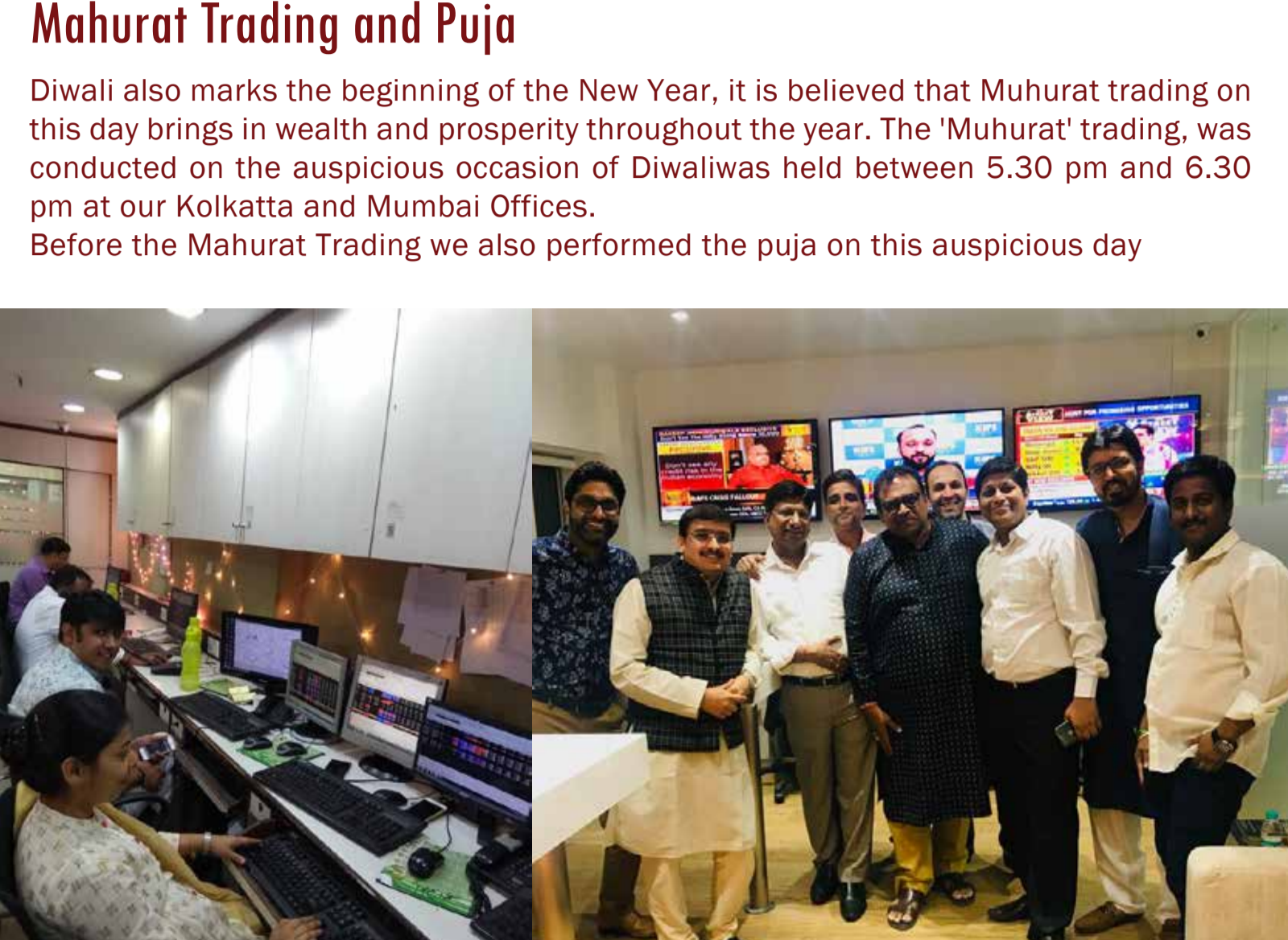


# Diwali Celebrations

Diwali is a festival of lights and joy and we at Ashika celebrated this joy with our families. We had a volley of fun activities on Diwali with lots of games, music and yummy food. The best part about this celebration was seeing the families enjoy the celebration as a whole, be it the kids or the adults. Each and every person took back home a lot of goodies with wonderful memories.



## Mahurat Trading and Puja

Diwali also marks the beginning of the New Year, it is believed that Muhurat trading on this day brings in wealth and prosperity throughout the year. The 'Muhurat' trading, was conducted on the auspicious occasion of Diwali held between 5.30 pm and 6.30 pm at our Kolkatta and Mumbai Offices. Before the Mahurat Trading we also performed the puja on this auspicious day



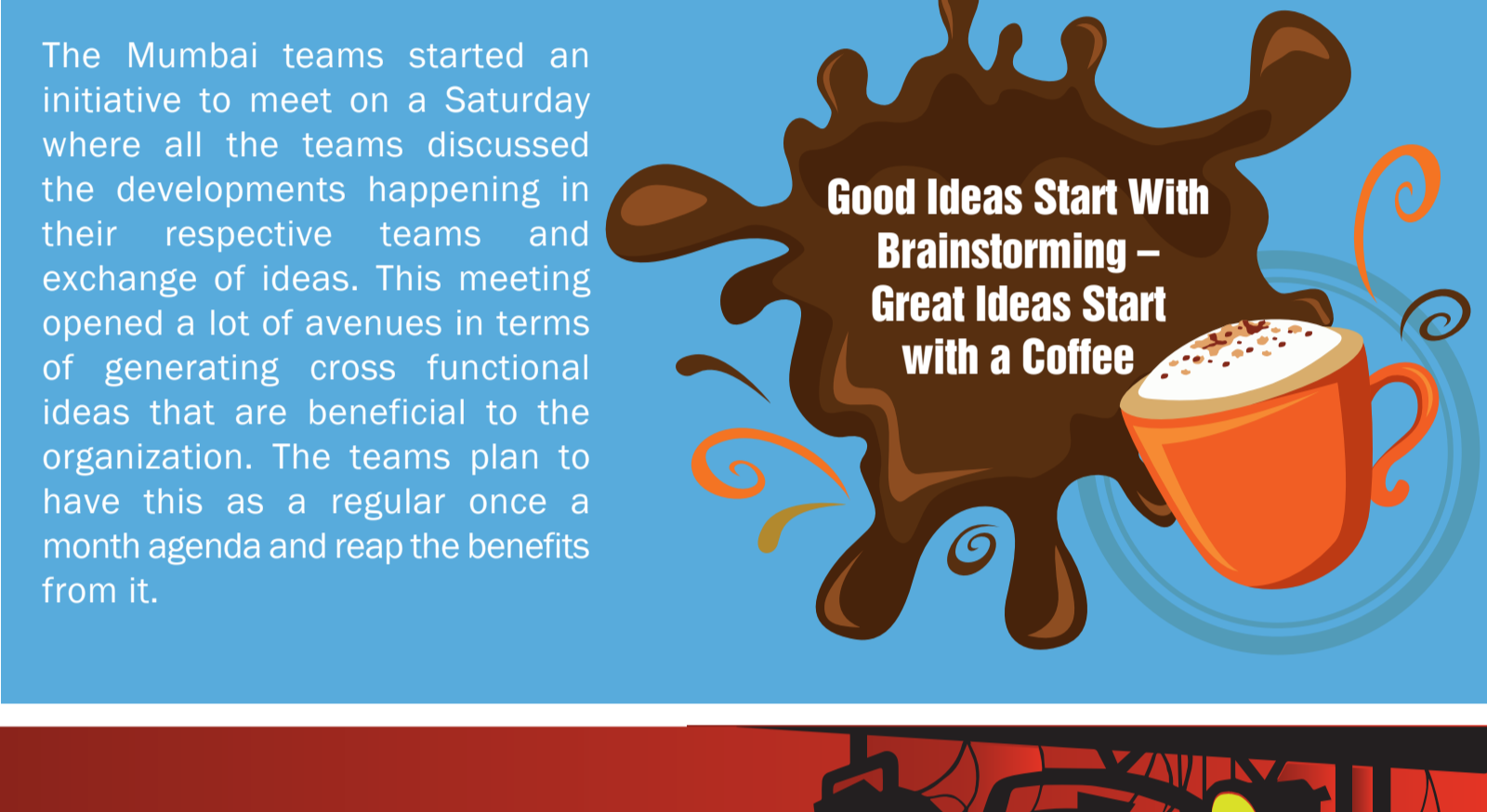
## Investor Awareness Seminars

Ashika Group held investor awareness seminar the Jypee Hat Kolkatta. This camp is held on every Friday and gives us an opportunity to interact with different people and empowering them financial knowledge.



**The 3 P's of any business**

At the end of the day all business can be reduced to 3 words- People, Products and Profit. Unless you have a great team you cant do anything with the other two. To recognize and appreciate all the hardwork and efforts our teams/ individuals put in to make us successful we presented the appreciation letters and qualification prizes to our associates. Mr.Madan Jha Branch head of Priyanka Jha Branch receiving his appreciation letter from Mr. Pawan Jain, Mr. Manoj Jha Branch Head of Manisha Jian Branch receiving his appreciation letter

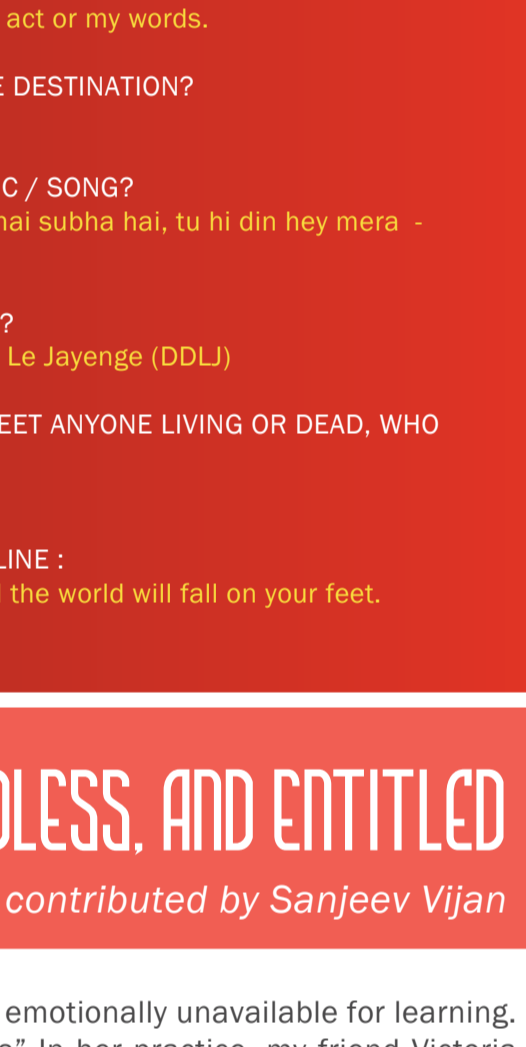


The Mumbai teams started an initiative to meet on a Saturday where all the teams discussed the developments happening in their respective teams and exchange of ideas. This meeting opened a lot of avenues in terms of generating cross functional ideas that are beneficial to the organization. The teams plan to have this as a regular once a month agenda and reap the benefits from it.



**Good Ideas Start With Brainstorming – Great Ideas Start with a Coffee**

## Employee Spotlight



NAME : ANJU LOHIYA

WHAT WOULD THE TITLE OF YOUR AUTOBIOGRAPHY OF YOUR LIFE BE?  
"ANJU – One who lives in heart"

IF YOU COULD LEARN TO DO ANY ONE THING WHAT WOULD THAT BE?  
I firmly believe that life is short though art is long, so would love to learn every possible thing so long my life permits.

IF YOU WOULD WIN A LOTTERY OF RS.10 MILLION WHAT WOULD THE FIRST THING YOU WOULD DO?  
To explore all best possible venues to get the lottery amount double.

IF YOU COULD BE ANY FICTIONAL CHARACTER WHAT WOULD YOU CHOOSE?  
Wonder Woman

YOUR FAVORITE INDOOR /OUTDOOR ACTIVITY?  
Dancing / travelling

WHAT ARE THE 3 TRAITS THAT DEFINE YOU?  
Loving , Caring and Sharing

10 YEARS AGO WHAT DID YOU THINK YOU WOULD BE NOW?  
A respectable women in every performed role i.e. daughter, mother ,wife, profession.

WHAT WOULD YOU DO FOR A CAREER IF YOU WEREN'T DOING WHAT YOU ARE TODAY?  
I would certainly have tried my luck in fashion industry.

SUCCESS ACCORDING TO YOU IS?  
SUCCESS according to me is to bring smile on other face, through my act or my words.

YOUR FAVOURITE DESTINATION?  
Paris

FAVOURITE MUSIC / SONG?  
Tu hi Meri Shad hai subha hai, tu hi din hey mera - from Gangster

FAVORITE MOVIE?  
Dilwale Dulhania Le Jayenge (DDLJ)

IF YOU COULD MEET ANYONE LIVING OR DEAD, WHO WOULD IT BE?  
Shahrukh Khan

YOUR SIGN OFF LINE :  
Be confident and the world will fall on your feet.

## WHY ARE KIDS IMPATIENT, BORED, FRIENDLESS, AND ENTITLED

Article contributed by Sanjeev Vijan

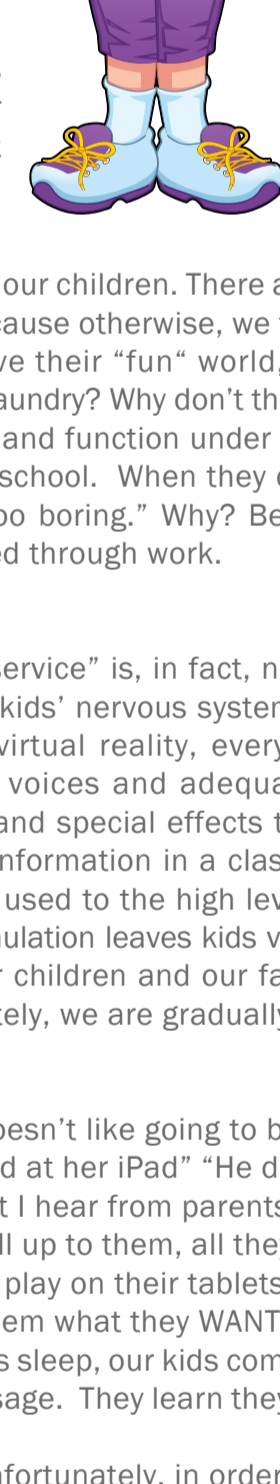
Kids today are in a devastating emotional lstate! Most come to school emotionally unavailable for learning. There are many factors in our modern lifestyle that contribute to this" In her practice, my friend Victoria Proodday, OT is seeing something so widespread and alarming that I asked if I could share her thoughts. I encourage every parent who cares about the future of his/her children to read it. I know that many would choose not to hear what she says in the article, but your children need you to hear this message. As we know, the brain is malleable. Through environment, we can make the brain "stronger" or make it "weaker". I truly believe that, despite all our greatest intentions, we unfortunately remind our children's brains in the wrong direction.

**1. KIDS GET EVERYTHING THEY WANT WHEN THEY WANT IT**  
"I am Hungry!" "In a sec I will stop at the drive thru!" "I am Thirsty!" "Here is a vending machine." "I am bored!" "Use my phone!" The ability to delay gratification is one of the key factors for future success. We have the best intentions – to make our child happy – but unfortunately, we make them happy at the moment but miserable in the long term. To be able to delay gratification means to be able to function under stress. Our children are gradually becoming less equipped to deal with even minor stressors, which eventually become huge obstacles to their success in life. The inability to delay gratification is often seen in classrooms, malls, restaurants, and toy stores the moment the child hears "No" because parents have taught their child's brain to get what it wants right away.

**3. ENDLESS FUN**  
We have created an artificial fun world for our children. There are no dull moments. The moment it becomes quiet, we run to entertain them again, because otherwise, we feel that we are not doing our parenting duty. We live in two separate worlds. They have their "fun" world, and we have our "work" world. Why aren't children helping us in the kitchen or with laundry? Why don't they tidy up their toys? This is basic monotonous work that trains the brain to be workable and function under "boredom," which is the same "muscle" that is required to be eventually teachable at school. When they come to school and it is time for handwriting their answer is "I can't. It is too hard. Too boring." Why? Because the workable "muscle" is not getting trained through endless fun. It gets trained through work.

**4. TECHNOLOGY**  
Using technology as a "Free babysitting service" is, in fact, not free at all. The payment is waiting for you just around the corner. We pay with our kids' nervous systems, with their attention, and with their ability for delayed gratification. Compared to virtual reality, everyday life is boring. When kids come to the classroom, they are exposed to human voices and adequate visual stimulation as opposed to being bombarded with the graphic explosions and special effects that they are used to seeing on the screens. After hours of virtual reality, processing information in a classroom becomes increasingly challenging for our kids because their brains are getting used to the high levels of stimulation that video games provide. The inability to process lower levels of stimulation leaves kids vulnerable to academic challenges. Technology also disconnects us emotionally from our children and our families. Parental emotional availability is the main nutrient for child's brain. Unfortunately, we are gradually depriving our children of that nutrient.

**5. KIDS RULE THE WORLD**  
"My son doesn't like vegetables." "She doesn't like going to bed early." "He doesn't like to eat breakfast." "She doesn't like toys, but she is very good at her iPad" "He doesn't want to get dressed on his own." "She is too lazy to eat on her own." This is what I hear from parents all the time. Since when do children dictate to us how to parent them? If we leave it all up to them, all they are going to do is eat macaroni and cheese and bagels with cream cheese, watch TV, play on their tablets, and never go to bed. What good are we doing them by giving them what they WANT when we know that it is not GOOD for them? Without proper nutrition and a good night's sleep, our kids come to school irritable, anxious, and inattentive. In addition, we send them the wrong message. They learn they can do what they want and not do what they don't want. The concept of "need to do" is absent. Unfortunately, in order to achieve our goals in our lives, we have to do what's necessary, which may not always be what we want to do. For example, if a child wants to be an A student, he needs to study hard. If he wants to be a successful soccer player, he needs to practice every day. Our children know very well what they want, but have a very hard time doing what is necessary to achieve that goal. This results in unattainable goals and leaves the kids disappointed.

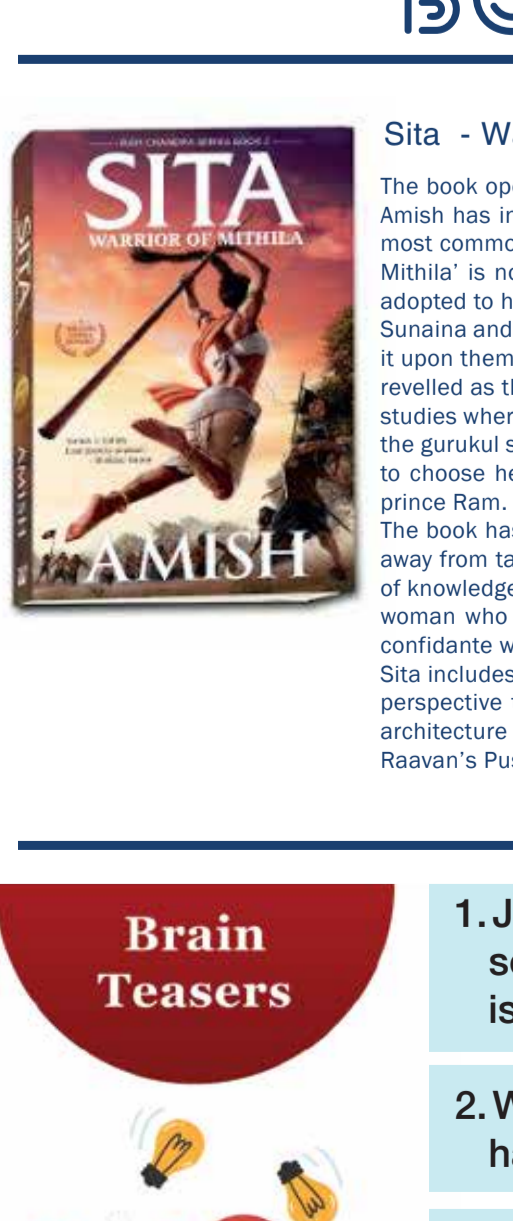


**2. LIMITED SOCIAL INTERACTION**  
We are all busy, so we give our children digital gadgets and make them "busy" too. Kids used to play outside, where, in unstructured natural environments, they learned and practiced their social skills. Unfortunately, technology replaced the outdoor time. Also, technology made the parents less available to socially interact with their child. Obviously, our kids fall behind... the babysitting gadget is not equipped to help kids develop social skills. Most successful people have great social skills. This is the priority! The brain is just like a muscle that is trainable and re-trainable. If you want your child to be able to bike, you teach him biking skills. If you want your child to be able to wait, you need to teach that child patience. If you want your child to be able to socialize, you need to teach him social skills. The same applies to all the other skills. There is no difference!

- TRAIN THEIR BRAIN**  
You can make a difference in your child's life by training your child's brain so that your child will successfully function on social, emotional, and academic levels. Here is how:
- 1. DON'T BE AFRAID TO SET THE LIMITS. KIDS NEED LIMITS TO GROW HAPPY AND HEALTHY!!**
    - Make a schedule for meal times, sleep times, technology time
    - Think of what is GOOD for the hard- not what they WANT/DON'T WANT. They are going to thank you for that later on in life. Parenting is a job. You need to be creative to make them do what is good for them because, most of the time, that is the exact opposite of what they want.
    - Kids need breakfast and nutritious food. They need to spend time outdoor and go to bed at a consistent time in order to come to school available for learning the next day!
    - Convert things that they don't like doing/trying into fun, emotionally stimulating games
  - 2. LIMIT TECHNOLOGY, AND RE-CONNECT WITH YOUR KIDS EMOTIONALLY**
    - Surprise them with flowers, share a smile, tickle them, put a love note in their backpack or under their pillow, surprise them by taking them out for lunch on a school day, dance together, crawl together, have pillow fights
    - Have family dinners, board game nights, go biking, go to outdoor walks with a flashlight in the evening
  - 3. TRAIN DELAYED GRATIFICATION**
    - Make them wait!!! It is ok to have "I am bored" time – this is the first step to creativity
    - Gradually increase the waiting time between "I want" and "I get"
    - Avoid technology use in cars and restaurants, and instead teach them waiting while talking and playing games
    - Limit constant snacking
  - 4. TEACH YOUR CHILD TO DO MONOTONOUS WORK FROM EARLY YEARS AS IT IS THE FOUNDATION FOR FUTURE "WORKABILITY"**
    - Folding laundry, tidying up toys, hanging clothes, unpacking groceries, setting the table, making lunch, unpacking their lunch box. making their bed
    - Be creative. Initially make it stimulating and fun so that their brain associates it with something positive.
  - 5. TEACH SOCIAL SKILLS**
    - Teach them turn taking, sharing, losing/losing, compromising, complimenting others , using "please and thank you"
- From my experience as an occupational therapist, the kids changes the moment parents change their perspective on parenting. Help your kids succeed in life by training and strengthening their brain sooner rather than later!
- "Our children don't need us to be perfect (thankfully!). They just need us to be faithful. And God can take that simple faithfulness and turn it into something wonderful in due time." –Jonathan Lewis

## Silly things to Ponder about

Ever find yourself staring at the ceiling? Or sitting and just pondering about worldly issues? But sometimes, we drift off. Sometimes, there's just nothing to do or think about. That's when you get truly bored. It's a feeling which all of us experience sometime...here we give you some thoughts you can ponder about.



1. Which letter is silent in the word Scent – is it S or C ????
2. Why is something sent by car called a shipment but something called by ship called a cargo
3. Why is W called double U – Shouldn't it be called Double V
4. Why do we say slept like a baby – even though a baby wakes up every few hours
5. Why doesn't glue stick to the inside of the bottle
6. Why aren't blue berries actually blue
7. If Poison expires is it more poisonous or no longer poisonous

## BOOK REVIEW



Sita - Warrior of Mithila by Amish Tripathi

The book opens with a shocking revelation. A new Vishnu has been chosen and it's not who you think it is. Amish has in the past ministered well the marriage of mythology and reality and he twists up some of the most common knowledge we have of these epics and turns them to excellent plot lines. "Sita – A Warrior of Mithila" is not Ramayana from Sita's point of view rather it is Sita's origin story right from when she was adopted to her abduction by the Lankan king Raavan. Sunaina and Janak discover an injured vulture protecting a baby girl and upon the vulture's demise they take it up themselves to raise the girl as their own. The baby girl is Sita who came from unknown origins but is revealed as the warrior princess of Mithila. Immensely curious and skillful she is sent to a gurukul for higher studies where she meets her best friend Radhika and her elder brother Hanu bhayya (aka Lord Hanuman). At the gurukul she catches Guru Vishwamitra's attention who impressed with her wisdom and strength decides to choose her as the next Vishnu. But Guru Vashistha has already chosen a candidate in the Ayodhyaan prince Ram. Who among Ram and Sita will be the next Vishnu the next leader who will lead India? The book has a long lineup of strong female characters. Right from Sunaina Sita's mother who doesn't shy away from taking control of the administration of Mithila after her husband Janak discards it in the pursuit of knowledge. Then there's Sita herself who's not projected as coy or as a victim but as a fierce independent woman who can make her own decisions and fight her own fights. Next is Samichi Sita's close aide and confidante who is also Mithila's chief commander. Sita includes repetition of several events from the first book in Ram Chandra series which presented no new perspective to the reader but served well to refresh the memory. We get to visit Bee's Quarters again an architecture described in flourish in the first book. What's new was we got to visualise the insides of Raavan's Pushpak Vimana after he abducts Sita.

## We Have a Winner!

Brain Teasers October Issue

1. Shahsi Ranjan – Kolkatta
2. Arunava Nandi - Kolkatta
3. Rajib Sen - Kolkatta
4. Aisha Siddique – Mumbai