



AKEMI  
BUSINESS  
SCHOOL

# CRAFTING STRATEGIES, SHAPING REALITIES



Approved by



Affiliated to



Recognised by



Accredited by



ACADEMIC EXCELLENCE

**Mrs. Vibhawari Bokey**, President of Akemi Education Society, a renowned Entrepreneur and Social Activist, along with Dr. Abhishek Bokey, Founder President of Akemi Education Society and a distinguished educationist, established "Akemi Education Society" in 2006 & launched "Akemi Business School" in 2011.

As pioneers in management education in Pune, we now have 180 MBA seats at Akemi Business School and divisions for Arts, Commerce, and Science at Akemi Junior College. Located near Tathawade and the rapidly growing Hinjewadi IT Park, Akemi Group of Institutes (AGI) is actively expanding, with plans for a Research Center, MCA & PGDM programmes, a School, and a graduation college.

Affiliated to Savitribai Phule Pune University (SPPU), recognized by the Government of Maharashtra (DTE) and approved by the All India Council for Technical Education (AICTE), Akemi Business School is also accredited by the National Assessment and Accreditation Council (NAAC). Our MBA programme offers dual specializations, while Akemi Junior College operates under the Maharashtra State Board of Secondary and Higher Secondary Education.

# ABOUT US





# PRESIDENT'S MESSAGE

Welcome to Akemi, where we embrace and celebrate the boundless potential within each individual. Here, we ignite a fervent desire for learning, recognizing that every individual carries within them a unique spark of brilliance.

In a world that's rapidly evolving, becoming more competitive yet brimming with opportunities, Akemi stands as a guiding light. We understand that success in this new era demands not only appropriate skills and a positive attitude but also an innovative mindset. Technology and innovation are the cornerstones of future triumphs. We encourage you to dream ambitiously, think expansively, and embrace your passions with fervor. Challenge the status quo, innovate, and carve your unique path.

Remember, we live in an age of instant gratification and digital revolutions, where many things are just a click away. Yet, true success defies this immediacy. It's a journey of hard work, unwavering dedication, and the relentless pursuit of excellence, pushing beyond perceived limits. It's about seizing opportunities and following your passions with all your heart.

At Akemi, we are committed to equipping you with the essential skills for the 21st century. Our curriculum goes beyond conventional academics, weaving in vital life skills essential for navigating the ever-changing dynamics of our world. We strive to transform you into adaptable, confident individuals ready to make your mark.

I extend my best wishes to you all as you embark on this exciting journey with us at Akemi, where your success story begins.

**Vibha Bokey**  
President AGI



'To establish ourselves as a leading B School committed to nurture leadership, managerial and entrepreneurial talent for a globalised and digital society, by consistently delivering enriching and holistic learning experiences rooted in Indian Values'.

# FOUNDER PRESIDENT'S MESSAGE

Warm greetings and a heartfelt welcome to the Akemi Group of Institutes!

At Akemi, our fervor lies in cultivating a dynamic campus pulsating with positivity and an inventive ethos. Our mission surpasses the delivery of outstanding education; it revolves around nurturing an atmosphere where the distinctive abilities and entrepreneurial promise of every student are unearthed and nurtured. In a swiftly changing global terrain, our dedication is not solely to our goal of empowering youth through exceptional education, but to our unwavering commitment to education's pivotal role in a rapidly evolving global context.

Our endeavor at Akemi is to stand at the vanguard of global academic innovation, integrating all facets of a holistic educational experience. Our vision is to build a diverse and inclusive community, one that shapes the future of our nation and the world.

Education at Akemi transcends traditional boundaries. It's a journey of growth, where new challenges are met with enthusiasm and progress is achieved with determination. We encourage you to embrace this journey with our constant endeavor and unwavering commitment to excellence in education and extend our appreciation for your trust in us. Here, education is a harmonious blend of academic rigor and the cultivation of human skills and cultural values.

I strongly uphold the belief that, armed with appropriate guidance and a resilient mindset, one can surpass all barriers. At Akemi, our commitment revolves around furnishing an environment tailored to foster your aspirations, steering you toward their attainment in a world where survival favors the most adaptable.

With warm regards and best wishes for an invigorating journey at Akemi.

## Dr. Abhishek Bokey

Founder President, AGI

B Com, MSc. International Business & Management (U.K), MBA (HR), Ph.D.

# MISSION

'To maximize human capabilities through the innovative and continual pursuit of academic excellence in practice-oriented rigorous management education, research, consulting and entrepreneurship, underpinned by social consciousness by blending global aspirations and local relevance, in line with multi-stakeholder needs and aspirations'.





# CEO'S MESSAGE

It is with great enthusiasm that I extend a warm welcome to you at Akemi, a distinguished constellation of institutions in Pune. Swami Vivekananda's profound insight, "Education is a manifestation of perfection already in man," resonates deeply with our ethos. At Akemi, we embrace a holistic educational approach, committed to unlocking and refining the inherent perfection and unique potential within each student.

We are dedicated to ensuring that you not only acquire relevant knowledge and skills but also cultivate a positive attitude and values, aligning perfectly with our philosophy that every individual is a unique constellation of talents. These virtues are the keystones in realizing your aspirations. Akemi offers an expansive range of professional programs, fostering the development of youth across various disciplines. From our Junior College offering diverse streams to our flagship MBA program, we are progressively realizing our vision of providing a comprehensive educational journey from KG to PG.

Our MBA program, a beacon of our commitment, integrates cutting-edge disciplines like analytics, data science, business intelligence, design thinking, and Artificial Intelligence. This integration not only equips our students with an edge in today's competitive landscape but also aligns with our belief in nurturing each student's unique abilities. Our world-class curriculum, emphasizing project-based learning, is designed to cultivate essential life skills such as resilience, stress tolerance, and adaptability—qualities highly valued in the professional world.



Our Junior College is a direct pathway to the favored career wherein maximum support is provided for successful transition to further studies like NEET and JEE for Science and CA & Cs for Commerce and UPSC & MPSC for Arts. We adopt a holistic way of teaching integrating the theoretical studies as well as focus on real life experiences. Our faculties are well trained in the teaching- learning process, and are adept in the popular digital eco-system of Google and Microsoft.

As you embark on this educational journey with us, I am confident that you will invest your best efforts. In turn, we pledge to guide and prepare you comprehensively, ensuring that when you step out of Akemi, you are not just career-ready but also life-ready, poised to shine in your chosen paths and achieve true success in all aspects of life.

## Avijit Nair

CEO, AGI

MA(Eng.), MA(HRDE), MS (Psy & Couns), B Ed,  
Dip TD, CRA (USA), CBTT(USMS), SLP (IIM, Ahmedabad)

# GOVERNING COUNCIL MEMBERS



**Dr. Pandit Mali**

- ▶ A Visionary Academician
- ▶ 9+ Yrs of Experience in Industry
- ▶ 21+ Years Experience in Academics
- ▶ Led & Transformed a large size Academic Institution (10000+ Students)
- ▶ Trained 100+ Teachers
- ▶ Thorough in NEP & OBE
- ▶ Well versed with Autonomous Institutions/University Systems

- ▶ Digital Transformation Pioneer
- ▶ 23+ years Transformative Experience in Ed-Technology
- ▶ AI Champion in Learning, Automation
- ▶ Creator of UMS & LMS solutions
- ▶ Digital Marketing Expert
- ▶ Architect of Cloud-Powered Campus
- ▶ IT Infrastructure Augmentation & Cloud Migration



**Mr. Santosh Kumar**



**Prof. Raji Thomas**

- ▶ Branding & Marketing Stalwart
- ▶ 21+ Years of Experience
- ▶ Placements Strategist
- ▶ Motivational Speaker
- ▶ Placed 3000+ Students Every Year
- ▶ Strong Industry Network
- ▶ IIM Ahmedabad – Executive Education Alumnus
- ▶ Excellence in Conceptualizing & Delivering Events
- ▶ Associated with FICCI, CII, W-HRD, NHRDN, & NASSCOM



# DIRECTOR'S MESSAGE

I extend a warm welcome to all to Akemi Business School (ABS). ABS is established since 2011 under the umbrella of Akemi Group of Institutes (AGI), Off Mumbai-Bangalore-Bypass, near fastest growing and developing areas of Tathawade and Hinjewadi IT-Hub.

At ABS, we are committed to provide a transformative learning experience that equips with the Knowledge, Skills and Values necessary for success in today's dynamic world. Our dedicated Faculty members, state of the art facilities and Industry oriented curriculum ensure that you receive a holistic education that prepares you to excel in your chosen field.

We offer a wide range of Co-curricular and Extra Curricular activities to nurture our talents, enhance your leadership abilities and promote Team work. We encourage you to actively participate in Sports and Cultural events for holistic personal growth.

I am confident that with your determined effort and with the unwavering support of our experienced Faculty, you will pass out from the Institute as a well-rounded professional ready to make positive impact in your chosen profession.

Warm Regards

**Dr. Anil Nagtilak**

Director

Akemi Business School, Pune



# CORPORATE AND ADVISORY BOARD



**Mr. Sachin Deshpande**

CEO & Co-Founder,  
InnoBytes (Erfinden  
Technologies  
Pvt. Ltd.)



**Mr. Sudhir Patil**

Founder & MD, Leap  
Info Systems Pvt. Ltd



**Dr. Amol Chandrakant Charegaonkar**

Practice Head-  
Business Analyst,  
Ellicium Solutions



**Ms. Kalyani Deshpande**

Infosec Manager,  
Persistent System Ltd.



**Dr. Pratima Sheorey**

EI Coach and  
Practitioner, Founder  
& Director, eVyaas  
Learning Pvt Ltd.

**AKEMI EDUCATION SOCIETY**  
IS PROUDLY ASSOCIATED WITH AND A MEMBER OF



NATIONAL INSTITUTE OF  
PERSONNEL MANAGEMENT



Confederation of Indian Industry



Mahratta Chamber of Commerce,  
Industries and Agriculture



प्रशिक्षणमस्तु सदा प्रयुक्तम्  
ज्ञानाय दानाय च सर्वनाथ



QUALITY CIRCLE FORUM OF INDIA



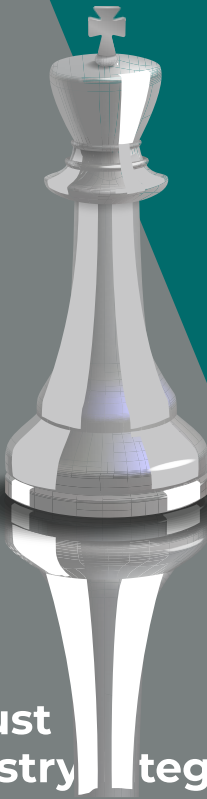


## Holistic Leadership Development

At Akemi, we don't just teach; we sculpt future leaders. Our specialized programmes are tailored to foster a well-rounded, holistic growth, ensuring our students are ready to lead tomorrow's world.

## Contemporary, Industry-Aligned Curriculum

Our curriculum is a vibrant blend of theory and real-world relevance, designed to bridge the gap between academic insights and societal needs. We prepare managers who are not just academically proficient but also deeply connected with the industry pulse.



# WHY CHOOSE AKEMI?

## World-Class Standards

Akemi equips its students with a global perspective, offering an education that stands at par with internationally accredited institutions. Our students are groomed to excel on the world stage.

## Robust Industry Integration

We believe in making our students industry-ready through continuous interaction and exposure. Our strong industry connect ensures that our students are well-versed with the latest trends and demands of the professional world.

## Tailored for Global Employability

Our programmes are meticulously crafted to meet the demands of global employability. We focus on providing skills and knowledge that are not just relevant today but will continue to be valuable in the future global market.



# TEACHING PEDAGOGY

At Akemi Business School, we seamlessly integrate the scholarly depth of premier management programmes with hands-on practical applications and skill development initiatives. This methodology fosters a learning environment highly prized by employers, ensuring our students possess both theoretical knowledge and proficiency in real-world scenarios.

## ELEVATE YOUR MBA EXPERIENCE WITH EXCLUSIVE OFFERINGS



### Certifications

- Value-added certification courses
- Holistic Development @ 21st century managerial & Leadership acumen, better work ethics
- Technology expertise leading to better employability and professional growth



### Forums

- Marketing Forum
- Finance Forum
- HR Forum
- Operations & Supply Chain Forum
- Technology Forum
- Economics Forum



### Cells

- Placement Cell
- Social Media Cell
- CSR Cell
- Research Cell
- Publications Cell
- Startup & Entrepreneurship Cell
- Oriental Ethos & Values cell



### Clubs

- Ted Talk Club
- Cultural Club
- Health and Wellness Club
- Book Club
- Photography and Videography Club
- Adventure Sports Club



# MASTER OF BUSINESS ADMINISTRATION (MBA) 2 YEARS DEGREE PROGRAM

**Affiliated to Savitribai Phule Pune University (SPPU),**

Recognized by Govt. Of Maharashtra (DTE), Approved by  
AICTE, Institute code – MB6773

Course Fees – As per Fees Regulatory Authority (FRA)

**MBA + BUSINESS LEADERSHIP PROGRAM (BLP)**  
**Fees ₹4,50,000/-**

## FROM CLASSROOM TO BOARDROOM



Live  
Projects



Industrial  
Visits



Guest Lectures  
(Weekly)



Mentoring



Counseling



Certifications



Placements  
Preparation



Internship  
Assistance



Final  
Placements

# ENHANCED SPECIALIZATION PROGRAM

## Specialization Areas

### Financial Management (FIN)

Dive deep into the complexities of financial strategies and market dynamics.



### Operations & Supply Chain Management (OSCM)

Master the art of efficient process management and global supply chain dynamics.



### Human Resources Management (HRM)

Explore the intricacies of talent acquisition, development, and organizational culture.



### Business Analytics (BA)

Harness the power of data in driving business decisions and strategies.



### Marketing Management (MKT)

Delve into the evolving world of marketing strategies and consumer behavior.





# BUSINESS LEADERSHIP PROGRAMME

## WHY BLP?

### (From Classroom to Boardroom)

The Business Leadership Program (BLP) is a strategically crafted career enablement framework designed to seamlessly transition students from academic environments to corporate ecosystems. Rooted in industry relevance, this program bridges the skills gap through a future-ready curriculum mapped against emerging market needs and recruitment patterns.

Students will undergo comprehensive training modules, enriched with live case studies, industry-led masterclasses, hands-on projects, and immersive simulations.

This multidimensional approach ensures they acquire not only technical know-how but also critical soft skills. Each learner benefits from customized career mentoring, professional CV enhancements, mock interviews, and corporate grooming workshops—all curated to instill confidence and professionalism.



# BLP OFFERINGS

- 1** Akemi Experiential Leadership: Programmes and Training Modules
- 2** 5+ Industry Visits
- 3** 3 to 4 Live Project
- 4** NSE/ BSE Visit and Workshop
- 5** Industry-Oriented Certifications (5)
- 6** Key Training Modules:
  - Harrison Psychometric Assessment
  - Employability Score
  - Business News analysis (BNA)
  - Consulting and GCC Careers
  - Mastering Case Study Interviews
  - BMC Framework
  - Porters Five Forces
  - SWOT Analysis,
  - PESTLE Analysis
  - Business Communication & Email Etiquette
  - Corporate Grooming & Personal Branding
  - Logical Reasoning & Aptitude Development
  - Advanced Excel & Business Analytics Fundamentals
  - Group Discussions & Personal Interview Mastery
  - Industry Insight Sessions by CXOs and HR Leaders
  - LinkedIn Profile Optimization & Resume Crafting
  - Innovation, Design Thinking & Problem Solving
  - Leadership, Decision-Making & Conflict Resolution
  - Corporate Case Study Challenges & Hackathons
  - Internship-to-Pre-Placement Mentoring Pathway



## CAMPUS PLACEMENTS

With a robust connect of 700+ premier recruiters, BLP offers exclusive access to high-impact placements and internship pathways across various verticals like Marketing, Human Resources, and Finance. The program's corporate-aligned ecosystem ensures students are trained for evolving job roles and are equipped to deliver from day one. Potential career tracks include:

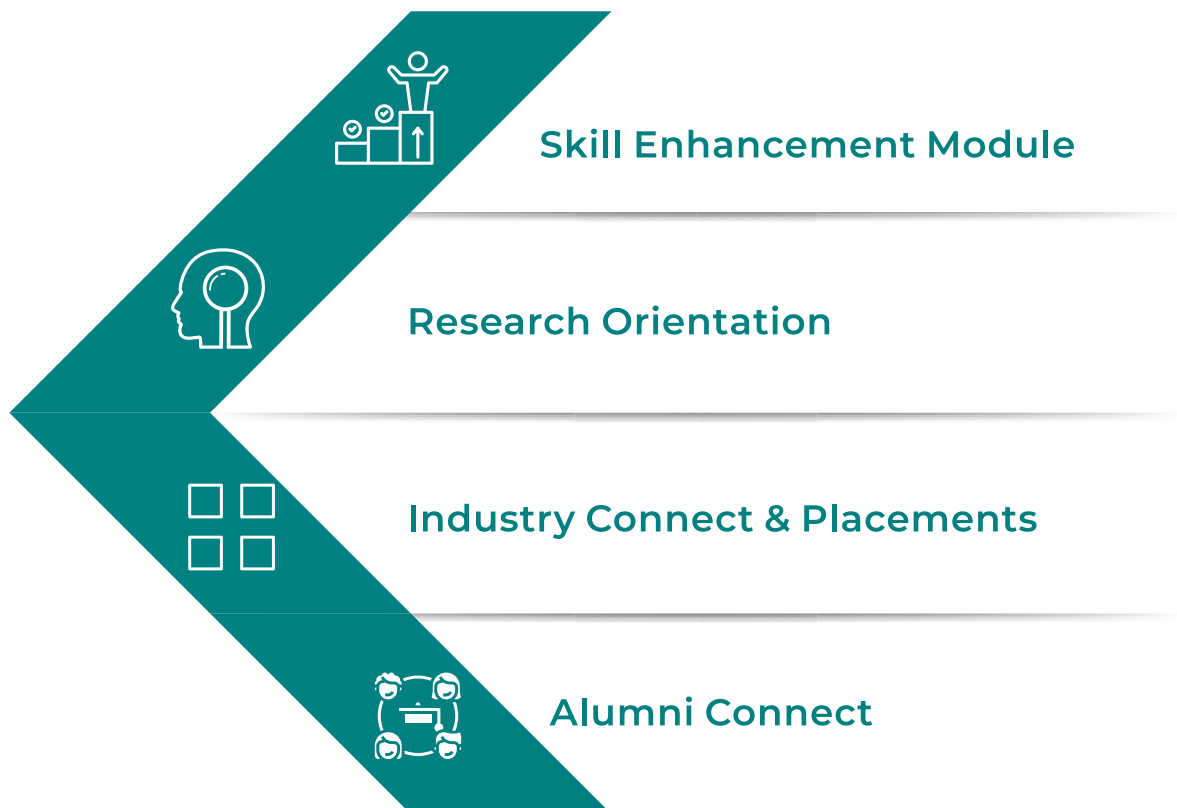
- Management Trainee – Marketing
- Digital Marketing Analyst
- Business Development Associate
- Financial Analyst / Equity Research Associate
- HR Business Partner
- Talent Acquisition Specialist
- Client Success Manager

**Top Package offered: ₹21 LPA**

**Average Package: ₹7 LPA**

**Minimum Package: ₹4.5 LPA**

# FOUR PILLARS OF AKEMI



## OUR KNOWLEDGE PARTNER



ASSOCIATE CERTIFIED  
ANALYTICS PROFESSIONAL



Student Academy Program





# INDUSTRY INTERFACE

## INDUSTRIAL VISITS





# GUEST LECTURERS



## Diversity & Inclusion

**Mr. Abhishek Kulkarni**  
Human Resources Manager  
Sandvik Coromant Pune.



## To get well placed in corporate-Challenges and Opportunities

**Mr. Ashutosh Kumar Mishra**  
GM-Group HR Head  
Suncity Sheets Pvt. Ltd.

## Its contribution in the Indian Economy

*Seminar 2023*



**Mr. Ravindra Baviskar**  
Founder  
Dyan-Ni-daan



**Hemangi Dhokte**  
Head HR  
EMERSON



**Bhushan Muthiyan**  
CEO  
Automation AI



## What's My Success Story

**Mr. Mangesh Lomate**  
CEO  
MBL Group of Companies



## CEO Perspective- Leadership & Culture

**Ms. Ruchika Sirohi**  
Sr. Consultant  
Infosys Ltd.



## What's my Success Benefits Of SIP for MBA Students

**Dheeraj birajdar**  
Sr. Consultant  
Infosys Ltd.

# PLACEMENTS

In today's Global Environment, Industries look for Management Graduates with an entrepreneurial mindset having strong analytical skills, easily adaptable to the diverse and global culture. The constant blend of academic excellence and industry interface helps the students hone their skills that make them productive from day one.

Our association with 450+ National and International companies provides our students with opportunities to build their careers. Also, during the programme, the students will complete 3-4 live projects.

Akemi Business School provides opportunities for students to choose profiles from diverse sectors i.e., Manufacturing, FMCG, Retail, Hospitality, BFSI, ITES, and many more.

## CONGRATULATIONS!



**Avinash  
Nikalje**



**Priti  
Kamble**



**Abhinandan  
A Mangave**



**Ajit  
G Maharaj**



**Gaurav  
M Makode**



**Pratiksha  
B Dongre**



**Aditya  
V Wad**



**Dhiraj  
A Sonawane**



**Divyesh  
Badgujar**



**Shatkambari  
V Sonawane**



**Manish  
N Chavan**



**Charmi  
M Shah**



.....and many more



# CONGRATULATIONS!

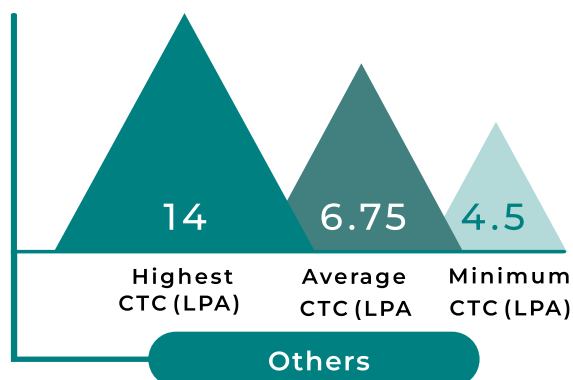
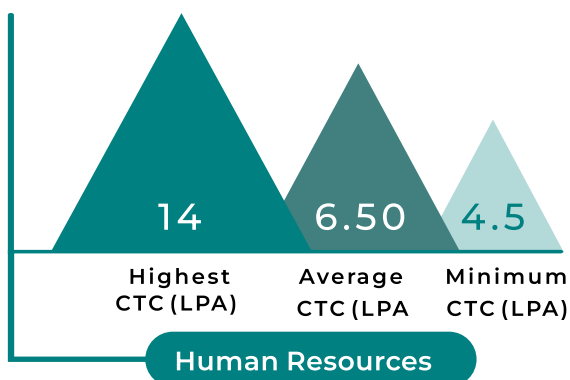
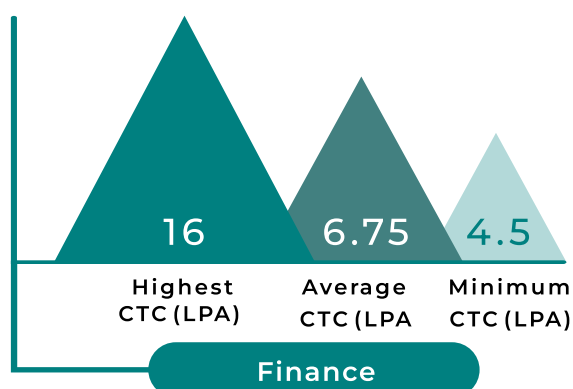
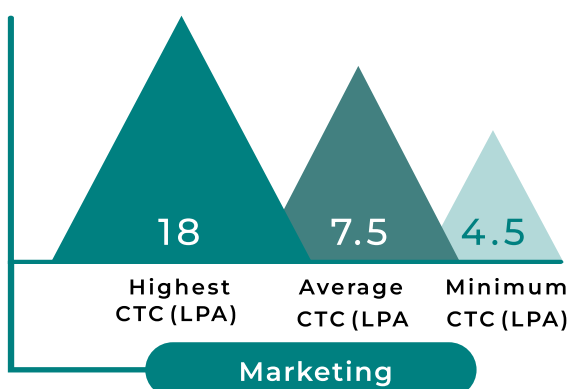
*MBA Batch 2023-25 on securing*

**100% Paid Summer Internship**



Sector	Nos.	Sector	Nos.
Advertising & Media	17	HR Consultancy	25
Agri & Biotech	15	Infrastructure	24
Automation & Technology	17	Insurance	27
Automobiles	12	IT & ITES	35
Banking & Finance	18	Logistics & Supply Chain	21
Consultancy & Services	19	Manufacturing	18
Consumer Durables	23	Niche Services	15
Education & Edtech	15	Pharmaceuticals	14
Financial Services	23	Real estate & Realtech	25
FMCG	21	Retail	20
Healthcare	20	Telecom	18
Hospitality	23	Other	17
<b>Total: 482*</b>			

## SPECIALIZATION WISE PLACEMENT PACKAGE



Leading National & MNCs offer campus placement to us with CTC ranging from Rs 4.5 LPA to 18 LPA, based on the students' basic qualification, Overall academic performance (10th, 12th, UG & PG), Specialization, work experience, Fluency in regional & national languages, Transnational culture, Summer internship reports, Performance in Aptitude test GD /PI, Proficiency in IT, digital, & other skill sets required for the position, Native place, etc.

Accordingly, students are selected for the final placements, CTC offered is surpassing student's expectations according to relevant performance.

# STUDENTS TESTIMONIALS



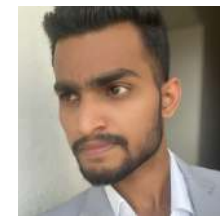
“ I am an aspiring MBA candidate. The Institute is continuously helping me build my communication skills, aptitude abilities. The best part of our college is coming every day to college and meeting my friends as well as teachers. I will also suggest my friends to join the college. ”

- Sneha Salunkhe



“ I have immense pleasure studying in Akemi Business School. All the facilities available in this college are perfect for a student to grab knowledge which is essential to improve oneself. The staff and faculty are very welcoming and the institute is always buzzing with activities. The benefits of what I am learning are definitely going to help me in the future. I am happy that I made the decision to join this college for my MBA. ”

- Prajakta Borse



“ Think Different, that is one thing that Akemi urges in and to far extent succeed in teaching to its students which invariably helps to achieve what you need. The college has best facilities under one roof-state of art green infrastructure, professional teachers and coordinators, well stocked libraries, good computerlabs, open sports area. The best thing that we like about the college is that the faculty rigorously prepares the student for final exam during the course of day to day classes. ”

- Ujjwal Puri





# STUDENTS TESTIMONIALS



“ The College has perfect examples for personality development & academic excellence, not only it enhances the student's academic strength but also amplifies the student's progress in co-curricular activities. Teaching and the Non teaching staff are splendid over here. They motivate us to participate in all the cultural and sports events but on the other end they will keep us focused towards our studies. I would also like to say that this is the very good platform for learning and carrier development. ”

- Saurabh Kalokhe



“ Akemi gave me the opportunity to meet with the dynamic and distinguished faculties, who are enthusiastic, friendly, patient and highly qualified. With their guidance and constant mentoring I have been able to become a true professional in all the facets of life. We thoroughly enjoy ourselves at all the social events and festivals happening on campus. I'm very glad to be the student of this college. Looking forward for more good experiences at college and efficient learning at AKEMI. I would prefer for upcoming students to join up here and make their future bright. ”

- Trupti Saner



“ I was joining college as a freshman and was sure to be able to benefit from Akemi. I came in a little nervous but soon let myself be guided by the peer leaders that were friendly and made me feel comfortable from the start. The College is filled with positive energy and exuberance. Although we had more online classes till first semester, all the teachers have made us feel that the online classes were just like offline classes. I am continuing to have a great experience with Akemi Business School. ”

- Vaibhav Kumar



“ Akemi Business School has always believed in helping and guiding its students. It is an amalgamation of learning, development and fun. Maintaining a balance between academics and extra-curricular activities is always a daunting task; but my college made it easy. My parents are happy because of my performance and improvement in studies. We do have library too, not only text books there are many other looks which give general knowledge about the world. College environment is also good. ”

- Suraj Patil

# OUR KEY RECRUITERS



And many more...

## Members of



National Institute of  
Personal Management



Confederation of  
Indian Industry



Mahratta Chamber of Commerce,  
Industries & Agriculture



The Indian Society of Train  
& Development (ISTD)



Quality Circle  
Forum Of India

Our eco-friendly and state-of-the-art designed campus encompasses an auditorium, modern computer lab, residential facility, sports ground, well equipped digital and physical library, recreational space and cafeteria sets the right mood for learning.

## CLASSROOM



## AUDITORIUM





# INFRASTRUCTURE

## COMPUTER LAB



## LIBRARY



# INFRASTRUCTURE



# SPORTS & FITNESS



# RECREATIONAL SPACES



# CAFETERIA





# ACCOMMODATION

**FEES – BETWEEN RS.1,20,000 TO  
₹ 1,50,000 (FIRST COME FIRST BASIS)**

Akemi Business School (ABS) facilitates fully furnished hostel facilities. The Hostel is governed by the Hostel Warden, a faculty from the Institute appointed by the management and he/she is assisted by Matron to meet all the matters concerning the welfare of the inmates in the hostel. Above all, the hostel is a place of peace and serenity for both learning & and extracurricular activities. Knowledge sharing, mutual care and understanding and the will to be the best is what makes life within the four walls enriching and enthralling.



Note: Hostel is mandatory for first year.

# LIFE AT AKEMI

## FRESHERS



## DANDIYA NIGHT



## DAHI HANDI



## OUTBOUND ACTIVITIES



## MANAGEMENT GAMES



## ORPHANAGE VISIT



## TREE PLANTATION DRIVE



## INDEPENDENCE DAY CELEBRATION



# ADMISSION PROCESS



## ELIGIBILITY

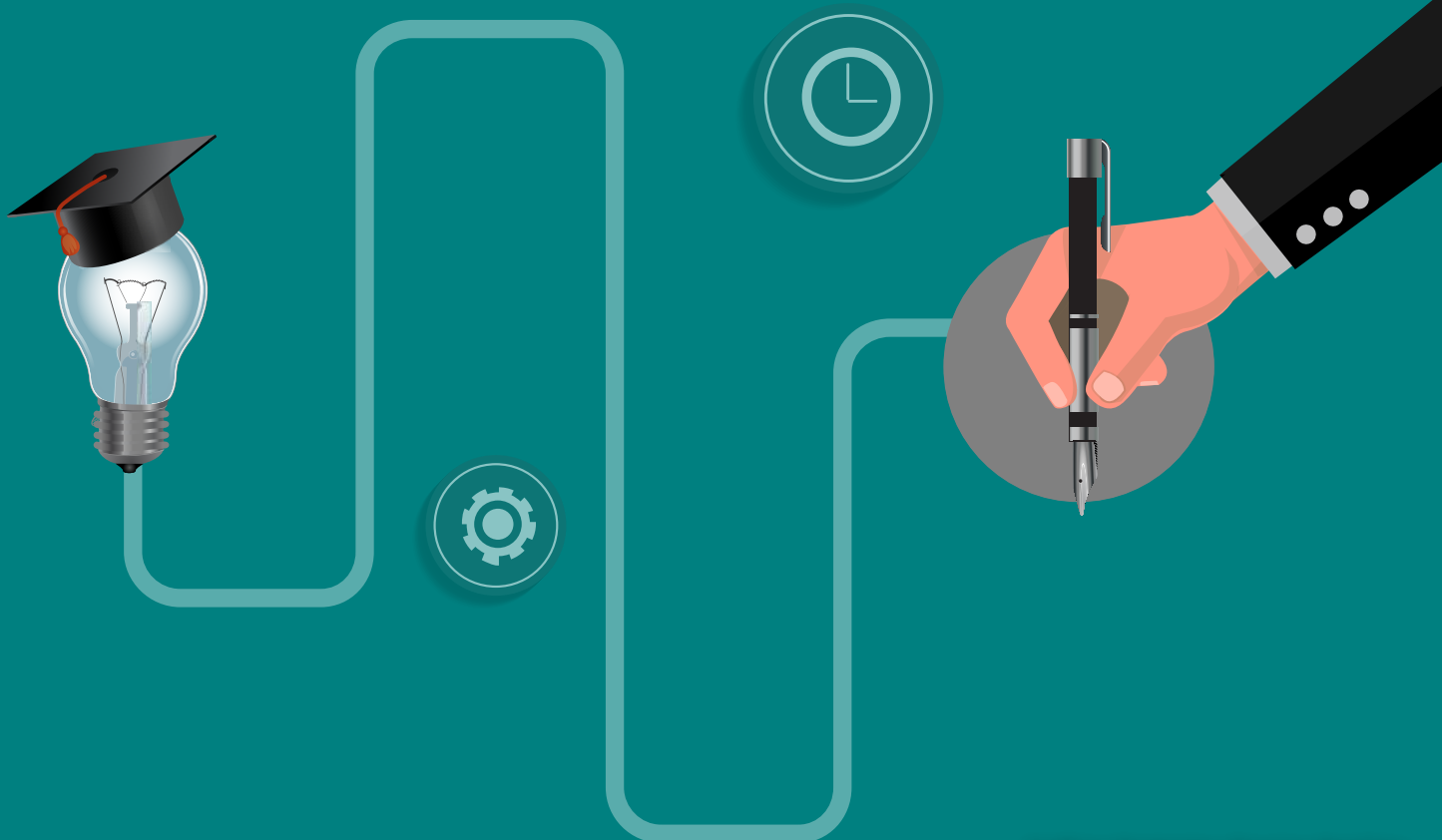
- Candidate should have a minimum 50% marks in graduation.
- Maharashtra domicile students have relaxation as per university norms.
- Candidate should have appeared for any one of the Aptitude exams:  
CAT/MH-CET/CMAT
- Any other regulatory requirement as applicable from time to time.

## BLP SELECTION PROCESS

- Aptitude Test conducted by the Institute through online mode.
- Preliminary Round (Basic) – Telephonic Interview
- Secondary Round – Skype/Zoom interview.

## EASY INSTALLMENTS & LOAN FACILITIES

We at ABS believe that Financial Constraints should not be a hindrance to the Academic Aspirations of any student. We have tie ups with Major Government and Private Banks for disbursing loans to students. We also have tied-up with NBFC companies like GrayQuest for providing study loans to students pursuing MBA at ABS.





AKEMI  
BUSINESS  
SCHOOL



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Off Pune-Mumbai Highway, Pune - 411057.

[www.akemibusinessschool.com](http://www.akemibusinessschool.com)

**WE'RE JUST  
A TAP AWAY !**

Click on the icon below  
& get in touch with us.



Crafting Strategies, Shaping Realities