

## Editorial Head

*“ If ‘A’ is a success in life, then ‘A’ equals ‘X’ plus ‘Y’ plus ‘Z’. Work is ‘X’; ‘Y’ is play; and ‘Z’ is keeping your mouth shut”.*

*- Albert Einstein*



It's my pleasure and privilege to state that, We Dayananda Sagar College of Management and Information Technology (DSCMIT) - Dayananda Sagar Institutions, have started with the E-Newsletter named "SAMPADA"-Collection of Thoughts that has been released by "YUKTHI" HR Club

This Newsletter is designed to provoke our reader's thoughts and feelings in their own way and also to serve as a platform for our students and faculties to exhibit their learning experiences.

It covers three segments. The first segment is dedicated to proclaim various activities of four major clubs of the MBA (BU) departments like HR Club, Finance Club, Marketing Club and Systems Club.

Second segment is about faculties achievements with respect to Research papers presented at the International and National Level, various Conferences attended, Workshops conducted and attended, Publications in National and International Journals, Book Publications, Seminars, FDP's, MDP's conducted by faculty members of DSCMIT-MBA-BU will have space in this section.

Third segment will be dedicated to our students. This will evidence their achievements and participations in various Paper Presentation competitions, Management Fests, Sports activities, workshops conducted and their contributions to various club activities which will exhibit their cohesiveness and team work etc.

Apart from these three sections, we will be having interesting thoughts area where both faculty members and students share their knowledge in the form of articles, amazing facts, mind triggering management stories, fun and frolic cartoons etc.

Students of DSCMIT are welcomed to write about their summer project experiences, assignments, research works, interview details in a polished manner. In our prospective, we will be having a forum for the students' better network and so,

*“Let us join hands, Progress together”*

Vijayashree L  
Editorial Head