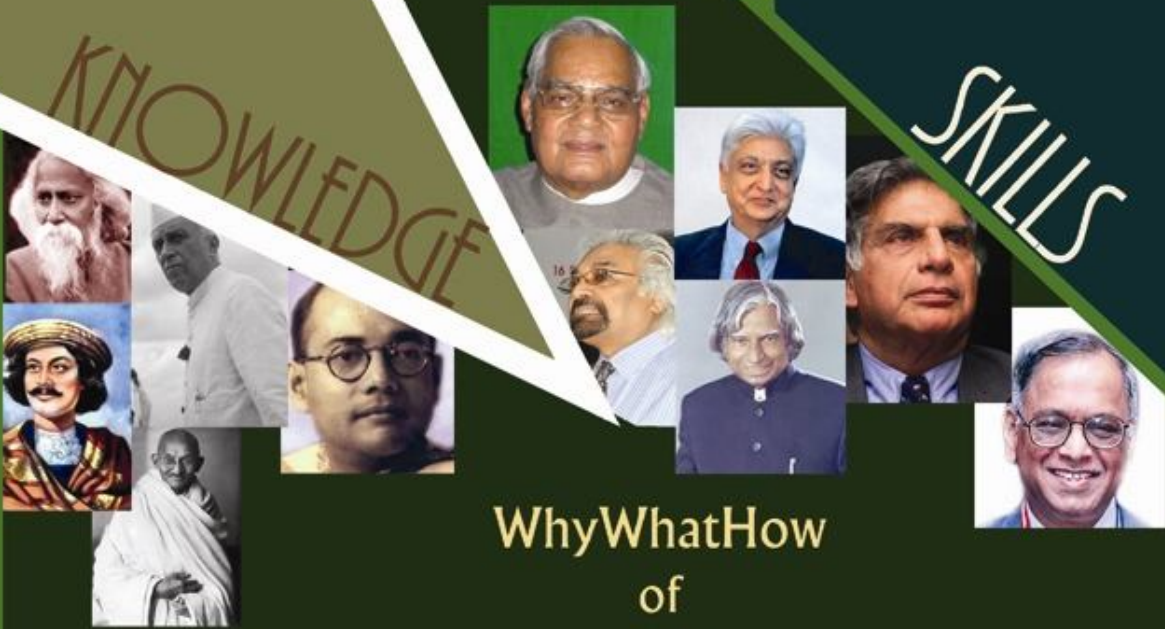


A Complete Course Guide



WhyWhatHow  
of

# Personality Development



TEMPERAMENT CHARACTER

VALUES



Ramakrishna Mission Shilpamandira  
COMPUTER CENTRE

Belur Math, Howrah - 711 202



**Our Salutations to Swami Vivekananda : 150<sup>th</sup> Birth Anniversary 2012 - 13**



WhyWhatHow  
of  
PERSONALITY DEVELOPMENT

( A Complete Course Guide )

**Ramakrishna Mission Shilpamandira**  
**COMPUTER CENTRE**

Belur Math

## WhyWhatHow of Personality Development

### Contents

<b>Lessons</b>	<b>Topics</b>	
01	You are Unique .....	03
02	ASK .....	03
03	LAW .....	04
04	Looks .....	04
05	Actions .....	06
06	Words .....	07
07	Speech .....	07
08	Communication Skills (CS) .....	10
09	Temperament .....	17
10	Character .....	17
11	Values .....	18
12	Habits .....	22
13	Jobs - Skills - Work.....	23

- For Internal Circulation Only
- Matter Designed at -  
Ramakrishna Mission  
Shilpamandira  
Computer Centre
- RKMS BN : PD/02#2012/09
- 01 September 2012

- Compiled & Published by  
Swami Tattwajnanananda  
Principal, Ramakrishna Mission Shilpamandira  
Computer Centre  
313 G. T. Road, Belur Math, Howrah – 711 202  
Ph. : (033) 2654 4913; Fax : (033) 2654 1127  
Website : [www.rkmscc.org](http://www.rkmscc.org)  
e-mail : [info@rkmscc.org](mailto:info@rkmscc.org)

### You are Unique

Some people impress us by their looks some by actions others have a charming behaviour or way to capture by speech and some though simple have overwhelming confidence we like. What are the factors which gives one a magnetic, commanding personality is a mystery.

A Gandhi with his toothless smile is hailed father of the nation while a Vivekananda a fakir in rags leaves a legacy for years to follow : whatever may be the reasons, one stands out is faith in oneself, the attitude of will to win, a bulldog tenacity – a vision & a mission, You have it & you will be unique.

We have been given a healthy body & mind by our parents let us make the best use of it to leave a mark on the society.

**Exercise :** Every student to write down his own strength & weakness (5 points each).

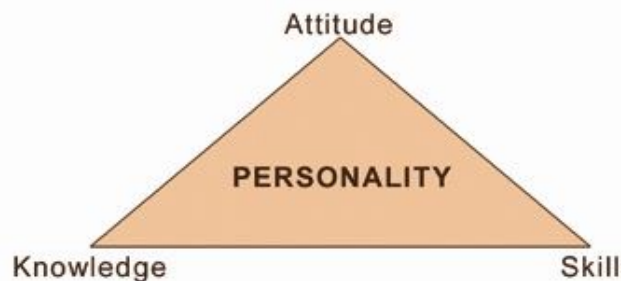
### Lesson - 02

### ASK

A student usually enters a computer Institution with the intention of finding a suitable employment after studies. The Institute has a responsibility to make him employable and more so a useful member of the society. The student has to respond with interest.

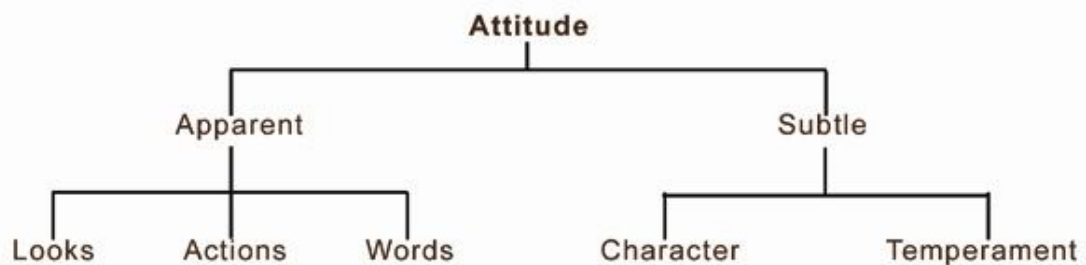
In a curriculum three factors have to be ingrained in every student: right Attitude, dependable Skills & thorough Knowledge (ASK).

The Attitude of a student has formation of strong character and positive temperament as components. Knowledge is knowing the world science, arts, commerce as well as self knowledge. Skill is expertise in any hands-on work as well as communication.



## LAW

पहले दर्शनधारी फिर गुणविचारी. The first impression is always by LAW principle Looks or appearance, Actions or behaviour and Words or speech. A cinema actor is taught to play different roles by changing dress, facial makeup, variety of actions and delivery of speech.



Knowledge is power when relevant & applied. Skill is application of knowledge for results.

**Exercise :** Every student to write his reasons for joining RKMSCC in 10 lines.

## Lesson - 04

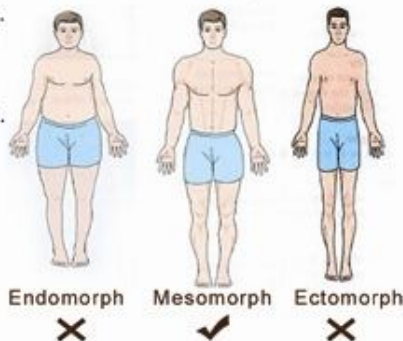
## Looks

The Attitude of a student decides his altitude, & looks: dress & figure carry the first impression.

**a) Dress :** The first thing that makes an impact is your dress. Know appropriate dress code for various occasions and wear sober colours, comfortable clothes as per climate. College uniform gives identity, unity and smartness. Wear clean, ironed shirt, pants and hard polished shoes.

**Exercise :** Student to write 10 lines on Dress code for various occasions.

**b) Figure :** Your body structure, proportions, body mass, health, food habits develops your figure, which should be manly.



## WhyWhatHow of PD

### c) BodyMass Index :

$$\text{BMI} = \text{Weight (Kg)} / \text{Height}^2 \text{ (m)}^2$$

Height in		Low (wt in kg)	BMI Value	Target (wt in Kg)	BMI Value	High (wt in Kg)	BMI Value
Feet	Metre						
5'1"	1.55	56	23.31	61	25.39	66	23.47
5'2"	1.57	57	23.12	62	25.15	67	23.18
5'3"	1.60	58	22.66	63	24.61	69	26.95
5'4"	1.62	59	22.48	65	24.77	70	26.67
5'5"	1.65	60	22.04	66	24.24	72	26.45
5'6"	1.68	61	21.61	67	23.74	74	26.22
5'7"	1.70	62	21.45	69	23.88	76	26.30
5'8"	1.74	63	20.81	70	23.12	78	25.76
5'9"	1.75	64	20.90	72	23.51	80	26.12
5'10"	1.78	65	20.52	73	23.04	81	25.56
5'11"	1.80	66	20.33	75	23.15	83	25.62
6'0"	1.83	67	20.01	76	22.61	85	25.38
6'1"	1.85	68	19.87	78	22.79	87	25.42
6'2"	1.88	69	19.52	80	22.36	89	25.18
6'3"	1.90	70	19.39	82	22.71	92	25.48
6'4"	1.93	71	19.06	84	22.55	95	25.50

**d) Food Habits :** Keep regularity in eating, avoid oily, fatty, spicy food. Keep fresh green vegetables & seasonal fruits in diet. Know daily intake of carbohydrates, calories, vitamins, proteins etc.

## WhyWhatHow of PD

### e) Yogāsana



Paschimottanāsana



Dhanurāsana



Bhujangāsana



Pavanamuktāsana



Halāsana



Shalabhāsana

**Exercise :** Every student to write 10 lines each on healthy food habits and physical exercise he takes everyday.

**Lesson - 05**

### Actions

**1) Postures** – Sitting, Standing, Walking, Sleeping are postures. Always sit, stand straight to keep your backbone, head, neck, spine in straight line to avoid early wear & tear of nerves.

Walk with chin high and with poise. Army men command respect due to disciplined postures.

**2) Gestures** – Movement of head, eyes, fingers create gestures.

Do not move your head unnecessarily. Look straight in eyes of person but do not stare. Fidgety fingers show nervousness, so avoid.

**3) Manners** – Know customs & manners of the society & place. Greet a person appropriately.

**Exercise :** Write 10 lines on different gestures & their meanings, 10 lines on manners used on various occasions.



### Words

You are known by your words, speech and communication. By words one carries biggest external impression.

**1) Speech** – Verbal expression through speech is taught first at home. A language of Mother is learnt in cradle and is formalized in school.

Stock of words, good vocabulary gives you freedom to use right word at right time & place. Clarity in delivery carries the message. Voice modulation as per emotions of the sentence gives life to speech.

**2) Communication** – While speech is thoughts made audible for others to hear, communication is purposeful organized interpersonal speech most useful in interviews, public speaking and group dynamics.

While speech shows your capacity to use words in a language, communication shows your attitude in interpersonal relations.

**Exercise :** \* Give 10 words & ask students to write synonyms & antonyms.

\* Student to get oriented to use dictionary.

Lesson - 07

### Speech

**1) Reading :** Reading implies the meeting of the mind of the author with the mind of the reader. A written text contains in itself facts, ideas and values of society along with the level of the maturity of the mind of the author. The writer's ability to reflect upon a problem and bring out its relevance for him and for us is present in the process of systematization he has done in the form and style of his writing. Thus reading is essentially a civilizing process by which a reader becomes an intelligent person and a good human being.

**a) Punctuation :** While reading a reader should carefully take note of the punctuation given in the readable text. The reader should be aware of the fact when to pause for a long time as in the case of a full-stop and where to pause for a short period of time as in the case of a comma. Reading by taking into account the proper punctuation makes the text lively and interesting to listen to.

**b) Fluency :** The more we read, the better we become at reading. We should read on a variety of topics in order to build our vocabulary. The larger the stock of words we have, the less time we will have to spend trying to understand words in context and the more time we will have for accurate reading without using any unnecessary pauses and fillers in between the sentences. We should be able to read chunks of sentences with poise and without any difficulty in comprehending them.

## WhyWhatHow of PD

**c) Modulation** : It refers to lowering or raising the volume of the voice as per the situation demands. The volume of the voice should be in sync with the reading matter and should be understandable by the listeners. The voice should be raised when there are Exclamatory sentences and should be lowered when we are using Assertive sentences. It should, however, be within a suitable range of decibel value so that the voice is audible to the listeners.

**d) Tone and spacing** : The pitch, bass and treble of the tone of the speaker should be matched with the occasion. The sentences while being read out should be spaced in such a manner that they do not overlap each other. Over lapping of sentences makes them not understandable by the listeners. It creates confusion in the mind of the listeners regarding its meaning.

**e) Pronunciation** : The pronunciation of words and alphabets should be according to the law of phonetics and phonemes. Each word should be correctly pronounced so as to bring out its true meaning and understandability. Wrongly pronounced words add a completely different meaning to it and accordingly the entire meaning of the sentence is changed.

**Exercise** : Every student to read a passage, also hear audio of same passage & then write few lines as he understood of the passage.

**2) Listening** – There is a common saying that a good listener is a good speaker and vice-versa. In general listening implies the minimum of two people talking to each other. Proper interaction is a two way movement. It is much more than hearing. It is a process of matching the mental faculties of the sender and the receiver. A good speaker with his wit and humour can make any dry topic highly interesting.

**a) Receiving** : Here, we physically hear the message and take note of it. The efficiency of this stage is affected by various external factors, such as noise, poor hearing and lack of attention.

**b) Interpreting** : This is where we infer the speaker's meaning, based on our own experiences. We may need to consider whether the speaker's frame of reference is similar or different to ours, and how this will affect our understanding of the speaker's meaning.

**c) Remembering** : Now we store the message for future reference. We make a mental note of the key points as they have been mentioned.

**d) Analysing** : We consider the points mentioned and assess their importance. We need to separate fact with the opinion, chaff from the grain of truth.

**3) Writing** –

**a) Spellings** : While writing there should be no spelling mistake of words. The spellings have to be checked twice or thrice before the submission of the written text. A written text without a single spelling mistake is like a bowl of rice without a block particle in it. A spelling error-free text is pleasing to the eyes to read and is well accepted by all.

## WhyWhatHow of PD

**b) Flow of sentence structure** : The sentences used in the text should be correlated with each other in a logical coherent manner. There should be certain direction in which the ideas related by the sentences tend to flow. This flow should be regular and smooth right from the beginning to the very end of the written text.

**c) Comprehension** : The written text first should be nicely comprehended and understood. The main theme / substance of the read out text should be understood well. Then only can it be applied in writing down the basic fundamental theme of the read out passage in our own words as much as possible in a nut shell or summarized form.

**d) Grammar** : While writing, errors in grammar should be avoided. There should be no mistake in the use of tense, preposition, article, etc. To avoid such mistakes one should be thorough with the basic elements of grammar. Errors in grammar may lead to wrong interpretations of written text.

**e) Handwriting** : The handwriting should be clear and legible for others to read. Handwriting is the identification of one's personality. A good handwriting can easily be distinguished from a bad one. A good handwriting creates a lasting impression on the mind of the reader.

### 4) Conversing –

**a) Delivery** : While speaking, the mode of delivery should be perfectly poised. The first and perhaps the most important step in this direction is to have the right attitude. We should be delivering our speech with confidence and élan. Then only will the listeners be motivated by it. We hold our listeners' attention more through their feelings than their reasoning.

**b) Fluency** : When we are speaking, we should speak spontaneously without any pauses or breaking of the voice. There should be no mother-tongue influence and it should be done in a neutral accent.

**c) Sentence Structure** : The sentences used while conversing should be correlated with each other in a logical coherent manner. There should be certain direction in which the ideas related by the sentences tend to flow. This flow should be regular and smooth right from the beginning to the very end of the conversation.

**d) Tone and Tempo** : Most speakers of the British English tend to use only two or three tones of the musical scale. The Americans add a nasal twang to it. For Indian speakers of English, care should be taken that they articulate clearly, smoothly without introducing angularities of their mother tongue. Sing-song as well as halting articulation manners need to be avoided.

Tempo is the speed of speech which is measured by the number of spoken words per minute.

**e) Modulation** : It refers to lowering or raising the volume of the voice as the situation demands.

The voice should be raised when there are Exclamatory sentences and should be lowered when we are using Assertive sentences. It should, however, be within a suitable range of decibel value so that the voice is audible to the listeners.

### Communication Skills (CS)

Interpersonal communication has public speaking, viva, group dynamics & Interviews.

#### 1) Public Speaking –

**a) Observe the Situation and adjust :** It might so happen that whatever you have prepared is not apt because the situation has changed. So you need to speak as the situation demands and use your thinking prowess to adjust to the situation as much as possible.

**b) Know Your Audience :** You must be able to read what the audience likes and what they expect from you. So here again, adjustment. You might need to tweak here and there about what you have prepared to become acceptable to the audience.

**c) Catch Attention in the First Few Lines :** The starting should always be catchy so that the attention and interest of the audience can be caught.

**d) Be Organised and Remember Examples :** Use real life examples and case studies so that the audience can easily relate to what you are trying to express.

**Exercise :** Arrange every student to speak in elocution competition.

**2) Viva –** It is nothing but one sort of conversation. There are many students who get very nervous during any viva. Once that happens, the viva just cannot go well. So always keep a cool head and be confident. If you find any difficulty while answering a question during viva, ask for some time. The one who is asking the question will not hesitate to give you 15-20 seconds of time. So once again, think before you speak. If you exude confidence during the viva, you generally leave behind a very positive impression on the mind of the teacher and tend to get good marks.

So during any kind of conversation, confidence and thinking beforehand holds the key.

**a) Common Sense & Presence of Mind:** No one has been able to define what this common sense really is. This is because the common sense is not that common after all. If it was, there would not have been so much hue and cry and demand of it. Common sense is basically the presence of our mind and application of our wit and intelligence when it really matters. That is why all of you should be mentally sharp enough to be able to react quickly when the situation demands. That really can make the difference and take you towards success.

**b) Lateral Thinking & Objectivity:** Vision- one of the most important words along with hard work and intelligence in the life of a student as well as of a professional seeking success in his/her career. You should have clear vision about what you want to achieve and how you want to go about things to succeed.

Sometimes, thinking out of the box and implementing it actuates a career like nothing you have imagined. If someone has good improvisational skills, he is sure to succeed. So never apply a boundary to your thinking, always think beyond the boundaries.

### 3) Interview : How to Face Interviews

#### What is an interview?

An Interview, in general, is a formal process for an exchange of information and impressions. In the interviews, not only the outer appearance, body language, communication or social skills, qualifications, competencies, time management skills, etc. – are appraised, but inner qualities like honesty, modesty, benevolence, conscience, ethics, morals and moral rectitude, commitment for others, etc., are also scrupulously evaluated and appreciated.

#### Some points you should keep in mind as you are preparing for interviews :

- a) First be prepared with your mindset. Put yourself in a positive mental frame about the interview.
- b) Find out about the company where you will go for interview. Before going to the interview one must do a research on that potential employer.
- c) Think about your specific skills that you think will be helpful in getting that particular job. It's better to make a list of those skills.
- d) Wear a light colored (white long sleeved shirt) clean shirt and matching trousers. Always have a haircut and shaving before the interview. Hairstyle should be neat and professional. Wear dark socks, and professional shoes and not a stylish shoe. A dark colored tie may help. Remember that you shouldn't wear jeans, T-shirts and casuals. If you have any jewelry, that should be limited. Last but not the least, wear a dress that suits you, your profile and the type of industry that you are going for.
- e) Be on time.
- f) Always keep your testimonials ready (carry your originals if required).
- g) Study your resume very carefully (A resume is a self – marketing tool. It is designed with one purpose in mind – to sell your skills, knowledge, and experience to an employer so that he / she will invite you for an interview). Always carry a hardcopy of your resume though you have sent that via e-mail. Do not forget to carry a stamp size photograph.
- h) When you are entering the room please take permission and do not sit until and unless you are asked to sit. During the interview look confident whether you are sitting or standing. Look like you are very happy to be there. Have a smile on your face. But do not forget to breathe normally!

In most of the interviews the commonest question is “tell me something about yourself”. To answer this question start with the present and tell why you are well qualified for the position. Remember that the key to all successful interviews is to match your qualifications to what the interviewer is looking for. In other words you must sell what the buyer is buying. This is the single most important strategy in job hunting.

# YOUR JOB HOROSCOPE

## Placement

Naukri.com, Timesjob.com  
College Notice Board  
News Papers  
Relatives  
Friends  
TV

## Interviews : Do's


Prepare, Find Info, Company  
Profile, Go in Time, Sober  
Appearance, Positive  
Confident, Be  
Truthful

## Work

System & Database Administrator  
Developer, Designer  
Maintenance  
Networking  
Accountant

## & Don't's

Don't : Be Aggressive or Smile  
without Reason, Twiddle  
Fingers, Look Away  
Talk on Mobile



Ramakrishna Mission Shilpamandira Belur Math

## National

Know Languages : Local  
Hindi, English, Cultures  
Customs, Issues  
Polity, Religions  
Festivals

## Industry

Yearly Turnover, Employee Strength  
Policies, Strategies, Conference  
Safety, Code of Conduct  
Scales & Benefits  
Employee Relations

## Global

World Map  
Global Markets  
Embassies  
Passport, VISA  
Govt. Depts., Continents

## Office

Managers  
Hierarchy  
Coordination  
Punctual, Reporting  
Correspondence, Memos  
Estimates, CAD, Interaction

# YOUR JOB HOROSCOPE

## Be Employable

Right Attitude, Knowledge  
Skills, Attractive  
Personality  
Technical  
Mindset

## Be Employer

Entrepreneur Skills, Finance  
Management Techniques  
Customer is King, TQM  
ISO, ISI, Employee  
Satisfaction

## Jobs will find you

Confident Body Language  
Great IQ, EQ, Unfailing  
Memory, Strong  
Willpower  
Friendly

## Right Attitude

Sober Dress, Good Character  
Human Values, Good  
Habits, Positive  
Thinking, GK  
Problem  
Solve



## Hard Skills

Editing, Programming, Visual  
Installation, Hardware  
Repairing, ERP, LAN  
WAN, Operating

## Soft Skills

Speech  
Manners  
Postures, Gestures  
Networking, Computing  
Team work, Debating

## Scientific Knowhow

Mathematics  
Environment  
Electronics, Accounts  
Sketch & Drawing

## Self Knowledge

Atman = Brahman, Body Functions  
Exercises, Yoga, Meditation  
Psychology, Energy  
Preserve &  
Channelise

## WhyWhatHow of PD

So, before you answer this or any question it's imperative that you try to uncover your interviewer's greatest **need, want, problem or goal**.

### ■ To do so, take these two steps:

Do all the homework you can before the HR interview to uncover this person's wants and needs (not the generalized needs of the industry or company).

As early as you can in the interview, ask for a more complete description of what the position entails. You might say: "I have a number of accomplishments I'd like to tell you about, but I want to make the best use of our time together and talk directly to your needs. To help me do that, could you tell me more about the most important priorities of this position? All I know is what I heard from the recruiter, read in the classified ad, etc."

### ● **Why are you applying for this particular job?**

Show interest and demonstrate that you have researched the job and know what you are getting into. Bring up evidence from past work! Studies that support your interest in this role and any skills you have acquired in preparation for the role.

### ● **What do you know about our company?**

Indicate what you have learnt from your research activities – from their annual reports, newspapers, word of mouth, other employees etc. Show them that you have done a lot of research and please them.

### ● **How would you describe yourself?**

Any of these are good examples of attributes employers are looking for: intelligent, hardworking, quick to learn, enthusiastic, honest, efficient, productive and ambitious.

### ● **What are your greatest strengths?**

Prior to any interview, you should have a list mentally prepared of your greatest strengths. You should also have, a specific example or two, which illustrates each strength, an example chosen from your most recent and most impressive achievements. For instance:

Good communication skills.

Definiteness of purpose ... clear goals.

Enthusiasm ... high level of motivation.

### ● **What are your greatest weaknesses?**

Disguise a strength as a weakness.

Example: "I like to work with a sense of urgency and everyone is not always on the same wavelength".

### ● **What is a C. V. or Resume?**

The potential employer reads it with one thought and one thought only in mind: What Can This Person Do for Us? So it is better to include what they are looking for. Do not include any irrelevant and unwanted information in your resume. Always keep in mind that a resume is an advertisement, nothing more, nothing less.



## WhyWhatHow of PD

- **Phone Interviews**

Telephonic interviews seem to be growing more common as search committees try making the difficult decision whom to invite for a campus interview. When you pass this level you will pass to the interview, and to campus for in-person interviews, and ultimately offered the position! If you are not interviewed by phone, these same questions are likely to be asked on site.

- **Where do you see yourself five years from now?**

Reassure your interviewer that you're looking to make a long-term commitment... that this position entails exactly what you're looking to do and what you do extremely well. As for your future, you believe that if you perform each job at hand with excellence, future opportunities will take care of themselves.

**Example:** "I am definitely interested in making a long-term commitment to my next position. Judging by what you've told me about this position, it's exactly what I'm looking for and what I am very well qualified to do. In terms of my future career path, I'm confident that if I do my work with excellence, opportunities will inevitably open up for me. It's always been that way in my career, and I'm confident that I'll have similar opportunities here."

- **Why do you want to work at our company?**

This question is your opportunity to hit the ball out of the park, thanks to the in-depth research you should do before any interview.

Best sources for researching your target company: annual reports, the corporate newsletters, contacts you know at the company or its suppliers, advertisements, articles about the company in the trade press.

- **Tell me honestly about the strong points and weak points of your boss (company, management team, etc.)**

**Remember the rule:** Never be negative. Stress only on the good points, no matter how charmingly you're invited to be critical.

Your interviewer doesn't care a bit about your previous boss. He wants to find out how loyal and positive you are, and whether you'll criticize him behind his back if pressed to do so by someone in his own company. This question is your opportunity to demonstrate your loyalty to those you worked with.

- **What are your interests?**

Try to gauge how this company's culture would look upon your favourite outside activities and be guided accordingly.

But above all, remember that your employer is hiring you for what you can do for him, not your family, yourself or outside organizations, no matter how admirable those activities may be.

- **Who has inspired you in your life and why?**

Have a few heroes in mind, from your mental "**Board of Directors**" – Leaders in your industry, from history or anyone else who has been your mentor.

## WhyWhatHow of PD

Be prepared to give examples of how their words, actions or teachings have helped inspire your achievements. As always, prepare an answer which highlights qualities that would be highly valuable in the position you are seeking. For instance:

***Our duty is to encourage every one in his struggle to live up to his own highest idea, and strive at the same time to make the ideal as near as possible to the Truth.***

– Swami Vivekananda

### Group discussions : Group Dynamics

**i) Listening & Comprehension:** - Always listen to what the others are saying and try to comprehend that. Listening is as important as speaking. Without listening properly, interaction becomes really difficult.

**ii) Conversation Techniques and Telephonic Conversation:** - While in a conversation, you should have a clear picture about what you should not be saying. Once you know that, things generally do not go wrong. You should be using the right words at the right time to create the impression that you know what you are saying and that you are thinking beforehand what you should be saying. So, always think before you speak.

Say what you are needed to say and what you feel you should be saying. Do not speak unnecessarily and use the right words at the right time. That really creates a very good impression in the minds of the listeners. Using a telephone is one of the most common activities at any work place.

This is important because – it is a channel of speedy communication.  
– it saves time, money and energy.  
– it helps us to get in touch with various organizations;  
and also with people we know already or have never met.

### iii) The inter related stages of a Telephonic Conversation



**Exercise :** Arrange Telephonic interview.

**iv) Leadership & Team Work:** - If you are confident, start off the discussion. Also at the end, you might sum up all the valid points discussed during the interaction. But the ending should be such that everyone should be satisfied. These things show the leader in you. Always let others speak because it is a team and everyone should get the chance to express his viewpoint.

**v) Self Esteem & Respecting Others:-** While you should always maintain your self esteem and be polished, it is equally important to respect what the others are saying.

### Temperament

**1. Intelligence:** (Buddhi) Intelligence is defined as the ability to comprehend, to understand and profit from experience. So as we all know, it is THE basic element that we require to achieve anything in our life. A measure of a person's intelligence is calculated by the Intelligence Quotient (I.Q.). Take external challenges and answer them.

Now, **I.Q. = (Mental Age/Chronological Age) x 100**

The average I.Q. of human beings lies in between 85 to 100. Those having I.Q. in between 100 to 115 are considered to be above average and people having I.Q. of more than 115 are said to possess high levels of intelligence. Albert Einstein's IQ was more than 160!!

**2. Emotion:** (Bhâvana) Emotion means the strong instinctive feeling that we possess in ourselves. Emotional Quotient (E.Q.) is the measure of a person's emotional intelligence.

Now, **E.Q. = I.Q. x Wisdom**

So, Emotional Quotient is the function of Intelligence Quotient and Wisdom. E.Q. is about how we react and handle the situation when we encounter a problem. Do regular prayers to the Almighty for balance.

**3. Will Power:** (Iccha) This is one of the key features of the human mind and soul. Always remember that "**If you think you can, you are right**". So if you have the will power to achieve your goal, you will be able to do so no matter what. Take calculated risks to develop will power.

**4. Memory:** (Smriti) It is the recollection of the coded or impressed written or spoken words in the mind of the person. It creates reflex action. Memorizing is a cognitive process. So more the cognizance, the better. Regular practice of deep breathing can help you to sharpen your memory. Repeated efforts in concentration and meditation helps memory.

**Exercise :** Read & Report on 4 Yoga books of **Swami Vivekananda**.

### Character

When wealth is gone nothing is lost, when health is gone something is lost, when character is gone everything is lost. Bad characters like Shakuni and Duryadhana, are egotistic & revengeful leading towards destruction. Good characters, like Shri Krishna & Arjuna, are spiritual & practical, uphold righteousness, truthful, courageous and considerate.

This is where values, ethics and habits come into play. We have always got to keep in mind our values and ethics to maintain our self esteem and having good habits help us to do so.

Father of Gadadhar Chattopadhyay was a devout Brahmin, always truthful, a man of character. He was driven out of his house by the Landlord of Deregram for refusing to give false witness statement only to be reinstated in Kamarpukur by his friends, the house which is centre of pilgrimage for people of the whole world.

Character is established through many ordeals.



## Values

### i) What are Values?

Value is commonly regarded as an economic conception. An object is said to have value, if it satisfies a human want or desire. All things that satisfy human desires are good or have value. Food is good; it has value because it satisfies hunger. Shelter is good because it saves us from inclement weather and wild animals. But this definition does not go deep enough.



It is generally recognized that there is relation between the satisfaction of desire and the preservation & furtherance of life. Value in this sense is essentially survival value. It is adjustment to the environment. But such a conception of value is still inadequate in complex human civilization. Men's wants today are much more complex and numerous and goal of life is much more comprehensive. Man is not a mere animal or a bundle of desires. Man is not only a body-mind complex but a person, a Self; a spirit. So what satisfies his personality or contributes to his self-realization is ultimately valuable to him. His wants and desires must be valued themselves in terms of their relation to his fulfillment in self realization. Man must go beyond organic method of satisfaction of desire to reach the concept of what is intrinsically valuable. There are absolute or intrinsic values cherished by all persons beyond all differences due to time and place.

### ii) What is Enlightened Citizenship?

#### a) Enlightenment :

Five hundred years before the birth of Christ, Prince Siddhartha of Kapilavastu, protected in his royal palace from ground realities of life in the world, was not happy. In a secret outing of his city kingdom he came across an old man tottering on his stick, a Leper in advanced stage of his disease, a dead body being carried on the shoulders towards burning ghat, a Sanyasin bright & happy walking alone and the Prince decided to give up his palace, wife and new born baby in search of happiness.

After much effort he acquired enlightenment, setting a new wave of Dharma which gave all impetus to removal of misery of man. His way of life based on, Upanishadic thought without quoting them, was followed by rich and poor alike.



## WhyWhatHow of PD

**b) Democracy** : The democratic set up that most of the people live today has evolved from the Greek experiments of western nations. The art of living together in a polity, regulating their life & work, so that each member of the polity can achieve his or her maximum life-fulfillment. Framing laws and levying taxes were evolved by western nations.

The very concept of Democratic citizenship presupposes that we are aware of the fact that we live in a society along with others and everyone is intrinsically important.



### iii) Reflections on Values

**a) Intrinsic Values:** According to highest Indian thought, Vedanta, self realization is the goal of human life and intrinsic values are those which are inherent in the self eternally. No human being wants to die; even those on deathbed continue to hanker after life & continuity. This shows the nature of the self to be immortality or eternal existence while body mind complex is mortal. Even an idiot does not like to be called so because the very nature of self is consciousness or knowledge of the eternal existence though we know that the more we know the less we know. We do not like to be called ignorant as the SELF is all knowing or KNOWLEDGE.

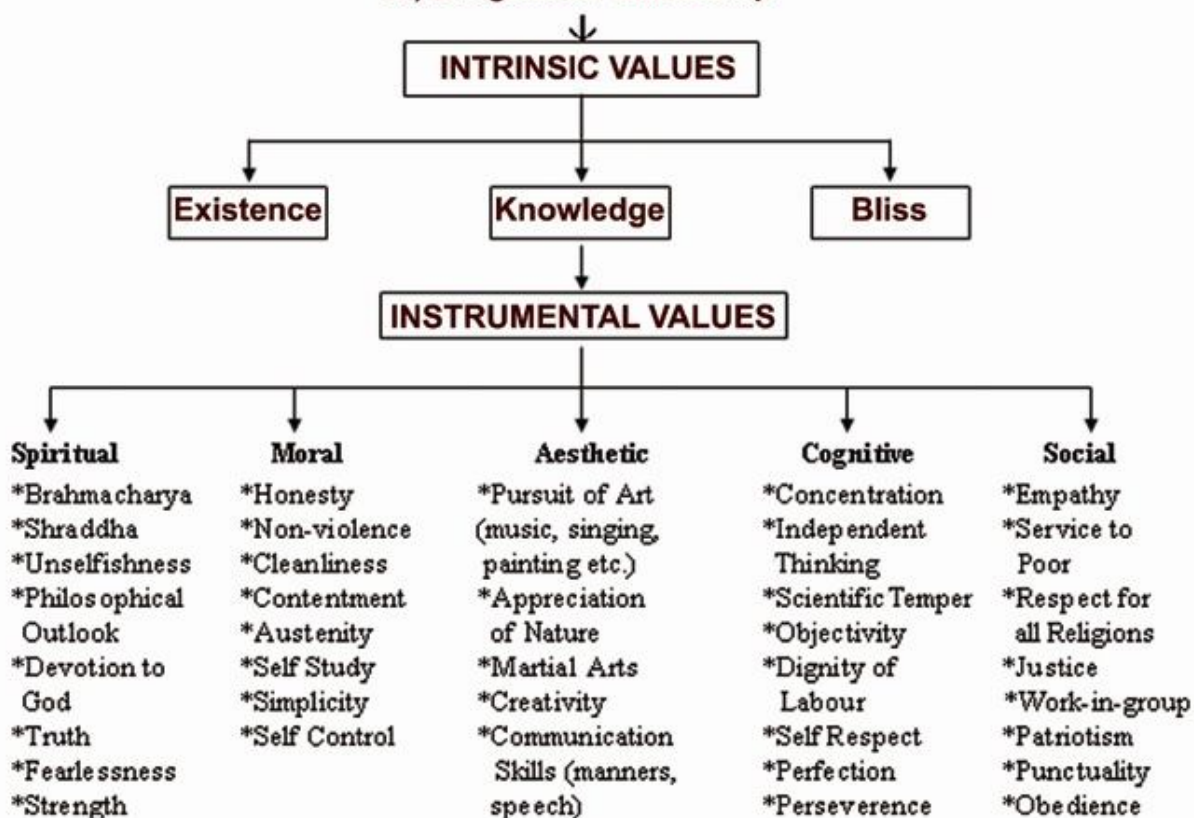
All around us we see play of pain and pleasure, more pain than pleasure, but we want to be happy in this world. We want pleasure minus the pain and we know seeking that is our very nature. One, who seeks pain in this world like Pandava's mother Kunti, is doing so for constant remembrance of something beyond both, the creator. The very nature of SELF is **Ananda** or BLISS.

Vedanta says the SELF knows that it is eternal existence and is happy about it. It is below human potentiality to live in the opposites of birth and death, knowledge and ignorance, pain and pleasure.

Exercise : Write 10 lines on why **Self Knowledge** is necessary.



## iv) Enlightened Citizenship



### b) Instrumental Values :

**Spiritual:** Reality orientation is a must where the Atman = Brahman concept is brought home. Atman as the constant behind the changing body-mind complex and Brahman the constant behind the changing natural phenomena are one and the same, and goal of human life is to realize this unity. For this preservation and channelisation of all energy in human body and nature around is absolutely necessary.

Knowledge of immortality of Atman and its presence in all beings will bring in shraddha or faith in oneself and all. A person learns to utilize the energy given by the cosmos for perpetuating welfare of human and natural resources, feels humble due to understanding its insignificance in the magnanimous cosmic play around, at the same time feel worshipful for the Creator of such creation.

## WhyWhatHow of PD

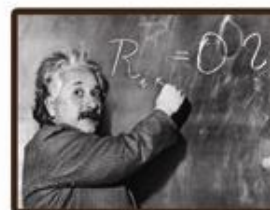
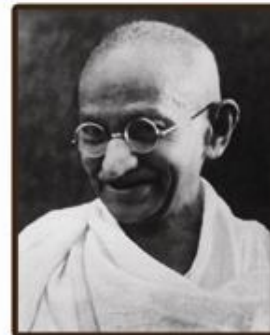
**Moral :** Honesty cannot just be the best policy but it is the only policy because even a liar does not want to hear lies from others and a thief does not want other thieves to steal in his own house. We cheat only because we are weak, so strength of body mind complex is moral.

When you fear, you are a nobody and it is fearlessness which is the ornament of personally. Non-violence is not for the weak but for the strong who are not jealous of anyone. Such strength is increased with self control on the speech and action. One has to employ self study to be strong in body, mind, muscles and intellect, nerves and emotions through regular physical and mental exercise. Yogasanas and meditation, aerobics and prayers. Cleanliness personal and that of surroundings increases self confidence and contentment for what we get from nature and others humans, enhances a cheerful personality always happy in life.

**Aesthetic:** What can't be said in thousand words can be brought home in a line of song, what can't be expressed by thousand words can be said by drawing a line. Artistic talents like singing, playing musical instruments, drawing, painting, dancing, and martial arts bloom a personality. Keeping the eyes open to the intrinsic beauty of nature around, like the creativity of a rose flower coming on a plant indeed shows, and a respectful attitude to environment helps individual and society. What you possess needs expression through speech in commanding language and manners in commanding gestures, postures and need careful nurturing.

**Cognitive:** Knowledge is power when relevant and applied. For enlightened citizenship emotions developed through moral and aesthetic values need to be supplemented with intelligence to develop emotional intelligence, independent thinking, analytical scientific temper, objectivity in decision making, self respect in taking responsibility for actions taken with firm belief in law of karma, trying hard for logical perfection in all actions taken, perseverance in following till end any decision taken and dignity of labour of doing any aspect of work involved, are cognitive values. Above all, concentration of high degree useful in any endeavour makes difference between person and person.

**Social:** Since humans live in family, society, country and the world which is interconnected and interdependent social values like empathy, teamwork, justice, patriotism, respect for all religions and service to the poor forms an important aspect of personality development. The preamble of the constitution of India adopted on 26th Nov. 1949 we have solemnly resolved to secure to all its citizens social, economic and political justice while more than one fourth of our population is illiterate and poor.



## Habits

Habit is a behaviour formed by repeated actions and becomes part of psyche, subconscious of a person.

### Good Habits



Follow Strict Routine



Early to Bed Early to Rise



Washing Hands before & after Meals



Chanting Morning Prayers

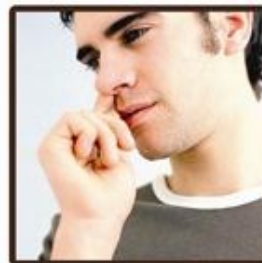


Regular Exercises

### Bad Habits



Smoking



Picking the Nose



Biting Finger Nails

**Exercise :** Write down 10 more good habits & bad habits each.



## CCA/CCPA/CACPA/ 'O' &amp; 'A' Level

## Wage Employment

Job opportunities	Skills required	Work profile
• Lab Demonstrator	• C, C++, JAVA, PHP, VB.NET etc (Practical Knowledge)	• Guide students in Lab. Group wise Live Demo.
• Sales Representative	• Basic Knowledge of Software & Hardware	• Field Visit, Organize Campaign, Workshop
• Trainee Faculty	• C, C++, JAVA, PHP, VB.NET etc (Practical & Theoretical Knowledge)	• Teach students in Theory, Batch wise Live Demo., Conducting Examination
• Marketing Executive (Network & Security)	• Network Fundamental with Firewall security Technology	• Site Visit, Workshop, Live Demo
• Junior Programmer	• [JAVA-NET Beans-Oracle]/[PHP-MySQL]/[.Net Tech-DBMS]	• Write Code & Synopsis
• EDP Assistant	• MS Access-Oracle-My SQL with RDBMS Concept	• Data Entry, Reporting
• Faculty	• C, C++, JAVA, PHP, VB.NET, Data Structure, RDBMS (Oracle, MySQL), PHP, Unix, C#.Net, ASP.Net	• Teach students in Theory, Batch wise Live Demo., Conducting Examination
• Trouble Shooter	• OS with Sound Knowledge of Hardware	• Field Work
• Web Administrator	• PHP, JAVA, .NET, MySql, JSP, XML	• Reporting, Security Settings
• Web Designer	• C#.Net, ASP.Net, PHP, Mysql, Oracle	• Write Code & Synopsis
• Data Base Administrator	• Oracle, MySql with knowledge in Hardware & Networking	• Reporting, Security Settings

## Self Employment

Job opportunities	Skills required	Work profile
• Online Forms submission [College/Schools]	• JSP, XML, PHP, MySQL, Server side FTP	• Write Code & Synopsis
• Computer Training Camp	• OS, MS Office, VB, C Language	• Teach students Group wise.
• Computer Cleaning Service	• Basic Knowledge of Hardware & OS, MS Office	• Technical
• Computer Delivery and Assembly Service	• Basic Knowledge of Hardware & OS, MS Office	• Technical & Marketing
• Computer Repair and Maintenance	• Sound Knowledge of Hardware & OS, MS Office, Networking	• Technical
• Computer Upgrading Service	• OS, MS Office, Hardware Knowledge	• Technical & Marketing
• Ad Agency	• Basic Knowledge of Software & Hardware	• Marketing & Designer
• Promotional SMS Service	• PHP, JAVA, .NET, MySql, JSP, XML	• Back Office Job
• Employee Training	• C, C++, JAVA, PHP, VB.NET etc	• Training Group wise fast-forward method
• Graphic Design	• Photoshop, Flash, Premiere, Sound Forge	• Designer & Marketing
• Cyber café	• OS, Internet, Hardware & Networking	• Technical, Accounts & Administration

## Financial Accounting

### Wage Employment

Job opportunities	Skills required	Work profile
• Data Entry Operator/Office Assistant (Entry Level)	• Knowledge of Windows XP/7, MS-Office, Internet & Tally.ERP 9 & Typing Speed min. 30 WPM	• Writing Books of Accounts, Bank Reconciliation, Voucher, Money Receipt, Invoice & Challan Preparation etc.
• Jr. Accountant/Acct. Executive/Cashier	• Minimum 2 Years of Experience as Office Asst.	• Finalisation of Accounts, Inventory Control, Maintaining Day Book/Cash Book, Cash incl. Petty Cash handling, Preparing Cash Trial & Receipts & Payments Accounts etc.
• Sr. Acct. Executive/Sr. Acct./Branch Acct.	• B.Com. (H)/M.Com./CA (Inter)/ICWA (Inter) with min. 5 – 6 Years of Experience as Jr. Accountant/Acct. Executive	• Profit forecasting, Budgeting, Branch Accounting, Preparing Consolidated Financial Statement etc.
• Cost Acct.	• B.Com. (H)/M.Com. or/ ICWA with Knowledge of Windows XP/7, MS-Office, Internet & at least one A/c Package like Tally.ERP 9	• Preparing Cost Sheet (Materials, Labour, Overhead), Job Costing, Process Costing, Controlling Cost, Cost Audit etc.
• Internal Auditor	• Knowledge of Windows XP/7, MS-Office, Internet & at least one A/c Package like Tally.ERP 9	• Branch Auditing & Reporting to Sr. Accountant
• Store Keeper (Entry Level)	• Knowledge of Windows XP/7, MS-Office, Internet & Tally.ERP 9	• Store Maintenance, Preparing Store Book & Calculating Scrap & Wastage etc.
• Logistic/Purchase Manager	• B.Com. (H) or/ CA with Knowledge of Windows XP/7, MS-Office, Internet & at least one A/c Package like Tally.ERP 9	• Preparing Statutory Statement & Filing tax (i.e. TDS, Excise, Service Tax, Income Tax, Sales Tax, Entry Tax, Professional Tax, PF, ESI Return, Preparing Statement of Gratuity etc.
• Insurance Advisor	• Knowledge of Windows XP/7, MS-Office, Internet & IRDA's Certification membership of Life &/or General Insurance Co.	• Providing Consultancy Services on Insurance, Mutual Fund, ULIP etc.

### Self Employment

Job opportunities	Skills required	Work profile
• Acct./E-Filing Job/Tax Consultant	• LLB with knowledge of Windows XP/7, MS-Office, Internet & Tally.ERP 9 & Knowledge about E-filing Procedure	• Personal Accounts & Tax Consulting incl. E-filing of Sales Tax, Excise, Service Tax, P. Tax, TDS & Income Tax, PAN Card etc.
• Freelance Internal Auditor	• Knowledge of Windows XP/7, MS-Office, Internet & Tally.ERP 9	• Freelance Internal Auditing & Verification of Accounts & Reporting to Clients
• Field Survey & Data Collection	• Knowledge of Windows XP/7, MS-Office, Internet	• Freelance Data Collection job for various Market Research Co.
• Setting up Own Share Terminal	• Knowledge of Windows XP/7, MS-Office, Internet &/or NCFM Certification & Technical Knowledge about On-line Share Trading	• On-line Share Trading under Getting License from a Registered Broker or Sub Broker
• Investment Consultant	• MBA (Finance) with knowledge of Windows XP/7, MS-Office, Internet &/or NCFM Certification	• Personal Investment & Portfolio Consultant

Minimum Qualification: B.Com common for all job opportunities.

## MULTIMEDIA

## Wage Employment

Job opportunities	Skills required	Work profile
<ul style="list-style-type: none"> <li>• Press</li> <li>• Publication House</li> <li>• Software House (Web)</li> <li>• Media</li> <li>• Interior Design</li> </ul>	<ul style="list-style-type: none"> <li>• Pagemaker, Coreldraw, Freehand</li> </ul>	<ul style="list-style-type: none"> <li>• Publication or Printing World</li> </ul>
	<ul style="list-style-type: none"> <li>• Photoshop, Coreldraw, Illustrator, Freehand</li> </ul>	<ul style="list-style-type: none"> <li>• Graphic Designer</li> </ul>
	<ul style="list-style-type: none"> <li>• Dreamweaver, Photoshop</li> </ul>	<ul style="list-style-type: none"> <li>• Web Designer</li> </ul>
	<ul style="list-style-type: none"> <li>• Flash, Max</li> <li>• Premier</li> </ul>	<ul style="list-style-type: none"> <li>• Animator, Video Editor</li> <li>• Interior Designer</li> </ul>
<ul style="list-style-type: none"> <li>• Computer Institute</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of Different type software (DTP or Multimedia related)</li> </ul>	<ul style="list-style-type: none"> <li>• Faculty or Instructor</li> </ul>

## Self Employment

Job opportunities	Skills required	Work profile
<ul style="list-style-type: none"> <li>• Videography</li> <li>• Designer</li> <li>• Printing job (Various type)</li> <li>• Freelance Job</li> </ul>	<ul style="list-style-type: none"> <li>• Pagemaker, Coreldraw, Freehand</li> </ul>	<ul style="list-style-type: none"> <li>• Own Business Various type ( Designer, Free lance)</li> </ul>
	<ul style="list-style-type: none"> <li>• Photoshop, Coreldraw, Illustrator, Freehand</li> </ul>	<ul style="list-style-type: none"> <li>• Printing Related work ( Flex, Glowsign, Digital, Offset, Screen)</li> </ul>
	<ul style="list-style-type: none"> <li>• Premier, Pinnacle Studio, Ulead, Sound Forge, Photoshop</li> </ul>	<ul style="list-style-type: none"> <li>• Videography ( Marriage or other Ceremony)</li> </ul>
<ul style="list-style-type: none"> <li>• Own Institute</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of Different type software (DTP or Multimedia related)</li> </ul>	<ul style="list-style-type: none"> <li>• Franchise of various type Institute.</li> </ul>

## Computer Hardware Maintenance and Networking

### Wage Employment

Job opportunities	Skills required	Work profile
<ul style="list-style-type: none"> <li>Computer Repair/Support Technician</li> </ul>	<ul style="list-style-type: none"> <li>General Hardware Understanding and Knowledge in Electronics</li> </ul>	<ul style="list-style-type: none"> <li>Power supply wattage and voltages, Monitor, Motherboard and CPU socket, RAM types and speeds, Slot types (PCI, PCI-E etc.), Hard drive types</li> </ul>
	<ul style="list-style-type: none"> <li>Troubleshoot Hardware Problems</li> </ul>	<ul style="list-style-type: none"> <li>BIOS beep, Does not power up or powers up then off.</li> </ul>
	<ul style="list-style-type: none"> <li>Recover Data from a Non Booting Operating System</li> </ul>	<ul style="list-style-type: none"> <li>Use boot CD like UBCD4Win, Place drive into good system and recover.</li> </ul>
	<ul style="list-style-type: none"> <li>Format a Computer and Understand Windows Licensing</li> </ul>	<ul style="list-style-type: none"> <li>Boot CD, Hard Drive Partition, Formatting and installing Windows OS, Differences between OEM, Home, Professional Licenses.</li> </ul>
	<ul style="list-style-type: none"> <li>Repair a Damaged Windows Install</li> </ul>	<ul style="list-style-type: none"> <li>Get into Safe mode, Repair Windows, Chkdsk command and registry restore from boot CD.</li> </ul>
<ul style="list-style-type: none"> <li>Network Administrator</li> </ul>	<ul style="list-style-type: none"> <li>Remove Tough Viruses</li> </ul>	<ul style="list-style-type: none"> <li>Remove viruses without formatting, Use Tools like Combofix, SmitFraudFix, Hijack This!, Autoruns, Process Explorer, Malwarebytes.</li> </ul>
	<ul style="list-style-type: none"> <li>Network Device Understanding</li> </ul>	<ul style="list-style-type: none"> <li>Devices like Switch, Hub, Router, NIC, Network Printer, Cable, Crimping Tool, Cable Tester, RJ-45 Connector, Wireless Access Point, Modem</li> </ul>
	<ul style="list-style-type: none"> <li>Make cabling</li> </ul>	<ul style="list-style-type: none"> <li>Crimp RJ-45, F-connectors, and RJ-11</li> </ul>
	<ul style="list-style-type: none"> <li>Setup a Basic Wired/Wireless Network</li> </ul>	<ul style="list-style-type: none"> <li>Setup network with modem, router and client PC, IP address &amp; subnetting, Gateway, PC to PC network, Encryption, signal strengths and improvement in Wi-Fi.</li> </ul>
	<ul style="list-style-type: none"> <li>Basic Network Troubleshooting</li> </ul>	<ul style="list-style-type: none"> <li>Find systems IP, release and renew, Tracert and Ping commands, Login to the modem/router, Troubleshoot Internet connection.</li> </ul>

### Self Employment

Job opportunities	Skills required	Work profile
<ul style="list-style-type: none"> <li>Computer Hardware, Repair, Maintenance, Networking Business</li> </ul>	<ul style="list-style-type: none"> <li>Certificate in CHMN and hands on practice</li> </ul>	<ul style="list-style-type: none"> <li>Choose Right Location, Budget Planning, Take a small business loan, Authentic Software and Branded Hardware</li> <li>Open shop, Get a business license, Advertise</li> </ul>
<ul style="list-style-type: none"> <li>Consultancy</li> </ul>		<ul style="list-style-type: none"> <li>Select target – individual, small and home-based businesses, Authentic Software and Branded Hardware</li> <li>Get a business license</li> <li>Talk to companies, including government and private organizations.</li> </ul>

## AutoCAD

## Wage Employment

Job opportunities	Skills required	Work profile
<ul style="list-style-type: none"> <li>Cad Operator</li> </ul>	<ul style="list-style-type: none"> <li>Knowing Engg. Drawing</li> <li>Certification on AutoCAD</li> </ul>	<ul style="list-style-type: none"> <li>Maintain all notations, symbols , Scale factor</li> <li>Visit project site</li> </ul>
<ul style="list-style-type: none"> <li>Design Engineer</li> </ul>	<ul style="list-style-type: none"> <li>Diploma or graduate Engineer</li> <li>Certification on AutoCAD</li> </ul>	<ul style="list-style-type: none"> <li>Creating and developing new and unique ideas.</li> <li>Knowing Solid modeling</li> <li>Maintain all BIS recommendation</li> <li>Modifying, revising and editing Design as required</li> </ul>
<ul style="list-style-type: none"> <li>Faculty/Instructor</li> </ul>	<ul style="list-style-type: none"> <li>Diploma or graduate Engineer</li> <li>Certification on AutoCAD</li> </ul>	<ul style="list-style-type: none"> <li>Capable to load the Software</li> <li>Teach students through theoretical &amp; practical classes</li> <li>Knowing solid modeling</li> <li>Make assignment book</li> <li>Updated about higher version</li> </ul>

## Self Employment

Job opportunities	Skills required	Work profile
<ul style="list-style-type: none"> <li>Free lancer</li> </ul>	<ul style="list-style-type: none"> <li>Certification on Draftsmanship</li> <li>Certification on AutoCAD</li> </ul>	<ul style="list-style-type: none"> <li>Communicate with different industries</li> <li>Knowledge about ISO Code &amp; notation</li> <li>Deliver product as per time</li> </ul>
<ul style="list-style-type: none"> <li>CAD Consultant</li> </ul>	<ul style="list-style-type: none"> <li>Diploma or graduate Engineer</li> <li>Certification on AutoCAD</li> </ul>	<ul style="list-style-type: none"> <li>Communicate with different industries</li> <li>Knowing Solid Modeling</li> <li>Knowledge about ISO Code &amp; notation</li> </ul>
<ul style="list-style-type: none"> <li>Outsourcer</li> </ul>	<ul style="list-style-type: none"> <li>Knowing Technical Drawing</li> <li>Certification on AutoCAD</li> <li>Certification on EDP</li> </ul>	<ul style="list-style-type: none"> <li>Communicate with different industries</li> <li>Communicate with employees</li> <li>Deliver product as per time</li> </ul>

## Spoken English

### Wage Employment

Job opportunities	Skills required	Work profile
<ul style="list-style-type: none"> <li>Marketing / Sales personnel</li> </ul>	<ul style="list-style-type: none"> <li>Gift of the gab *</li> <li>Presentation Ability</li> </ul>	<ul style="list-style-type: none"> <li>Customer Interaction</li> <li>Making sales report</li> </ul>
<ul style="list-style-type: none"> <li>Personal Secretary</li> </ul>	<ul style="list-style-type: none"> <li>A sound vocabulary</li> <li>Specifically writing skill</li> </ul>	<ul style="list-style-type: none"> <li>Drafting letters, minutes, memos etc.</li> </ul>
<ul style="list-style-type: none"> <li>Spoken English Teacher</li> </ul>	<ul style="list-style-type: none"> <li>Good command in English</li> <li>Writing &amp; Speaking ability</li> <li>Good in Grammar</li> <li>A sound vocabulary</li> </ul>	<ul style="list-style-type: none"> <li>Create Study Material</li> <li>Course Content</li> <li>Presentation</li> <li>Rectify Mother Tongue Influence</li> </ul>
<ul style="list-style-type: none"> <li>Reporter in news channel</li> </ul>	<ul style="list-style-type: none"> <li>Fluency</li> <li>Proper pronunciation</li> <li>Subject wise terms</li> </ul>	<ul style="list-style-type: none"> <li>Present the news</li> <li>Make the news ready</li> <li>Send report</li> </ul>
<ul style="list-style-type: none"> <li>Freelancer</li> </ul>	<ul style="list-style-type: none"> <li>Specifically writing skill</li> <li>A sound vocabulary</li> </ul>	<ul style="list-style-type: none"> <li>Make story board ready</li> <li>Write news, story</li> </ul>

### Self Employment

Job opportunities	Skills required	Work profile
<ul style="list-style-type: none"> <li>Anchor / Host</li> </ul>	<ul style="list-style-type: none"> <li>Unique style of speaking</li> <li>Fluency</li> <li>Proper pronunciation</li> <li>Sound Vocabulary</li> <li>Descriptive quality</li> <li>Voice Clarity</li> <li>Understandable speed</li> </ul>	<ul style="list-style-type: none"> <li>Announcement</li> <li>Present the topic</li> <li>Communicate properly</li> <li>Answer the query</li> </ul>
<ul style="list-style-type: none"> <li>Content Writer</li> </ul>	<ul style="list-style-type: none"> <li>Better Innovative Ideas</li> <li>Better Writing Skill</li> <li>Knowledge in various topics</li> <li>Good in terminology</li> </ul>	<ul style="list-style-type: none"> <li>Collect the highlighted points</li> <li>Elaborate those facts</li> <li>Use specific terminology</li> <li>Make the topic attractive</li> </ul>

\*the gift of the gab UK (US the gift of gab)

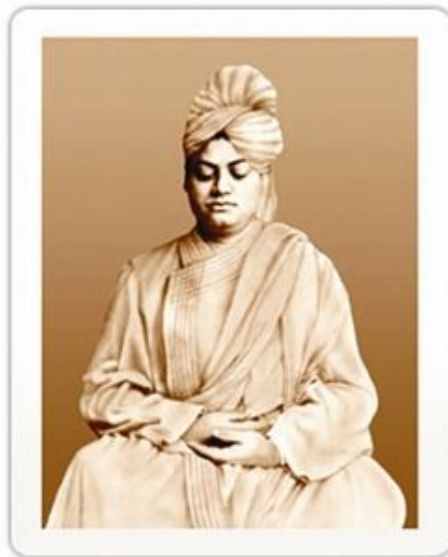
The ability to speak easily and confidently in a way that makes people want to listen to you and believe you.



**Sri Ramakrishna**



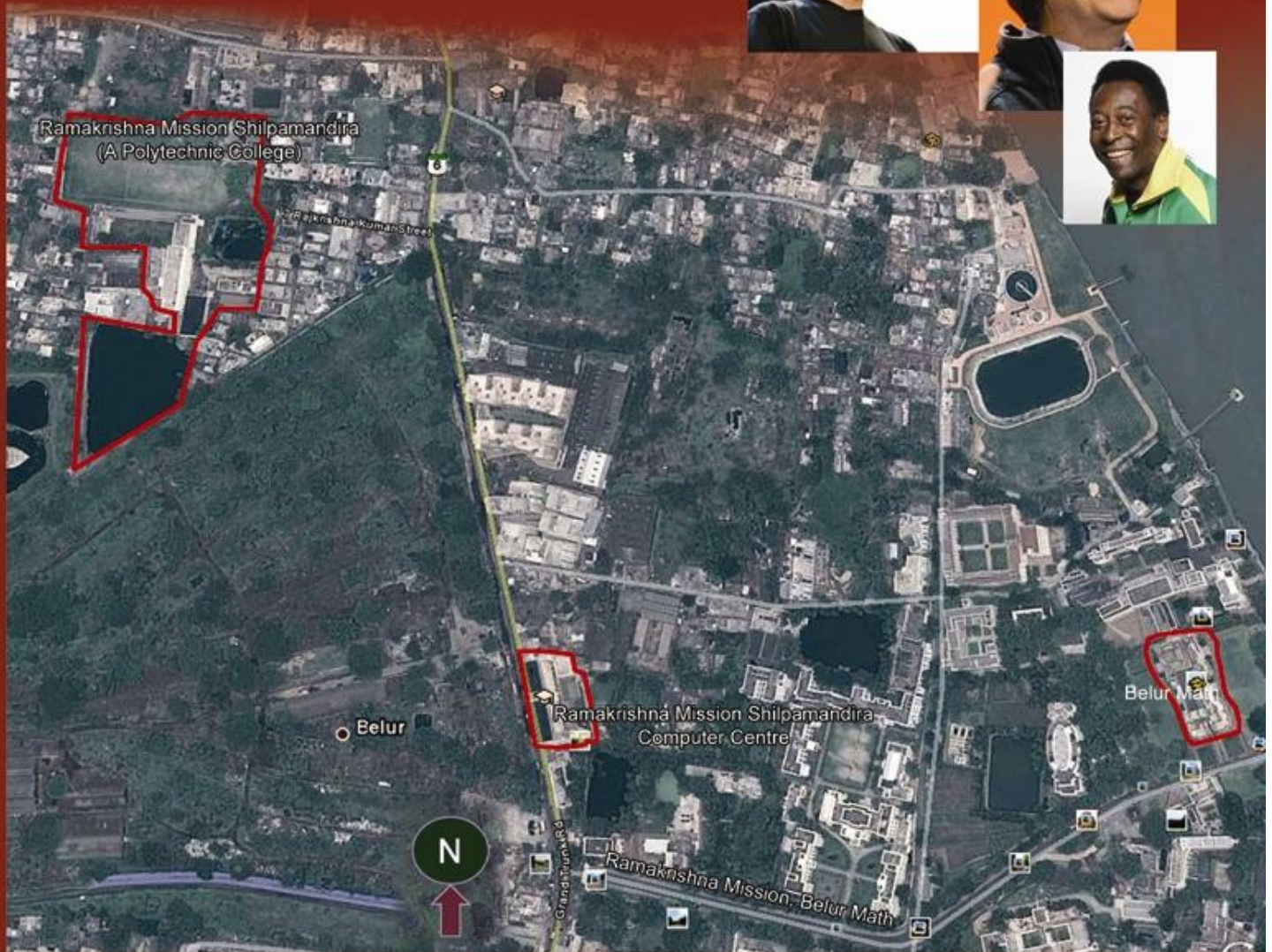
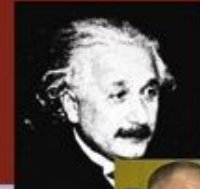
**Sri Maa Sarada Devi**



**Swami Vivekananda**

*Take up one idea. Make that one idea your life - think of it, dream of it, live on that idea. Let the brain, muscles, nerves, every part of your body, be full of that idea, and just leave every other idea alone. This is the way to success, that is way great spiritual giants are produced.*

--Swami Vivekananda



**Ramakrishna Mission Shilpamandira**  
**COMPUTER CENTRE**

Belur Math

313 G. T. Road, Belur Math, Howrah, Ph. : (033) 2654 4913, Website : [www.rkmscc.org](http://www.rkmscc.org), e-mail : [info@rkmscc.org](mailto:info@rkmscc.org)