



# T a p a s y a

ICFAI UNIVERSITY NAGALAND

...a quest for knowledge..."

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## Message from the Issue Editor



*"It is better to conquer yourself than to win thousands of battles. Then the victory is yours. It cannot be taken from you, not by angels or by demons, heaven or hell." -Buddha*

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The difference between greatness and mediocrity is the power of Discipline.

Dear students, to get what you have never had, you must do what you have never done. It captures the essence of discipline. There are people who earn more than others and are happier too because of discipline. They know what to be done and when what needs to be done.

Self discipline is the key to personal greatness. It is the magic quality that opens all doors for you and makes everything else possible. With self discipline an average person can succeed but, without which it will never be possible to be successful.

Everyone likes to achieve something and become successful. But, to achieve something does not come easy. Achievement usually involves thorough preparation making considerable sacrifices, and more importantly, supreme self discipline. There is simply no alternative to accomplish something with one's own efforts, courage and a right dose of self discipline.

There are people with recognized qualifications, great skills and yet, they are not successful in life. They feel dissatisfied or unfulfilled. Ultimately they blame it on fate, their luck, etc. They fail because of the lack of self discipline. Exercising self discipline to begin, following through and successfully completing an activity is of vital importance.

Self discipline is a habit, a practice, a philosophy and a way of living. Successful people engage in activities that are goal oriented. Successful people plan their work and work their plan. They take time before implementing a plan.

The most important benefit of self discipline is the personal benefit that you receive. Every act of self discipline increases your self esteem. It gives personal power and accomplishment. Your entire life is an ongoing battle between the forces of doing what is right and necessary on one hand and doing what is fun



and easy on the other hand. It is a battle between the forces of discipline and forces of ease or expediency.

When you develop the strength of character that gives you complete self mastery, self control and self discipline and you feel wonderful about yourself.

Every time you practice a little bit of self discipline, you become stronger and stronger. Bit by bit, you become more capable of greater discipline. As you become a totally self disciplined individual, your entire future opens up in front of you like a broad highway. Everything becomes possible for you and your future becomes unlimited.

It is worth remembering that “The pain of discipline is always less than the pain of regret”.

### **Who is successful?**

You may be a pauper but if your spouse, children and family members love and respect you then you are successful. If you can sleep without sleeping pills then you are successful. When people respect you not because of your wealth and power then you are successful. In your absence when people talk good things about you then you are successful. When someone falls in love with you not because of your physical appearance or financial status then you are successful. When you pray not to ask anything but to thank God for everything then you are successful.

**Mr. Ajay Chakravorty**  
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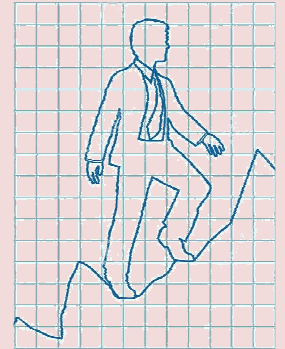
# Rise of Local Entrepreneurs in Nagaland

Mr. Rahul Jain, MBA 4<sup>th</sup> Semester

Nagaland, the Land of Festivals, has emerged to be one of the best and developed states in the country. This development is not merely because of its culture and tradition but also because of the growth of its economy. This growth has mainly surfaced due to the business activities which are being carried out across the state. Particularly the commercial district of the state which contributes to the development of the state is Dimapur, the commercial hub of the state.

Earlier the major entrepreneurs existing and thriving in the state comprise mostly of the non-locals but now we see many of the local entrepreneurs setting up their business. In the past five years we have seen many changes in our state. The reason behind this is the emergence of the local entrepreneur.

The Local entrepreneur has surfaced in the state with various ideas and services which aims for the betterment and development of the state. The rise of the local entrepreneur has led to the rise of growth in the economy. The standard of living of the people has also been developed immensely with their innovative and standardized ways.



Another factor which has led to the rise of the local entrepreneur is the awareness and knowledge about the market conditions. Earlier the locals were confined only to agricultural businesses. But with the change in their mind-sets and activities, the locals started to nurture, materialize and expand their ideas and could therefore set up their own businesses in the state.



Local entrepreneurs have also led to the development of the state, especially in the rural areas where the non-locals were not willing to offer services. This rise is also because of the need for generating income. In the past, the local people were bound by traditional thinking and were confined to earn their income with agricultural products. But due to modernization, they have also become aware of having a business of their own to generate the income for their day to day livelihood.

The rise of local entrepreneur has benefited the state in a lot of ways. It is only because of them that the needs and wants of the people of rural areas are satisfied. The local entrepreneur has come up with a mission of merging with the existing market to provide better services and for the development of the society. The role of women entrepreneurs has also contributed to the development and economic growth of Nagaland to the maximum.

Therefore we can say that there is a positive impact in the rise of local entrepreneurs in Nagaland. With proper exposure and aids from the government and society, the women entrepreneurs can contribute the highest revenue to the government.

[ **Note:** This article won the first position in the *IUN's Essay Competition 2014.* ]



## *My Identity*

*Mr. Adakho Kadete, MBA 2<sup>nd</sup> Semester*



*Who am I?*

*What do I call myself?*

*Where did I come from?*

*What do I say about myself?*

*The way I do things.*

*I am what I am, that's what I say*

*But that does not clear the question.*

*As life goes on, I try to figure out*

*But in the end, I'm in a closed road*

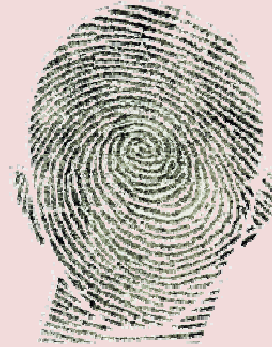
*I'm known by my name.*

*My relations with my loved ones,*

*The people with whom I go,*

*All these does not matter*

*As to find out my identity*



*I'm what I make myself to be*

*The world is changing, but I'm what I'm.*

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