

VOLUME-1 , ISSUE-2

# AUGUST HORIZONS: SCHOLARLY STORIES

August, 2024

## Monthly Highlights

- Prarambh
- Ethnic Day
- Sports Day
- Remembering Rajiv @80 Competition
- Leadership Talk by Mr. Misal of KPMG
- A Green Leap Forward: Gen G Campaign
- Session on Digital Marketing by Mr. Nishat Tiwari of IVORY
- The Storm Within
- Hunar Hub
- MBA meme Corner

Dear Readers,

Welcome to August Horizons! With excitement and passion, we bring you our monthly newsletter, filled with inspiring stories, updates, and highlights from the month. Amidst the hustle and bustle, we hope this edition brings you a moment of reflection and joy. As we journey through the diverse landscapes of August, we invite you to explore, enjoy, and be inspired by what's on the horizon.

Happy Reading!

“In the middle of difficulty lies opportunity.”

– Albert Einstein



# “Prarambh”

"Prarambh, meaning “to begin,” kicked off the cultural events in our campus on August 10, 2024, concluding successfully. Organized by EKYUM, the event showcased diverse talents such as singing, dancing, and acting, fostering creativity and team spirit. The enthusiastic audience contributed to a supportive environment, culminating in awards for winners in various categories. The success of Prarambh underscored the importance of balancing academics with co-curricular activities, thanks to the efforts of the organizing committee, faculty, judges, participants, and the audience.



# HONORING UNITY IN DIVERSITY

## OUR COLLEGE'S ETHNIC DAY



Everyone was astounded by the electric atmosphere and kaleidoscope of colors as soon as they stepped through the college gates on 13th August, 2024, for Independence Day celebrations. With our Ethnic Day celebrations well underway, it was obvious that this would be a memorable day.

"Swadheenta" was the day's theme; it was a poetry competition honoring India's freedom struggle and the valor of her liberators. My fellow classmates' moving lines, which all echoed the spirit of nationalism and patriotism, brought everyone to tears.



But Ethnic Day was a celebration of India's vast cultural diversity and more than just a poem contest.

The Day transformed the campus into a celebration of Indian culture with saffron, white, and green decorations. The storytelling session, featuring India's myths and legends, added as a highlight of the day. The event also emphasized the importance of cultural heritage and belonging.



# ANNUAL SPORTS DAY @JIMS AUGUST 2024

The annual Sports Day on August 21, 2024, was a vibrant celebration of student spirit, featuring various competitions like badminton, chess, tug of war, and arm wrestling. Students enthusiastically participated, transforming the campus atmosphere into one of excitement and camaraderie. The intense badminton finals and thrilling arm wrestling matches drew large crowds, while the strategic chess tournament showcased the intelligence of participants. Supporters cheered for their peers, creating a lively environment reminiscent of the Olympics. By day's end, everyone shared in the joy and exhaustion, fostering lasting memories and strengthening relationships among students.



# AN EVENING AT JAWAHAR BHAWAN: REMEMBERING THE FORMER PM ON HIS BIRTH ANNIVERSARY

"Development is not about factories, dams, or roads. It is about people." This is coherently quoted by one of India's finest, Late Mr. Rajiv Gandhi. Remembering the former Prime Minister on his 80th birth anniversary, the Rajiv Gandhi Foundation (commonly known as RGF) organized an event at Jawahar Bhawan(New Delhi) inviting the students of our campus on 20th August , 2024, to present their work done in collaboration with the NGO in the past few weeks. The event started with a captivating opening address given by the esteemed guest, Mr. Vijay Mahajan, CEO of RGF, who has spent his life in the social sector. It was followed by the group presentations. Students duly prepared and presented their work through poems, storytelling, and well-documented videos.



As the evening wore on, we were graced by a beautiful musical theatre performance given by 'Nazeer Katha Kirtan'. Based on the assessment by the jury present, students were awarded 1st, 2nd & 3rd prizes. Nonetheless, the event turned out to be a more enriching experience than we envisaged it to be.

Apart from the most obvious learnings from our SSO visits, there's a bigger silver lining hidden in the process. In a generation that is driven by Passion, we are now learning to prioritize compassion over passion. Always remember: Passion always makes you cry out loud "I want to be the best in the world".

whereas, Compassion imbibes in you the belief of becoming "the best person for this world" or what's the best this world needs.

We surely need more compassionate people to refabricate a better world for ourselves.

# GUEST SESSIONS

## **Inspiring Leadership Talk by Mr. Misal of KPMG**

A very empowering session was held at our campus on "How to Prepare for Placement" by Mr. Misal, Director & Head of Talent Acquisition, KPMG India on 17th August, 2024. He shared some very insightful tools needed to thrive in today's competitive job market. Mr. Misal insisted on how continuous upskilling is important in this competitive job market, for what reason every task is to be performed and interview strategies to be adopted.

SWOT analysis, as shared by Mr. Misal should be carried out on a regular basis to emphasize and improve the key areas for career betterment. His realistic advice and motivational insights sent students away empowered, confident and more prepared for their respective journeys. This was a session truly to remember.



## A Green Leap Forward: Our Campus Joins Generation Green

On 27th August 2024, our campus took a significant step towards sustainability by hosting an inspiring session as part of the Generation Green (Gen G) campaign, led by OPPO India, AICTE, and 1M1B. The session focused on critical environmental issues like climate change, e-waste and water scarcity. Speakers like Ms. Ruchi Arora from 1M1B and Ms. Anuka Kumar from OPPO challenged us to take the Green Pledge and think about how our actions could impact the future. The message couldn't have been clearer: sustainability isn't just an option anymore—it's a commitment we all need to make.

The campaign aims to empower 5,000 students across India, equipping them with the skills needed to become eco-conscious leaders. It hit home that we're not just studying to be MBAs, we're preparing to be the planet's future caretakers—people who can use business and know how to drive real environmental change. Everyone left the session feeling inspired, knowing we can make a real difference.





## **Empowering the Future of Digital Marketing: A Glimpse into Mr. Nishant Tiwari's Engaging Session**

On 31st August 2024, the students of PGDM at our campus, had an enriching experience by attending a guest session held by Mr. Nishant Tiwari, Head of Digital Marketing and Client Servicing, IVORY. The session was a very interactive and informative blend in which Mr. Tiwari shared his valuable experiences on the Fundamentals of Digital Marketing with relevant case studies supported by recent industry trends.

The session was very interactive. The students asked insightful questions and had fruitful discussions that enriched the session for all. This session helped everyone to increase their knowledge of digital marketing and encouraged them to research new opportunities in the field. It was Mr. Tiwari and the students who made this session so memorable and one of the most effective learning experiences.





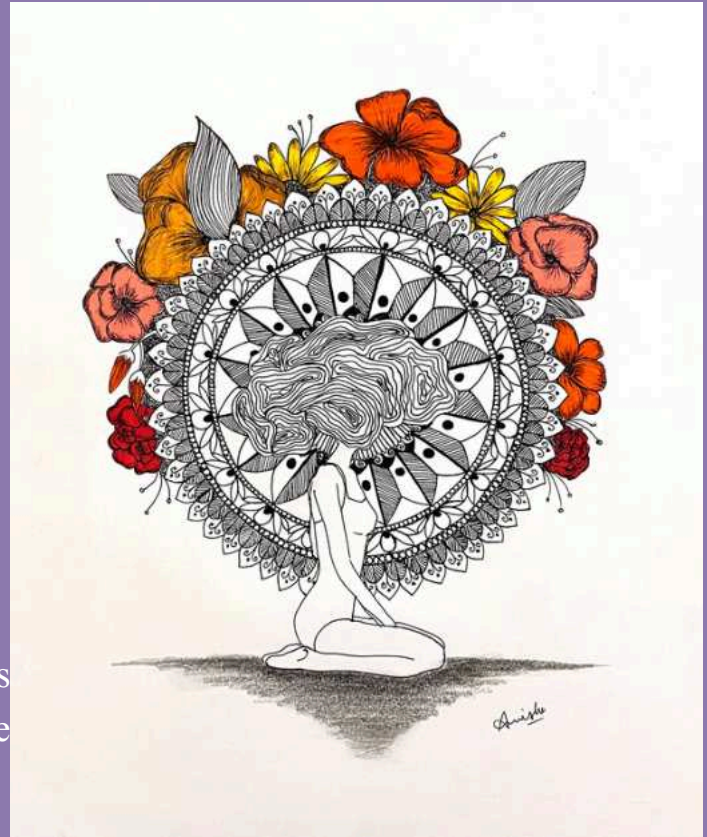
# "THE STORM WITHIN"

## THE ARTIST



**AMISHA GUPTA (PGDM)**

Artwork is a mirror reflecting the hidden storms within. Her calm appearance contrasts the turmoil her messy hair reveals.



**KRITI BAREJA**

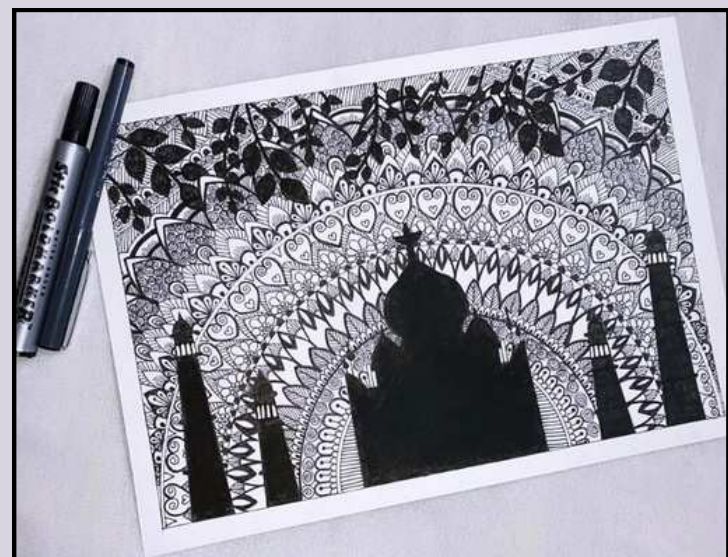
These artworks remind us it's okay to have inner storms and to seek help. They show that peace is possible, even amidst chaos.

# HUNAR HUB

## THE ARTIST



**KRITI BAREJA (PGDM)**



# MBA MEME CORNER

1<sup>st</sup> month of college

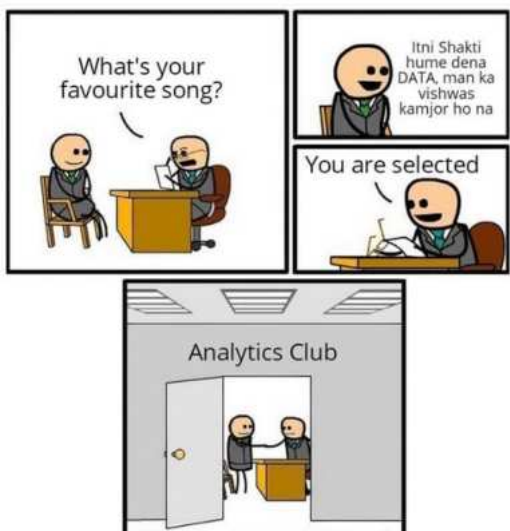


@sbup\_memes



aise hi, Sexy lagg rha tha

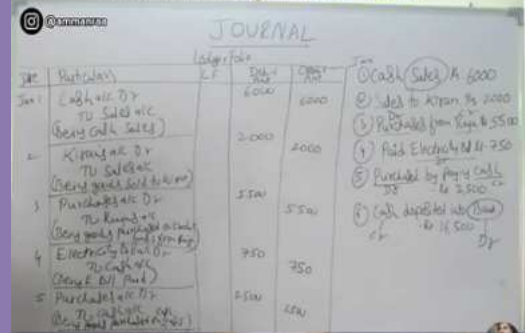
MBA Grads after realising that no one uses Porter Fives forces model & SWOT Analysis in real corporate life -



Me and my friends on the way to find the person who told Mba me 2nd year chill hai



WHEN NON-ACCOUNTING BACKGROUND STUDENT YOU JOINED IN MBA



Startup idea: Open a psychotherapy clinic opposite a B-School in India

14:00 · 03 Jan 22 · Twitter for Android

Students after reading 15 pages of the case



Mai aapko seriously leta nahi hu

# MEET THE TEAM!!

## FACULTY EDITORIAL BOARD



**Dr. Pratima Daipuria**  
(Dean PGDM)



**Ms. Shikha Gupta**  
(PGDM Coordinator)

## STUDENT EDITORIAL BOARD EDITORS



**Nikita Sharma**



**Devesh Singh**



**Riddhi Jain**

## CLASS REPRESENTATIVES



**Nipun Nohani**



**Khushi Dabas**



**Vishal Jha**

## CONTENT WRITERS



**Meghanjali Bhatt**



**Manisha Rawat**



**Mittul Goswami**



**Ritika Tuli**



**Vanshika Gola**