The 2.3 (Gingerbread) SDK was released in 6 December 2010.
    - UI refinements for simplicity and speed.
    - New keyboard for faster text input.
    - One touch word selection and copy/paste.
    - Near field Communication (NFC)
    - Internet calling.
- Based on Linux kernel 2.6.35, 2.3.3 was released in 22 February 2011.  
Based on Linux kernel 2.6.36, 3.0 (Honeycomb) was released for Tablets in 22 February 2011.



- The 3.1(Honey Comb) SDK was released in 10 May 2011
  - Specifically optimized for Tablets and new devices with larger screen sizes.
  - Refined multitasking, rich notifications, home screen customization, widgets.
  - Bluetooth Tethering.
  - Built-in support for Media/Picture Transfer Protocol.
- Ice Cream Sandwich was announced at GOOGLE I/O (May 10-11, 2011)
- The 3.2 SDK was released. (18 July,2011)



- Android 4.0 (Ice Cream Sandwich) was released. (19 October 2011)
  - New typeface called ROBOTO.
  - New face unlock feature.
  - Android Beam- A secure NFC – powered content sharing platform.
  - Re-arrange able folders, Favorites Tray, Screenshots.
  - Swipe to dismiss notifications, task and browser tabs.
  - Wi-Fi direct and Bluetooth HDP support.



## Punctuality

Aliza Acharya  
BBA 6th Semester

The proverb 'Time and tide waits for no one' has great relevance in the present day world. The life span of human beings has increased. But we have lot of activities in our life that the time we get seems to be less. Time is the most precious resource available. Since, time does not wait for anyone, one most endeavor to live every moment. And to do so we must be punctual .To be punctual implies having an acute sense of timing. It doesn't call for any special technique or planning. It is a way of life. It comes naturally to those who made it a habit. A habit becomes a routine and what we do in routine is always efficient where we assume less error. Punctuality like every art can be cultivated with little effort. All we have to do is to be clear headed and earnest .These quality can be developed and cultivate fast enough.

We sometimes feel that time is running very fast. It is a relative phenomenon. We are aware that time is moving at the same pace always. Still we feel that the pace of time has increased. It is only due to our state of mind. We do not find enough time for our needs. Since, we never start to do our work on time. It is true on the road to life we catch many buses. If we miss the first one we can catch another but we are never certain that next bus will be on time or not.

If we are punctual we will never find the houseful sign. We will always find the door open. Punctuality is required in all walks of our life, whether in our work, college or at home. Our work is always related to time. There are some rules which are to be kept in our work. Similar, it is also necessary to be punctual in academic place whether that is college or school. We must develop the habit of going college and submitting our assignment in time. It not only shows our discipline but also our respect towards time, the college and teachers. At home also, we need to be punctual. To maintain good health, we need to take food on time. When we are affected with disease, we have to take medication on time. So, punctuality is a part of our life. We need to maintain it throughout our life span. The sun rises in the east and sets in the west. The season, stars, the moon all follows the strict timetable. If we do not do things at the right time we are to blame only ourselves for the consequences. We must not leave things to change, we must endeavor to be punctual.



Ravi Shrestha

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# The Power to Say NO!



It is really high time to devote ourselves to our profession and our dreams. Once Benjamin Franklin said, "he that waits upon fortune is never sure of a dinner". So, don't wait for fortune to decide your path; a path which will become a very long journey of life; a journey to your belief; the journey that will determine what you are; the journey that will provide you an opportunity to change the world in a better way, in your way; the change that will take you to the top in what you do i.e. to be a master. It's not an easy task to become master of one's profession and not many can achieve it. If we ponder over the line, we might say, "Who are those that can achieve it, then?" That being a very good question in itself, if addressed properly, it can set us to be in the path of achievers.

So let's talk about how they become the achievers or the master of their profession. Frankly speaking, it is through one of the simplest of tasks that they achieve it. The problem is, to lot of us, that simplest of tasks is very hard to perform. It's not our disability that is responsible for not performing it but it's our nature that stops us from performing it. By now you might be very curious to know what their simplest of task is and that is none other than devoting your creative time in what you do; have faith in one's belief and to stay on that belief no matter what happens. Once Alan Lakein said, "time = life; therefore, waste your time and waste your life, or master your time and master your life". So don't waste your time, devote it to your work and be the master of it.

We generally squander our time by doing such activities that are unproductive. You might argue with this by saying watching television or movie provides new ideas, or by saying the hangouts with friends helps in the socialization process, and this or that, but Do you believe that these activities can really make us the achiever of our dream or the master of our profession. I know the answer will be 'no'. Just being busy in these activities doesn't mean we are improving our ability to do our work. As said by Henry David Thoreau, "It's not enough to be busy, so are the ants. The question is, what are we busy about?" So, what should we do to achieve it? The answer is simple; just have the guts to say 'No' not to everything but to those activities that are not worthwhile to achieve your dream. To those which are not productive enough for you, say 'no' to those things that diverts you from your path. Believe in saying 'no' for those that steal your time of mastery.

You have now is your time for the perfection. If you spend it carelessly, you will regret it forever. So, it's your time to act in

taking the journey of achievers. It's easy to take the wrong turn and go astray and you will look back and realize what you have missed. We all know it's not an easy task to say 'no' to our friends or things that we are attached with; but it's time to decide what path you want to follow. But it's also not an easy task to spend most of your time in carving your ability, in believing for a long time those people criticizing you. But all those hard things may go by seeing the change in you, and your ability to change the world in your way. And remember there won't be anything without a belief. At some point of time you might think of giving up, but don't give up because when you feel you can't advance, it's that moment when you have to work harder to advance more.

It's not only to above activities to which you should say 'no', but also to every obstacle that will come in your path. That will try to prove you wrong; that will try to stop what you do; that will say you will never stand again if you fall once. But have the power to say 'no' to them because they are wrong and you are right. No to all their thoughts that are wrong, that stops one from reaching the destination. Say 'no' to them to show you have the ability to stand firmly for your belief. Show them that critics can be made in one day but not masters.

But at a certain point of time, if your act is wrong then say 'no' to yourself. Have the ability to stop what is wrong and realize your mistake in front of the world and correct it. Don't live as if you are wrong in every step and there is no step ahead. Just try to go ahead and do things right. Don't bother what happened because it won't change much now. Just focus on the present and see what can be done because the future depends on it. As also said by Rory Leech, "if you do something wrong, do not keep looking back and feeling ashamed of it; its what is happening now that matters".

So the power to say 'no' is the only simple thing that you have to inculcate in yourself to start the journey to become a master. It's your choice to do it or not because we all have a choice. The choice for being nobody or moving to become somebody from nobody. It's us that have to act for our future and it's us who must know the power to say 'no'. It's us who must live it and treasure every moment happily. Remember that if you take care of the minutes then the hours will take care of themselves. So give your time to the most important things and say 'no' to those that are not important. Have the Power To Say 'No'.



# शिता

## the perfect woman

*In Hindu mythology, women acquire a strong position. These female figures were rulers, intellectuals, poets and artist. The mythology presented them as creative artists who helped bloom poetry, music, art and literature. Those female figures had occupied central positions in our history. Viewing from this perspective, today's feminist are the re-incarnation of female figures of Hindu myth, who were ideal daughters, mothers, sisters and decision makers. Like today's feminist, these female figures insisted on celebrating womanhood.*



One of the most beautiful and perfect woman portrayed in Hinduism is Sita. She is the epitome of perfection; a complete woman in herself. The epic poem Ramayan written by Valmiki describes Ram as "Maryada purshottam", which means a perfect man without any 'lack'. But seeing critically, it is Sita who appears to be a complete woman complementing Ram's weaknesses.

Sita possess all human qualities; virtue, self- respect, intelligence, patience, wisdom, strength and compassion. Sita was a princess of Mithila. So, from her very childhood she had lived in luxury and trained herself with the art of battle. Even before her marriage to Ram, she was renowned for her witty, courageous acts. She lifted the 'dhanus' of Mahadev only when she was a child. The 'dhanus' was said to be so heavy that even the brave warriors and Kings couldn't move it. Janak being a scholar king knew that Sita wasn't an ordinary woman. So, he organized a "Swayambar". He put forward a condition that a man who could lift the bow would be eligible to marry Sita. Prince Ram proved his competency by lifting the bow.

Sita was the ideal daughter, obedient and respectful of her husband's honor and a perfect mother. When Queen Kaikei demanded Ram's exile, like a true wife Sita stood by Ram's side. Like her sister Urmila, Laxman's wife she could have stayed in the Palace and enjoyed the luxurious life but she discarded all those physical charm of the Palace and made a decision to accompany Ram in his exile of 14 years. She very clearly knew that the life in the forest would be very challenging and painful for a regal like her but she chose to bear all the discomfort because during her wedding she promised to be with her husband in both his good and bad times. This explains that Sita was a woman of words. She was a dedicated true, loving and caring wife for whom personal luxury was second to her husband's honor and dignity. This also highlights that Sita like a real regal had a decision making capacity. She made her decision to be with her husband.

While in exile in the forests, Ravan deceivingly kidnapped Sita. He was very aware of the fact that his power, and courage were useless in front of Sita's self-respect and honor. She couldn't be just kidnapped by using some sort of force, so he cleverly compelled Sita to come out of the 'Laxman Rekha' and abducted her. Even when Sita had to live alone in the Ashok Vatika, she was never distracted from her path. The beautiful and luxurious Vatika, which Ravan built to please Sita, didn't even slightly move her determination and she remained true to her husband. She loved Ram once and she loved him always. She could have access to every luxury while she was a captive of Ravan. He tried to seduce her in every way he could but nothing could change her will-power.

The battle fought by Ram with Ravan in order to rescue Sita is known as an Epic Battle. But, in reality the battle between Ram and Ravan was not the epic battle, but the silent battle between Sita and Ravan was the epic battle. Ravan was already defeated by Sita's true love and purity. Ravan didn't use any sort of force to make Sita accept his proposal of marriage because he knew that Sita couldn't be defeated so he tried to allure her in every possible way but she didn't succumb to any of Ravan's trick and luxuries. Sita with her honor, self-respect and determination had already defeated Ravan. In this sense, she wasn't really a captive. She was a rescuer, she rescued herself. Ravan fought with Ram with defeated 'self'. Ram got victory over the already defeated Ravan. So, the real epic battle was the battle that Sita fought with Ravan with her self-determination and she was herself a rescuer. She let Ram fight with Ravan to merely prove himself to be the rescuer. In this sense, Sita was a warrior who fought the battle with powerful tricky Ravan. She was her own rescuer and the real captives were Ravan and Ram. Ravan was a captive of his lust and greed and Ram of his fragile ego. When Ram defeated the already defeated Ravan, he merely appeased his hurt ego.

Sita's life was full of hardships. When Sita was finally free of Ravan's captivity, another drama began. Now, Ram was suspicious of her purity and chastity. He wanted Sita to go through 'Agniparikshya' in order to examine whether she was chaste or not. Sita openly accepted it and

once again proved how much she loved her Ram. She accepted the 'parikshya' not because she was a meek, passive woman who would just follow her husband; she did it because she wanted to help Ram overcome his inner conflict. Through this act also she proved her immense love for Ram and showed how she could rise above those petty things. Sita could have asked Ram to prove his loyalty towards her because he too had stayed in the forest in exile. But for her, trust and faith counted in any relationship. She rises above these human weaknesses, which Ram continued to exhibit every then and now.

Again when Sita was pregnant, Ram wanted her to prove her chastity because a lower class subject questioned her honor. This time Ram claimed that he was a real king, for him the happiness and satisfaction of his subject was his primary concern than his own personal happiness. When fourteen years back his subject had pleaded and cried before him of Ram not to leave the Palace, he turned a deaf ear to their request but suddenly he recalled his duty towards his subject. Ram was a gullible King who couldn't trust his own wife and understand her love.

But, this time Sita opted to leave Ram. She could not keep on demeaning herself to prove her clarity because now she was an expecting mother. She had to play the role of an ideal mother. So, Sita would never let her children acquire qualities like suspicion, fear and anger.

Once again she headed to the forest. There she took recourse at Valmiki's Ashram. When Sita was struggling with poetry, Ram in the Palace loved Sita's golden statue. It shows Ram's cowardice and irresponsible Ram was. He forced his real wife to live in the forest but admired her golden statue. Sita, alone reared her two sons: 'Luv and Kush'. She never let her sons hate their father. She did so because she wanted her sons to be free of prejudices. They would judge things for themselves so she never put

any perception in their innocent minds. Rather, she taught them all the qualities that a Prince should possess. She was a real loving mother and at the same time a caring and protective too. Sita was the emblem of all virtues. She was a kind loving mother, a protecting, caring father and a power warrior who trained her sons in the art of battles.

Sita never complained of or questioned Ram's action. It may make us think that Sita was meek and passive but Sita actually was no a modern feminist. She did not question or every challenge whether it be heading with it in his exile escule or rearing her twin sons alone, she made her own decision. She chose to live in her own conditions without letting anyone hurt her honor and self-respect. This is the way she celebrated her womanhood. These actions and belief of Sita makes her an epitome of modern feminist.



## 12 INTERESTING FACTS ABOUT EURO-CUP

- ⚽ Euro cup was earlier known as UEFA European Nations Cup in its first two editions in 1960 and 1964 before it got its current name in 1968.
- ⚽ Germany is the team to play the most number of matches (38) in all UEFA tournaments, followed by Netherlands (32) and Spain (30).
- ⚽ Frenchman Michel Platini is the top goal scorer in Euro cup history with 9 goals.
- ⚽ Platini is also the top goal scorer in one tournament with all his 9 goals coming in the 1984 edition when France hosted and lifted the Cup.
- ⚽ Platini is also the only player to score hat-tricks twice in one tournament. He scored two hat-tricks in 1984.
- ⚽ David Villa (Spain) in Euro 2008 became the seventh player to score a Euro hat-trick after Patrick Kluivert (Netherlands), Sergio Conceicao (Portugal), Marco van Basten (Netherlands), Michel Platini (France), Klaus Allofs (Germany) and Dieter Müller (Germany).
- ⚽ Greece is the only National Team to win the title without a local national coach. Greece achieved this in 2004 when they won the tournament with German coach Otto Rehhagel.
- ⚽ Portugal is the only team to lose the final as hosts of the tournament. They hosted and lost to Greece in the final of 2004 Championships.
- ⚽ The largest attendance in the history of the tournament was recorded at a qualifier between England and Scotland at Hampden Park in 1968. Approximately 130,711 people were present to watch the match.
- ⚽ Spanish captain Iker Casillas has more caps than any other player in the Euro 2012 competition with 129.
- ⚽ Poland is the lowest ranked nation in the FIFA World Rankings (65) to participate in this year's competition.
- ⚽ Co-hosts Ukraine is the only team making their debut at this European Championship.

# Results Based Management for Organizational Productivity



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Dr. Shailendra Sigdel

## What is Results Based Management?

Result-based Management or Results Management (RM) is a broad management strategy aimed at changing the way institutions operate, by improving performance, programmatic focus and delivery. It reflects the way an organization applies processes and resources to achieve interventions targeted at commonly agreed results. RM is a participatory and team based approach to program planning and focuses on achieving defined and measurable results and impact. It is designed to improve program delivery and strengthen management effectiveness, efficiency and accountability.

RM helps moving the focus of programming, managing and decision- making from inputs and processes to the objectives to be met. At the planning stage it ensures that there is a necessary and sufficient sum of the interventions to achieve an expected result. During the implementation stage RM helps to ensure and monitor that all available financial and human resources continue to support the intended results. Results based Management Frameworks (RMAF) is intended to assist managers to describe clear roles and responsibilities for the main partners involved in delivering the policy, program. It ensures clear and logical design that ties resources to expected outcomes-a results-based logical model that shows a logical sequence of activities , outputs and a chain of outcomes for the policy, program or initiative. It determines appropriate performance measures and a sound performance measurement strategy that allows managers to track progress, measures outcomes, support subsequent evaluation work , learn and, make adjustments to improve on an ongoing basis.

Successful implementation of Results Management Framework lead to better understanding between the partners on what they aim to achieve, how they plan to work together to achieve it, and how they will measure and report on outcomes. It is also a tool for better management, learning and accountability throughout the lifecycle of a policy, program or initiative. Results Management is simultaneously (i) a management approach and (ii) a set of tools for strategic planning, monitoring and evaluating performance, reporting, and organizational improvement and learning. Results management improves organizational performance by applying traditional tools such as strategic planning, results frameworks, monitoring, and program evaluation in the modern context of decentralization, networking, flexibility, participatory processes, and accountability.

## Components of a RBM

RBM addresses the requirement for both ongoing performance measurement as well as the need for longer-term evaluation planning. Ultimately, the Framework incorporates the principles of performance measurement and evaluation into all stages of policy, program or initiative management.

## RBM contains several components

Profile: a concise description of the policy, program, initiative, including a discussion on the background, need, target population, delivery approach, resources, governance structure and planned results.

Logic Model: an illustration of the results chain or how the activities of a policy, program or initiative are expected to lead the achievement of the final outcomes.

Ongoing Performance Measurement Strategy: a plan for the ongoing measurement of performance, including the identification of indicators for the outputs and outcomes in the logic model and a measurement strategy describing how these indicators will be collected, how often and at what cost.

Evaluation Strategy: a plan for the evaluation of the policy, program or initiative, including the identification of formative and summative

evaluation issues and questions, the identification of associated data requirements, and a data collection strategy which will serve as the foundation for subsequent evaluation activities  
**Reporting Strategy:** a plan to ensure the systematic reporting of the progress.

## RBM process or Phases

RBM practices can be cast in two broad categories which includes results-oriented planning and Implementation of the Plan.

### ■ Results oriented planning comprises of:

- Analyzing the problems to be addressed and determining their causes and effects;
- Identifying key stakeholders and beneficiaries, involving them in identifying objectives and in designing interventions that meet their needs;
- Formulating expected results in clear measurable terms;
- Identifying performance indicators for each expected result, specifying exactly what is to be measured along a scale or dimension;
- Setting targets and benchmarks for each indicator, specifying the expected or planned level of results to be achieved by specific dates;
- Developing a strategy by providing the conceptual framework for how expected results shall be realized, identifying main modalities of action reflective of constraints and opportunities and related implementation schedule;
- Balancing expected results and the strategy foreseen with the resource available;

### ■ Implementation of Planning consists of

- Managing and monitoring progress toward results with appropriate performance monitoring systems drawing on data of actual results achieved;
- Reporting and self-evaluating, comparing actual results vis- a vis the targets and reporting on results achieved, the resources involved and eventual discrepancies between the "expected" and the "achieved";
- Integrating lessons learned and findings of self evaluations, interpreting the information coming from the monitoring systems and finding possible explanation to eventual discrepancies between the 'expected" and the "achieved"
- Disseminating and discussing results and lessons learned in a transparent and iterative way;
- Using performance information coming from performance monitoring and evaluation sources for internal management learning and decision-making as well as for external reporting to stakeholders on results achieved.

- **Organizational Culture:** Making the transition to results management requires more than simply adopting new systems or processes. Results based management requires the organization to create and sustain an organization culture focused on results. This can be challenging in organizations that have traditionally emphasized inputs and processes rather than outputs and outcomes.
- **Resistance to change:** The difficult but absolutely necessary transition from managing for outputs to managing for outcomes is likely to encounter resistance. Many desired development results are likely to be incremental and difficult to measure. As a result, manager and staff may tend to shift their workloads to tasks that are easier to measure or achieve rather than staying focused on what is important from a development perspective.
- **Tendency to make things complicated:** One common mistake is to design overly complicated results frameworks with large numbers of indicators and targets. Even if these are clearly differentiated from one another, the proliferation of indicators makes monitoring difficult and unfocused and the practical use of the information more difficult.
- **Inadequate staff incentives:** In most traditional public sector organizations, staff incentive revolve around implementing business processes and ensuring that the organization transforms certain inputs into desired results. In international financial institutions, staff incentives are traditionally oriented around processing projects and ensuring that country "pipelines" are full. However, these incentives are not likely to make the transition to result management, a transition that requires a fundamentally different way of thinking.
- **Insufficient training and organizational support:** In many cases, organizations develop elaborate results management systems without paying sufficient attention to the human dimension. The concepts of results management are often new to staff they represent an altogether unfamiliar way of doing business. If they are not fully supported with sustainable capacity development programs and reference materials, implementation will be jeopardized.

Since RBM can bring about substantial gain, manager must adopt an strategy to convert challenges into opportunities. This requires massive orientation program to change resisting attitude to accommodating attitude, improving staff incentives and providing training and support periodically. Experience has shown that RBM has been highly successful in those organizations who was lead by strong leader who lead by example.

## Conclusions

In spite of huge potential to improve organizational performance, Results based Management is developing in slow pace in corporate world as well as public sector in developing countries. With the growing competition and demands from the citizen, they have no choice but to implement the program.

## Implementing Results Based Management– Challenges and Opportunities

Organisational culture, resistance to change, tendency to make things complicated, inadequate staff incentives and insufficient training organizational support are major challenges.



Aradhana Pokhrel

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6th Semester 'B'

You are a youth if your eyes are filled with dreams, if you fly on the flight of imagination and emotion, if you hold the power to change the whole world, where life flourishes with the fragrance of love, emotion, strong stamina, enthusiasm and passion to challenge the ridiculous thought. Yes, you can direct the entire world into a new era of enlightenment.

The pace of development of any country lies on the shoulder of how productive and creative the youth are. The youth of this country are very potential who strive for perfection. The great historical and glorious changes are brought by the contribution and effort of youth. The face of today's Nepal doesn't show a rosy picture because of the increasing political instability, violence, unemployment and insecurity. The current state of mind of the Nepalese youth is not encouraging and doesn't inspire confidence because of the government inability to design an integrated and implementable policy framework targeting the youth for the development of the nation. No doubt, Nepalese youth are patriot but they also respond early to the call of Internationalism. When the youth of the country are not given quality education, proper skill, employment and support they need in the country, they tend to look elsewhere. That is, they try to live outside the country instead of concentrating on the development of this nation.

Though some youth are involved in progressive activities contributing to the growth and development of the nation, most of the youth of our nation are somehow misguided, confused and frustrated. Political leaders are using the youth as a tool or medium to gain power. Youth are fragmented in the name of caste, creed, language, ethnicity and geography. It is hampering the national sovereignty and youth empowerment. Until and unless we understand these fragmentations and divisions, the face of the nation can never be changed. Youth have some responsibility towards the country. They must respond to the call of the nation. Youth of this nation should be aspired for entrepreneurship rather than the conventional employment.

The participation of youth is very important in this country because youth are the country's power, they can address the problems of this nation and mostly if given the power, they can solve those problems. Therefore, it is very important for the government, policy makers and politicians to understand and appreciate that youth are the future of this nation; their mindset and creativity should be the major concern of the nation. If they can properly harness and utilize the efficiency, creativity and productivity of the youth then the face of this nation will certainly change. So, all the youth should be brought in the mainstream of national development and they in term should respond to the call of the nation.

# Flight of Youth





**Nabin Ishu Rai**  
2nd Semester 'A'

Music has been an integral part of human existence ever since the early stages of civilization and it contains expression of emotions, feelings, joy, and sadness. It also reflects the cultural sensibilities of particular religion or community. It can also be defined as a form of art and entertainment or other human activity that involves organized and audible sounds and silence. It is expressed in terms of pitch, rhythm and the quality of sound. Ancient Greek and Indian Philosophers defined music as tones ordered horizontally as melodies, and vertically as harmonies. Music also involves complex generative form in time through the constructions of patterns and combination of sound. The definition of music varies according to culture and social context. There is no single and intercultural universal concept defining what music might be. If painting can be viewed a visual art form, music can be viewed as performing art, fine art or an auditory art form. The properties of music are the properties of sound as perceived and processed by humans and animals (as birds and insects also make music).

There are a lot of different types of music from all over the world. It includes rock, pop, gospel, hip-hop, opera, heavy metal, death metal, black metal, Latin, soul, funk, instrumental, Trance, country, heavy rock, jazz, blues, contemporary, Christian, classical, rap, alternative rock and so on. Where as, Hinduism concept of Music (shastriya sangeet) denotes vocal music, instrumental music and dance. 'Shastriya sangeet' is the combinations of different 'Ragas' rhythmically organized through 'Talas' and instruments such as Tabla, Harmonium, Tanpura, Basuri, Sitar, Shehnai, Sarangi, Santoor and so on. There is often a divide between what types of music are viewed as a "high culture" and "low culture." "High culture" types of music typically include Western art music such as Baroque, Classical, Romantic, and modern-era symphonies, concertos, and solo works, and are typically heard in formal concerts in concert halls and churches, with the audience sitting quietly in seats. Other types of music such as jazz, blues, soul, and country are often performed in bars, nightclubs, and theatres, where the audience may be able to drink, dance, and express themselves by cheering. However, music may be used for artistic or aesthetic, communicative, entertainment or ceremonial purposes.

Music is experienced by individuals in a range of social settings ranging from being alone to attending a large concert. Musical

performances take different forms in different cultures and traditions. Every individual can enjoy any kind of music if he/she is so devoted to music. The existence of some modern-day genres such as heavy metal, death metal and such other noise music, which enjoy an extensive underground following, indicate that even the crudest noises can be considered music if the listener is so devoted.

Music, thus, is such a thing that can create a sudden change in one person's mind or the whole nation. Music coming from any language from all over the world, may it be instrumental or lyrics from the heart, music has a heart of one's soul, that if it's played it lives. Someone will play the songs of the past as we do today, the music will live on and the soul of that piece will never die. No matter whether the music is from any language or any country or from any traditions and culture, it should always be remembered that music is composed from either notations (sargam) from Shastriya Music or from the western classical music notations .i.e. either 'Sa Re Ga Ma Pa Dha Ni Sa' or 'Do Re Mi Fa So La Ti Do' respectively. So, music should always be loved and respected.

## My best flower

**Arpana Yogi**

BBA 2nd Semester

I was fed up of my life  
So I wanted to die  
This made the sunflower cry.  
Because she wanted to make me alive  
I asked the reason why she wanted  
to make me alive  
and her only answer was that  
She loves me more than her life  
As she loves me more than her life  
She is the best flower of my life



# A REPORT ON AN INTRA-COLLEGE RESEARCH ON BACHELORS AND THEIR MENTALITY

There has been a growing trend of joining BBA and BIM programs among the youth. The demand has been well addressed by an ever increasing supply of educational institutions across the country, via different universities. But where is this growing trend leading the youth? Is the youth aware of the decisions they are making? And how are they making this decision? In a country where graduates are produced umpteen times more than are newly created jobs, on an annual basis, what factors steer the youth right into this management field? This paper tries to critically analyze the various factors that affect the students' decision-making. And based on the research, it is seen that enrolling oneself in a BBA program or a BIM program has become more like a fashion statement than an educated career-decision. There still seems to be much room for creating awareness about the programs, about how the courses offered will shape their future path and what kinds of skills and competencies, students can expect to have learned, by the time they pass-out as BBA or BIM graduates.



We know that every person is different in terms of their thinking and behavior. They perceive similar things differently and act accordingly. But if we look closely, we can find similarity in these differences. For instance, there are a number of bachelor programs available across the country. Everyone has his/her own interests, capabilities and goals in life. But then, there are certain specific factors that affect the students' decision-making while choosing a particular program. We conducted a small scale survey among 150 students of the BBA and BIM programs at KCMIT, to test these similarities, to know what they think about their future and what actions they are taking now, why and how.

## Research Objectives

The major objectives behind conducting the research are as follows:

- Assessing how students chose their path to BBA/BIM, and KCMIT.
- Learning what future prospects, the students see for themselves.
- Finding out what political notions they hold and how they perceive Nepali politics, being management students.

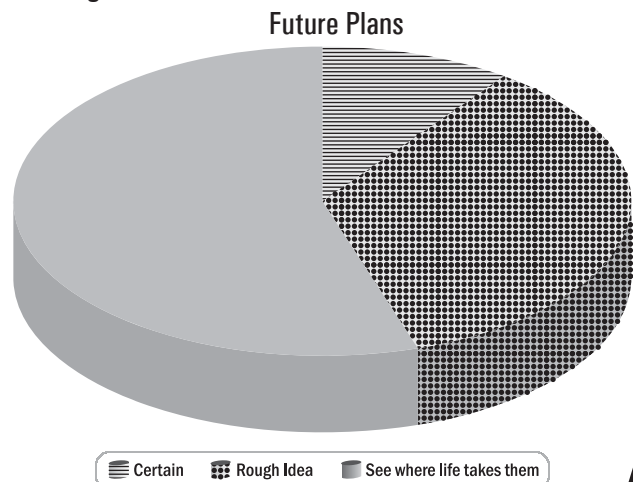
## Research Questions

1. Why did you select BBA/ BIM as foundation for your success?
2. Why did you choose KCMIT?
3. What have you planned for your future?
4. Had you researched well before selecting your course of study?
5. Being a youth involved in the management field, have you ever given national politics a thought?
6. Any message for the college or the new comers?

## Research design

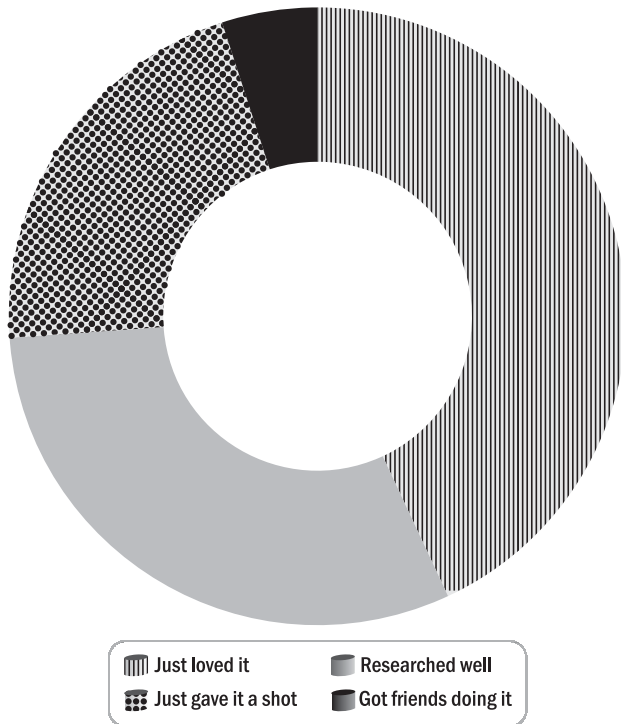
1. Simple Random Sampling- Simple Random Sampling
2. Universe of Study- Kantipur College of Management and Information Technology
3. Sample size- 150 respondents.
4. Data collection:
5. Questionnaires.

## Findings



It's quite strange to find out that only 10% students have certain plans for their future while 35% of the students only have some rough ideas. 55% of the students have said that they will act accordingly to the time. Hence, it seems that they are not quite serious about their future which also depicts that they lack the proper guidance in the selection of their aim. Students have shown a dire need of proper counseling and motivation for a sound future.

*Moving on to how students chose their programs, viz. BBA and BIM, we found out the following things:*

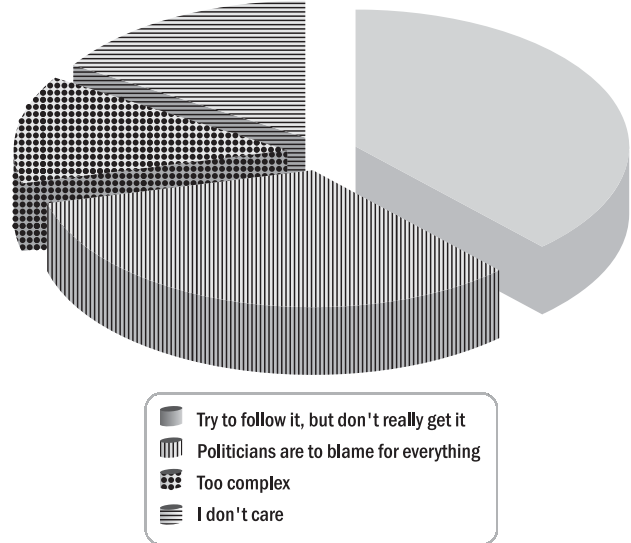


97% of the students said that choosing BBA or BIM was at their own discretion. Among them 43% of the students had selected the course because they loved it while the other 31% investigated well before they selected it. Not only that, 21% of the students selected it just to give it a try while the rest selected because they had friends enrolled in the same program. The survey also showed that a few number of students selected BIM because they were unable to obtain the seats for BBA.

The next big decision after choosing the course of study, definitely is the proper choice of the college. It is not easy to find the right college to match their choice since the colleges and the seats are limited. So, we asked the students why they selected KCMIT. From their response we came to know that they have developed in them, a good image of Tribhuvan University (TU) affiliated colleges. Most of the students selected KCMIT because of this reason. Furthermore, a good number of students answered that they came to KCMIT because they felt that it is the best college in providing peaceful environment along with quality education from qualified teachers. Not only that, majority of the BIM students selected it

since it is the pioneer college for BIM studies. Recommendation is also one of the reasons for selecting KCMIT. Some of them had no other options left while few were compelled to study in KCMIT. Meanwhile, some expressed that there is a lot of freedom in it, compared to other colleges and also there is the 'laptop' factor along with easy admission. There are students who came to the college because of their instinct and luck.

Being management students, we feel that it is a must to follow the national politics (at least) and wanted to find out how others feel about it. So, we asked them what notion they held of our country's politics. Here is what we came up with:



38% of the students are restrained to only thinking about the situation but are unable to act, while another 33% think that politics is a game of culprits in our country who only work for their benefits. 13% of the students believe that the politics of our country is too complex to comprehend and the other 16% don't even want to give it a thought. This shows that they have quite a negative attitude towards politics of our nation. Majority of students don't really want to get involved in politics while the remaining few who follow it think that it is a dirty game and responsible for the current plight of the nation.

And at last but not the least, we asked the students, if they have any suggestions for the prospective KCMITians and the college itself, they have suggested quite a few things to the new-comers and the college. Most of them suggested to the new-comers that they should take the full information about the course and the college before joining it. They also have suggested them to work hard and maintain discipline for their successful life. To the college, they suggested that the infrastructure be improved. In addition, they wanted the college to organize field visits more often. They also wanted the college to enhance its management and teaching method. Not only that, some of the students also expressed that there was partiality which should be removed. A few said that

college should start the course of MIM (Masters in Information Management) program.

### Recommendations

1. First of all, referring to the key findings, a majority of the youth still requires proper guidance to selecting the path of there. Partly we could blame to our Nepali culture of offering children, the parental protection for as long as they seek. It could but in the current epoch of competition and innovation, children should be taught to be pro-active and think for themselves. They should be taught to plan their future in advance, like the 10% of respondents in the study.
2. Educational institutions need to create awareness about various programs and how they shape the student's future. There seems to be much room for that. 69% of the students selecting a BBA or a BIM program without prior knowledge of what they'll be learning could very well mean that some of them are going to end up in the wrong field.
3. Students of management colleges must develop some kind of interest towards politics. Being management students, it must be learned that every career we choose in the future is going to have some role played in it by national politics to some degree. We cannot run away from it. Colleges and guardians should address this.
4. Regarding popularity, KCMIT seems to have a strategic advantage owing to the fact that it distributes free laptops to all its students and that it has really strong sports teams (two most important things, any applicant wants to see in his new college.) But competition is going to make its presence felt sooner, rather than later. To stay on top, KCMIT must address its physical infra-structure issues.

### Conclusion

Much is said about the quality of education in Tribhuvan University and the course of study offered by BBA and BIM programs. But does all that goodwill and reputation add up to the decision-making abilities of the students, just because he/she is enrolled in it?

The students should be prepared for the unpredictable and develop additional remedial techniques, should any deviation occur in their career plan. In reality, many students fail to make good career plans for themselves. For gratifying their selection of the course, they entered KCMIT since it is one of the TU affiliated colleges providing good education by means of peaceful environment which is a boon for their career choice. And majority believes that their career choice is somewhat different from the other management courses. Students seem to have some urgent issues to address and so does the college itself. Both parties should work on their weaknesses and work together for a mutual success of both.

*Submitted By:*

**Anu Malhotra & Ravi Shrestha**  
BBA Class of 2013

### *Here is a collection of 25 Most Interesting Computer Facts featuring Funny Computer Facts, Internet facts, virus facts and more Computer Fun Facts.*

1. 80% of all pictures on the internet are of naked women
2. Another name for a Microsoft Windows tutorial is 'Crash Course'!
3. Bill Gates house was designed using a Macintosh computer.
4. By the year 2012 there will be approximately 17 billion devices connected to the Internet.
5. Domain names are being registered at a rate of more than one million names every month.
6. E-mail has been around longer than the World Wide Web.
7. For every 'normal' webpage, there are five porn pages.
8. In the 1980s, an IBM computer wasn't considered 100% compatible unless it could run Microsoft Flight Simulator\*.
9. MySpace reports over 110 million registered users. Were it a country, it would be the tenth largest, just behind Mexico.
10. One of every 8 married couples in the US last year met online.
11. The average 21 year old has spent 5,000 hours playing video games, has exchanged 250,000 e-mails, instant and text messages and has spent 10,000 hours on the mobile phone.
12. The average computer user blinks 7 times a minute, less than half the normal rate of 20.
13. The first banner advertising was used in 1994.
14. The first computer mouse was invented by Doug Engelbart in around 1964 and was made of wood.
15. The first domain name ever registered was Symbolics.com.
16. The world's first computer, called the Z1, was invented by Konrad Zuse in 1936. His next invention, the Z2 was finished in 1939 and was the first fully functioning electro-mechanical computer.
17. There are approximately 1,319,872,109 people on the Internet.
18. There are approximately 1.06 billion instant messaging accounts worldwide.
19. While it took the radio 38 years, and the television a short 13 years, it took the World Wide Web only 4 years to reach 50 million users.
20. 70% of virus writers work under contract for organized crime syndicates.
21. A program named "Rother J" was the first computer virus to come into sight "in the wild" — that is, outside the single computer or lab where it was created.
22. The worst MS-DOS virus ever, Michelangelo (1991) attacked the boot sector of your hard drive and any floppy drive inserted into the computer, which caused the virus to spread rapidly.
23. A virus can not appear on your computer all by itself. You have to get it by sharing infected files or diskettes, or by downloading infected files from the Internet.
24. Sweden has the highest percentage of net users (75%).
25. The first popular web browser was called Mosaic and was released in 1993.

# Say "I love you" to yourself

There's only one person in your life who'll ever truly know who you are? There's only one person who knows your deepest and darkest secrets, who knows what your likes and dislikes are and who knows that what you like today need not be your favorite tomorrow .and its only you who knows yourself best because you yourself only can be your best friend. So say "I love you" to yourself.



Do you know? Sometimes I find it very hard to define myself. There are different masks that I have worn in my life. For some people I might be great source of inspiration, for some I might be a great joker who brings smile in everyone's face, for some I might be a great tragedy, for some I might be the psycho character...these are some of the masks that I've worn in my life. Let me tell you one of the real masks that I wear in my life and that is: I talk too much; this might be my great strength or also the biggest weakness. Some may take advantage of this habit and let me down and also some may increase feeling of respect more for me. These are the two people around me positive and negative.

The different people who see me in my different avatars think I am actually only that person I was at the moment that they met me. And even though they don't know all of me, they think they know me and draw their conclusions. I have only one thing to say to those who spend their valuable time in drawing conclusions about me. "Stay with me for a hundred days and maybe you will know who I am?" Always remember, people love you because you are too sweet and lovely for them and people hate you as well because you are more sweet and lovely than them.

So please do not be fooled by anyone who tells you that they know you better than you know yourself after just meeting you a couple of times. It depends on you how you feel about yourself. Respect yourself, and others will respect you in return. Just stay loving yourself and try knowing who you are in real, because in this busy world nobody can invest their time to know the real you. But yes, if you find someone with whom you can tell about the real mask you wear in your life, someone with whom you don't have to explain why you act little crazy, and who simply understands all your activities, then my dear friend, you have finally found your match. Don't let go of that person because the presence of such people makes your life worthwhile.

Finally, say "I LOVE YOU" to yourself everyday because it brings spring in every season of your life by increasing your confidence level, strengthening rate of happiness in your life and also by developing the feeling of self respect.

Aashika Dahal  
BBA 4th Semester 'A'



# GENERATION MANAGEMENT DEVELOPMENT

100 Complete





Welcome  
&  
Farewell 2011





Sports  
2011-12



# Single or In Relation

People with curly hair like to have straight hair and vice versa. People who are single usually don't want to be single and people who are involved often wish they were single again. "Grass is always greener on the other side means we like what we don't have". Similar is the case in relationship status. I urge you to look at the positive side of your relationship regardless of what it may be.

It is easy to get into a relationship but to sustain it with the same passion and dedication is the tough part. There are many factors that impel one to fall in love at first sight. You may call it imagination or even intuition when you fall in love at the very first sight without even knowing a person properly. The main factors that often lead to love at first sight are gestures, voice, hair, smile, smell and appearance. Misunderstanding is a notable cause for this. It's not worthwhile to fall in love at first sight by just looking at a person's physical appearance and attributes. Rather a person's nature and qualities should be known. A question often arises these days what are the ways to find whether its love or lust. A loving relationship is one which is based on selflessness and thoughtfulness unlike a lustful relationship which is marked by selfishness and thoughtlessness. A relationship based on love wants to last longer. If the love initially fades away then that's lust. It can be called love when the partner decides to marry his/her mate in future. There is a possibility that lust exists in a loving relationship, the opposite though is not quite possible.

Either single or in a relationship there are pros and cons. I would like to add some pros of being single. Ample time to spend with friends and family, comfortable sleep since no one will be there to hit you in the face with their elbow, own choice of eating and drinking, own decision where you want to go and with whom you want to pass time i.e. not necessary to take permissions. Similarly, some positive sides of being in a relationship/marriage are: No loneliness i.e. you can go to places with your beloved, help can be taken from the partner in any work, you have someone who cares for you when you are sick and even scratches the back when you feel itchy, sharing of life's problems with the one who knows you the best and so on.

Many of us may be enjoying the ongoing relation and few of us may be worried of getting the relation perilous. Perhaps all of us had the experience of broken relationships at least once in our life. Broken relationships are mostly painful as it is associated with a broken heart or a faltered soul and tearful eyes. Relationships are very sensitive in nature. They can be joined easily at the beginning but to keep that unhurt, respected and dignified is the main challenge. For example, at college in the beginning of our Bachelor classes, a girl from our class was infatuated with a boy who had good oratory skills and possessed adequate knowledge. Both got close with each other with the passage of time. Within a week, they went on date. Later, due to a small misunderstanding their fragile relation came to an end. These are the real issues found commonly in almost all the varying from few to many

What is needed in such relationships is trust, faith, feeling of respect, few common grounds of passion, liberty in some cases and above all love.

Manish Acharya  
BBA 6<sup>th</sup> Semester 'A'



Binod Ranabhat

BIM  
6th Semester

# Student to Business: A voyage

Every time I open my text books, I think to myself, “all this learning means nothing until I make something happen.”

It was some years back that I completed my plus two in Science with Physics and Mathematics as my majors subjects. Soon after, like other students, I proceeded with an aim of being an engineer. I even joined some engineering preparation courses. Time was as good as an enthusiastic student could hope for. But then, something strange happened. Somehow, I started finding the formulae and all those old theories, vapid. My head would be unnecessarily bothered, trying to memorize the lines of textbooks and trying to remember the theories and formulae of the pages. I began to fabricate ideas like solving all those tedious chemical problems didn't have any

creativity, innovation and new idea, like it just involved the pre-acquired knowledge that was stored in some part of our brain.

All the while, I watched my friends reading like hell. I delved for life in their activities. I'd often think, if life were all about reading and reading and reading even more. Time passed, I sat through the engineering entrance exams, admitted for computer engineering, started studying. But

gradually, the essence of life was being lost. Learning the boring derivations and numerical problems of the big books had no charm in them. Life got stuck with learning the theories, trying to understand them if I could, and memorizing them and writing in the exams, if not. However, computer programming, designing, creating some innovative designs etc. had always fascinated me. I learned that during the total of four years of computer engineering course, a student would read approximately 12 computer subjects, and the rest were electronics, electrical, civil, mechanical and others, which accumulated to be approximately 40 subjects, and finally after passing the exam the title of an Engineer would be bestowed on him/her. Rest of the life is same as other people.

Realizing this fact, I was diverted towards my field of interest. With very little knowledge of web technology, I started spending more time on my computer. I started browsing the website for tutorials. I began to look for things like “How to make a Website?” and many more. I'd indulge myself in learning newer things every day. Days and nights were the same. Downloading and learning from tutorials kept me occupied all the time. All this could not come-about without affecting my regular studies. Absenteeism in college was now a frequent incident, but I was feeling on the top of the world as I was learning the real things that I wanted to.

With some beginner's knowledge in web development, I went online with my first website, [www.meropokhara.com](http://www.meropokhara.com). That was followed by a phone call from the founder and CEO of one of the leading websites of Pokhara, inviting me to have a talk with him, over some tea. We had a great talk about the website development process for the whole day. Motivated to dive into the core world of web technology, I read even more. Then at a point in time, I realized the need of a mentor and scanned the market for some computer institutes to teach me some advanced programming skills, only to find luck get the better of me. The only thing that helped me was the INTERNET and SELF STUDY, and the only institute I found was

www.google.com which assigned me to a mentor www.w3schools.com.

The boring engineering studies and the interesting Web Development Process were going parallel. Then one fine day, I found an article about ENTREPRENEURSHIP. The article defined the meaning to me as, "Entrepreneurship is a dynamic process of vision, change, and creation. It requires an application of energy and passion towards the creation and implementation of new ideas and creative solutions. Essential ingredients include the willingness to take calculated risks- in terms of time, equity, or career; the ability to formulate an effective venture team; the creative skill to marshal needed resources; and fundamental skill of building solid business plan; and finally, the vision to recognize opportunity where others see chaos, contradiction, and confusion." Entrepreneurship is finding opportunity in a problem. It could be any type of problem that we see in our everyday life such as lack of electricity and petroleum, shopping, security, health care and many others. Problems that we experience, read about and hear in any area could become an entrepreneurial opportunity. Now, I was confused for "who is an ENTREPRENEUR?" And I looked for the meaning of an Entrepreneur. It said "An entrepreneur is an innovator who establishes a new business offering new or existing products or services for the reward of profit. They have strong beliefs about market opportunities and willingly accept a high level of personal, professional and financial risk. An entrepreneur possesses a variety of different characteristics that provide a skill set for achieving success and a high level of reward."

I read the biographies of some successful entrepreneurs of today's world, like Bill Gates of Microsoft, Steve Jobs of Apple, Mark Zuckerberg of Facebook, Harland David "Colonel" Sanders of KFC, Narayan Murthy of Infosys, Min Bahadur Gurung of Bhatbhateni, Karna Shakya who made Thamel what it is now and many more. The moral from each such article and success-and-failure stories about entrepreneurs around the world, was, "Everyone is after the big fish." But here in Nepal, I realized big fishes are hard to find and even harder to track and hardest to catch. However, one can always go after a small fish that has the potential to grow into a big fish easier to manage, may be even less risk! And should the pond dry up, it's the small fish that usually escapes, not the big one.

Then, in a not-so-strange turn of events, dream of establishing my own business started to haunt my mind continuously. I set my aim at establishing an IT company, for which I'd need a proper blend of

Management and Information Technology. Subsequently, I Joined Bachelor in Information Management program of the Tribhuvan University. First year passed with some self-study for the expertise in my field i.e. Web Development. Other Management and IT subjects played their part, too.

My journey commenced as a freelancer web developer. I even worked as an IT Executive in some IT Offices, taught web technology in some IT Colleges and gathered some managerial knowledge. Recharged with confidence and real time knowledge, I started doing research about the process of company registration inside Nepal. After going through many difficult situations (documentation, financial difficulties, and government producers full of hassles) a year back in 2011, the dream of establishing my own IT Company came true. I successfully registered an IT company in Company Registrar Office and Internal Revenue Office, Kathmandu, Nepal under the name DONIB TECHNOLOGY Pvt. Ltd. which is now running smoothly and has more than 200 satisfied clients inside and outside Nepal.

A Journey of a thousand miles begins with a single step. The same applies to me. Hurdles after hurdles I had to face in my pursuit. It was quite a difficult job, but sweeter fruits always hang higher. I have come up with some results that give me a deep sense of satisfaction and drive home the fact that nothing is impossible.

It doesn't matter how many resources you have.



If you don't know how to use them,  
it will never be enough.

*After I became Miss Nepal, I've been bound by responsibilities everyday like the goodwill ambassador of Nepal tourism year 2011, Miss World preparations and many other national and international events. This brought a drastic change in my daily schedule and even after my tenure as Miss Nepal, I am still busy.*

**Tell us about your experiences in the miss world contest in China.**

*The best experience for me was that I was representing my country in the competition and I felt proud about that. I shared a lot of good things about our country in front of the other contestants. I also got a chance to learn many new things. Besides, I also made some friends like Miss Korea, Miss Mongolia, Miss Macau, etc with whom I enjoyed and they even showed interest in visiting Nepal.*

**Controversies have raised often regarding beauty pageants contest being against the values of our society and culture. What answer would you like to give to the critics?**

*I don't think these beauty pageants are against our culture. In our culture, we have the practice of praying goddesses along with the god which represents respect for women in our culture. A man might go out for work but a woman takes care of the family members and the home itself and she is basically the homemaker. So, it is high time that the women take charge and the priority of our society change with time. Miss Nepal focuses more on development of women and not on hampering our society and culture in any ways. So, the main reason behind all those controversies is that our society is the conservativeness of our Nepali society which I hope will change one day positively.*

**To uplift the condition of Nepalese women, what sorts of effort can a Miss Nepal can contribute? What kind of activities have you contributed on this regard?**

*This is the question which a Miss Nepal is usually asked as soon as she is crowned (laughs). A Miss Nepal can act as a role model, have a positive attitude in front of all, get involved in some social activities and represent herself positively towards the world as a woman. This can inspire other women as well. Even I have been trying many of the things after being Miss Nepal.*

**Give your perspective on beauty and fashion.**

*I think beauty lies on the eyes of beholder because different persons define beauty in their own ways. I believe that inner beauty matters more than outer beauty and if you fail to maintain your inner beauty, then your outer beauty doesn't have much use. On the other hand, Fashion is all about how you present yourself in front of others and it differs according factors like family events, time with friends, etc. The way you present and dress yourself defines you a lot but I prefer to be more comfortable in case of fashion.*

**Would you like to get involved in the management or business field in the future?**

*Yes definitely. Since I am a student of business myself I think I have or will have required knowledge for it in the future and I think setting up innovative ideas through business helps to boost the economy of the country as well.*

## *An interview* *Sadikshya Shrestha*

**Sadikshya Shrestha, Miss Nepal 2010 is the youngest Miss Nepal winner, and can be taken as an ideal young girl who gained big achievements and experiences in a young age. There is no doubt that she has an inspirational personality along with her beauty. The young lady, who had also won the VOW Magazine's "Top Ten College Women award" in 2009, still seems quite busy getting involved in various events in and outside the valley as well as pursuing her Bachelor's degree at the same time. Sadikshya shared her experiences and views about different things on the questions we asked her.**

**How would you define Sadikshya Shrestha in one sentence?**

*Although it would be a very long sentence to describe (laughs) but I can describe myself as a girl who wants to learn everyday with life and the lessons it teaches me every moment.*

**What are the things that you like and dislike about yourself?**

*I like some qualities that I have in me like the patience, ability to admit my mistakes, courage to discard some events, and also courage to say 'no' to things that are not right in my perspective.*

*The things that I dislike about myself, "Tyo pani tannai chha" (laughs). I think that I still lack the courage to deny some things even if I want to deny them and I still need to add and remove qualities within me to face the world and interact with different people every day.*

**What differences have you experienced in your life before and after Miss Nepal?**  
*Before Miss Nepal I used to be a normal girl who used to attend her classes, come home on time and also have enough time to enjoy with her buddies. There was a lot of freedom.*



**What should our Nepalese contestants improve to win or improve our performance in international pageant competitions?**

*The problem with this matter is that people tend to focus only on the results and not on what kind of facilities for preparations our contestants usually get for these competitions. Contestants outside get professional trainers, designers, assistants, sponsors etc who handle their dresses, jewelry, fitness, schedules, etc and the contestant gets enough time to focus for her preparations. Here in Nepal, we lack all these sort of inputs required for an international pageant competition and a contestant has to manage most of the things by themselves which is of course quite hectic. Therefore, our contestants require some good input and a bit more support if we really want to succeed.*

**Social service has been taken up as a fashion stunt by celebrities. What your views regarding this?**

*In many cases, we can detect whether it is a publicity stunt or not by the way celebrities do it. If anyone really feels like doing social service then they can continue it even after their tenure. I believe things like celebrity status, popularity, tenure etc doesn't matter for a person with a good heart who genuinely wants to carry on social service.*

**As we know that you have lots of fans, what is the craziest (Memorable) incident that you have experienced with your fans or a particular fan?**

*Oh yeah! It was quite recently by the way. I was hosting the Coca Cola's euro cup contest in NCCS College. One of the students came up to me and asked me to give my autograph on a thousand rupee note. I asked him whether he'll spend the money or not and in reply he said he'd just frame it and keep it. It was quite bizarre to see anyone sacrificing thousand bucks with an autograph but I liked the experience.*

**As a Nepalese citizen, how would you contribute to the country/ how have you been doing it till today?**

*As a Nepalese citizen, I do worry about the situations and current affairs of the country. Even though, I consider myself a "Hopeless Hopeful" who is always hopeful that these situations will lead Nepal to a brighter day at some point of time. On the other hand, I represented Nepal in programs like miss world, Nepal tourism year, etc where I had the chance to tell the world about the good things about Nepal. I think that's a contribution I have done for the country.*

**How do you feel about current scenario of our country?**

*Being a conscious citizen of Nepal and a "Hopeless Hopeful" that I am, I always expect for the better future of my country and always expect that each event either considered good or bad or big or small can be significant in bringing a positive change in the country's future. It is said that it is the darkest when it is dawn, so I think whatever disorders have happened in our country may be leading*

*us to a bright future which may take a long time to fulfill anyways. Therefore, I love to stick to the hopeful side on this matter.*

**What is the role of today's youth in the development of Nepal?**

*I think our young generation always has the love for the country either they are here or abroad. Today's youth, even if they are abroad should come back to Nepal one day and contribute in some ways to the country. Our country would be better if youth show a bit more will in their country's future rather than focusing more on their own future only. I am hopeful that it will happen one day.*

**There is trend among youngsters going abroad for foreign degree which is the main cause of brain drain, but still you've preferred to study here. Why?**

*The trend might have been growing because students might have found better conditions of studies in abroad countries than in Nepal. It is good thing to go outside and acquire knowledge but it is even better to use that acquired knowledge for the betterment of your homeland rather than staying outside after studies. I chose to study here because I love to stay with my family and along with my studies I want to continue my works as well. Studying in Nepal gives me enough time to do so. But even I might go abroad for my further studies but even if I go, I will definitely return and use my knowledge here because I love my country.*

**Tell us one thing that will make us remember you?**

*After reading this interview I am sure you will spend few minutes going through all my points. Some of u might agree and some of u may not. Some of my answer might bring smile on your face and some might think that this is exactly what I expected from a Miss Nepal. Since you have given your time to read my answers, I think you will remember me.*

**What makes you feel proud being a Nepalese citizen?**

*I think our country is blessed with a lot of good things. I like Nepal's natural beauty, culture, tradition, historical architectural structures like durbar square, Dharahara, beautiful Rana Palaces, etc. These are the things and the reason tourists come here for. Besides that the brotherhood among each other and the fine manner in which a typical Nepali woman takes care of the entire family also makes me feel proud being a Nepalese citizen.*

**Please convey your suggestions to the young generation of new Nepal.**

*Be more positive, be happy, don't ever be disappointed because you will not be able to do great things in life, start with small differences that add to make a big revolution in the society, family, and even in your life. Just Keep smiling and be positive in life always.*

*Interview Team*

**Binit Shrestha and Prajwol Jung Rana ( BIM 6th)  
Garima Oli and Dipenti Chand (BBA 6th)**

## STORIES AROUND US...

We all have a story. In fact, each of us holds many stories; stories about our family, friends, society, school and more. Some of them are joyful and uplifting. Some of them are accounts of heart ripping grief and despair. Yet, we all have them. We have heard many stories from our childhood which are beautiful and we have enjoyed a lot while listening to those stories, but stories about our own life is not always beautiful as in fairy tales. We started to go to school, we started to learn many things like math, science, history, literature, and many more, because we have to learn good things from our lives but sometime we cannot learn everything by going to schools and colleges, sometimes stories around us teach us many things.

It was a sunny day; I was in a micro bus, middle of Jamal I saw a woman in middle of the road with both legs paralyzed. Her eyes were wet with tears. Those tears and helpless appearance clearly showed that she was scared, hoping for help and wanted to cross the road as soon as she could. The shameful part was there were many people, but there was no one to help her. Even though no one helped her she still crossed the road with her own courage and. May be that was her every day story to survive in this selfish world. By her story, I motivate myself to stand up in difficult situations when I completely feel paralyzed and there may no one to hold me. Frankly speaking, that woman was not paralyzed at least from her heart but we people are.....There is no point even if your body is completely functioning but your heart is paralyzed!!

Every day when I pass by the street, I see many people, some of them are children, some of them are adults and some of them are very old searching for a place to sleep, searching for a corner to hide, searching for clothes for warmth. When I pass by seeing these people I feel miserable but can do nothing. This is the story about those people who have no food to eat, no place to sleep, no clothes to wear but still living in this expensive world. Every day when I see them, they teach me a powerful lesson for my everyday life which no text can teach. Their stories tell me how much blessed I am!! Maybe I don't have a fine table to eat at but I don't have to sleep hungry, may be my bed is not that comfortable but still I have place to sleep may be my clothes are not that expensive, but still it covers and protects my body. Every day we see and hear stories about friendship, parents, love, single women, single father, tragedy, orphans and many others. Some stories make us laugh and some keep us silent. Stories are not always bright and beautiful but sometime pitch extremely gloomy; they may not always sound good but sometimes it takes our breath away; however, they may not always be painful but sometimes heal our wounds.

Every person has different stories and every story tells us something different. Some stories inspire us to dream big, some inspire us to do better and some inspire us to believe in ourselves. However it is & whatever it is, we all can feel it because these are the stories around us. I do believe that we all have our own stories but the thing is does your story and mine inspire others!!

Manju Rai  
BBA 4<sup>th</sup> semester 'A'

# Innovative Hiring System and Performance Appraisal System



## Innovative Hiring System

Nepalese hiring system still need to be some innovative system of hiring. Companies are reworking their recruitment strategies to win the talent war.

You definitely put hoardings across busy junctions of a city to promote your products and services. Would you do the same when it comes to hiring key talent from the market? Probably not. But in reality it can also work out if a huge amount of recruitment budget is spent on hoardings along with a unique selling proposition message which not only creates employer branding and mass appeal but can make aware of those recruits who had either never heard of the firm nor had no experience at any of its operations. Its ultimate goal is to attract the best minds. Talent crisis is not just restricted to the hiring part alone. Training and retention also pose big challenges. Given the demand-supply gap in the market, firms devise multi-prong strategies to beat competition. This includes campus recruitments, internal job postings, employee-referrals, availing the services of placement consultants, participating in job fairs and advertising in newspapers and job portals. The trend, however, is now moving towards leveraging the benefits of online social networking. Many companies are now bringing in global talent on board, with the clear intention of meeting their client requirements in specific geographies. Also, welcoming ex-employees back into the fold in no more an exception.

Some of the best practices for talent hunt are:

- Employee referrals
- Internal job postings
- Social networking on websites such as LinkedIn
- Job portals such as [www.jobsnepal.com](http://www.jobsnepal.com)
- Employer branding
- Campus recruitments
- Placement consultants
- Hiring teams instead of an individual
- Targeting public-sector employees, ex-servicemen
- Hiring housewives, senior citizens, fresh school pass-outs for - part-time work
- Partnering with educational and training institutes
- Job fairs
- Pre-placement offers (PPOs)
- Hiring for retention: The firm highlights a host of "employee benefits" on its website to attract talent with the clear idea to retain them.

## Performance Appraisal System

In the present business environment of cut throat competition and globalization, competency based practices have gained much of an attention from the contemporary organizations. They aim at achieving an optimum performance in the long term by developing the skills and competencies of the employees on a continuous basis. **Competency based management systems are primarily employee centric performance management systems and focuses upon how an organization achieves a desired performance.** By aligning competencies within the performance management framework, the supervisors provide a feedback to the employees on the performance goals achieved and how the work was performed.

Competency focused performance management systems can serve as a useful tool for helping the employees in understanding the performance expectations and improving the competencies. Competency based management are strategic in nature and influences almost every area of human capital management which starts with the hiring of an employee and ends with the retirement. It aims at standardizing and integrating all HR activities by relying upon competencies which support fulfillment of organizational goals.

For example, **Maruti Udyog Limited** which was a joint venture with **Suzuki** of Japan realized the need of aligning HR strategies with the corporate strategies by linking competency mapping with the major systems of HR. Deregulation in India in 1998 drastically declined the market share of Maruti which was earlier the undisputed leader in the automobiles industry. Reforms like competency mapping, job rotations, improvements in the appraisal system, initiatives in implementation of a transparent system of feedback and communication, clear definition of job profiles and their accountabilities and many others, improved the competitiveness of Maruti.

Performance management systems are based on personal competencies which distinguish high performers from the average performers and the personal competencies are derived from the values and core competencies of an organization (Reagan, 1994). According to Collins and Porras (1996), organizations which use core competencies based systems are regarded as high performers or visionaries. Competencies are primarily job specifications concerned with the knowledge, skills and abilities of an individual

which defines the personal as well as the organizational success (Englemann & Roesch, 1996). The same researchers listed personal competencies as achievement orientation, team work, analytical thinking, relationship building, customer service orientation, etc. Individual competencies drive excellence in an organization as they are utilized as a yardstick for evaluating and monitoring both individual and organizational performance and their effectiveness (Antonacopoulou & FitzGerald, 1996).

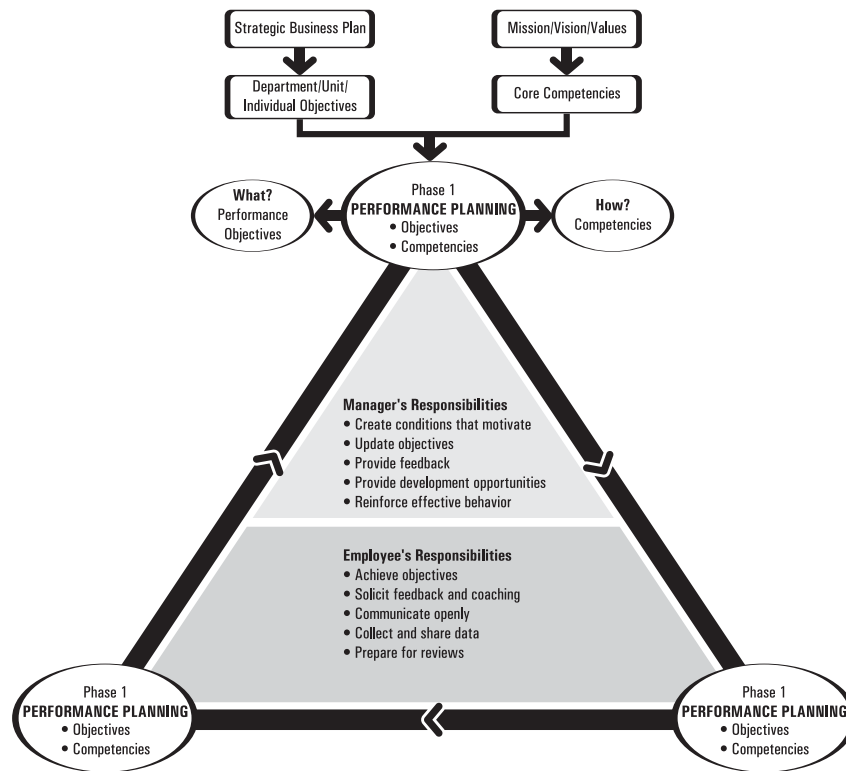
Competencies can be integrated with the performance management process by any of the two ways:

1. **By identifying and defining the key competencies required for realizing the performance goals/objectives:** The key competencies are jointly defined by the manager and the

employee during the stage of setting performance plans, goals and objectives. These competencies are ultimately assessed during the performance review period in connection with the performance goals/objectives realized by the employees.

2. **By identifying the competencies which are required for performing an employee's job/role into the performance management process:** In the case, the competencies are identified from the competency profile from the employee's role or job point of view and also include the performance goals/objectives for being reviewed. The performance goals/objectives deal with the aspect of what must be achieved over the entire period of review and the competencies address the question of how an employee achieved the pre determined performance goal by demonstrating an expected pattern of behavior.

Competencies are aligned in each phase of the performance management cycle. A model on Strategic Performance Management which is given below:



Organizations should treat the process of performance management as a gap closing strategy, which focuses upon the vision, mission and values of the organization, the goals and objectives of the agency, individual goals and objectives and also the core competencies.

Organizations like Wipro and Infosys, the major IT giants of India give a lot of importance to competency based performance management system. In Wipro, the performance management process begins with the identification and assessment of critical competencies for top management, senior management and middle management on the basis of critical incidents, focus groups and rigorous interviews. 360 degree feedback is used for providing a feedback on the existing competencies of the employees and based on the results of the feedback a training programme is organized for improving the deficit areas of performance. Finally, personal development plans are formulated for each employee for monitoring and tracking the improvement in competencies or skill sets. For building competencies, Wipro focuses on strategic thinking, vision, building star performers and global focus. Infosys equally gives a lot of importance to 360 degree feedback for evaluating the critical leadership competencies of their employees.

# ROHIT CHAND

## IN HIS OWN WORDS

Rohit Chand, born in 1992 is the youngest player to represent Nepal. He is a product of ANFA academy. The central defensive player, whose hometown is Birendranagar-8, Surkhet is also the only player to get into national squad without playing in 'A' division. He is one of the rising stars in South Asia. He is currently playing with HAL (Hindustan Aeronautics Limited) in the I-league (Indian League). He continues to grow and promise more.

Sanjaya Pokharel | Nischal Shrestha | Bharat Bhattarai | Dinesh Shrestha

**Which was your 1st professional club?**

*I started with Machchindra Club in Kathmandu.*

**When did you debut in the senior national team?**

*I played against Palestine in AFC Challenge Cup held in 2009 in Dashrath Rangala, Nepal.*

**How was your sentiment on that day?**

*I was a bit nervous but my coach really helped me throughout the game. I had a strong feeling to do something for my country.*

**Which awards, among the many you have received, do you value the most?**

*I got 'best defender' award while playing A-division for Machchindra Club, which meant a lot to me.*

**You currently play football in the I-league. How are Indian supporters in comparison to Nepalese supporters?**

*Nepalese football supporter have more passion for football than Indian supporters. In India they basically give priority to cricket than football.*

**We have heard that your preferred position was midfield. But, you play in defense, any reason.**

*I was unaware about my defensive qualities earlier. My coach and team colleagues are responsible in changing my position.*

**There were media reports that linked you with clubs such as Tottenham and Arsenal. What is the truth regarding issues?**

*They both are great clubs. I was once scouted by Tottenham during the world Cup qualifying in Jordan. However, it was a rumor only in the press regarding Arsenal. I too was amazed to hear rumor about the Arsenal.*

**What do you say about the reported links with Catering Club Semi-pro in Britain?**

*Yes, they were interested in me. I was almost in a position to move to Britain. But, the work permit hasn't been allowed yet.*

**Who is your idol in the game?**

*That would be Paulo Maldini of Italy. He was a world class defender and I have a dream to be like him one day.*

**Among current Nepalese players, who inspires you most?**

*Biraj Maharajan is the player who always inspires me. I always love to play alongside with him.*

**How did you start your International career?**

*In 2004, I was selected in U-14 in ANFA academy. Due to my reserved nature, I struggled to get into the A squad there. (There are A, B squads in the youth setup). However, I was able to get into U-16 national squad and then I got a chance in the senior*

*team in the Prime minister's Invitational tournament representing Nepal. I got positive reviews and a chance to become a permanent member in the senior team after that tournament.*

**Did you receive good support from your family to play?**

*Yes, my family always inspired me to play. They were always there to backed me when I'm in the though period.*

**Anybody else in the family who play the game?**

*My dad used to play when he was in the Indian army.*

**What variations did you see between the 'A' division league in Nepal and the I-league in India?**

*I think that Nepalese league is still at an amateur stage, played only 3 months a year. The I-league is comparatively more professional and has more investment.*

**So, what do you think needs to be done to raise the standards of Nepalese football?**

*I think that, development should begin at the grassroots level at the age of 6. Also, the league time and number of teams need to increase. International coaches with better experience can also help.*

**As you told us about your involvement in the Youth setup at ANFA. Tell us about some of the promising players coming through the ranks there?**

*I think that Sabindra Shrestha and Sujal Shrestha are the promising players. They have an enormous talent and will be the great assets of the Nation one day.*

**Have you led your team in any tournament?**

*While playing from the Machchindra Club, I was the team captain in some games.*

**You have raised high hopes among supporters in Nepal. Can you live up to their expectations?**

*Yes, I will do my best and win trophies for my country. I want to win the SAFF Championship for Nepal.*

**What is your ultimate dream in your career?**

*I would like to win trophies for the club and my country. I would also like to play in Europe someday.*



# Overview of IT in Nepal

Pravin Kaphle | Rajan Adhikari | Rasbin Rijal  
BIM 6th Semester 'B'

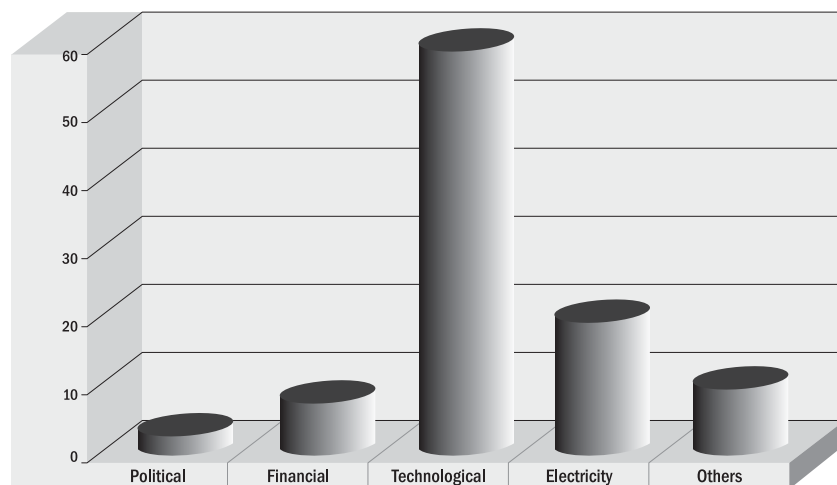
This is the 21st century, the age of technology whose development is moving at the speed of light and so is the IT sector. IT covers large area all over the world with its great importance. The IT sector of Nepal is taking a peak within a short time and also it is taking the benefit of having technology giants neighbors, China in hardware and India in software. Due to the globalization, IT companies of Nepal have also gained some portion of the international market and also got chance to be familiar with advanced technologies. Taking the advantage of information technology many countries are highly developed with the sophisticated life. But in the Nepalese context, we have not still achieved many benefits from IT. Many IT companies were established with the view of uplifting the IT sector of Nepal and they are still doing well in their field. According the research we conducted, the IT companies of Nepal are in fine position and some are working smoothly with international market.

Going through a week research we found out some IT companies workings in Nepal are capable of maintaining the standard as the international companies. At the time of research we ascertained that the capital for opening a medium level IT company starting from minimum 1 lakh to 20 lakhs which seems to be quite reasonable in developing countries. The number of employees varies from small to large company as it range from 2 at the start to 12 at the current for small companies. However for large companies the number range from 25 at the beginning to 216 at the current scenario. We feel quite interesting to know that the encouragement for establishing the company was similar as they felt to start their own company

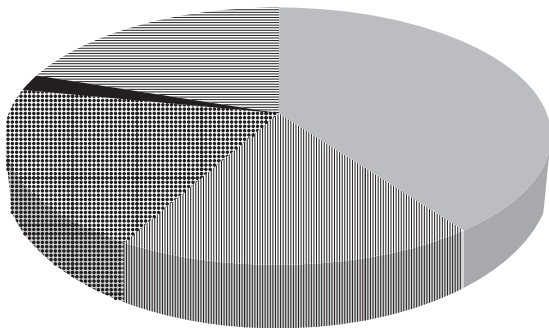
after working for several years in other company or IT field. Most of the founders were technically skilled rather than academic IT background. As they shared about their difficulties they mostly focused the problem of load shedding and political interferences but some of them described IT as the sector which is not affected from political views and decisions.

As we enquire for the use of modern technology many of them were willing to update with modern and upcoming technology in near future. Most of the companies developed web based applications and they were operating both for national and international clients like USA, UK, Canada et cetera. Getting their view for the scope of programming language we found PHP as most demanded programming language followed by ASP.NET and JAVA. PHP is dominating others in web-based applications and also enjoys the advantage of being an open source.

Most of the IT companies search talent through experiences, internship, logical/reasoning power, ability to learn and minimum project they have done in their study period. Most of the IT companies are working with Business to Business(B2B) model along with Business to Customer model(B2C). The IT companies in Nepal mostly develop customized web applications and only few generic software products for certain target market. These IT companies are also conducting and willing to conduct various IT awareness programs, demonstrations, and course related trainings in various IT colleges to develop the technically capable skilled IT manpower.



As our research is diversified, we also enlightened the BIM course and found that about sixty percent of IT companies knew about the BIM course. BIM graduates can be very much beneficial for the IT companies since they possess both the knowledge of IT and management. Majority of IT companies give priority to technical knowledge rather than academic qualification. But in multinational companies academic qualification is also equally important with the technical capability. According to some companies, BIM graduates can be the best in the mediatory level between the client and the developer since they can deal with the client with their management and technological



knowledge. Through our research we encountered that although BIM has its potential; it is at the starting phase so the graduates should work hard for their success. The research shows that number of BIM employees is very few ranging from 2 to 5 in IT companies. We found that for IT graduates the brightest, competitive and fascinated field is programming. Students are suggested to begin the experience starting to work while studying, focusing to gain knowledge and not the money. Graduates with IT knowledge can develop his own idea and can be self employed but experience is also required side by side. IT companies expect diversified talent and caliber from the IT graduates. They also listed some of the homework which should be done by government to promote IT sector which includes elimination of software piracy by formulating IT laws, e-governance, provide computer education in every region of Nepal with infrastructure for e-learning and e-library, making network lines available, and establishing good relation with foreign countries. Foreign Direct Investment should be promoted so that the Multinational companies can see some positive environment for establishing the companies in Nepal. Tax rate for IT sector should be reduced. The level of IT companies should be scrutinized based on their operations. E-tender should be implemented by the government offices. Students are suggested to work in parallel with study without hampering their study focusing to gain knowledge but not the money. IT Companies suggest that college have to associate students more with practical projects. They should be focused to be expert in one particular programming language or field but keep the knowledge of all field and programming language which means person should be "master in one".

Thus, we can conclude that there is a bright scope of IT companies. It would be fruitful for the country if the knowledge and skill of IT graduates can be utilized properly. IT graduates can generate self-employment with less capital if they have talent and practical skill which can be the boon for their country. There is a shining future for BIM graduates in the field of IT as they achieve technological skill along with management skills which is the requirement of every IT companies of the world.

(This article is based on the research conducted on various IT companies of Nepal.)

## letter to Bill Gates

To : Bill Gates, Microsoft  
 From : XYZ, Kathmandu, Nepal  
 Date : 14 February 2012

Subject : Problems with my new computer

Dear Mr. Bill Gates,

We bought a computer for our home and we have found some problems, which I want to bring to your notice..

1. There is a button 'start' but there is no 'stop' button. We request you to check this.
2. One doubt is whether any 're-scooter' is available in the system? I find only 're-cycle', but I own a scooter at my home.
3. There is 'Find' button but it is not working. My wife lost the door key and we tried a lot to trace the key with this 'find' button, but was unable to trace. Please rectify this problem.
4. My child learned 'Microsoft word' now he wants to learn 'Microsoft sentence', so when will you provide that?
5. I bought my computer, my CPU, my mouse and my keyboard, but there is only one icon which shows 'My Computer'- when you will provide the remaining items?
6. It is surprising that Windows says 'My Pictures' but there is not even a single photo of mine. So when will you keep my photo in that?
7. There is 'MICROSOFT OFFICE' what about 'MICROSOFT HOME' since I use the PC at home only?
8. You provide 'My Recent Documents'. When you will provide 'My Past Documents'?

Regards,  
 XYZ

Last one Mr. Bill Gates

P.S: "Sir, how is it that your name is Gates but you are selling WINDOWS...."

source : <http://www.binodranabhat.com.np/blog>

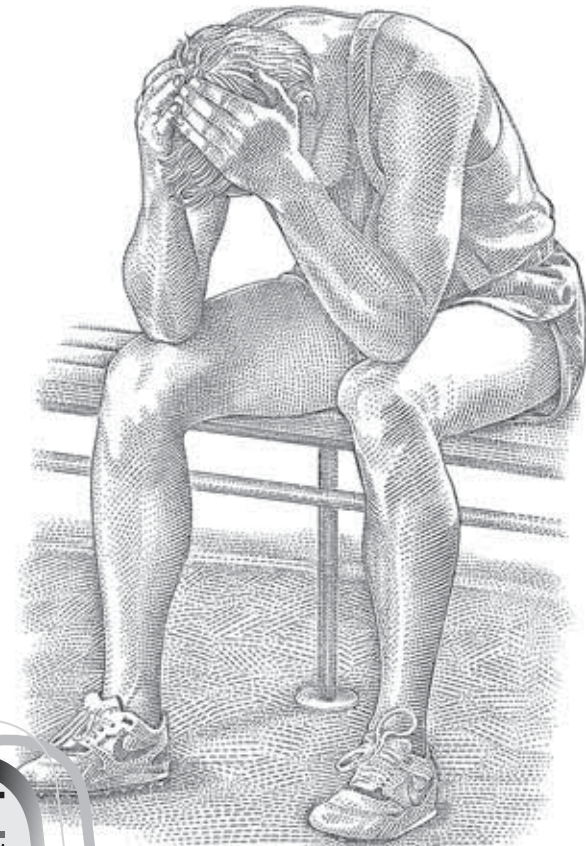
# “Failure is not a Heavenly fall; it is just a mere thinking.”

Sushil Bista

BBA  
6th Semester 'B'

*“Failure refers to the state or condition of not meeting a desirable or intended objective and may be viewed as the opposite of success.”*

Everybody experiences failure, but brooding on it or rising from it - is a choice and decision to make in order to overcome and achieve future success. Most often, it is nice to look back and reminisce the memorable and pleasant past. But it is also unlikely for anyone to remember the sad and unpleasant experience that might be associated with it. Remembering both pleasant and unpleasant is a key for one's future success and undertakings, because it will serve as a reference point in making it better or making a difference. Whether in relationships, school, at work or in business - there is always Success and Failure. There is always what they call “tradeoffs”. Even the most common example is between students like us. We faced lots of ups and downs during our academic pursuit. I have experienced many failures in life, countless of them, from my childhood to my adult years. The common failure most of us experience, is study related. We sometimes deviate from our studies which results in failure. All we need is proper guidance from our guardians till we become guardians.



So, the common question is, how do we go about it? How do we manage ourselves when confronted with failures? How do we resolve problems that cause failures in all our undertakings and experiences? Does success come after one experiences failure? Is there an end to it?

Furthermore, experiencing positive results from our endeavors, achievements and success builds up confidence and boosts one's self-esteem and it is during this time that we are ready to share and tell the world about it, and even share how we were able to overcome it!

But again, talking about failure and unpleasant circumstances – we tend to retreat and hide in our own shell. Worst, confidence deteriorates. But is this the end of the world? Is there no room to overcome it?

The answer is, YES! And the Choice is yours!!!

There is an end to any failure we encounter, if we choose to. To overcome obstacles and failures depends on our willingness to overcome it. To overcome it is to think of the positive side, like our strengths and capabilities; our talents and skills that will help us in taking the necessary steps for another try in order to succeed.

Consult somebody whom you trust and can help you in your undertakings. Talk to successful people. Read books and magazines that talk about success and overcoming failures. Check in the internet about websites that also cover the topics on success and failures. It will help! Take a break and go for a walk before you step to resolve the problem or failure you just experienced. There are some basic tips I found:

## 1. Is It The Actual Failure Or The Fear Of Failure?

- When the feeling of failing strikes you, ask yourself this question, “what am I afraid of, the failure or the fear of failing?”
- “I'll do what I fear and fear will disappear” – Franklin D. Roosevelt
- Understand this; people experience the fear of failure because it is what is happening in their mind. The failure itself is not fatal. It is the fear of failure that causes most people to fail.
- It is the fear, the feeling and your thinking that is causing you to feel the fear, not the event or the 'failure'.

## 2. Ask Yourself These Questions

- What is the worst that could happen?  
If you were to speak in front of a crowd, what is the worst that could happen? They could laugh at you or think that you're an idiot. You might stutter and forget what you're supposed to say and get embarrassed.  
But let me tell you one thing, nobody will remember how worse you were once you've succeeded. People will only think of your good thing, trust me.
- If the worst were to happen, could you live with it?  
Oh well, sure you can live with it. Take it as you're making jokes in front of the public. You won't get killed you won't die if the worst were to happen. So start thinking clearly and you will banish the feeling of fear.
- Compare the worst possible outcome with the best possible outcome.  
If the worst result is that you stutter or forget a few things or even have people laugh at you, while the best outcome is that you inspire and motivate people to live a better life, and you will turn to a professional speaker, you will say that the best outcome far outweighs the worst.

Maybe you could think of it this way, if you could conquer fear then all your dreams will come true. Isn't your dreams coming true is much more interesting? So what are fears? They're nothing but just a feeling that lies in your mind.

- Based on all the facts, what is your most likely outcome?  
You will only get nervous and worry if you focus on yourself, but if you take it as you're here to serve people, to help people, your nervousness will disappear.  
You could create a mental slide show of yourself on stage, with all your facts, interesting points and stories, and see yourself in the presentation.  
You will do very well speaking, expect much, and will prepare in advance and practice to make this happen easily and effortlessly.  
By analyzing your fears, you can discover amazing way to push through them. And you must remember this, the feeling of fear only exists in your mind.

## 3. Use Positive Affirmations to Bring Back Motivation

- After you have gone through the first 2 tips, you can use positive affirmations to bring back your motivation and never fear failure anymore.
- Positive affirmations such as "I'm good enough, in fact, I'm great!" or "I'm destined for great success!" are amazing in keeping you motivated.
- And here's a famous affirmation that you can use...
- "SW SW SW Next – Some Won't, Some will, So What, Next!"
- There are several ways for us to start anew in any undertakings after experiencing failure and to achieve success in life. These are just a few of my thoughts and there is much more you can rely on. Self determination, of many, to overcome your failures, okay!

## INDIVIDUAL INDIFFERENCES

Sudip Raj Kharel(SRK)

BBA 4th Semester 'B'

As we know, human beings only have the thinking and understanding capacity so we are unique living on earth. Wherever we go, whatever we do we are distinguished from other creatures existing on earth. We think we are right all the time just because of our thinking and rational capacity. But it is not always right.

Yes, of course we are rational animal and we have the thinking power but it does not mean that we all are the same. Generally people say that all human being are the same. But in fact all human being are totally different from each other. We are born having the similar physical building structures but our thinking, way of talking, behaving other people, expressing the personal qualities, characters and their perception are totally different from each other. If this, was not so then everyone would be the same.

If you say rose is the best among the flowers to one person then you may be wrong one to him/her because his/her liking rose may not be the same as of you rather he/she may prefer marigold flower. As we know there is infinite meaning of life just because of infinite people's individual characters that how they take about their life. Many of the people cry when someone dies just because they do not know the principle of life as "Life for days not days for Life". Our life has limited life span. Even if we die the days do not stop for us it goes after the death of our life also. We wish to live as days go but we can't fulfill our wish to go with days. So we generally cry when someone dies.

One person is right at one moment but it is always not the same case because in life there comes a time to do something beyond of our interest not because we want but because we have to. So, the thing which we do beyond of our interest makes us different from previous. So whatever we think and whatever we do matters other people surrounding us. Somebody suggest someone and in return someone response saying that it's my personal life what to do with you. But in fact once we have taken birth on earth there is not such a personal life. Our way of talking, way of thinking, behaving other people, expressing our characters and perception of the objects is not the same as of other. So it matters the other people surrounding us.

If you are able, do the thing which is difficult and is not being done yet, search the object which is not being searched, go there where you have never gone and live uniquely over there. If you are positively succeed then it's your individual life and you do not have to worry about other things. If one says yes other may say no on the same subject just because of our individual indifferences.



Rajjo Dhital

Faculty  
Management

# Need of Social Responsibility

In this twenty-first century our education is only concerned about how to maximize profit as well as shareholder's wealth. Mainly an individual's goal is to be a rich and prestigious person, Business enterprise's goal is to maximize profit. Every person or parties are seeking for their own interest. But we need to concern about social responsibility for sustainable development and for social development.

Social responsibility is defined as an individual or firm's obligation to improve its positive effects on society and reduce its negative effects. Socially responsible means that people and organizations must behave ethically and with sensitivity toward social, cultural, economic and environmental issues. It is a philosophy that highlights the social and economic effects of decisions. Striving for social responsibility helps individuals, organizations and governments have a positive impact on development, business and society with a positive contribution to bottom-line results. Social responsibility is a non-binding principle that has received some normative status in relation to private and public corporations.

Social responsibility is an ethical ideology or theory than an entity, be it an organization or individual, has an obligation to act to benefit society at large. Social responsibility is a duty every individual or organization has to perform so as to maintain a balance between the economy and the ecosystem.

Some parties they have to be socially responsible

## 1. Individual Social Responsibility (ISR)

The individual social responsibility includes the engagement of each person towards the community where he lives as well as his/her active participation in the solving some of the local problems. Community refers to the village, the small town or the big city, where lives every one of us. Each community lives its own life that undergoes a process of development all the time. And everyone of us could take part in that development in different ways, for example by taking part in cleaning of the street on which he lives, by providing social services to children without parents or elderly people.

ISR forms the base for Corporate Social Responsibility because if everyone in a business organization does his/her bit, the bigger things automatically fall into place. The trends however show that big charitable organizations recorded high growth

due to the social responsibility efforts of individuals and not corporate or the government. As individuals we can make our small contributions to society by donating money to trustworthy NGO's, saving our resources by reducing our consumption, E.g. by switching off lights or computers when not in use helps companies reduce their carbon footprints on the earth. Every religion, Hinduism, Buddhism, Christianity, Jainism or Islam greatly stress on individual social responsibility.

## 2. Student Social Responsibility (SSR)

Student social responsibility is the responsibility of every student for his/her actions. It is morally binding on everyone to act in such a way that the people immediately around them are not adversely affected. Every student has to remember that entire society is learning from him/her. It is a commitment everyone has towards the society – contributing towards social, cultural and ecological causes. SSR is based on student's ethics. Instead of giving importance only to those areas where one has material interests, the individual supports issues for philanthropic reasons.

College students, who are also known as future of nation should look for innovative programmes and workshops underlining social and environmental issues and educate the public at large. Every student can fulfill their social responsibility by establishing student society. There are some examples of student societies in college like Orphanages and Old Age Homes Society, Gender Equality Society AIDS awareness, drug de-addiction, heritage preservation society, Environment Awareness Society and so on would be established, and every student would be required to become a part of one or more such societies.

## 3. Corporate Social Responsibility (CSR)

Corporate social responsibility is one of the newest management strategies where companies try to create a positive impact on society while doing business. Corporate social responsibility may be defined as the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as the local community and society at large. All companies have a two point agenda- to improve qualitatively i.e. the management of people and processes and quantitatively i.e.

the impact on society. The second is as important as the first and stakeholders of every company are increasingly taking an interest in "the outer circle"-the activities of the company and how these are impacting the environment and society corporate social responsibility is a form of corporate self-regulation integrated into a business model. Corporate social responsibility policy functions as a built-in, self-regulating mechanism whereby a business monitors and ensures its active compliance with the spirit of the law, ethical standards, and international norms. The objective of CSR is to embrace responsibility for the company's actions and encourage a positive impact through its activities on the environment, consumers, employees, communities, stakeholders and all other members of the public sphere who may also be considered as stakeholders.

According to Karma Yoga a company which does good work will reap their benefits and vice-versa.

#### 4. Socially Responsible Investment (SRI)

Socially responsible investment, or ethical investment, is that investment strategy which seeks to consider both financial return and social benefit. In general, socially responsible investors encourage corporate practices that promote environmental stewardship, human rights and consumer protection. Some avoid businesses involved in tobacco, alcohol, weapons, gambling and pornography. In addition to stock ownership either directly or through mutual funds, other key aspects of SRI includes shareholder advocacy and community investing. The term "socially responsible investing" sometimes narrowly refers to practices that seek to avoid harm by screening companies included in an investment portfolio. However, the term is also used more broadly to include more proactive practices such as impact investing, shareholder advocacy and community investing. Shareholder advocacy and community investing are pillars of socially responsible investing and that doing only negative screening is "not what I would consider adequate."

A trade-off always exists between economic development, in the material sense, and the welfare of the society and environment. Social responsibility means sustaining the equilibrium between these two factors. It pertains not only to business organizations but also to everyone who's any action impacts the environment. This responsibility can be passive, by avoiding engaging in socially harmful acts, or active, by performing activities that directly advance social goals.

Some people argue that corporate social responsibility distracts from the fundamental economic role of businesses; others argue that it is nothing more than superficial window-dressing; others argue that it is an attempt to pre-empt the role of governments as a watchdog over powerful corporations.

## III RD KWARTER



Band Name IIIrd KWARTER  
 Origin Kathmandu, Nepal  
 Members Manager–Jyoti Budhathoki  
 Vocals–Prazwol Pandey  
 Guitars–Sushant Humagain & Parash Parajuli  
 Bass–Prabin Rana  
 Drums–Abhinaya Dhoj Bista  
 Designer–Sujan Hyoju  
 Founded February 1, 2012  
 Genre Metalcore  
 Fanclub <https://www.facebook.com/3rdKwarter>

In order to play a key role in the ongoing dominance of metal music among Nepalese youth and men- who were present when the seeds of metal trend were first sown, a group of five friends combined forces to form an alliance with a sole purpose of being nothing but the best. 3rd kwarter is a newly formed metal core band from Kathmandu, officially formed in February 1, 2012 and having completed their first Line-up in 2012, the band consists of vocalist Prazwol Pandey, drummer Abhinaya Dhoj Bista, lead guitarist Parash Parajuli, rhythm guitarist Sushant Humagain, and bassist Prabin Rana.

3rd kwarter are a "ridiculously tight quartet, unleashing thrilling dual guitar passages and Blast beats drum gallops as surely as they do vicious throat screams" phenomenon. Having admirable band chemistry, after years long of jamming together, the band is finally ready to get rolling into the metal mainstream. With very few other bands following the same genre as 3rd kwarter specializes, they are very much promising to make a huge influence to all the metal heads. Influenced by the likes of Lamb of God, Children of Bodom, Megadeth, Metallica, Slayer, Pantera, As I Lay Dying and other bands, 3rd kwarter are planning to hit the big time by captivating everyone under their evil spells of music. They seek for no support, as they consider their fans as their unholy strength so, do not fall back to empower the metal stream.

**Follow the band on Facebook**  
 (<https://www.facebook.com/3rdKwarter>) and  
 amplify their strength...the strength of metal.

**Prajwol Pandey &  
 Sujan Hyoju**  
 BIM 2nd Semester 'A'

# MUSIC & METAL

Prajwol Pandey

BIM  
2nd Semester 'A'

Music is a part of our life. Our life contains the rhythms of happiness, sorrow, grief, and so on. Music helps in revealing those sorrows, grief and happiness. There's no one in this entire world who doesn't like listening to music. Music has its own beats like the hearts. It expresses each feelings and sentiments of the person. Music is not only about listening in fact it's about understanding the feeling, sentiment that is expressed with its melody.

Different people have different choices regarding music. The choices depend upon the people's mood, situation, and place. There are different genres of music like pop, rock, jazz, classical, modern, trance, metal, RnB's, and many more. It's been long since people have been listening to music according to their choice. In the present context metal has been able to keep its place safe in the heart of the youngsters. People have the concept that metal is just vulgar display and excessive noise. They haven't been able to understand the melody of metal.

Regarding the history of metal, metal is supposed to have evolved from opera music. Basic instruments like lead guitars, bass guitars, drums are the components of this music. Though almost every genre of music is played by using these instruments, the way of being played gives the exact genres of music. Bands like Led Zeppelin, Black Sabbath are some of the founder bands of this genre. They were the legendary bands. Following them bands like Iron Maiden, Megadeth, AC/DC, Scorpions, and Sepultura began to rise in the

metal history. These bands made many people die for the metal music. As a result many bands began to rise in different parts of the world. Metal music has also helped people to speak up for their rights. Songs like seek and destroy, the unforgiving by the band Metallica, revolution is my name by Pantera, raised the peoples inner feelings towards the cruel government. Lyrics had greatly touched their souls to bring such revolutionary feelings towards the government. In fact metal was also used to express the peoples rage against the autocratic government. In the name of tax, the priest began to rob the citizens. This resulted in the evolution of the anti-Christ. Metal covered those deeds in its lyrics. This type of music was formerly known as dark or black metal. Black genre covered those acts on its lyrics. People weren't able to speak about those acts of the priest. But black metal zipped out their tongues.

In the context of Nepal, metal has its own history. Bands like Maya, Vhumi, Cruentus, and AntimGraham were the introductory metal bands in Nepal. They developed the concept of metal. Now there are lots of such bands in Nepal like Equals, Dead Mariners, White, Lakhey and many more. With the help of metal the band named "WHITE" and "LAKHEY" brought the traditional equipment into use to form the melodic music. Hence, metal has also been a boon to preserve the rare culture. Different concerts, programs, inter band competitions have helped metal to explore various places. Competitions like NEP-FEST, LA-FEST are helping to bring out the best band in the metal history. Similarly bands like DECAPTIVATED, NAPALM DEATH are being brought up to inspire the meatheads of our country. The scope of metal music has been increasing day by day. Many people are getting into this genre. Metal has kept its place safe in the heart of people. The inner feelings for metal have helped people bring their creativity into this music.

In conclusion, whatever the genre may be, music is the real thing. People have their own choices of listening to music. We should not dominate or give less value to them rather we should respect their choices and genres.

**"LONG LIVE MUSIC, LONG LIVE METAL (M)!"**



# Recollections of the BBA Cup

Suraj Tamang

BBA  
6th Semester

After having lost to Shanker Dev in the final, of the BBA Cup Inter-College Football Tournament in 2011, the event in 2012 came as an opportunity to redeem ourselves. Courtesy of the players' unfazed determination, the love of the game of the players, and constant support from the college-mates, the opportune moment finally arrived as a final tie with Shanker Dev in 2012.

It all started two months prior to the actual tournament. Only a week into the new semester, team captain Sumin K Bhattarai asked me to show up for the selection and training, with my boys. Coach would push every single player to his limits, to come up with an indomitable squad, or at least so he said to us. The entire selection period was a conflation of pain and pleasure. Each player was totally passionate about the game. A month into the selection period, our final squad was ready.

To polish our game, we started by playing friendlies with different opponents every week. In the beginning, the combination seemed to lack in vigor. But as we started playing more and more, everything started to work well and we began to feel positive about our game and our confidence would hit newer heights with every passing practice session.

KCMIT was always a title contender. We had never lost before the semis and in 2011, although we managed to lift only the runners-up title, it was a big stride forward, and was quite an honor and glory for the college. At the advent of the tournament, there were a few teams that didn't want to be in the same pool with us and so were some of those teams like Shanker-Dev and NCC, which we hoped to face only in the later stages of the tournament. And when the

tie-sheet was drawn, seeing both NCC and Shanker Dev in the same pool, other than ours, already gave us that psychological advantage.

The tournament commenced. Our first game would be against IMS. We hit the pitch, full of confidence and already looking into the next round. As the game progressed, our boys were put to a test. Things didn't go as we had planned and the goal-less first half was a bitter testimony. We changed the strategy in the second half, only to find ourselves still struggling to score. Then, somewhere in the middle of the second half, we got a free-kick. I decided to take the spot-kick. And when that ball kissed the back of the net, I was totally out of this world. Now, the goal-scoring had begun, I thought to myself. I ran straight to the supporters' area and celebrated like a juvenile. We won the game by a whisker.

Against People's, was our next tie. With the captain unfit to start, I was asked to lead the team. Once again, things didn't go according to plan. An indecisive extra-time meant that it was time for the penalty shootout. Luck seemed to be on our side when we finally won the match with a 4-2 score-line in the shootouts.

Prime College was one of those teams that could create havoc for any team and the semi-final tie with them meant that we had to deliver our best in the tournament yet. A few minutes into the first half, I converted a lovely pass by Bikash Rawal from the right edge of the D-box. That marked a dream start. A few minutes later, we had a similar opportunity when I crossed a ball, beating a defender and creating a juicy opportunity for Manish (and I mention his name with a purpose) who would miss it. It was quite disappointing. But then, it's only a game and and you do not convert each and every



single opportunity. I believe that it is the same factor that keeps the thrill of the game alive. Anyway, our game would only worsen with every passing moment. Prime came up with a completely attacking strategy and tested out defenders. The great wall of KCMIT would prevail, until deep into the half, when suddenly Prime scored the equalizer, out of a misunderstanding between two of our defenders. It meant a penalty shootout in the semi final, once again. And all that the KCMITians had left in their suffering bodies was confidence. We managed to score all five out of five penalties, and consequently, booked a place in the final, against Shanker Dev. Having played two games in two days, we were asked to play the finals the very next day. But confidence and enthusiasm would compensate the fatigue. Shanker Dev, the defending champions, were always the favorites and were perceived as a stronger team than KCMIT by all other colleges, too.

With the blow of the whistle came heavy firing from Shanker Dev. They attacked right from the get go. They even created umpteen chances, but once again, our defenders were up to the mark. No goals were scored in the first half. Our game was a complete disaster. So, we came up with a different strategy only to find ourselves still being dominated by them. All that half-time strategy seemed to go in vain. The whole game was a one-sided affair until we converted a late counter attack into a goal, the very same one that would win us the trophy. Our captain Sumin shot the ball straight to the keeper which then took a ricochet back to Manish (now you'll see the purpose of his name), who netted the ball meticulously. The goal came as a pleasant surprise as that was the only goal Manish scored in the whole of the tournament, after having missed out on much simpler chances. Looking back at the tournament, I can proudly say that perseverance bears its own sweet pie. Not every lesson in life can be learnt with as much fun as that. The victory has given me memories to cherish for the rest of my life. And I sure hope to win one more trophy for KCMIT. Preparing ourselves to face the future with the best of us, knowing when to shuffle our strategies and making the best of the opportunities that life gives to us, helps, in football.



## Cultivate your mind to overcome worry

**Binita Takhachhe**

BBA 2nd Semester 'A'

Happiness is what we want in our life but it is scattered by worry. So, how to get out of it? There are some thoughts that chase the mind of the victim of worry. Happiness escapes when we continue to worry. When we are worried, "Be prepared for the worst that can possibly happen and improve on the worst by analyzing the facts and arriving at a decision to act on it." There are lots of problems in human relations that can be solved by seeing them in various perspectives. "Getting it off your chest" is the best method. Pouring our troubles into the ear of a sympathetic listener is a sound method. In some cases, where a frustrating situation cannot be alerted, one needs to compensate for the frustration. When we cannot change the worrying situation, let us avoid it as much as possible and don't think at all. Thinking too much about it may lead an individual to depression. Do not think about an unpleasant work. If an unpleasant work lies ahead of you, let it wait till you are required to do it but only overacting on happiness could be harmful. Lastly, don't be overambitious, over excited and over reactive because however high the eye may rise, it will find the eyebrow above it.

## CTRL + ALT + DEL

Have you ever thought of the person who invented "CTRL + ALT + DEL" key combination. It's David Bradley.

He is the one who spent 1 minute and 23 seconds in writing the source code that rescues the world's PC users for decades. This extraordinary IBM employee retired on Friday, 25th March 2005 after a prolong service of 29 years. His formula forces obstinate computers to restart when they no longer follow other commands. By 1980, Bradley was one of 12 people working to create the debut. The engineers knew they had to design a simple way to restart the computer, when it fails to respond the user Bradley wrote the code to make it work.

Bradley says. "I did a lot of other things than Ctrl-Alt-Delete, but I'm famous for that one." His fame and success is achieved each time a PC user fails. He Commented his relationship with Bill gates by saying "I may have invented it, but Bill gates made it famous by applying my formula. When ever any Microsoft's Windows operating system made by him CRASHES, thus I win when ever he looses....."

Source-<http://www.binodranabhat.com.np/blog>

# KCMIT Students Club



KCMITCLUB, the Social Service Wing of KCMIT was established in the year 2007 to boost the performance and creativity of the students of KCMIT. The concept of club was initiated to widen the managerial and IT skills of BBA and BIM students by involving them in different events benefitting the society. For this the students of KCMIT are dynamically involved in various social activities within the valley and sometimes in the environs of the valley too. Similarly the club also conducts programs like quiz and poetry competitions within the college premises to upgrade the knowledge and skills of the students. During the events, students are engaged either by participating, anchoring, monitoring, volunteering or cheering as audience. The events are organized with the motive to provide students a platform to show their talents and skills along with recognition. The judges for these events are professionals with wider knowledge and experiences in the related fields. The winners are selected on the basis of scores provided by the judges and votes provided by the audiences.

These extracurricular activities for the society and within the college have resulted in widening the mental perspective of the students of KCMIT which will serve as an asset in the long run.

## Objectives of the KCMIT CLUB

The club logo itself reveals the objectives of the club that can be summarized as:

- The arrow and the brush indicate the creative and imaginative power of the students.
- The arrow indicates the high aim and specific destination of the students.
- The leaf denotes the nearness to nature and love towards the environment.
- The atom denotes science and technology.
- The cosmic sign denotes the flow of energy and power to lead.
- The school going boy and girl represent education and gender equality.

The other objectives of the club can be elaborated as:

- To enhance the personality and adjustability of the students with the society
- To widen the radiance of education in the society
- To bring responsiveness in the society
- To exterminate unscientific, social practices like witchcraft, superstition, and so on..
- To update knowledge about science and information technology, and its allied areas
- To ease drug abuse mostly among youngsters and teenagers.

Contribution and work done by the KCMIT CLUB

- Students visited Shree Tamakoshi Janajagreeti Higher Secondary School at Khimti Beshi, Ramechhap District where they provided basic computer education to the students of the school
- Students visited Lakuribhangyang where they focused on providing health education, sex education, drug addiction and abuse and also established a small library in the school.
- In 2008 the KCMIT CLUB visited Dolagiri Higher secondary school, Changanarayan, Bhaktapur where they imparted knowledge on:
  - Natural resources conservation and national parks
  - Health education about Aids and Swine flew
  - Drugs and impacts of drugs in the society
  - Conducted a quiz competition and cultural dance show .
- Last year also, the club visited Shree Purna Sanjivani Higher Secondary school, Dhulikhel where they imported knowledge about IT management and social awareness program to the students .
- The club also conducts the blood donation program every year in the college premises.
- Similarly, quiz competition and poetry competitions were also organized in the college by the club on the occasion of Saraswati puja.

In this way, the KCMIT CLUB is performing its mission with full dedication and responsibility. The contribution of club for the betterment of the society will continue in the future to.

## Competition does foster Growth and entrepreneurship.

Today is a world of industrialization and technological advancement. The modern day is characterized by dynamism, hyper-competition and technological sophistication. The direction that industrialization has taken as pressurized entrepreneurs to be scrupulous towards the need of customers.

Competition, the crux issue of this modern age, is the result of the heterogeneous desires of customers. In essence, competition acts as an engine to drive the development of entrepreneurship skills along with growth and diversification.

There are a myriad of human wants, but unfortunately the resources satisfying these wants are scarce. As a result, optimum utilization of resources to suffice the unlimited wants is of utmost requirement in the present context. Dealing with the issue of scarcity poses competition in matter of quality, size, and packaging, price of the existing upcoming product. Customer awareness and satisfaction is the dominant factor for increasing competition.

Under a competitive environment, every competitor endeavors to be single in its specialized sector. Competitors exert relentless efforts to develop unique entrepreneurship skills for economic growth which today totally depends on. A market with little or no competition has no room for growth. Competition forces entrepreneurs to come forth with a pool of ideas.

A market with little or no competition has no room for growth, diversification or development. A strong evidence of this is the inept procedures or competitive who are disappearing from the market. Competition is also a pivotal factor that shortens the life cycle of products it forces players to be innovating and creative. To quote economist Joseph A Schumpeter, "Profit is the reward for innovation." This means that only innovative competitors will be able to reap profits which are the motivating factors for entrepreneurs. Innovation, hereby infers either to increase in the demand for goods and services, or low cost of products that attract customers through the use of entrepreneurship skills. This shows that competition invites innovation and it is possible through entrepreneurship. It is also a fact that competitors will be candidates of extinction.

Competition, thus forces one to be efficient and effective in handling unprecedented or novel situations that emerge due to competition. If handled tactfully, creates opportunities for entrepreneurship and growth.

In conclusion, competition motivates competitors to foster, nurture and develop entrepreneurship skills and calibers that further assist in growth and diversification



Competition, the crux Issue of this modern age, is the result of the heterogeneous desires of customers. In essence, competition acts as an engine to drive the development of entrepreneurship skills and diversification.

Does  
competition foster  
Entrepreneurship &  
Growth



# Lack of Human Resources in Nepal

Sanjaya Pokharel  
BBA  
6th Semester

Human Resource Management, one of the most important management concepts, is for yet to be developed in Nepal. In fact, it is in its early stage in Nepal. In today's modern business world, HRM is considered to be the biggest weapon for competition.

In simple term, Human Resource Management refers to the management of human resources. Human resources are all those people who are useful to the organization and must be its part. The success of any organization largely depends upon how its HR is competent, and motivated.

Despite being such indispensable field, it is not seen in many of the Nepalese organization, there is no management practices in majority of public enterprises and private business houses. One of the serious problems which is seen in the organization due to mismanagement of human resources is rising number of strikes and lockouts. Actually why it had occurred? It's simply due to the lack of proper HRM system. The reasons behind it usually are the lack of motivation, lack of training and development, lack of career development and wrong person at wrong job which are easily addressed if there is proper HRM system.

HRM mainly focuses on right person at right job, through proper selection and development at right time on right situation. This concept is rarely seen in Nepalese business houses. The public business enterprises have poor human resource management. They have failed and privatized, closed and liquidated. Public enterprises usually have over staffing as major problem. This had hindered their potential growth. On the other hand, understaffing is seen in private business houses. They try to overload the employees. The causes at commercial financial institutions are the good example of understaffing Nepalese organization usually goes for recruitment. There is no proper selection. There is high political influence in the selection procedure, so private banks Nepal usually do not announce vacancy for the job on advertising media. This is the good step taken to avoid the political influence.

The human resources can be managed properly only if they are motivated. There is the problem of insufficient salary in the private business houses. This seriously affects the productivity and growth. The nepotism and favoritism is usually seen in the most of the business houses in Nepal. This had seriously affected the case objective of the HRM system. HRM system focuses on identifying potential candidate, recruiting him, selecting him, developing him

and retaining him. If nepotism and favoritism is prevalent such thing cannot happen. Wrong people gets appointed. The number of deviant work places will rise.

Let us make an observant of why HRM is utmost necessary in any business firm. There are two restaurant A and B.

	A restaurant	B restaurant
Investment	RS 45 lakh	Rs 45 lakh
Facilities	same	same
Number of staff	200	200
Services	same	same
Location (side by side)	Baneshwor	Baneshwor
Items served	same	same

Though everything is same between these two restaurant, why customers likes to visit B restaurant instead of A restaurant. The only reason behind it is the component and motivates human resource of B. In fact HR of B is better than that of A. B had cheerful, honest, and polite and customer oriented employees. They never get frustrated with customers. They are ready to take customers complaint. The manager of the restaurant B constantly visits customer and takes feedback which is rarely done by the manager of restaurant A. Such system is possible only because restaurant B had good HRM system. They have properly selected and trained the workers. They had placed right person for the jobs like waiter, cook, manager etc.

The workers of the restaurant are fully satisfied in terms of salary, facilities and good future prospect. Moreover, manager had the special quality called emotional intelligence.

This, if future is proper system for managing the human resources, there is automatic arrival of profitability, stability and growth. Nepalese organization had to focused on building proper HR system.



# How to build a content management system

It makes a lot of sense, when building a corporate website or intranet, to construct a content management system that enables users to update the words and pictures on the site. The logic is simple: instead of requiring those writing the words to have HTML skills (and running the risk of them mistyping a tag and breaking the entire page), you simply let them type the words and then use an automated mechanism to pull those words into an HTML template before sending them to a browser.

## So what do you have to do to build your own CMS?

The first thing you need to do in order to implement a CMS is to decide what the pages will look like. This doesn't mean the graphical impact, but the various sections of text, pictures, links to other places and the like. Each page of a simple site might comprise a header, a couple of paragraphs of text (each with a photo) and a footer. More complicated sites might have a number of different types of page, each with its own particular selection of content. Because the structure of your database depends to a great extent on the content structure, you need to get a grip on this information on day one – otherwise you'll spend your life retro-fitting bits and retraining your staff on the new things that appear daily or weekly in the CMS screens.

### Access control

You'll also want to think about how you want to control access to your system. An obvious way to go is to have the concept of users and groups – it's a system many people can relate to as it's the way that operating systems like Windows and Unix work. Don't just implement this approach for the sake of it, though – after all, the Windows and Unix user/group mechanism is a useful, general-purpose system. As you're building a CMS to fit your organisation's particular needs, don't be afraid to clear your mind of preconceptions and consider whether there's a better way to do it in the context of your company.

### The database

Once you've decided the basic structure and the access control mechanism, you can think about putting the database together. You'll need tables for users and pages, and you'll probably want to consider whether to include rich media items such as graphics and video clips in the database or as disk files. The larger the media items, the more likely you are to decide to store them on disk and simply refer to them from the database (so the file is on the disk

but there's a unique identifier, perhaps some information such as resolution and colour depth, and almost certainly descriptive text and/or a caption in the database).

### Style sheets

Always, always use a style sheet to define the key styles for your site. Never, ever use in-line tags (the sight of tags in any page is enough to strike terror into the heart of whoever's tasked with changing the look-and-feel of your site later) because there's no excuse for doing so. If you define your heading styles, foreground and background colours, link styles and such like in a central place, it means that if the design changes later, a single modification will instantly be reflected across the whole site.

### The templates

At some point you'll have to get down and dirty with the look and feel of the site. At this stage it won't necessarily be the colours, font sizes and such like, but you'll certainly want to consider the basic structure. The majority of sites use HTML tables to define the basic structure: a typical starting point is to have a header bar across the top for logos and adverts, a small bar down the left full of buttons representing the major sections, a main pane on the right for the content of the currently-selected section, and a footer on the bottom for things like a copyright message or the company address. Your site may differ, but the majority don't diverge all that far from this basic structure.

Why do you need this? Simple: because you're going to be pulling the content through a template, you need to be able to define that template. You should always try to have as much of the content as is reasonable represented as static HTML – the header, navigation bar and footer are often completely unchanging, so why build them on the fly. Use server-side includes and whatever other trickery your chosen Web server platform gives you to let your page-building scripts pull in these various lumps of HTML from static files.

### Output standards

Decide before you get going what your corporate standards will be. By this we mean stuff like how a date and/or time is represented, the format of usernames for the CMS, and such like. Build centralised, reusable functions in a shared library that you can refer to from wherever you wish (I always have functions called prettyDate and prettyTime for writing dates and times, for instance).

### Page script

Once you have all of the above ingredients, you can put together your page-building scripts. Many sites have just the one script – it's called something like buildpage.asp and you pass it the ID of the page you want it to generate for you – while those with a selection of different page templates may have one script per template. This script can easily become unwieldy, so as you're writing it, ask yourself whether some of the functionality you're putting together is sufficient reusable that it can live in your central function library. Structure it sensibly and comment it to death, because this one script will probably be the single most complicated one in your site.

### CMS user interface

Probably the last thing you'll develop is the set of forms that the users will exploit for adding, entering and deleting their content. Although you may write some of the GUI bits concurrently with earlier sections, nine times out of ten they're the last to be finished, because until you've got everything else working, although the users will be able to edit content, they won't be able to actually see the end result. Make sure, then, that the admin interfaces get done before the content interfaces – the users can be setting up access privileges, uploading rich media and so on long before you have your page script(s) done, so make sure they're able to do this work concurrently with your development effort.

### Summary

With the best will in the world, you'll never absolutely finish building a CMS. Tastes and corporate requirements change, and there's every chance that you'll be doing modifications sooner rather than later. Bear two key principles in mind, then. First, make sure that when you're writing the CMS, you consider the most obvious changes people will want to make, and centralise their configuration (as we said with stuff like stylesheets and common template items). Lastly, and most importantly, remember that you're (a) the techie and (b) the bottleneck. Your CMS is designed to enable non-technical content editors to edit their content, so make sure that you build it such that it's the editorial staff, and not you, that make the changes. After all, you wouldn't expect your users to have to ask Microsoft to turn their heading blue and underline it, would you?



*Never lose hope. You might be so close to a breakthrough*

## *how i* **Changed** *after SLC?*

Let me start this article by first striking a question “what came to your mind after you finished SLC?” Certainly a lot of things concerning your future but to be honest for me nothing really came to my mind. I honestly thought that this was one of the trivial things that wouldn't matter later. I thought I would just breeze my way through college like I did with my school. But here is where the change started for me. After my first day in +2 I noticed that things although the same felt different. Then I realized that the stern voice of my parents, teachers had vanished. Unlike school time teachers in college this didn't care if I didn't do my homework or my grades were dropping they just came to class finished their lecture and then left. My parents also stopped checking me all the time to see if I went to college or not. I felt like now I was on my own. But somehow I didn't feel like this was freedom to be honest, it felt like much of a burden.

Hypothetically, it felt like till school I was just sitting in the passenger seat and my parents and teachers were driving but after SLC I had taken over the steering. The fear of crashing was more powerful than the joy of driving. Then someone taught me failure is the way to success. I realized that I had to change; being my old lazy, inactive and carefree self wouldn't cut it for me anymore. My shoulders became heavier and I started taking responsibilities and my future more seriously. I guess this is the first step into the mature world but I am just starting whereas my friends who are quite responsible and hard working had a head start. I know this is not a race but still I just have to fall behind. Now that I think about it almost everyone I know is quite wise and responsible. Sometimes it feels I was in a dream and the cold hard reality woke me up. Still I am not saying that life has become bitter now but life has truly become broader. My main theme is this change is undeniable. Either we change and survive or stay the same and perish. That is how the dinosaurs disappeared. They couldn't change to the changing environment and now not even a single dinosaur walks the earth.

Ronit Shrestha  
BBA 2nd 'B'

# Cost of an hour

A woman came home from work late, tired and irritated, to find her 5-year old son waiting for her at the door.

SON: 'Mummy, may I ask you a question?'

MUM: 'Yeah sure, what it is?' replied the woman.

SON: 'Mummy, how much do you make an hour?'

MUM: 'That's none of your business. Why do you ask such a thing?' the woman said angrily.

SON: 'I just want to know. Please tell me, how much do you make an hour?'

MUM: 'If you must know, I make \$20 an hour.'

SON: 'Oh,' the little boy replied, with his head down.

SON: "Mummy, may I please borrow \$5?"

The mother was furious, 'If the only reason you asked that is so you can borrow some money to buy a silly toy or some other nonsense, then you march yourself straight to your room and go to bed. Think about why you are being so selfish. I don't work hard everyday for such childish frivolities.'

The little boy quietly went to his room and shut the door...

The woman sat down and started to get even angrier about the little boy's questions. How dare he ask such questions only to get some money?

After about an hour or so, the woman had calmed down, and started to think:

Maybe there was something he really needed to buy with that \$5 and he really didn't ask for money very often. The woman went to the door of the little boy's room and opened the door.

'Are you asleep, son?' She asked.

'No Mummy, I'm awake,' replied the boy.

'I've been thinking, maybe I was too hard on you earlier' said the woman. 'It's been a long day and I took out my aggravation on you. Here's the \$5 you asked for.'

The little boy sat straight up, smiling. 'Oh, thank you Mummy!' he yelled. Then, reaching under his pillow he pulled out some crumpled up bills.

The woman saw that the boy already had money, started to get angry again.

The little boy slowly counted out his money, and then looked up at his mother.

'Why do you want more money if you already have some?' the mother grumbled.

'Because I didn't have enough, but now I do,' the little boy replied. 'Mummy, I have \$20 now. Can I buy an hour of your time? Please come home early tomorrow. I would like to have dinner with you.'

The mother was crushed. She put her arms around her little son, and she begged for his forgiveness.

It's just a short reminder to all of you working so hard in life. We should not let time slip through our fingers without having spent some time with those who really matter to us, those close to our hearts. Do remember to share that \$20 worth of your time with someone you love ♥



source: <http://www.binodranabhat.com.np/blog>

# Sanjay Gupta

A man with a vibrant personality, Sanjay Gupta is popularly recognized as one of the most happening Emcees in many popular events in the valley these days. He also hosts a popular live show on NTV Plus and is also a RJ on Radio Kantipur. At the young age of 25, he is also the co-owner of Vootoo Restaurants and Event Management Company, established along with his old friend Ashutosh Shrestha and DJ Raju, one of the renowned DJ and musician of Nepal. He multi talented young man and he shared some of his experiences and views with our interview team.



## **How would you define Sanjay Gupta in a sentence?**

I would define myself as a person who is very ambitious and who wants to succeed in life.

## **What is the thing you like or dislike about yourself?**

The thing that I like about myself...(thinks)..it would be my voice and the thing that I dislike about myself is that I don't have the height that I really want to have(laugh).

## **Tell us in brief about Vootoo Entertainment and the Restaurant.**

*Back in the year 2010, Ashutosh and I came up with the idea of opening an event management company since both of us were interested in it. At the same time, Ashutosh and DJ Raju were planning to open a restaurant. So all three of us sat down and decided to open up a restaurant as well as an event management company under the same name and that is how Vootoo was formed. I handle the majority of the event management while Raju dai and Asutosh handle majority of the restaurant. However, all of us come together when required.*

## **What inspired you toward the concept of vootoo and what do you like the most about the business?**

*One sad thing is that there are many event management companies but only a handful of them are registered. Many of them have worked without registration and it can degrade the quality of the work. I thought that I can work better and improve the quality of the event management because I had that confidence within me. Our company is a registered one and we have been doing well. And what I like about the business is that I love and enjoy the work that I am doing, it's like working and enjoying at the same time.*

## **You are an entrepreneur as well as a well known media-person. How do you manage time for both your profession and how hard it to do that?**

*It's a tough job to manage time in both the professions at the same time. I have a busy schedule but I do realize that time management is really important when you start to work in life. It's a major determinant of your success guys! We need to manage time not just for work but for other important things like health, family, friends, entertainment, rest, love, etc. so realizing this fact, I somehow manage time for my professions.*

## **How do you cope with the challenges in your business from the external environment like strikes, political instability, etc?**

*factors adversely hamper our business activities. We do take these factors seriously. We somehow try to satisfy and serve our customers in every possible way despite such problems. For example, if strikes occur, we still open our restaurant in the evening so that we are there for our customers and during "Ma Pa Se" we suggest to our customers to drink less.*

## **As a young entrepreneur what are the challenges you have faced in entrepreneurship and how do you usually cope with them?**

*In a country like ours, the main problem for a young entrepreneur is that people are not ready to believe you. The major problem lies in Investment. In other countries young entrepreneurs having innovative ideas can get investors and they can succeed as well. Bill Gates, Mark Zukerberg, etc are some of them who started young but made it big. That shows the power of youth. In Nepal, such a facility is very low and despite some exceptional talents, they are compelled to stay idle. Even I have faced such problems but I kept trying and I think I have overcome them.*

## **What can we call as a 'goodwill' of vootoo restaurant ?**

*Different varieties of Newari food that we serve are the goodwill of our restaurant's menu. Besides that, we also have a big and comfortable parking lot..(Laughs).*

**Sanjay Gupta more of an entrepreneur or media personality. And Why?**

*Currently I am more of a media personality because I have had lots of experience in the media sector than my business.*

**Vootoo is one of the newly established businesses. How have you been promoting both the restaurant and the entertainment business?**

*'Word to mouth' is the most widely used method of promotion that we use. We create a lot of hype through it when we create an event. We spread our business and happening events through our friends circle through phone calls and messages. Secondly, we have chosen the Facebook for that because a lot of people can know about it easily. Besides, we sometimes promote through newspapers and electronic media.*

**Recent issues like 'Ma Pa Se' and food adulteration seem to have their effects on restaurant and entertainment business. How has Vootoo been handling these issues?**

*Considering the food, we have been very careful because we never cheat our customers through unhygienic food. And about "Ma Pa Se", yes it has had its effect on our business as well. The sales of alcohol and its consumers have decreased which has hampered our income to a certain extent. Despite this, we don't force them to drink as "Ma Pa Se" has been taken for something good but I think it should be made a bit flexible.*

**What strategies does Vootoo apply for customer retention and employee motivation?**

*Employees, mainly the chefs and waiters keep coming and going. Although we always understand the importance of them in our business and motivate them to work. Talking about the customer retention, we always try to behave nicely with the customers, even in those situations when they are dissatisfied with our service. For example, if a customer genuinely complains about the food, then we try to convince him/her by providing him another proper set of food instead so that he can forget his anger by the time he leaves the restaurant. If we can make one person happy, then he can spread it to others and our customers can increase. Customer satisfaction is an important thing to establish a "brand" and maintain it.*

**How does the name of Vootoo Entertainment and restaurant link with its type of service ?**

*The word 'Vootoo' is a Newari word which means "fireplace" where food is cooked. Our business is where we always try to cook up new ideas, new kind of services, new events, good food and service, etc.*

**What is the reason behind choosing the event management and restaurant business specifically to begin entrepreneurship? Was it your dream, had you been inspired by someone or was it just an option that you chose.**

*Opening up a restaurant, was not my dream. It was DJ Raju's and Asutosh's dream where I just got involved. But event management*

*was my dream. I saw the condition of event management business in the country where I found very few quality companies. After that, I felt that I can start a good event management company and I had enough confidence for doing that. That's how I got here.*

**Your favorite restaurant in the valley besides "Vootoo"?**

*My favorite restaurant is "Roadhouse Café and restaurant" because of their food and especially the pizza they make.*

**For a media-personality and an entrepreneur there might be various difficulties in maintaining stability between felt and displayed emotion. How do you manage it?**

*It is an essential element for me as well. I think we should have dual personality in ourselves. Inspire of my bad mood or any personal problem I always try to be punctual at my work, display the emotion required for our work and work accordingly. It is kind of hard but I somehow manage to do it since I realize its importance.*

**Who is your favorite media personality and why?**

**Prashant Syangden (RJ of Kantipur FM)** because he has been my mentor for a long time.

**What inspired you to the join media sector?**

*Honestly speaking, nothing really inspired me to join media but I tumbled into it suddenly and it was because of my ego. Although I had the confidence that I can work well on it. Thankfully, I haven't let my ego grow larger than what I want to achieve because I believe that ego is useful in driving you but when that ego grow larger, it can cause lots of damage.*

**In your views, what are the most essential qualities required to become a successful entrepreneur or a media-person?**

*There are several things required for it. You need to be patient, you should have control over your ego, you should also learn to be down to earth in front of people according to the situations, and you should have the confidence in your ability when you are doing your work.*

**Any special memories since you have started your business?**

*Yes, it was the day when we organized our first event. We were excited as well as nervous at the same time regarding how the public response would be. We kept on waiting for several hours and yet almost no one came. I became hopeless. Then suddenly at around 8pm, a large group of persons came and started to enjoy. I was feeling really happy and that is one of the most memorable moments of my life.*

**Being a member of the society, what is your responsibility towards the society and what have you been doing for it till now?**

*I think' haven't caused any harm internally to anyone and I have not hurt or cheated any person .I always try to be a good person .I don't think myself as a philosopher or social leader who wants to guide society giving moral lectures but I always have tried to maintain the*

*life of many people by encouraging them as well as helping them.  
That's what I try do as a member of the society.*

**Do you think academic qualification and formal education is a must for becoming a successful entrepreneur?**

*I think in today's context, academic qualification and formal education are needed for an entrepreneur as well as in media. But it is not that without formal education a person can't be a successful entrepreneur or a media personality. If a person wants to learn experience and apply the things he has learnt through his experience, then success definitely reaches him one day.*

**What potential do you see in the modern young generation in the entrepreneurship and media sectors?**

*I see a lot of potential in today's youth. There are a lot of energetic youngsters willing do do something different and make a change. But the sad thing is they lack sufficient backups like parental support, nation's resources, investment, etc.*

**What message do you want to convey to the young generation of today?**

*Always learn to stay happy in life, be ready to face the obstacles, show your patience when needed and always have the confidence and belief in what you want to do in your life. If you have a positive attitude and work hard, then one day you're definitely going to succeed.*

**Tell us one thing that will make us remember you.**

*All I want to say is whatever you've studied and learned in life is never a waste. If you've studied a subject in your student life and obtained a degree, then that's definitely going to help you in life in one way or the other even if you feel like you should have studied anything else. Even if you are not working with the degree you hold, the knowledge you've gained is always useful.*

## How much I lack

**Arpana Yogi**

BBA 2nd Semester

I do care for my future  
Learnt many things from the past  
But my present today is  
Making my life very hard  
Got everything what people want  
But still something is making me blank  
One day my life will come to an end  
Then people gonna realize  
How much I lack...

## Separation full of harassment

**Krishna Joshi**

BBA, 4th Semester 'B'

I have only 4 days to live  
Since the judge had broken her nib  
Want to enjoy those last days  
Before being on this nightmare place  
But the fear of separation  
And the death of execution  
Couldn't let me to reside  
The time that I had

Now fighting with the fear  
To enjoy my spare  
But the death is near  
That makes to feel scare  
Everything looks dark  
Wish to blow like spark  
But the tick-tock of watch  
Makes the hope of flame squash

Nippy time swift my days away  
Four, three, two and only one day  
Dread of death kills my soul  
Tore the possibilities and makes me dull  
Now waiting for the time of suffer the hassle  
That takes off my love which is my only tassel  
That takes off my love which is my only tassel

## Is it possible: $3 + 2 = 4$

**Nimesh Pokhrel**

BIM 4th Semester 'B'

We know that,  
 $25 - 45 = 16 - 36$   
or,  $25 - 45 + 81/4 = 16 - 36 + 81/4$   
[ Adding  $81/4$  both sides ]  
or,  $5^2 - 2(5)(9/2) + (9/2)^2 = 4^2 - 2(4)(9/2) + (9/2)^2$   
[  $2(5)(9/2) = 45$  &  $2(4)(9/2) = 36$  ]  
or,  $(5 - 9/2)^2 = (4 - 9/2)^2$   
[  $a^2 - 2ab + b^2 = (a - b)^2$  ]  
or,  $(5 - 9/2) = (4 - 9/2)$   
or,  $5 = 4$   
therefore,  
 $3 + 2 = 4$

# Is Facebook making us lonely?

Ashwin G. Sharma

BIM  
6th Semester 'B'

We are living in isolation in spite of the world changing into a global village. Over the past three decades, technology has delivered to us a world in which we need not be out of contact for a fraction of a moment, but still we are not close to anyone. We have never been more detached from one another, or lonelier. Most of the time we are busy in virtual social networking which in fact is making us unsocial and isolated.

At the forefront of all this unexpected lonely interactivity is Facebook, with 845 million users and a worth of \$100 billion, making it larger than the global coffee industry—which used to be the world's most common addiction, now surpassed by Facebook. The beauty of Facebook, is that it enables us to be social while sparing us the embarrassing reality of society—the accidental revelations we make at parties, the awkward pauses, the farting and the spilled drinks and the general gaucherie of face-to-face contact. Instead, we have the lovely smoothness of a seemingly social machine. Everything's so simple: status updates, pictures, your wall. Facebook's scale and reach are hard to comprehend: last summer, Facebook became, by some counts, the first Web site to receive 1 trillion page views in a month. In the last three months of 2011, users generated an average of 2.7 billion "likes" and comments every day. On whatever scale you care to judge Facebook—as a company, as a culture, as a country—it is vast and beyond imagination.

Facebook arrived in the middle of a dramatic increase in quantity and intensity of human loneliness. The rise initially made the site's promise of greater connection seem deeply attractive. Now, people are more solitary than ever before. Solitary living does not necessarily guarantee a life of unhappiness. Of course, we should also recognize that it is not just isolation that is rising sharply. It's loneliness, too. And loneliness makes us miserable. We know that loneliness and being alone are not the same thing but both are on the rise. We meet fewer people. We gather less. And when we gather, our bonds are less meaningful and less easy. Solitude can be lovely and crowded parties can be agony, too. Loneliness is something that each person grapples with at various points in his or her life. Still, loneliness is slippery, a difficult state to define or diagnose. The best tool yet developed for measuring the condition is the UCLA Loneliness Scale, a series of 20 questions that all begin with this formulation: "How often do you feel ...?" As in: "How often do you feel that you are 'in tune' with the people around you?" or "How often do you

feel that you lack companionship?" Measuring the condition in these terms, various studies have shown loneliness rising drastically over a very short period of recent history.

Across the Western world, physicians and nurses have begun to speak openly of an epidemic of loneliness. People who are married are less lonely than single people. Social networking and the digital age have made it much easier to stay in touch, but it has also made the quality of relationships suffer—in the manner that saying "I love you" in conversation is much more powerful than reading it in Facebook, an e-mail or an SMS. In real time, human relationships can be messy and demanding, but that's how it really is. The gift of being fully present and truly listening is often the best gift we can ever give to family and friends. Now, the question is: Is Facebook really bringing us closer or its creating an illusion?

The question has intensified in the Facebook era. A recent study out of Australia (where close to half the population is active on Facebook), titled "Who Uses Facebook?," found a complex and sometimes confounding relationship between loneliness and social networking. Facebook users had slightly lower levels of "social loneliness"—the sense of not feeling bonded with friends—but significantly higher levels of "family loneliness"—the sense of not feeling bonded with family. It may be that Facebook encourages more contact with people outside of our household, at the expense of our family relationships—or it may be that people who have unhappy family relationships in the first place seek companionship through other means, including Facebook.

Nostalgia for the good old days of disconnection would not just be pointless, it would be hypocritical and ungrateful. But the very magic of the new machines, the efficiency and elegance with which they serve us, obscures what isn't being served: everything that matters. What Facebook has revealed about human nature—and this is not a minor revelation—is that a connection is not the same thing as a bond, we are connected to people but an attachment in our relation is missing and that instant and total connection is no solution, no ticket to a happier, better world. Solitude used to be good for self-reflection and self-reinvention. But now we are left thinking about who we are all the time, without ever really thinking about who we are. Facebook denies us a pleasure, whose intensity we had underestimated: the chance to forget about ourselves for a while, the chance to disconnect, changing us into an android, a loner in a crowd.



# Bitter Sweet Friendship

Simij Shrestha  
BBA  
4th Semester 'A'

Our old friendship broke up. She was my friend, but now she is my foe. We don't talk anymore. She doesn't come to me, and I don't go to her either. Indeed, once again we have become so called strangers. I feel bad about it; perhaps, she too feels the same way. But what else can I do?

In the beginning, we were strangers. The day we met and got to know each other from then on, our friendship grew. Gradually, we began to joke and then we began to argue even about the tiniest matter that came between us. This eventually led to a fight. This is how we ended our decade- long friendship.

We couldn't understand the meaning of friendship, both of us couldn't restrain our anger. The fact is that we shouldn't have fought, we should have understood each other and we should have comprehended the nature of friendship. Like every proud human we couldn't bow our heads before each other, we both felt that we were right in our own ways. We simply cannot see and accept our own faults, its human nature. We talk behind somebody's back, we fight, argue with whom?? With friends and people who we know. If we understand each other and respect friends we would never have had to face such situation .Hence our friendship turned into a relationship of hate in a short interval of time.

Ask yourself, do I have enemies??? We all have enemies. Your answer will be 'yes', who are they?? They are your ex-friends. we cannot have enmity with strangers, as they are unknown to us, But when I remember the past she was my best friend, the crazy stuff that we did together, She shared her hard times with me and I in return gave her my sincere advice. I used to love her company and she used to love mine. I treated her as God.

Let's not make many unwanted friends, let's make only a few and treat them as God, make them special. Let's not backbite about others but accept our own faults. We all know humans are selfish but let us not show it, let us try to be kind, caring to others. I am sure it makes you happy others happy too.

*"We make them cry those who care for us  
We cry for those who never care for us  
And we care for those who will never cry for us  
This truth of life, is strange but TRUE  
Once you realize this it's never too late to change....."*

Now I want to accept my fault no matter whose mistake it was. To bring changes we have to make the first move. This gap has made me realize that there is someone who is behind me to push me forward knowingly or unknowingly. Thank God that He has gifted me such a sweet friend and I don't want to lose her. I want to have you as a Best Friend Forever. (:o")

## THE SOCIAL WEB BATTLES

Nischal Shrestha  
BBA 6th Semester 'A'

The number of web users is increasing everyday as connectivity in mobile communications increases worldwide. People are also using the web to connect to classmates, relatives and other social activities. This has led to social networking becoming a lucrative business.

IN 2006 **Myspace** ruled the world of social networks having 100 million user accounts. 2008 saw the beginning of two new innovative concepts in social web. **Facebook**, which is more or less an improved version of Myspace and the microblogging site **Twitter**. In April 2008 Facebook and Twitter had more active users in comparison to Myspace and still Myspace is behind both these competitors.

In 2011 Facebook was the undoubted king of social networks. However, the number of competitors in this area has been increasing with the likes of **Google+** and Twitter increasing in user numbers. In 2011 Mark Zuckerberg's company decided to make **Microsoft Bing** its search partner and also integrate some services with **hotmail.com**. This has led to revenue losses for companies such as **Google, Yahoo** and other search engine companies. Google reacted strongly initially with the highly controversial **Google Buzz** and later with more success, **Google+**.

As Zuckerberg's company rises in sales volume and revenue , the number of competitors will increase (which already includes the likes of **LinkedIn, G+, Twitter** etc) The battle for retaining users is going to continue in this business.

# QUANTUM COMPUTER

Pravin Kaphe

BIM  
6th Semester 'B'

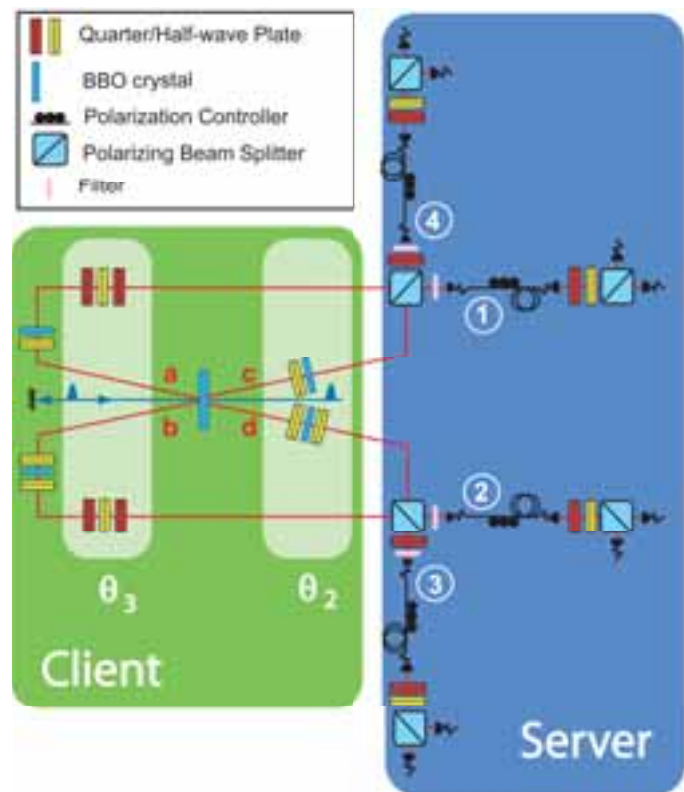
Modern computer components may seem impossibly tiny, but they are all large in one important sense: they are massive enough to obey the laws of classical mechanics. But what if they weren't? What if computers were built with subatomic particles that behaved according to the rules of quantum mechanics? How would such machines behave? What could they compute? How quickly? How reliably? When researchers asked these questions in the 1980s, they created a new field: quantum computing. Since then, researchers have shown that quantum computers could make quick work of some problems that classical computers cannot currently and may never have the ability to solve efficiently. For example, quantum computers could quickly crack the most common form of cryptography, a task most researchers believe is beyond the capabilities of classical computers. However, there are significant physical obstacles in building quantum computers, and no large-scale, general-purpose quantum computers exist. Experts said that physicist Richard Feynman in 1982 was the one, who introduced the idea of quantum computing.

Few need or want to understand the scientific details of quantum computing, here are six facts that will help people to know about a quantum computing:

1. Quantum computing is real science. Despite fantastical article titles such as "Experimental Quantum Teleportation" (Bouwmeester et al. 1997), quantum computing is neither science fiction nor pseudoscience.
2. Quantum computing is an interdisciplinary field that draws from several subjects, including physics, computer science, and mathematics.
3. Quantum computing is a young science, but it is not brand new. Since the field's birth in the early 1980s, researchers have made many important discoveries and published many noteworthy articles. (For more on the history of quantum computing, see "Historical Bibliography of Quantum Computing" (Cirasella 2008a).
4. Quantum computing is a fast-moving science. Researchers often share their results as soon as they have written them up, before publication. This prepublication sharing allows others to respond quickly, independently of journal publication cycles. As a result, many important findings are based on not-yet-published research.

5. Quantum computing is taught at many colleges and universities. Graduate courses are more common, but undergraduate courses exist too.
6. Quantum computing captures the public's imagination. Many people, not just scientists, are fascinated by the seemingly magical powers of quantum computing, and many newspapers and magazines publish articles about it.

Simple diagram to explain quantum computer



The massive amount of processing power generated by computer manufacturers has not yet been able to quench our thirst for speed and computing capacity. In 1947, American computer engineer Howard Aiken said that just six electronic digital computers would satisfy the computing needs of the United States. Others have made similar errant predictions about the amount of computing power that would support our growing technological needs. Of course, Aiken didn't count on the large amounts of data generated by scientific

research, the proliferation of personal computers or the emergence of the Internet, which have only fueled our need for more, more and more computing power.

Will we ever have the amount of computing power we need or want? If, as Moore's Law states, the number of transistors on a microprocessor continues to double every 18 months, the year 2020 or 2030 will find the circuits on a microprocessor measured on an atomic scale. And the logical next step will be to create quantum computers, which will harness the power of atoms and molecules to perform memory and processing tasks. Quantum computers have the potential to perform certain calculations significantly faster than any silicon-based computer. Scientists have already built basic quantum computers that can perform certain calculations; but a practical quantum computer is still years away.

You don't have to go back too far to find the origins of quantum computing. While computers have been around for the majority of the 20th century, quantum computing was first theorized less than 30 years ago, by a physicist at the Argonne National Laboratory. Paul Benioff is credited with first applying quantum theory to computers in 1981. Benioff theorized about creating a quantum Turing machine. Most digital computers, like the one you are using to read this article, are based on the Turing Theory. Australian and international researchers say they have designed a tiny crystal able to run a quantum computer so powerful it would take a computer the size of the known universe to match it

Quantum computers could search databases faster than classical computers. Quantum communication systems allow information to be transmitted in a manner whose security against eavesdropping is guaranteed by the laws of physics. Prototype quantum computers that store bits on individual atoms and quantum communication systems that transmit information using individual photons have been built and operated. These prototypes have been used to confirm the predictions of quantum information theory and to explore the behavior of information processing at the most microscopic scales. If larger, more powerful versions of quantum computers and communication systems become readily available, they will offer considerable enhancements over existing computers and communication systems. In the meanwhile, the field of quantum information processing is constructing a unified theory of how information can be registered and transformed at the fundamental limits imposed by physical law.

## Conclusion

This computer is an advanced technology which has not been yet introduced to the market but it is under the research and will be coming soon in the world. The computer scientist has estimated to launch it on the 2015 as the several experiment and testing phase is going on. Scott Aaronson, an expert in the theory of computation at the Massachusetts Institute of Technology, is one believer in the scaled-up quantum computer. He recently offered a \$100,000 prize for a convincing proof that such a device could not be made.

## Some Amazing Fun Facts

Anish Shrestha

BIM 4th Semester 'B'

1. Walt Disney, the creator of Mickey Mouse, was afraid of mice.
2. Hippo milk is pink.
3. TYPEWRITER is the longest word that can be made using the letters only on one row of the keyboard.
4. US scientists calculated that Santa would have to visit 822 homes a second to deliver all the world's presents on Christmas Eve, travelling at 650 miles a second.
5. China is the source of 70% of the world's pirated goods.
6. If you fart consistently for 6 years and 9 months, enough gas is produced to create the energy of an atomic bomb.
7. The world's oldest known recipe is for beer.
8. Longest officially recognized place name is "Taumatawhakatangihangakoauauotamateapokaiwhenuakitanatahu".
9. The human brain has the capacity to store everything that you experience.
10. Donkeys kill more people annually than plane crashes.



Tech Support: "I need you to right-click on the Open Desktop."

Customer: "Ok."

Tech Support: "Did you get a pop-up menu?"

Customer: "No."

Tech Support: "Ok. Right click again. Do you see a pop-up menu?"

Customer: "No."

Tech Support: "Ok, sir. Can you tell me what you have done up until this point?"

Customer: "Sure, you told me to write 'click' and I wrote 'click'."

Customer Care Officer: I need a product identification number right now and may I help u in finding it out?

Customer: sure

Customer Care Officer: could u left click on start and do u find 'My Computer'?

Customer: I did left click but how the hell do I find your computer?

### Buy a Mac

I was just having a conversation with someone who is about to buy a Mac. I was against it and an argument started. I said there were too few people supporting the Mac.

He responded, "When was the last time you heard of a virus on a Mac?"

And I said "See, even people who write viruses don't support Macs."

# Nepal Investment Year 2012-13

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BBA  
6th Semester 'B'

The Nepal Government has officially announced 2012-13 as the Nepal Investment Year although it implements the liberalization policies since the 1990s. The ministry of industry has moved to amend various acts and policies to provide greater incentives for foreign investors as a part of build up Nepal investment year 2012-13. According to the ministry, it is also amending the foreign investment and technology transfer act (FITTA) 1992 to encourage foreign investment in Nepal by ensuring protection of investment and facilitating business for foreign investors with necessary incentives, likewise the government is introducing a new industrial property right and policy and other related acts that would protect the patents, design trademarks of industrial enterprises. Government also set up the Nepal Investment Board to attract the FDI by launching the different promotional activities like road shows in countries like India, UK, and USA.

The Nepal Investment Board has informed that the government has set 10 national prioritized projects as top most priority for the investment year they are hydro-electricity, tourism, agriculture, health, education, trade and infra structure developments.

Investment is the amount purchased per unit time of goods which are not consumed but are to be used for future production. It is also modeled as a function of income and interest rates given by the relation  $I = f(Y, r)$  an increase in income encourages higher investment, where as higher interest rates discourage investment.

We Nepalese are not poor in resources, but lack the good environment. If there is a sustainable government and security in the country, everybody including NRNs will invest in diverse possible fields.

We also need Foreign Direct Investment. FDI is an important vehicle for economic growth in developing countries. It fuels the economic growth, helps condense poverty and creates lots of employment opportunities and development of basic physical infrastructure. Effective management of FDI, Multi National Corporation will be advantageous to both investors and the host country since no country is full of resources whether it is financial, technological or natural resources or others. It provides a package. This constitutes new technologies, management techniques, finance and market access for the production and movement of goods and services. However, attracting FDI is a major challenge for host countries as it faces the challenge of identifying the major factors that motivate and affect

the FDI location decision. FDI is identified as a medium to acquire skills, knowledge, technologies and to internationalize business and at the same time reduce debts.

Foreign direct investment can bring enormous benefits to the host country. Through the investment by the foreign investors, people get employment opportunities, boost up their lifestyle, optimum utilize resources to the optimum, capital flow, and technology transfer, technology know how, reduction of poverty etc. Alleviating poverty in a period of ten years in Nepal may require at least 8 per cent of sustained growth in GDP.

However it also creates intimidation to the host country, such as loss of sovereignty. A country cannot control the management of corporation since they have a majority of the share. Because of cross cultural effect, people can practise the foreign culture and norms, i.e. acculturation effect, which may limit our tradition to the dictionary only, and make us over dependent on other countries. Most of the capital will outflow in the form of technology, top level management remuneration, ecological disturbance and so on.

Nepal investment year should be a remarkable year to encourage the investors so that we Nepalese do not have to work insecurely in other countries. The success of the policy will create self sufficiency, full employment etc. In a certain time frame Nepal's economic growth can increase by two digits. We must learn a lesson from Bhutan -Bhutan is capable of increasing the economic growth and per capita income drastically in a short time due to FDI in the energy sector.

**..... LET'S HOPE FOR A SUCESSFUL NEPAL INVESTMENT YEAR 2012-13**



BBA 2 'A'

BBA 2 'B'





**BBA 4 'A'**

**BBA 4 'B'**





BBA 6 'A'

BBA 6 'B'





**BBA 8 'A'**

**BBA 8 'B'**





BIM 2 'A'

BIM 2 'B'





BIM 4 'A'

BIM 4 'B'





BIM 6 'A'

BIM 6 'B'





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