

MONTHLY INSIGHTS



“There’s no lemon so sour that you can’t make something resembling lemonade.”

नया नया सफर है ... नए साथवाले हैं
कर दिखाने का जज्बा है ... कभी ना झुकने वाले
हिम्मत भरी है हर एक शख्स में
हार नहीं मानते कभी.. अपने section B वाले हैं

~ By Suraj

“WINNING ISN’T EVERYTHING, BUT WANTING TO WIN IS.”

PGDM Section-B
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Dear Readers

As we bid adieu to the first year of our college lives, It's a time for us to reflect on our journey thus far, celebrate our achievements, and set our sights on the opportunities that lie ahead. March is not just a month on the calendar; it's a reminder of the boundless potential that resides within each of us. It's a time to embrace change, challenge the status quo, and forge ahead with determination and purpose. As editors, it is our privilege to curate and share these narratives that embody the essence of our college spirit – resilience, creativity, and the relentless pursuit of excellence. We invite you to immerse yourself in the stories of our students, who continue to inspire us with their passion and dedication.

Dive into insightful articles and stay ahead of the curve with news and trends. These future leaders poured passion into this publication - discover their hard work, one engaging read at a time.

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Workshop on Stock Market Trading and Investment

By AFIA NAAZ

➤➤➤ 03.03.2024



The workshop curriculum was designed to cater to both novice learners and those with prior exposure to financial markets. Participants enjoyed a comprehensive overview of market fundamentals, including understanding market trends, risk management techniques, and the art of crafting robust investment portfolios.

The workshop on Stock Market Trading and Investment covered both fundamental and technical analysis topics. Fundamental analysis included understanding financial statements, business and industry analysis, valuation techniques, and economic indicators. Technical analysis focused on chart patterns, indicators and oscillators, trading strategies, and risk management. Overall, the workshop provided participants with a comprehensive understanding of stock market dynamics to make informed investment decisions.

Furthermore, the session featured insightful discussions on leveraging financial instruments effectively, exploring diverse investment avenues, and navigating through the ever-evolving regulatory landscape. Also, a test was conducted at the end to assess the learnings of the students.

The esteemed lineup of speakers brought a wealth of experience and expertise to the table, ensuring that participants received practical guidance grounded in industry best practices. Sachin Birla and Ayushi Verma, with their academic prowess and professional acumen, offered invaluable perspectives on market analysis and strategic decision-making. Additionally, Udit Dua's rich background in corporate law and finance shed light on the legal aspects integral to successful investment endeavors. For PGDM students, this workshop presented a unique opportunity to augment their theoretical knowledge with hands-on experience, thereby empowering them to make informed financial decisions and embark on successful careers in the dynamic world of finance.

In a bid to equip its PGDM students with practical insights into the dynamic world of finance, JIMS Technical Campus proudly hosted a workshop on Stock Market Trading and Investment. The event, which took place on March 3, 2024, proved to be a pivotal learning experience, bringing together industry stalwarts and budding professionals under one roof.

Led by esteemed experts from the field, including Sachin Birla, MBA Finance from NSIM, Ayushi Verma, MBA Finance from NSIM, and Udit Dua, a seasoned CA and Corporate Law Advisor, the workshop delved deep into the intricacies of stock market operations and investment strategies.

Theatrical Activity: Management Lessons from Mahabharata

By TEENA MATHEW

➤➤➤ 09.03.2024

A theatrical activity explored the timeless management lessons embedded within the epic Mahabharata as a part of the PGDM curriculum on 9th March 2024. In this theatrical endeavour, the students embarked on a journey to uncover these management lessons, delving into themes such as negotiation, resistance to change, ethics, and morals. Through the medium of drama, we aimed to bring alive the timeless wisdom of Mahabharata and apply it to contemporary organisational contexts.

KEY LESSONS LEARNED !

- **Negotiation:** Mahabharata teaches conflict resolution through negotiation, emphasizing communication, empathy, and win-win solutions.
- **Resistance to Change:** The epic contrasts resistance (tradition) with embracing change for growth.
- **Ethics and Morals:** Timeless ethical dilemmas in Mahabharata (Draupadi, Karna) offer lessons for modern management.

METHODOLOGY

The students dressed up as different characters of Mahabharat. Through a role-playing exercise, our group reenacted the famous scenarios from the epic. Appropriate costumes and props further enhanced the audience's understanding of the characters and the historical setting.

Students Re-enact Iconic Scenes

The performance included dramatizations of key events like the game of dice, Krishna's ask for 5 villages for Pandavas, Abhimanyu in Chakravayu, Krishna's guidance to Arjuna and many more. These scenes could have been used to visually showcase the management principles at play.

By engaging with the epic's rich tapestry of characters and narratives, we gleaned insights that can inform and inspire effective managerial practice. As we navigate the complexities of modern organizations, let us draw upon the enduring wisdom of Mahabharata to guide our actions and decisions towards greater success and harmony.



Exploring the Interplay of Politics and Healthcare: Insights from International Symposium

By ISHITA TAYAL

➤➤➤ 11.03.2024

In the heart of New Delhi, the Jagan Institute of Management Studies Technical Campus recently hosted a gathering of minds focused on dissecting the complex relationship between geopolitics and the healthcare industry. The International Symposium, themed "Geopolitical Environment: Healthcare Industry," brought together a lineup of esteemed speakers and eager participants keen on unraveling the nuances of global healthcare dynamics.

The event boasted an impressive roster of speakers, including Prof. Ashish Chandra from the University of Houston – Clear Lake, Prof. Michael McMullen from the College of Human Sciences and Humanities, Dr. Bill Stroube, and Dr. Eric Brown, each lending their expertise to the discussions. Guiding the proceedings was Dr. Sonia Dhir, the dean of PGDM (International Business) at Jagan Institute of Management Studies.

The symposium commenced with a lively conversation around the challenges facing the healthcare sector in developed countries, particularly the United States. Panelists delved into issues such as the delivery of clinical services, eldercare concerns, and the impact of stringent pharmaceutical regulations. Prof. Chandra sparked intriguing dialogue by framing healthcare as a product influenced by underlying motives, spanning from prenatal care to end-of-life services.

A notable highlight was the discussion on the proliferation of Direct-to-Consumer advertising for prescription drugs, signaling a shift towards a more empowered consumer base. The emergence of hospice care as a dignified option for terminally ill patients underscored the evolving landscape of compassionate healthcare services.

The discussion further explored the regulatory landscape in the healthcare industry, weighing the delicate balance between safety regulations and innovation. Insights into future healthcare trends pointed towards a growing demand for personalized medicine, driven by advancements in genetic research and data analytics.



EXPERT ADVICE

As the symposium drew to a close, the floor opened for questions from curious students, underscoring the relevance and impact of such collaborative endeavors. In essence, the event served as a platform for meaningful exchanges, fostering awareness and advocacy for a more equitable and sustainable healthcare future.

In a world where geopolitics and healthcare intersect in profound ways, forums like the International Symposium offer hope and inspiration, paving the way towards a healthier, more resilient future for all.



E SUMMIT 2024 - “Igniting Young Minds: Entrepreneurial Spirit”

YEARLY SIGNATURE EVENT OF JIMS IIC

By SONAL JAIN

➤➤➤ 16.03.2024



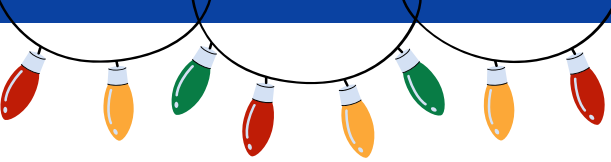
The Institutions Innovation Council (IIC), JIMS organized E-summit 2024 in the topic – “Igniting Young Minds: Entrepreneurial Spirit”. The summit had the objective to cultivate aspiring entrepreneurs by providing them with resources and facilitating connections with network of persons who have similar goals and interests. It seeks to stimulate and facilitate significant changes and growth within the entrepreneurial ecosystem.



Highlights of the day

The summit had 3 tracks – “Success Pinnacles – discussion on the success sutras of the first generation entrepreneurs, Tech startups: Building competitive advantage of the nation and Path ahead – Funding opportunities. The summit was a huge success with entrepreneurs across fields joining in for panel discussions and giving insights to students.





Holi Weekend Vibes: A Colorful Start to the Mid-Term Break at JIMS Rohini, Sector 5

➤➤➤ 24.03.2024

By Afia Naaz



As the mid-term break approached, students at JIMS Rohini eagerly anticipated the vibrant festivities of Holi to kick off their well-deserved time off. With exams and assignments behind them, the campus buzzed with excitement and anticipation for a weekend filled with color, laughter, and camaraderie.

Amidst the festivities, students took the opportunity to unwind and bond with friends, exchanging good wishes and spreading joy. It was a time to let go of stress and embrace the present moment, immersing themselves fully in the joyous celebration.

Holi is not just a festival of colors but a celebration of life, love, and the triumph of goodness. It brings people together in a spirit of joy, laughter, and unity, fostering a sense of harmony and renewal in both individual hearts and communities. One of the central themes of Holi is the triumph of good over evil. The festival commemorates the legend of Holika and Prahlad, symbolizing the victory of virtue and devotion over malevolence. The bonfires lit on the eve of Holi, known as Holika Dahan, represent the burning of evil spirits and negativity.



The Holi weekend at JIMS Rohini served as a reminder of the importance of taking breaks and cherishing moments of joy and connection amidst the rigors of academic life. As students return from the break, they carry with them not only memories of a colorful celebration but also a renewed sense of energy and camaraderie to tackle the challenges ahead and most importantly to prepare for their exams.



Top News of the Month

THE INFLUENCE OF IPL BROADCASTS ON BRAND EXPANSION AND BUSINESS SUCCESS

By LATIKA

➤➤➤ 28.03.2024

The televised Indian Premier League (IPL) has emerged as a pivotal catalyst for brands, driving substantial growth in brand recognition and business performance. This article delves into the transformative effects of IPL broadcasts on advertising dynamics, leading to a more than threefold increase in brand and business impact across various industries.



Impact of Television Partnerships:

Collaborations between TV networks and IPL have proven to be potent drivers of immediate and significant advancements in brand visibility and business outcomes. A recent study by Sync Media revealed that over 10 brands advertising during IPL witnessed remarkable improvements of 85% or more in their business metrics, with TV campaigns playing a crucial role.

Achieving Objectives Across the Sales Funnel:

IPL broadcasts serve as a strategic platform for brands across different sectors to accomplish their goals throughout the sales funnel. Here's how brands have utilized IPL broadcasts to reach their objectives:



1. Digital BFSI Sector - Enhancing Online Payment Services:

Objective: Establish category leadership.

Results: Through a multi-year partnership with IPL broadcasts, the brand achieved the highest share of Daily Active Users among competitors – 43% in 2021, 44% in 2022, and 45% in 2023, showcasing IPL's enduring influence in a competitive market.

2. Smartphone Sector - Driving Digital Sales:

According to Helium10's study, there was a notable twofold increase in digital sales during IPL 2023, underscoring the significant impact of IPL broadcasts on bottom-funnel outcomes.



Unparalleled Opportunity for Brand Advancement:

IPL broadcasts offer an unparalleled opportunity for brands to meet their objectives, regardless of their stature or industry focus. The enduring impact of televised sports content on brand success is evident across both established and challenger brands, whether traditional or digitally native.

Source : DATA.AI

»» CHALLENGE TIME

Guess what am I 🤔

1. What begins with an "e" and only contains one letter? 😊
2. I speak without a mouth and hear without ears. 🗣️
I have no body, but I come alive with the wind. What am I? 😊
3. The more you take, the more you leave behind.
What am I? 🙌
4. What is so fragile that saying its name breaks it? 🤔
5. What comes once in a minute, twice in a moment, but never in a thousand years? 🤔
6. What has keys but can't open locks? 🔑
7. What can travel around the world while staying in a corner? 🌍
8. What has a head, a tail, is brown, and has no legs? ☒
9. What can be cracked, made, told, and played? 🤔
10. What belongs to you but other people use it more than you do? 🤔

The Creativity Abode

“CREATIVITY DOESN'T WAIT FOR THAT PERFECT MOMENT. IT FASHIONS ITS OWN PERFECT MOMENTS OUT OF ORDINARY ONES.”



BY DRISHTI GUPTA

The Portrait Paradise

“There is no music in art because art is free.”

-Wassily Kandinsky



BY HARSHIT KR SHARMA

The Mandala Art

“Creativity is contagious, pass it on.” – Albert Einstein



BY RITIKA

Pyjamas to Power Suits: Your Internship Drive Metamorphosis

“ACHIEVEMENT IS LARGELY THE PRODUCT OF STEADILY RAISING ONE’S LEVELS OF ASPIRATIONS AND EXPECTATION.”



How people with paid internship look at people with unpaid internship



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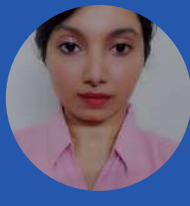
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