



**Motivational Lecture Series**  
**I-Life and Achievements of Steve Jobs**

334 students of BBA and BCom attended the Motivational Lecture Series I on Life and Achievements of Steve Jobs- CEO of Apple Computers and of Pixar animation Studios.

The programme started with screening of a clipping on social message –Save Water. This was followed by a PPT presentation on the quotations of Steve Jobs. Thereafter a video narrating the Seven Principles that drove Steve Jobs to success and also his commencement speech at Stanford University in 2005 was screened. Students were impressed by the seven principles of success.



1. Do what you love.
2. Put a dent in the universe.
3. Make connections.
4. Say no to 1,000 things
5. Create insanely different experiences.
6. Master the message.
7. Sell dreams, not products.

Students were also fascinated by his story of taking calligraphy classes instead of doing graduation studies and later on using this knowledge in designing the typography and fonts in Macintosh Computer. His next story was about his achievements after he was fired from Apple. As a result he started a company named NeXT, another company named Pixar, which went on to create the world's first computer animated feature film, Toy Story, and became the most successful animation studio in the world. In a remarkable turn of events, Apple bought NeXT, and Steve Jobs returned to Apple, and the technology he had developed at NeXT was adopted at Apple. His message that *“Your time is limited, so don't waste it living someone else's life. Don't be trapped by dogma — which is living with the results of other people's thinking. Don't let the noise of others' opinions drown out your own inner voice. And most important, have the courage to follow your heart and intuition. They somehow already know what you truly want to become. Everything else is secondary”* and *“Stay Hungry Stay Foolish”* touched every one present in the hall.

Later on a few students and faculty members shared their views on utility of such motivational lectures for the students.

The programme was coordinated by faculty members Ms. Dhara patel and Mr. Dhramraj Solanki.