Guiding Light

EDITOR'S DESK Welcome to the October edition of REFULGENCE - the official newsletter of Dr. D. Y. Patil B-School. As we step into the final edition of Volume 4 we take a moment to reflect on the incredible journey this year has been, filled with learning, achievements, and

shared experiences.

Dr. Somnath Patil Secretary. Dr. D. Y. Patil Unitech Society

Patil B-School, we strive to create an environment where knowledge meets innovation, shaping the future leaders of tomorrow. This edition captures the dynamic

As the great Nelson Mandela

once said, "Education is the most

powerful weapon which you can

use to change the world." At Dr. D. Y.

essence of our institute, celebrating the milestones, triumphs, and relentless pursuit of excellence by **Dhruv Chauhan** our students and faculty. In this issue, we bring you inspiring

Tanpreet Kaur Rayat

stories of student accomplishments, filled **DIRECTOR'S** DESK - William Butler Yeats world.

Dr. Amol Gawande excellence. Director, Dr. D. Y. Patil B-School, Pune success.

grand success.

making a positive impact on society.

to continue benefiting those in need.

On 4th October 2024, the Rotaract Club of DYPBS successfully organized a Blood Donation Camp at Dr. D Y Patil B-School, Pune. The event witnessed an enthusiastic response from students, faculty, and staff, making it a

The primary objective of the camp was to promote voluntary blood donation and raise awareness about its importance. A large number of participants came forward to donate blood, undergoing medical screenings to ensure

Happy Reading!

for the opportunities ahead.

"Education is not the filling of a pail, but the lighting of a fire." At Dr. D. Y. Patil B-School, we don't just teach; we inspire. In today's fast-evolving business landscape, we equip our students with the agility, innovation, and resilience needed to excel. Our

campus with joy, exhilarating

competitions, and glimpses of the festive spirit that ignited our

From insightful guest lectures to

corporate collaborations, every

moment has added value to our

academic journey, Strengthening

our foundation to become future

We extend our heartfelt gratitude to

Dr. Amol Gawande, our esteemed

leadership continue to guide us. A

special thanks to the editorial team,

faculty members, and students who

contributed their time and effort to

As we turn the pages of this edition,

we invite you to relive the moments

that made this term special. May

this issue inspire and energize you

make this newsletter a reality.

whose

vision

campus.

professionals.

Director,

our

curriculum seamlessly integrates academic excellence with real-world learning, industry partnerships, and global exposure, ensuring our graduates stay ahead in the competitive corporate Our initiatives, including Swayam, NISM certifications, and the NIPM Student Chapter, empower students with industry-relevant skills, bridging the gap between education and professional As we continue this journey of transformation and innovation, we remain dedicated to shaping the leaders of tomorrow. With a focus on holistic development and future-ready skills, Dr. D.Y. Patil B- School is more than an institution—it's a launchpad for

their eligibility. The donation process was conducted under the supervision of qualified healthcare professionals, ensuring safety and hygiene. Donors received certificates of appreciation and refreshments as a token of gratitude. The event not only contributed to a noble cause but also fostered a sense of social responsibility among the participants. The significant number of blood units collected will aid patients in need,

Blood Donation Camp at Dr. D Y Patil B-School, Pune

Overall, the Blood Donation Camp was a commendable initiative that reinforced the spirit of community service and highlighted the importance of regular blood donation. Such events should be conducted regularly

Blending Tradition with Innovation: Pune Guest House Owners Inspire Young Entrepreneurs On October 5, we had the privilege of welcoming Mr. Kishor Sarpotdar and Mr. Sanat Sarpotdar, the fourth-generation owners of Pune Guest House. Their session provided a remarkable insight into the balance between tradition and innovation in running a family business.

During the discussion, they shared their journey of sustaining and evolving a legacy business while adapting to modern industry demands. Their emphasis on adaptability, customer-centric strategies, and innovation It was an engaging and enlightening

resonated with the audience, especially aspiring entrepreneurs. importance of entrepreneurial resilience and strategic evolution. We look forward to more such sessions that inspire and guide our future business leaders! **Navratri:** A Celebration of Tradition, Unity and Joy on Campus!

of the DYPBS in honouring the traditions of a unified joyous feeling. As they wound down with the Navratri Festivities Bring Vibrance to Dr. D. Y. Patil festivities, students and faculty took back into the B-School. With the spirit of unity and joy, Navratri world the colorful spirit of Navratri, shining brightly was celebrated with immense enthusiasm, seeking with good cherished memories that were formed divine blessings from Goddess Durga for immense

strength and wisdom. The campus environment blossomed into an outer view of full welcome and

festival with garba going on, wonderful dresses, and

enthralling celebration to promote health, fitness, and the spirit of determination among students and staff. The activities involved strength derived from endurance, motivation, and a pledge to personal wellness. Applause and gratitude were extended to Dr. Amol Gawande, our eminent Director, whose relentless support and encouragement were fundamental in making this event a resounding

success. His inspiration in prefacing a health and

There was frenetic energy, excited participation,

and a fantastic sense of camaraderie: students

and faculty displayed their commitment to

physical fitness through various challenges with

fitness culture at DYPBS is remarkable.

rows of decorative films. While the beats of dandiya sticks continue to dance in a quickened rhythm, it makes one more of an attachment of camaraderie. competitions, thrilling marvelous performances, and imaginatively themed nights, this was a hit that could not be duplicated in the near time. Forming the crux of the event were all the high multiplying factors that represent the strength

great strength and teamwork. with the successful

completion of Fit-Fest 2024, we now look ahead

to revitalizing a stronger, healthier community at

DYPBS. A huge thank you to all the participants

who turned up with their A-Game and made it a

an interactive experience where students engaged in thought-provoking discussions, gained handson insights, and explored the latest industry trends. Prof. Pedro's expertise empowered our students to think beyond textbooks and embrace the dynamic

Whether you aim to innovate or optimize, our expert-led sessions ensure you're equipped with the

right knowledge to navigate the digital world with

confidence. Join us at Dr. D.Y. Patil B-School and be

shaping globally aware leaders who thrive in diverse

environments. At Dr. D. Y. Patil B-School, we believe

in education that connects, inspires, and prepares

Held on Monday, November 11th, the session led by Ms. Shoma Naik provided practical insights for managing stress through mindfulness techniques. Participants left the Auditorium feeling rejuvenated and armed with tools to cultivate inner calm and

This event served as a crucial reminder of the importance of mental well-being and mindfulness in today's fast-paced world. A heartfelt thank you to everyone who joined us on this journey of self

enlightening experience for all attendees.

students for a limitless future!

resilience in their everyday lives.

part of an education that transcends borders!

shifts in the global business landscape.

The fresher's party this year took a whole new exciting turn with an adventurous trip to Goa! Students, along with faculty, joined in the fun to

R. D.Y. PATIL ESCHOOL

during this festive gala.

Happy Navratri!

remarkable event!

experience,

Fit-Fest 2024: Unleashing Strength, Energy & **Passion at DYPBS!** The Wellness & Fitness Club at Dr. D. Y. Patil B-School successfully organized Fit-Fest 2024, an

> From Barclays to Bamboo: Yogesh Shinde's Inspiring **Journey of Innovation & Sustainability**

Through insights on innovation, tenacity, resilience, and sustainability, Mr. Shinde inspired students to think beyond the narrow confines of conventional career options and contribute to a greener future. The impact his session created was felt even after his departure, underlining the importance that a sustainable business model and environmental responsibility can play in the business world. DYPBS would like to thank Mr. Yogesh Shinde for taking time out to share his insights and inspire the next generation of changemakers! **Global Marketing Masterclass: Prof. Pedro's Exclusive** Session at DYPBS! enhance brand presence and drive real results in the digital space. This session was more than just a lecture—it was

At Dr. D. Y. Patil B-School, we bring the world to

our students! In an exclusive virtual session, we had

the honor of hosting Prof. Pedro, a global marketing

expert, who shared cutting-edge strategies to

At Dr. D. Y. Patil B-School, learning goes beyond

embraced Nepal's rich traditions, warm hospitality,

and vibrant culture—creating lifelong memories and

This collaboration reflects our commitment to

exchange.

friendships.

education.

innovations.

Rating

Dr. D.Y. Patil B-school

DYP DPU Dr. D. Y. Patil B-School

ATINU

Dr. D. Y. Patil B-School launched two cutting-edge

academic books on December 4, marking a landmark

event in the ongoing debate about education and

technology. Dr. Raja Roy Choudhury, Senior

Faculty of Practice at Dr. D. Y. Patil B-School,

and co-author Prof. Buddha Chandra presented

"Insights into New Age Al-Driven Teaching

& Learning Pedagogy - A Critical Analysis."

industry trends, and the evolving dynamics of the sector.

The DYPBS Startup and Innovation Cell, in collaboration with the Institution's Innovation Council, hosted an engaging session titled "Innovation Blueprint: From Ideas to Scalable Ventures" on

Led by Mr. Aditya Deshpande, Senior Incubation Manager at DPU Unitech Foundation, this interactive session guided budding innovators and entrepreneurs through the journey of

With Mr. Deshpande's expertise in incubation and innovation management, our students gained valuable insights and

transforming creative ideas into scalable ventures.

industry-ready professionals.

Friday, 20th December 2024.

The Leadership Lecture Series continued with an insightful session by Mr. Rajiv Mitra, a distinguished expert in the food and dairy industry, on December 4, 2024. The session provided a deep dive into leadership,

Mr. Mitra shared valuable insights on innovation, sustainability, and strategic decision-making, highlighting the challenges and opportunities shaping the food and dairy industry. The session encouraged thought-provoking discussions, allowing students to engage with real-world business scenarios and gain a deeper understanding of effective leadership. It was a truly enriching experience, reinforcing our commitment to fostering

DYPBS students were entranced by the truly inspiring session that was held with Mr. Yogesh Shinde, Founder and CEO of Bamboo India. He narrated the fascinating journey he has made from a mainstream career track with Barclays to the world of eco-friendly entrepreneurship. His flagship product, the bamboo toothbrush, has changed the very mindset of people in FMCG

and paved the way for the growth of other bamboo-related products.

celebrate new beginnings on the golden sands, breathtaking shorelines, and, of course, the vibrant nightlife. There was joy, bonding, and no end to marvellous fun! The energy and enthusiasm exhibited by our newcomers were truly setting the right tone for their success story at DYPBS. This Goa trip was the start of lifelong friendships, shared experiences, and memories to cherish! This is the welcome to our new batch: A one-way ticket to a magical journey ahead, full of life, wisdom, and, of course, celebration! **Learning Beyond Borders: A Transformative Journey to Nepal**

classrooms and borders! Our students embarked on a transformative journey to Boston International Chitwan, Nepal, experiencing unforgettable blend of academic and cultural From insightful classroom sessions to engaging discussions with Nepalese peers, this program provided a global perspective on business and management. Beyond academics, our students

Cultivating Calm: Faculty Mindfulness Development Program

Goa Getaway: A Freshers' Party to Remember!

The Faculty Development Program on Mindfulness, organized by the Mitra Counseling and Wellness Cell for International Stress Awareness Day, was an

Conference at the India Habitat Center, New Delhi. The event was graced by esteemed guests, including Dr. Anil Sahasrabudhe, Chairman of the Executive Committee of NAAC, Dr. Bhimaraya Metri, Director of IIM Nagpur, and Dr. B. S. Saha, Director of IIM

Jammu, highlighting the significance of this occasion.

Dr. D. Y. Patil B-School Crowned "B-School of the Year for Employability" We are thrilled to announce that Dr. D. Y. Patil B-School has been awarded the prestigious "B-School of the Year for Employability" by Zeba International Education of Scholarbirds! The honor was presented by Dr. Buddha Chandrasekhar, Chief Coordinating Officer of AICTE, during the AI-Powered Learning

concluded successfully, leaving a profound impact on all participants.

discovery and growth!

Igniting Innovation: Anvikshanam Summer Internship Competition 2024 Concludes with Impact The Anvikshanam National Level Summer Internship Project Competition

as 'Icon of Leadership in Career-Focused Education' at Industry-**Academia Conclave 2024**

Academics.

on November 9th in New Delhi, with the theme "Employment and Employability -Ascending the Curve." The award was presented by an esteemed panel of dignitaries, including Dr. Anil Sahasrabudhe, Chairman of the Executive Committee of NAAC, Dr. Bhimaraya Metri, Director of IIM Nagpur, and Dr. B. S. Saha, Director of IIM Jammu.

We are delighted to announce that teaching practices, and the holistic

dedication

This achievement speaks volumes about the visionary leadership of Hon. Dr. Somnath Patil Sir and the dynamic guidance of Dr. Amol Gawande Sir, who continuously champion innovation and excellence in

Organized by the Center for Research and Publications, Center for Quality Assurance, and the Research Club, the event showcased innovative ideas and real-world solutions. Held on November 14, 2024, the competition celebrated creativity, problem-solving, and professional growth. Students impressed us with their insights, reflecting the depth of learning and innovation gained during their internships. The event fostered collaboration and critical thinking, reaffirming our commitment to nurturing future leaders prepared to navigate dynamic industry challenges.

Adding to the excitement, students witnessed the grand inauguration of Amul's largest ice cream plant in Pune, marking a milestone in the company's growth and commitment to excellence. This visit not only deepened their understanding of the dairy industry but also inspired them to embrace innovation, sustainability, and leadership in their professional journeys. **Double Triumph: Director of DYPBS, Dr. Amol Gawande Honored**

sustainability and eco-consciousness.

Driving Innovation and Sustainability: A Transformative Visit to Amul Plant, Pune Our recent trip to the Amul Plant in Pune exemplified this philosophy, providing students with firsthand exposure to industry operations and The visit was particularly special as students participated in the "Amul Clean Fuel Rally," an inspiring initiative on National Milk Day that promotes

A day of double celebrations at Dr. D. Y. Patil

B-School! We are immensely proud to celebrate

the incredible achievement of our dynamic leader,

Dr. Amol Gawande Sir, who was awarded the "Icon of Leadership in Career-Focused Education" on November 9, 2024 by the Federation for World

development of future business

leaders. It is a testament to the

efforts of our faculty, students, and

leadership in setting new benchmarks

in management education.

This book examines how AI is revolutionizing education, personalizing learning, automating administrative tasks, and transforming teaching methods, while also humanizing the learning experience. Dr. Revati Rautrao presented her new book on Organizational Behaviour, which undertakes an in-depth analysis of human behavior within an organizational context and offers insights into leadership, motivation, and organizational

The event was attended by educators, students,

and industry professionals, sparking an engaging

debate on the future potential of Al-driven pedagogy

and how effective organizational strategies should

be formulated. Dr. D. Y. Patil B-School has always

stood tall as a symbol of academic excellence and

Mr. Bapu Vitthal Bangar, Deputy Commissioner of Police, Traffic Branch, for an insightful and thought-

Mr. Bangar shared a unique perspective on traffic management, law enforcement, and public safety, emphasizing the critical role of leadership and discipline in fostering a well-functioning society. His

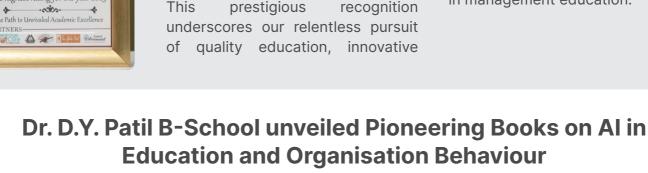
collaborative

and

CERTIFICATE A ANNUAL CONCLAVE-2024 This recognition was conferred during the Industry-Academia Conclave 2024, held

F W A

INDUSTRY ACADEMIA EXEMPLARY AWARDS-202



dynamics.

Leadership Unplugged: Rajiv Mitra Shares Industry Insights!

From Ideas to Impact: DPU's Startup Session Inspires **Future Entrepreneurs!**

Traffic, Law & Public Safety!

Class of 2022-24

The Artisan's Touch

Riya

Aagal

PGDM-Marketing

2024-26

Rayat

Yash

Juneja

PGDM- Finance 2024- 26

Nakul Raut PGDM- Finance 2024- 26

The event held today at Dr. D. Y. Patil B-School was a celebration of academic achievements, perseverance, and new beginnings. The event brought together proud graduates, esteemed faculty, and distinguished guests to honour the hard work and dedication of the Batch of 2022-24.

From inspiring speeches to proud moments of receiving certificates, the ceremony was filled with emotions, pride, and excitement. It marked not just the culmination of a significant chapter but also the beginning of

Congratulations to all the graduates—may your success continue to inspire

Priyanshi

Agarwal

PGDM-Marketing

2024-26

provoking session.

innovation in education.

Dr. D. Y. Patil B-School Achieves Prestigious Platinum **Rating by MTC Global!**

Dr. D. Y. Patil B-School has been

awarded the Platinum Rating by

MTC Global Rating® for the year

2025, marking the highest accolade

in academic excellence.

actionable strategies for building successful startups. Leadership in Action: DCP Bapu Bangar's Insights on captivating anecdotes and practical insights inspired students to tackle challenges with responsibility and integrity. The event concluded with an engaging Q&A session, providing students with valuable takeaways on leadership, governance, and civic responsibility. **Triumph & New Beginnings: Celebrating the Graduating**

promising journeys ahead.

and lead the way forward.

Tanpreet Kaur

Rayat

PGDM-HR

Sanchita Gupta PGDM-HR 2024-26

Tanpreet Kaur PGDM-HR 2024-26

जरा सँभल कर चलना सीखो।

Finance

Saloni Garg

PGDM- HR 2023- 25

Social media has woven itself into the fabric of our daily lives, serving as a platform for connection,

creativity, and expression. Yet, beneath its glossy

surface lies a powerful force that often shapes how

Scrolling through curated feeds of seemingly

"perfect" lives can spark feelings of inadequacy.

It's easy to compare our unfiltered, messy realities to the carefully edited highlights others choose to

share. This comparison trap can erode self-worth,

creating pressure to meet unrealistic standards of

beauty, success, or happiness. The pursuit of this

digital perfection can leave us feeling exhausted

But social media isn't all bad. It can also foster

meaningful connections, provide support, and inspire personal growth. Platforms like Instagram

or LinkedIn enable us to share authentic stories,

celebrate achievements, and engage with like-

minded communities. When used intentionally,

these spaces can empower us and help build a

The key lies in mindful usage. By recognizing the

impact social media has on our mental and emotional

well-being, we can take steps to protect ourselves.

This might mean limiting screen time, following

accounts that inspire positivity, or remembering

that everyone's online persona is just one part of

their story. When approached with self-awareness,

social media can become a tool for connection

and disconnected from our true selves.

stronger sense of identity.

rather than comparison.

The Filtered Lens

we perceive ourselves.

Student's Corner Akash Tiwari

Tanpreet Kaur Rayat PGDM- HR 2024- 26 We are told fables about fame and beauty, Talent and ability. Be good at this be good at that, Take every road try every hack.

But nobody ever talks about the skill of being good at life,

Those small things that makes you a perfect one...

The things that truly matters!!

Beauty of your soul, that satisfied inner peace, affection towards your loved ones... We need to nurture them!! Appreciate those little efforts.

So simple things yet so powerful Someday we'll realise deep within...

That we need very little to be truly happy!!

Alumni Corner

Kritikka Pradhan **KPIT Technologies**

Embracing HR's Evolving Landscape

are leading this large technical charge.

important

improve

In today's fast-changing business world, human

resources has become an important planned asset

for organizational success, moving far beyond

its customary administrative role. Meaningful

technology integration into HR practices is a key trend driving this evolution and Al and data analytics

Leveraging these powerful tools can greatly help

HR executives redefine important recruitment

processes and these same tools can considerably

strategies and talent retention initiatives. Al-

powered recruitment platforms efficiently match

candidates to jobs by quickly analyzing resumes,

guaranteeing a better fit with company needs.

Data-driven comprehension of employee behavior

enables personalized development plans and these

plans increase satisfaction and productivity.

employee

engagement

over the past decade. With the rise of social media, instant gratification, and the pressures of competition, success is often measured by external markers like wealth, fame, and accomplishments. However, what about happiness? Does achieving The Strain of Always Being 'On' In a digital age where we are constantly connected, the pressure to succeed is ever-present. This has led to a generation that's often torn between keeping up with trends and taking time to reflect on personal well-being. We live in a time where it's not unusual for people to put mental health on the

Finding the Balance

Dr. Archana Singh Professor at DYPBS

Faculty Corner

lasting value.

back burner in pursuit of success. Social media only exacerbates this, with images of seemingly perfect lives fostering comparison and self-doubt.

So, how do we navigate this delicate balance embrace both on your own terms. between success and happiness? First, it's crucial your heart full.

In today's fast-paced world, especially for Gen Z, the success mean being happy, or can happiness be line between success and happiness often blurs. found outside of conventional milestones? The journey to achieve one while maintaining the **The Dilemma of Defining Success** other seems like an insurmountable task, and many of us find ourselves in the midst of this struggle, unsure of where to stand. We've seen a drastic shift in values and priorities "Is this what will make me happy?"

Dr. Lokesh Arora **Dhruv Chauhan** Shruti Dhuriya Dr. D. Y. Patil B-School is committed to being an institution of excellence imparting management education that creates professionals for contributing towards innovation, business, and society.

to redefine what success means on a personal level. It shouldn't be dictated by what's trending or by external pressures. Success can be a collection of small victories—a sense of growth, meaningful relationships, and inner peace. Happiness, on the other hand, isn't just a fleeting emotion tied to accomplishments, but a state of mind that arises when we align our values with our actions. Self-awareness and reflection are key. Taking time to evaluate one's passions, understanding what truly brings joy, and being unapologetically authentic in pursuing those passions can create a life that doesn't feel like a mere rat race. **Editorial Team**

Dr. Atul kumar Nimit Patira **Tanpreet Kaur Raya**

Dr. Revati R. Rautro

For many in Gen Z, success is seen as a destination—a final achievement that will bring ultimate fulfillment. Whether it's acing exams, landing the perfect job, or becoming an influencer, the goalpost keeps moving. With every success, new expectations arise. The constant hustle culture and the fear of falling behind push us to chase things relentlessly, but in doing so, we sometimes forget to pause and ask ourselves, to live a life where both can coexist harmoniously.

Nakul Raut

Priya Pandit

So, to all the students out there trying to figure it all out, remember: you are allowed to take breaks, question your path, and redefine what success looks like for you. It's not about choosing between success and happiness; it's about finding the courage to

Sr. No. 87-88, Bengaluru-Mumbai Express Bypass Tathawade, Pune - 411033 Maharashtra, India.

HR's role today extends beyond personnel management to include the development of multiple resilient, adaptive and revolutionary organizations. In today's dynamic workplace, exceptionally forwardthinking, highly tech-savvy and deeply people-

In the midst of the noise, find stillness. In the chase for achievement, never lose sight of what makes After all, ye kahan aagaye hum? Let's take a moment to reflect—and figure out where we really want to

Dr. D. Y. Patil

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PGDM- Marketing 2024-26 चलना सीखो ... डगर मुश्किल है जीवन की, ज़रा सँभल कर चलना सीखो। रात के अँधेरे को चीर, तुम सुबह सूरज-सा जलना सीखो। पंछियों की तरह उड़ने के लिए, उनकी तरह सँभलना सीखो। ऊँचाइयों को छूने के लिए, तुम बार-बार गिर के सँभलना सीखो। कीचड के गंदे पानी में भी. कमल की तरह खिलना सीखो। तेज़ चलती आँधी में, तुम पेड़ों की तरह डटना सीखो। डगर मुश्किल है जीवन की, ज़रा सँभल कर चलना सीखो,

Nakul Raut

PGDM-Finance 2024-26

ESG Investing: A Game-Changer for Sustainable

ESG investing has emerged as a crucial shift in

the financial world, where investors consider

Environmental, Social, and Governance factors

alongside traditional financial metrics. This approach evaluates companies based on their

impact on climate change, resource management,

The growing importance of ESG investing is driven

by changing investor preferences, regulatory

pressures, risk mitigation benefits, and strong

financial performance. Companies with robust ESG

practices tend to outperform their peers and attract

Key trends in ESG investing include the rise of ESGfocused funds, the integration of Al and big data

for better ESG analysis, the expansion of green

finance and ESG-linked bonds, and increased

shareholder activism pushing for responsible

However, ESG investing faces challenges such as

inconsistent reporting standards, concerns over

greenwashing (false ESG claims), and difficulties in

Despite these hurdles, ESG investing is transforming

the financial landscape by aligning profit with

sustainability. As demand for transparency and

accountability grows, integrating ESG principles is

becoming essential for investors and businesses

measuring ESG impact accurately.

aiming for long-term success.

social responsibility, and corporate ethics.

long-term investments.

business practices.

A meaningful focus on employee well-being and diversity, equity and inclusion (DEI) has changed workplace cultures. Companies are increasingly building exceptionally stronger teams by focusing on strong mental health programs, flexible work arrangements and all-embracing environments. The principal alteration is the large increase in emphasis on upskilling and reskilling. Swift and deep industry changes necessitate that HR departments lead many, active continuous learning programs, thus guaranteeing the workforce's complete preparedness for future challenges.

centered HR professionals will build considerably

Embracing the Journey, Not Just the Destination In the end, the beauty of life lies in the journey rather than the destination. Gen Z must learn that success and happiness are not mutually exclusive. Success is not the only thing worth pursuing, and happiness cannot simply be an afterthought. The true goal is