From the President's Desk

Dear Readers,

It is a pleasure to present the latest edition of AMA News with updates for the month of April including some useful articles, happenings, special programs and forthcoming events.

During the summer vacation, AMA has organized summer workshops as part of a special initiative for shaping young minds through hands-on learning and innovative workshops focusing on character building, developing entrepreneurial insights, nurturing creativity and enhancing life skills. The first phase of AMAZing summer workshops has been launched and is receiving an overwhelming response from young learners and parents. In order to make the most of our summertime and keep ourselves healthy and fit, AMA organized two special workshops under the guidance of celebrity Chef Mrs. Hina Gautam: “Beat the Heat” which enabled participants to learn about the importance and sources of hydration, and “Sip and Chill” where our participants learned the art of crafting soul-stirring mocktails. The talk on “Tapping the Infinite Potential: Science of Yoga” by Sri M, Spiritual Guide, Author, Educationist attracted more than 500 participants. In collaboration with the Indo-American Chamber of Commerce, AMA organized a talk on “Dynamic Opportunities and Innovative Education in Silicon Beach” by Dr. Daniel Marschner, Director of Graduate Admissions at Loyola, Marymount University. Padma Shri Dr. V. Prakash addressed on “Sustainable Management of Food, Nutrition, and Health” and shared insights on holistic health and wellness. Dr. V. Prakash said that “eating a variety of nutritious food including fruit, vegetables, nuts, seeds, and lean protein help us in managing stress and our overall health.” Panel discussions on “Empowering Entrepreneurs: Harnessing the Power of Effective Websites with Smartbiz by Amazon” and “Fundraising through GIFT City” facilitated a platform for young aspirants, entrepreneurs, economists, and business community to interact with distinguished panel experts. To mark the World Intellectual Property Day, a panel discussion on “Intellectual Property and the Sustainable Development Goals: Building our Common Future with Innovation and Creativity” was addressed by Dr. Unnat Pandit, Controller General of Patents, Designs & TradeMarks (CGPDTM) and Shri Sanjeev Sanyal, Member, Economic Advisory Council to the Prime Minister (EAC-PM).

All in all, during the month of April, 15 open forum programs, 26 management development programs, 9 special & unique programs, 15 export-import programs and 16 summer workshops were organized.

We look forward to your continued support, co-operation and active participation.

Dr. Savan Godiawala

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Editorial Team: Mallika Wadhwani • Sanjay Chakraborty • Dr. Mukund Patel • Parth Trivedi
THE POWER OF SELF-TALK:
A REGULATORY MECHANISM FOR PERSONAL GROWTH AND WELL-BEING

Self-talk, the internal dialogue we engage in with ourselves, plays a crucial role in shaping our thoughts, emotions, and behaviours. Often occurring automatically and unconsciously, self-talk serves as a powerful regulatory mechanism that influences our perceptions of reality and impacts our overall well-being. Understanding the nature of self-talk and harnessing its potential can be a transformative tool for personal growth and mental health.

In a groundbreaking study titled ‘Self-Talk as a Regulatory Mechanism: How You Do It Matters,’ conducted by Kross et al. in 2014, researchers delved into the fascinating realm of self-talk and its impact on our emotions and behaviours, particularly in the face of social stress. They discovered that the way we address ourselves internally during introspection can make all the difference in how we navigate distressing situations.

When you find yourself dealing with anxiety or distressing situations, mentally step back and view the situation as if you were an external observer. Think of it as a mental zoom-out button. This technique, known as self-distancing, involves shifting from first-person pronouns (‘I’ or ‘me’) to non-first-person pronouns (‘you,’ ‘he,’ ‘she,’ or even your own name). By doing so, you create psychological distance, allowing you to approach the situation with a more objective and detached perspective.

Types of Self-Talk:
1. **Positive Self-Talk**: Positive self-talk involves maintaining an optimistic and constructive inner dialogue. This form of self-talk can boost confidence, enhance resilience, and foster a positive mind-set. For example, replacing negative thoughts with affirmations and encouraging statements can contribute to improved self-esteem.

2. **Negative Self-Talk**: Conversely, negative self-talk involves critical and pessimistic inner dialogue. This type of self-talk can contribute to stress, anxiety, and low self-esteem. Recognizing and challenging negative thoughts is essential for breaking the cycle and promoting a more positive mind-set.

3. **Instructional Self-Talk**: Instructional self-talk is akin to giving oneself guidance or direction. Athletes often use this form of self-talk to enhance performance. For instance, a runner might mentally repeat instructions like ‘breathe deeply’ or ‘keep a steady pace’ to improve focus and execution.

4. **Destructive Self-Talk**: Destructive self-talk involves harsh and self-sabotaging thoughts. It can undermine one’s confidence and hinder personal development. Identifying and reframing these destructive thoughts is crucial for fostering a healthier mental environment.

Functions of Self-Talk:
1. **Emotional Regulation**: Self-talk is a potent tool for regulating emotions. By consciously choosing positive and supportive self-dialogue, individuals can manage stress, anxiety, and other emotional challenges effectively. Acknowledging and expressing emotions through self-talk can lead to increased emotional intelligence.

2. **Cognitive Restructuring**: Self-talk can reshape cognitive patterns and beliefs. Cognitive restructuring involves challenging and changing negative thought patterns, fostering a more realistic and positive
perception of oneself and the world. This process is fundamental for overcoming limiting beliefs and promoting personal growth.

3. **Behavioural Guidance:** Self-talk serves as an internal guide for behavior. By using instructional self-talk, individuals can enhance focus, motivation, and goal-directed behavior. This can be particularly beneficial in achieving tasks, overcoming challenges, and maintaining a sense of purpose.

4. **Enhancing Self-Awareness:** Engaging in self-talk promotes self-awareness by making individuals more attuned to their thoughts and feelings. This heightened self-awareness is a cornerstone for personal development and can lead to improved decision-making and a deeper understanding of oneself.

**Practical Strategies for Positive Self-Talk:**

- **Mindfulness and Awareness:** Cultivate mindfulness to become more aware of your thoughts. Mindfulness practices, such as meditation, can help you observe your self-talk without judgment and promote a positive shift in your inner dialogue.

- **Affirmations:** Incorporate positive affirmations into your daily routine. These are concise, positive statements that reinforce desired beliefs and attitudes. Repeat them regularly to counteract negative self-talk and build a more optimistic mindset.

- **Challenge Negative Thoughts:** Actively challenge and reframe negative thoughts. When you catch yourself engaging in destructive self-talk, ask yourself if these thoughts are based on facts, and consider alternative, more positive perspectives.

- **Visualization:** Use visualization techniques to imagine success and positive outcomes. Visualizing achievements can reinforce a positive mind-set and boost confidence, serving as a powerful motivator for personal development.

**Conclusion:** By employing this technique, you’re giving yourself the space to see the situation from a different angle. It’s like watching a movie of your life rather than being lost in the script. This newfound perspective can diminish the intensity of your emotional response, helping you think more clearly and act with greater composure. Essentially, you’ve created ‘psychological distance.’ You’re no longer fused with scary and overwhelming thoughts—you’re standing at some distance away from them, and that makes them easier to handle.

Self-talk is a dynamic and influential regulatory mechanism that shapes our perceptions, emotions, and behaviours. By understanding the different types of self-talk and adopting practical strategies for positive inner dialogue, individuals can harness the transformative power of self-talk to foster personal growth, enhance well-being, and cultivate a more resilient and positive mind-set. Embracing the art of constructive self-talk is a journey towards self-discovery and empowerment, unlocking the potential for a more fulfilling and balanced life.

_By Dr. Paresh Kariya, Director, AIQ India and PAPL_
Email: dr.pareshkaria@gmail.com
TRANSFORMING ORGANIZATIONS: UNLOCKING THE FOUR PRINCIPLES OF SYSTEM CHANGE

Exponential Organizations (ExOs) must continuously adapt and evolve to remain competitive and relevant. However, true organizational transformation goes beyond surface-level changes or incremental improvements. It requires a fundamental shift in the way systems operate and people think and interact within those systems to design the organization in sync with their MTP - Massive Transformative Purpose.

This is where Otto Scharmer’s Theory U and its four principles of system change come into play.

Developed by Otto Scharmer, a senior lecturer at MIT and co-founder of the Presencing Institute, Theory U offers a comprehensive framework for leading profound change in organizations and societal systems.

At its core are four interrelated principles that challenge conventional wisdom and provide a roadmap for catalyzing systemic transformation.

Let’s explore each of these principles and their implications for organizational change.

**Principle 1: You cannot understand a system until you change it (K. Lewin)**

At its core are four interrelated principles that challenge conventional wisdom and provide a roadmap for catalyzing systemic transformation.

1. You cannot understand a system until you change it (K. Lewin)
2. You cannot change a system until you transform consciousness
3. You can’t transform consciousness until you make a system see "sense" invert itself
4. You can’t lead systems transformation unless you sense and present the future as it emerges

Organizations must embrace a mindset of prototyping, piloting, and iterative learning rather than solely relying on analysis and planning. For example, instead of spending months developing a detailed strategic plan based on current market conditions, an organization could rapidly test and refine various business models or product concepts through small-scale experiments.

By observing how the system reacts to these interventions, the organization gains invaluable insights into its true nature and can adapt its strategy accordingly.

**Principle 2: You cannot change a system until you transform consciousness**

This principle highlights the critical role of individual and collective consciousness in driving systemic change. Organizations are not merely structures and processes; they are living systems shaped by the mindsets, beliefs, and behaviors of the people within them.

Transforming an organization requires a fundamental shift in consciousness – a willingness to question deeply held assumptions, embrace new perspectives, and cultivate a sense of shared purpose and responsibility.

This principle calls for organizations to invest in personal and professional development programs that foster self-awareness, emotional intelligence, and collective leadership.

**Principle 3: You can’t transform consciousness until you make a system see "sense" invert itself**

This principle builds on the second principle by emphasizing the importance of enabling the system to view itself from a different perspective. Organizations can achieve this through the use of coaching, mentoring, and facilitated workshops that facilitate dialogue and collective learning.

By encouraging employees to question the status quo and explore new possibilities, leaders can create a culture of continuous improvement and innovation.

**Principle 4: You can’t lead systems transformation unless you sense and present the future as it emerges**

This principle underscores the need for leaders to act proactively rather than reactively, anticipating changes in the environment and preparing the organization to adapt effectively.

By leading with vision and clarity, leaders can inspire and mobilize their teams to overcome resistance and drive transformational change.

Overall, Theory U provides a powerful framework for organizational leaders to navigate the complexities of change and create more sustainable and resilient organizations.

For more information on Theory U and its application in practice, refer to the works of Otto Scharmer and the resources provided by the Presencing Institute.
development programs that expand mindsets, foster self-awareness, and cultivate emotional intelligence. It also involves creating spaces for open dialogue, where diverse viewpoints can be shared and explored without judgment.

For instance, an organization seeking to become more customer-centric could engage employees in immersive empathy-building exercises, such as shadowing customers or role-playing their experiences. Deepening their understanding of customer needs and challenges can help employees shift their consciousness and align their actions with the organization’s customer-focused mission.

**Principle 3: You can’t transform consciousness until you make a system see + sense + invert itself**

Building upon the second principle, this principle emphasizes the need for systems to develop self-awareness and the ability to perceive themselves from multiple perspectives. Only then can they truly transform their consciousness and embrace new ways of operating. This principle translates into creating mechanisms for continuous feedback, reflection, and adaptation. Organizations must cultivate a culture of transparency, where information flows freely and challenges are openly discussed. They must also encourage critical thinking and challenge established norms and practices.

One way to achieve this is through regular "sensing journeys," where cross-functional teams immerse themselves in different parts of the organization or external environments to gain fresh insights and perspectives. By actively seeking out diverse viewpoints and challenging assumptions, organizations can develop a deeper understanding of their own blind spots and opportunities for transformation.

**Principle 4: You can’t lead systems transformation unless you sense and presence the future as it emerges**

The final principle underscores the importance of anticipating and embracing emerging future possibilities. Successful system transformation requires leaders who can perceive and embody the future they wish to create (MTP) rather than being constrained by past experiences or current realities.

This principle encourages leaders to cultivate a vision for the future that transcends short-term goals or incremental improvements. It involves developing the capacity to sense and tap into emerging trends, technologies, and societal shifts that could disrupt or catalyze the organization’s evolution. Organizations can foster this capacity by establishing dedicated teams or roles focused on future scanning and scenario planning. These teams would continuously explore potential future scenarios, identify early signals of change, and experiment with prototypes or pilot projects that could shape the organization’s future direction.

Additionally, leaders must embrace a mindset of continuous learning and growth, actively seeking diverse perspectives and experiences that challenge their assumptions and expand their understanding of what is possible.

**Putting the Principles into Practice**

While these four principles may seem abstract or philosophical, their practical application is essential for driving meaningful organizational transformation. Here are some practical steps organizations can take to embody these principles:

1. **Cultivate a culture of experimentation and learning**: Encourage employees at all levels to challenge assumptions, test new ideas, and embrace failure as a learning opportunity. Celebrate small wins and reward those who take calculated risks.

2. **Invest in personal and professional development**: Offer programs and experiences that foster self-awareness, emotional intelligence, and the ability to embrace diverse perspectives. Encourage open dialogue and create safe spaces for challenging conversations.

3. **Establish feedback loops and reflection mechanisms**: Implement regular check-ins, retrospectives, and sensing journeys to gather insights from various stakeholders and environments. Use this feedback to adapt and evolve continuously.

4. **Embrace scenario planning and future sensing**: Dedicate resources to exploring potential future scenarios, identifying emerging trends, and prototyping innovative solutions that could shape the organization’s future direction.

5. **Lead by example**: As leaders, embody the principles of continuous learning, openness to change, and the ability to sense the future. Encourage others to follow your example and support their growth and development.

**Summary**

Transforming organizations and systems is a complex and ongoing endeavour that requires a fundamental shift in mindsets, behaviours, and approaches.

By embracing these principles and embedding them into the fabric of their organizations, leaders can unlock the potential for profound and lasting transformation. It is a journey that requires courage, humility, and a willingness to challenge conventional wisdom. But for those who embark on this path, the rewards are immense – organizations that are agile, resilient, and capable of thriving in an ever-changing world.

*By Manoj Onkar, Chief Consultant - MANAGEMENT INNOVATIONS & Sr. Consultant - EMERGING FUTURZ*
Value crisis in the young generation? This cry has been here for generations. Even the excavations from the Harappan civilization read similar concerns of generation losing its values. I would rather look at what has survived despite the changing times. The breaking down of joint families, the economic structure of the family with both parents out of the home for a sizeable amount of time, the tumultuous pandemic, the onslaught of media, and more.

What we see today is a generation that is focused, and has clarity of what they want out of life. Yes, the info boom does create a blurred vision but in such cases, the onus is on home and school. Our responsibility as adults is to ensure what they make of the available information. This generation which is the product of instant gratification needs to be channelized by giving them a taste of deprivation at times. This will help them be more responsible and accountable for their happiness and well-being without looking for scapegoat. In the times when Swiggy and Zomato have replaced the mother and grandma’s fairy tales are replaced by YouTube, we will need to travel that extra mile by making space for quality time where the cocoon of father’s wisdom and Mom’s warmth provides a haven for the child to himself/herself. We need to provide a non-threatening space for self-expression.

It’s not that parents have become selfish, but demands on them are more due to the pushes and pulls of modern life. The reason is simple, the present-day society is caught in the rat race of consumerism, mechanization, and materialism leading to isolation. In the book of faceless friends, we fail to find a real friend. In the digital world, we feel we are connected all the time is far from the truth. We have never been so lonely. Our social relations suffer a serious setback because money value has overpowered all other values. Social alienation, disharmony, stress, and anxiety have come to the surface.

The search for values must be a combination of intellectual inquisitiveness and integrity, emotional responsiveness, aesthetic sensitivity, and above all a sustained effort to live and judge oneself by one’s life. Values merely perceived are valueless; they must be lived. Values cannot be taught; they will be caught, so as adults, we need to be vigilant.

What we need to help our children understand is not to escape from reality. Face it head-on. De-addict them from screens so that they can talk to themselves every once in a while. Every day is a chance to be reborn. For that, they will need to put down that phone and face the real world. Look at life in totality without filters and colored glasses. Help them not to get carried away with social media. To be happy in life; we do not need much. Simple pleasures and genuine friends are more than enough. When you have real friends, you won’t need followers on social media or the need to keep checking the likes on your photo. We need to help them to be their authentic self so that people around them would catch that vibe and look forward to their company. Give them self-esteem high enough so that they would not compare themselves to anyone but be happy to be who they are without any pretensions. You are unique and no one can be YOU. And above all, be grateful for everything. Say it loud each day. Help them recognize like-minded heads and hearts, who bring out the best in them, who would keep them alive.

We all want to know and believe that the futures of our children look promising and secure but if the cost of such insistence leads to a life embattled with doubt and fear and eventually a life lost then we have to shamefully shun our belief system and embrace a new structure of support.

“For every doctor out there saving a life, there is a visionary who gives birth to an idea.

For every engineer putting away at an invention, there is a storyteller who invents a visual world for us to live in for a while”.

The parent of the year is not one with the most successful child but one with the happiest child. Their lives are their lives and yours is to sit back and enjoy your craftsmanship.

By Dr. Heena Rachh
Founder & Director, Dr. Heena’s Finishing School
URL: https://heenasfinishingschool.com/

Book Release Function of “Anju ki Japan Diary” addressed by Mrs. Anjana Shinoda, Author and Mr. Mukesh M. Patel, Honorary Consul of Japan
Dr. V Prakash, PhD, FRSC, Padmashree, Bhatnagar, and many Lifetime Achievement Awardee, Former Director of CFTRI. Mysore and Distinguished Scientist of CSIR - India addressed on 'Sustainable Management of Food, Nutrition, and Health by Innovations, Investments and Integration'.

Panel Discussion on 'Fund Raising Through GIFT City' moderated by Mr. Sandip Shah – Head - IFSC Dept. Gujarat International Finance Tec-City Co. Ltd (GIFT City) and addressed by Mr. Manish Misra, Head – IFSC Banking Unit, ICICI Bank Limited; Mr. Apoorva Vora, Founder & CEO, Finolutions LLP; CA Amber Jain, Head Debt Syndication, Elara Capital; Dr. (h.c.) Tushar S Deocchakke, Founder & President, RealDom India Private Limited.

Dr. Sudhir V. Shah, Senior Consultant Neurophysician & Head of Dept, SVP IMSR; Director of Neurosciences, Sterling Hospital Ahmedabad; Dr. Heli Shah, Consultant Neurophysician, Parkinson & Movement Disorders Specialist, Sterling & Jivraj Mehta Hospital, Ahmedabad; Dr. Chirag Solanki, Senior Consultant Neurosurgeon; Dr. Nita Goswami, President, Parkinson Disease Society Gujarat (India); Dr. Dhwani Parikh, Head Co-ordinator & Physiotherapist at BKPPDMS, Ahmedabad Support Group addressed on 'Parkinson's Day - Cause - Cure - Courage'.

'PR Day Celebration - Creating Value Through Public Relations'. Mr. Narayan Bhatt, Vice President - Corporate Communication Reliance Industries Limited moderated and Mr. Neeraj Jha, Group President & Chief Communications Officer, Bajaj Group presented the Keynote address on 'The Present and Future of PR and Communication in the Era of Artificial Intelligence and Social Media'; and Panel Discussion on 'Challenges & Opportunities in Today's PR Domain' addressed by Mr. Susim Mohanty, Lead - Brand & Communications, New Age Makers' Institute of Technology; Ms. Riddhima Basiya, Head, Corporate Communication and Employee Engagement, Dishman Carbogen Amcois Ltd; Mr. Nisarg Acharya, General Manager, Marketing, Public Relations & Corporate Communications, Gujarat International Finance Tec City Co. Ltd.

Panel Discussion on 'Empowering Entrepreneurs: Harnessing the Power of Effective Websites with Smartbiz by Amazon' addressed by Ms. Bhagyashree Pani, Growth Strategist Lead, and Ms. Nikita Hada, Strategy and Business Development Specialist, Smartbiz by Amazon; Dr. Satya Ranjan Acharya, Professor & Director, Dept. of Entrepreneurship Education, (EDII); Ms. Anusha Singu, Head of GTM, Amazon Smart-commerce; and Ms. Chetna Mishra, GTM Specialist at Amazon.

Panel Discussion on 'Human Rights: Contemporary Issues and Way Ahead for India'.

Dr. Justice Kaushal J. Thaker, Chairperson, Gujarat State Human Rights Commission addressed on 'Human Rights: Contemporary Issues and Way Ahead for India'.

Dr. Justice Kaushal J. Thaker, Chairperson, Gujarat State Human Rights Commission addressed on 'Human Rights: Contemporary Issues and Way Ahead for India'.
Workplaces today need to be wary of the need for creating an environment where an employee is able to feel fulfilled after doing work rather than just be happy. It is a well-known fact in industrial psychology that a happy and satisfied employee may not necessarily be a productive employee. For example, an employee may be satisfied and happy with his job because there are no checks on the adherence of office discipline, but that doesn’t confirm the productivity efficiency of the employee.

On the same hand we must also see that managements which keep discipline a priority and ensure work is done in the given zone of office protocols and SOP’s are known to be unfriendly systems and those where employee burnout, work stress and attrition is high and that damages their employer’s brand. An unhealthy employer’s brand leads to lack of availability of able human resources to join the organisation having predictable unfavourable repercussions.

Hence the need for creating fulfilled workforce meaning that the organisational culture itself invokes an environment where the need to achieve the best is even higher than what is achieved. Organisations need to transit from number games towards the zeal to achieve greatness amongst the workforce. Leadership has to play a huge role in this and hence leadership training and counselling might be necessary in this usually unchartered zone of thinking.

Research says that challenge is the biggest motivator for an individual. Further research also says that two of the biggest reasons for an employee to leave is the lack of challenge in the job and appreciation for the work done. Human beings love to be challenged. One example can be that of video games. Even though one knows that, the next level in the game is more challenging from the current one, we strive to go to the next level. We are not afraid of challenges, rather we love to embrace them.

When we finish a difficult task, all that is needed is genuine appreciation and recognition, preferably in front of the team. As social animals, we strive for attention and that is why right from childhood we try to get attention even by being a rebel. Leadership has to ensure that team members can earn the attention that they need by giving the training and support and create a positive work atmosphere.

This is what is meant by creating a culture where we focus on a fulfilled employee rather than trying to make the employee happy. To try and make the employee happy is a costly affair anyway. We need to bait the individual with incentive schemes and invest some more money in employee training programs. Carrot and stick techniques are common methods to generate productivity from its workforce. There needs to be a change in the way things are looked at.

Having said that, there has to be no compromise in discipline and ethics and counselling and penalties need to be the order for dealing with an inappropriate employee behaviour.

To look at it from a larger perspective, even this falls under the human way of organisational work culture.

To summarise, there are four key takeaways that this article wants to give to its readers – fulfilled not happy employees, challenge as part of inspiration, genuine appreciation added with support and a judicious mix of counselling and disciplining. In short we need human ways to manage teams for which we need intelligent leadership to run organisations.

By Mr. Anurag Mehta,
Industrial Psychologist, Leadership Coach, Author
Founder - VIRTUES Training & Development Shed, Teenage Wisdom
E-mail: anuragmehta77@gmail.com

Prof. D.D. Trivedi, Past president, AMA passes away on April 20, 2024.

With profound grief and sorrow, we accept the news of the sad demise of Prof. Dinkar D. Trivedi, a distinguished educationist and esteemed member of our community. His contributions to academia, particularly in the realms of commerce and strategic planning, have left an indelible mark. As the President of AMA from 1978-80, Prof. Trivedi’s legacy of integrity, simplicity, and selfless service will continue to inspire us. Our deepest condolences to his family, friends, and the entire academic fraternity.
When my colleague told me that we have a customer meeting at a 5-star hotel located close to a political party's headquarters in the national capital, I was quite surprised.

For the high-end customized machines that we offer, our meetings generally take place in the factories or offices of the company to see the products customers want to produce using our machines.

My colleague contacted this gentleman after we arrived at the hotel and in about half an hour, Mr. Politician arrived with his cousin. We spent about one hour together but the discussion, as one can imagine, mostly revolved around the political situation in the country, his connections and dropping big names.

He showed hurry to place the order for the machines and was least interested in the technical details, what our machines can produce, how much they can produce, what is the skill level needed to run the machine and so on. He seemed over-confident of the abilities of his cousin who ran a small factory.

When I started to explain why our prices were higher than the nearest competitor, Mr. Politician intervened and started to talk about why he prefers a particular brand and quality of shoes for the comfort and look they offer. He quickly helped me to play off the 'bouncer' from his cousin.

They had visited our factory in EU together with our competitors but in the words of Mr. Politician, he felt 'special positive vibes' when they entered our company premises. This was the prime reason for them to consider us as a preferred supplier for this project.

Then the cousin expressed a desire to see one of our customers' factories to see how these machines were used. We agreed to show the plant to them. Mr. Politician had another wish ready to visit a famous temple about 140 kms from the customer's factory to offer prayers in the morning before coming to see our machines. We arranged for a car pick up from the airport to go to the said temple early in the morning to seek divine intervention to succeed.

After this visit, Mr. Politician and his cousin conveyed to us that they had dropped their plans to build a new factory and they will contact us when they revive the project, leaving us high and dry.

“Never trust a politician. They will always manipulate.”

By Mr. Riddhish Jalnapurkar,
Sales Efficiency Expert, Certified Executive Coach & Founder - Sales Insight India.
URL: www.riddhishjalnapurkar.com; Email: salesinsightindia@gmail.com
The Beauty and Advantages of Classic Clothing Style

In a world driven by fast-paced trends and ever-changing fashion fads, there's an enduring elegance found in the timeless appeal of classic clothing. A classic style embodies sophistication, versatility, and a sense of quiet confidence that transcends fleeting trends.

Let's delve into the beauty and inherent advantages of embracing this refined approach to dressing.

• Classic clothing pieces are characterized by their clean lines, quality fabrics, and impeccable tailoring. Unlike trendy pieces that can quickly look dated, a classic wardrobe offers longevity and style that never fades.

• A cornerstone of classic style is an investment in quality over quantity.

• Classic style favours clean silhouettes and avoids overly flashy elements, resulting in a polished and refined appearance. It exudes confidence without shouting for attention.

Tips for Embracing Classic Style

• **Focus on Fit:** A perfect fit is paramount in classic style. Invest in alterations if necessary to ensure your garments look tailor-made for you.

• **Choose Neutral Colours:** Build a foundation of neutrals like black, navy, white, grey, and beige. These create a versatile canvas for building outfits.

• **Incorporate Statement Pieces:** Add pops of colour, patterns, or textures with accessories like scarves, jewellery, or shoes to personalize your look.

• **Quality over Quantity:** Invest in fewer but higher-quality pieces. Build your wardrobe gradually, choosing items that will serve you for years.

Examples of Western Classic Styles:

• **Tailored Suit:** A well-tailored suit for both men and women is a classic staple. It typically consists of a fitted blazer or jacket, trousers or a skirt, and sometimes a waistcoat.

• **Blazer:** A well-fitted blazer is a classic wardrobe staple that can elevate any outfit. It can be worn with trousers for a professional look or paired with jeans for a more casual vibe.

• **Turtleneck T-shirt:** Turtleneck T-shirts are timeless pieces that provide warmth and style. They can be layered under blazers or worn on their own with skirts or trousers.

• **White Button-Up Shirt:** A crisp white button-up shirt is a timeless piece that can be dressed up with a suit or down with jeans. It's versatile and suitable for various occasions, from professional settings to casual outings.

• **Jeans:** Perfectly cut jeans in a dark wash.

• **Little Black Dress (LBD):** Made famous by Coco Chanel, the little black dress is a versatile and essential piece in any woman's wardrobe that can be dressed up or down for various occasions.

• **Pencil Skirt:** The pencil skirt is a classic piece of women's clothing characterized by its slim, straight cut that hugs the body's curves. It's typically knee-length and can be worn in professional settings or dressed up for evening wear.

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“Fashion is what is offered in stores; Style is what you choose to wear.”

- Imogen Lamport
A-Line Dress: The A-line dress is a classic silhouette that flatters many body types. It's characterized by a fitted bodice that gradually flares out from the waist, creating an A-shaped silhouette.

Ballet Flats: Ballet flats are simple, comfortable shoes with a flat sole and a rounded or almond-shaped toe. They are versatile and can be worn with both casual and more formal outfits.

Pearl Jewelry: Pearls are classic and elegant accessories that never go out of style.

Examples of Indian Classic Styles:
Indian classic styles in clothing reflect the rich cultural heritage and diversity of the country. They often incorporate intricate designs, vibrant colours, and traditional craftsmanship. Here are some examples:

Sari: The sari is one of the most iconic garments in Indian fashion. Saris come in various fabrics, such as silk, cotton, and chiffon, and are adorned with embroidery, embellishments, or intricate weaving patterns.

Salwar Kameez: The salwar kameez is a traditional Indian outfit consisting of a tunic top (kameez), loose-fitting trousers (salwar), and a dupatta (scarf). It is worn by women across India and comes in a wide range of styles, from simple everyday wear, and formal wear to heavily embellished designs for special occasions.

Anarkali Suit: The Anarkali Suit is a classic Indian ensemble inspired by the Mughal era. It features a long, flowing kurta-style top with a fitted bodice and flared skirt, resembling the silhouette of a frock.

Phulkari Dupatta: Phulkari is a traditional embroidery technique from the Punjab region of India. Phulkari dupattas, or scarves, are adorned with vibrant threadwork, creating intricate floral or geometric patterns. They are often paired with plain suits or sarees to add a pop of color and texture.

Lehenga Choli: The lehenga choli is a classic ensemble often worn by brides or for festive occasions.

Kurta Pyjama/Dhoti Kurta: The kurta pyjama/Dhoti kurta is a traditional men's outfit consisting of a knee-length tunic (kurta) paired with loose-fitting trousers (pyjama) or Dhoti. It is a comfortable and versatile ensemble worn for both casual and semi-formal occasions.

Bandhgala Suit: The bandhgala suit, also known as the Jodhpuri suit, is a classic Indian formal outfit for men. It features a high-collared, button-up jacket paired with trousers. Bandhgalas are often made of rich fabrics like silk or brocade and are popular choices for weddings and formal events.

Nawabi Sherwani: The sherwani is a traditional men's outfit worn for weddings, festivals, and other formal occasions. It is a long coat-like garment with a Nehru collar.

Indian Jackets: Sleeveless Jackets, which are also popular as Nehru/Modi Jackets can be worn in both casual and formal events.

These classic styles have stood the test of time and continue to be relevant in the world of fashion, offering timeless elegance and sophistication. Fashion fades but Style endures. Invest in Classic Styles. We are wishing you a Beautiful and Purposeful Life filled with Vibrancy!

By Swapna Sai, Certified Image Consultant & Soft Skills Coach
Email: amazemanagement@gmail.com

ADMISSIONS OPEN
SIX MONTHS POST GRADUATE DIPLOMA IN MANAGEMENT
(A Joint Initiative with California State University)
(Batch : July - December 2024)
Timing : 7.00 PM to 9.00 PM
Days: Two days in a week
Hybrid Mode : Interactive Sessions from AMA Campus / Live Online
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