

NEWSLETTER

PGDM

BATCH 2021-2023

TRIMESTER-II
SECTION- B

NOV 2021- JAN 2022



FRESHERS BATCH 2021-23

“Fresher’s Party” in any college is an event which every student eagerly awaits from their time of admission. The 18th November 2021 was as a memorable day in the life of every fresher of PGDM (G) batch 2021-23 at JIMS, Rohini. The fresher’s day was filled with excitement, joy, music, enthusiasm, laughter and happiness.

The celebration started at 3:30pm at the open area in front of Nes-cafe canteen by our senior anchors Muskan Bhatia and Vasu Rana, they delivered a warm welcome speech of all the dignitaries and the jury present in the function, Dr. Pooja Jain, Director, Dr. Prati-ma Daipuria, Dean, PGDM and teachers present there. Later the event was hosted by Neha Bohra and Kushagra Jindal, juniors.

Events started with solo singing performances by some of the seniors, followed by poetry. Later, both the anchors went up to the audience and asked them random question which any one would answer. All of them enjoyed a lot, as it motivated audience to show their talent.

After this the most awaited event that is Mr. and Miss freshers started, where in the first round about 16 participants including 8 girls and 8 boys. They all did a ramp walk and later introduced themselves one by one in the allotted time which was 1 min per contestant. All of them were impressive in their own way. The judges of the event Dr.Sonia Dhir, Mr. Himanshu Goel also did a small ramp walk to add a little spark to the event.

After that there was a great dance performance of our senior. Also, some hidden talents were also found from the audience, who were given sash of Fitness Freak, Best Outfit and Best Entertainer. Later that evening, 2nd round of choosing our Mr. and Miss freshers started where all the participants came up on the stage with their hidden talent and performed one by one. Second round of performances went on very well. One dance was performed after, which provided jury with sufficient time for deciding the results. The dance performance was very much exciting to watch.

Later judges announced the results, declaring Shivam Chappola as Mr. Freshers and Vanshika Sachdeva as Miss. Freshers. Sash of King and Queen with a bouquet was given to both the winners. It was a successful event which ended by dinner and then followed by DJ night.



FINANCIAL LITERACY

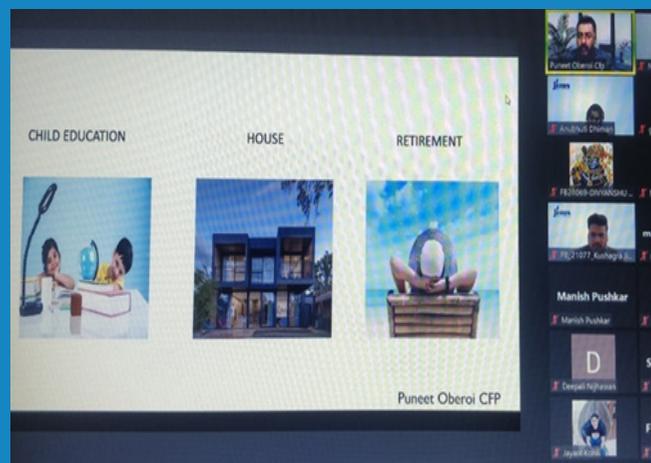
Understand investment, don't be lured to smaller gains, don't invest in people's theory - a key takeaway from session with Mr. Puneet Oberoi, CFP, Founder of Excellent Investor Advisor, which was held on 24th November, 2021. His energetic presence and wise words were really interesting and quite thought provoking. It was indeed an eye-opening session for all and we got to know many realities and possibilities we have in the field of investment.

Why are we always short of money? – it's because of our monthly expenses. Basics of financial literacy begin with knowing your expenses. Write them down, even the smallest of them. In today's interaction Mr. Puneet discussed – how to manage our expenses, identifying actual asset classes that we should invest in, identifying our real goals and understanding investments & Mutual Funds.

Undeniably, we are chase returns while investing. We do this without focusing on the asset class

we are investing into. Not just cutting down unnecessary expenses will help, we need to put our money to work for ourself. A typical man in Indian society saves keeping in mind to build a house, or for their children education which can be done using loans but neglect planning for retirement for which nobody will provide us loan. Then, we need to prepare for contingencies as well. We learnt a lot about investing in mutual funds

On whole, it is paramount to know what to plan for, how to plan for it and importantly the future possibilities of all this. He highlighted "Know your targets – spend accordingly", which was indeed what the present generation needs to take care of. Everyone thoroughly enjoyed the session and actively participated. The advices we received are totally practical and I am sure a lot of us will incorporate them in our lives. I am highly grateful to our college staff who arranged such an informative session for us.



SPORTS MEET

Sports are beneficial for any individual's, mental and physical being, through events like SportsMeet, students gets a chance to enhance their leadership, teamwork and communication skills, as they interact with new people and face new challenges and these skills are also important for a student studying PGDM. The main purpose of organizing the sports meet was to encourage the students to have some relaxed and enjoyment in the stressful and their hectic schedule of college and studies, not only this but encouraging sports activities in college will promote the students to develop a healthy life in this pandemic too.

The Sports Meet event was organized in the JIMS Rohini, Sector 5 on 24th and 25th of November, by the students of PGDM Sec A for the PGDM department which consist of 4 competition Badminton (Boys and Girls), Carrom Board (Boys) and Table Tennis (Boys). The first day of the event consist the qualifiers matches for the boy's and girl's badminton, and on the other hand we were having the winners of the Carrom Board and Table Tennis.

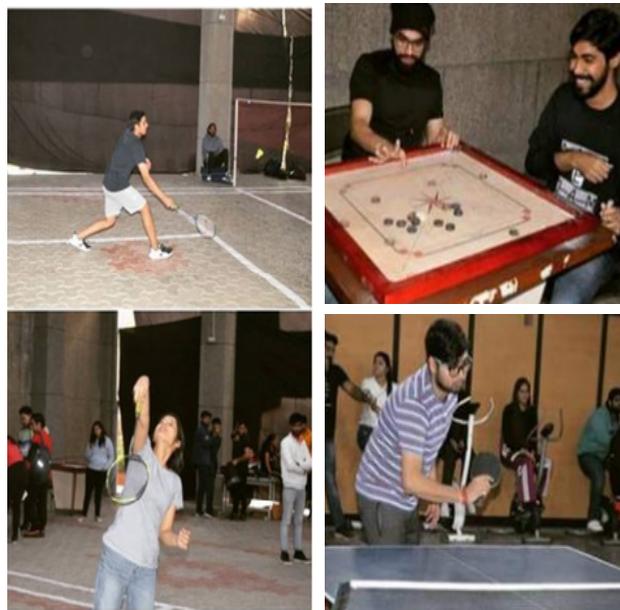
The winner of the Carrom board (boys) was Rajat Singh of PGDM sec A, runner up Parangat Sharma of PGDM IB and first runner was Rishabh Negi PGDM second year student

The winner of Table Tennis (Boys) was Satyam Tuteja PGDM General second year student, followed by Shubham Tiwari and Aditya Chhabra for 2nd and 3rd position respectively from PGDM second year.

On the second day, the badminton Boys and girl's finals matches were held. The day started with the girls Semi finals and the first semi final was played between the Purnima Pruthi v/s Harshita Garg and other semi final was between Pragati Jain v/s Priya Tyagi. The final was played between Purnima Pruthi and Pragati Jain. The finals were won by Purnima Pruthi a second year PGDM student followed by Pragati Jain and Priya Tyagi for the 2nd and 3rd position.

After the girl's final, it time for the boys to play their finals. After the Super six round there were three participants competing for the finals, Ansh Sunit Chawla, Samarth Verma and Sugam Arora, to decide the winner, the tri-series was played between the three i.e., the one who loses two consecutive matches gets knocked out and from that series, Samarth Mehra of PGDM sec A was declared as the 3rd position and final was played between Ansh and Sugam, from which Sugam was declared the winner and Ansh as the Runner Up.

The event was a success as the competition was intense but there was also fun and enjoyment. Hope host more events in the future so that students can enjoy and have more fun.



MARKETING KSHETRA

Seize the moment; there will never be a perfect time, a perfect place, a perfect anything for creativity.

With the purpose of reviving the creative personas, stimulating the spontaneity and keeping the students up to date with the ongoing trends in the world that influence marketing, Marquest, the Marketing club of JIMS organised Market Kshetra, a moment marketing event on November 27, 2021. The event was presided over by Dr. Bhavneet Kaur, the faculty convener for the club. The event was also graced with the presence of Dr. Pratima Daipuria, Dean PGDM. The respectable judges for the event were Dr. Sonia Dhir, associate professor management, JIMS and Dr. Heena Bhardwaj, Assistant Professor JIMS. As for the competition guidelines, each team was given a celebrity and a product for which they needed to create a poster that displayed the attributes of the products linked with celebrities, and also creates a unique meme from the given templates that is linked to marketing. The participants were

provided with a preparation time of thirty minutes for the same. There was a participation of 11 teams in total, comprising of 3 members. Meanwhile, for the engagement, fun and frolic of the audience, a few amusing activities such as guessing the correct logo and quizzes were also arranged, and the participation was overwhelming. All the teams performed astoundingly well, with their memes and posters on the other hand, making the audience enjoy with their thoughtful comic content. The event was brought to a close with the esteemed judge announcing the three winning teams. 1st Position secured by Team I- Vanshika Sachdeva, Sayan Kumar Mukhopadhyay, Alok Pant. 2nd Position secured by Team J- Ananya Goswami, Shalabh Gupta, Mohd. Umamah. 3rd Position secured by Team D- Mayank Jaswal, Love Agarwal, Samar Singla. Winners of the other activities from the audience were declared later as well.



EXPERIENCE SHARING WORK & WORK CULTURES

A guest session for Section- C was organized by the college on 10 December, 2021. It was indeed one of the best sessions experienced by the students. The guest speaker was Mr. Gaurav Bajwan. The session was in hybrid mode.

Mr. Gaurav passed his graduation in 2010 in Hospitality, and took experience in hotel operations and post 3 years decided to pursue post-graduation and got an opportunity to get in to JIMS and glad to be associated with this profound institution. After completing PGDM in 2015, got campus placement in Aditya Birla Group for Retail Operations afterwards worked in Diageo, Bira, Carlsberg and currently working with Narang Beverages, and heading Key Accounts in North India.

At the initial stage of the ses-

sion, Gaurav talked about his struggles and work life experience that have helped him to overcome all the fears. He also talked about his experience in JIMS which was indeed a beautiful journey.

He also talked about his specialization and field of interest. He guided us how and what you should look while choosing about your specialization. Not only marketing, he talked about sales, finance, human resources, operations and business analytics as well. He also guided the students about the trends that are going on in the market.

Overall it was a very beautiful session and student are encouraged and motivated for more such sessions.

E-SUMMIT

Jagan Institute of Management Studies (JIMS) Rohini Sector-5 in collaboration with Institution's Innovation Council organized annual E-Summit 2021 on 11th December 2021, Saturday at Laxmi Pat Singhania Auditorium, PHD House with an aim to bring on one platform members from academic community, venture capitalists, and new age entrepreneurs. The event witnessed thought-provoking sessions conducted by industrialists, funding agencies, seasoned entrepreneurs, and academicians participating with full vigor. The E-summit strived to honor the start-up culture in India and promoted entrepreneurship as a preferred choice of career to the youth. The inaugural address was delivered by Dr. Pooja Jain (Director, JIMS) she welcomed the shift in traditional mindset of seeking job opportunities after completion of formal education versus current ideology wherein students have mustered-up the courage to initiate career by setting up their own venture. The respected chief guest at the E-Summit 2021 was Dr. Neharika Vohra (Vice-Chancellor, Delhi Skills and Entrepreneurship University) who addressed the audience by imparting deeper insights of opting for entrepreneurship in the age of digital boom. In the introductory session our proud Alumnus, Mr. Anurag Srivastava, motivated young graduates to believe in the power of their creative ideas and pursue their dreams. Later, the Chairman and the Director of JIMS felicitated him for his phenomenal achievements that earned him a place in the list of Forbes 30 under 30.

The E-summit 2021 saw discussions based on three tracks namely Track -1(Entrepreneurial Ecosystem), Track – 2 (From Eureka to Unicorns), and Track – 3(Green Entrepreneurship). In the 1st track, a panel discussion was held wherein Dr. Munish Jindal (CEO,Hover-Robotix) served as the panel moderator and other eminent panellists who participated were Mr.Sam Baisla (CEO of Decodr Technologies, Brand Samosa), Mr.Sandeep Jain (founder of GeeksforGeeks) and Mr. Naveen Kumar (CEO of Payottam,Navshali Innovations). Students got an opportunity to understand the ecosystem surrounding the start-up culture in India. Moreover, the speakers shared inspiring stories and challenges in the way of becoming an entrepreneur. The major takeaway from theTrack 1 emphasized on building a strong, sustainable start-up ecosystem with a collaborative approach where each stakeholder assumes responsibility of the actions and results in the process of growth.

In Track 2 the special guest of honor was Mr.Prashant Piti (CEO of EaseMyTrip.com,Founder and CEO of Profoundly and NearGroup.) and Dr. Nancy Juneja (CEO, RevUpand MentorX). EaseMyTrip is India's latest entrant to the unicorn club with USD 1 Billion market cap. Mr.Prashant took the lead and ensured that the post-lunch session was equally interactive and vibrant as he re-defined the parameters of entrepreneurship by showcasing a fresh perspective involving

the tourism industry.

It was interesting to note that start-ups should shift their focus from a pure valuation gameto create solutions of real value for Indian masses. The key takeaway was "India as aprogressive country should embrace more ventures that strengthens the infrastructure of the nation and creates positive impact on the people in the long-run."



Last but not the least, Track-3 of was focused on the discussions and deliberations around Green Entrepreneurship. The immense contribution of Mr. Virendra Sharma (AIM-Mentor; NITI AAYOG, Govt. Of India & Co-founder @KUMPEL) , Mr. Arjun Singh (Founder; Rath Foundation), Dr. Devjyoti Mohanty(CEO-AIC; Nalanda University) and Mr. Arun Kumar Sharma (CEO; Energy Efficient Environment Group) was quite enlightening for the listeners. Dr. Avijit Chakravarti (Faculty, JIMS) was the moderator of the panel discussion and he enabled speakers to bring out several shades of sustainability and profitability in the business of Green Entrepreneurship. The speakers highlighted that today's society should constantly innovate and put emphasis on social causes because it is our collective obligation to payback to planet Earth for the survival of generations to come.



I-CAMP

10:00 – 11:00 Inaugural Address

Dr Pooja Jain, Director, JIMS gave the inaugural address. She said today, we all have gathered here for The International Conference on Advanced Management Practices (ICAMP 2021) that aims to explore research solutions for managerial problems during crisis and their practical implications for businesses across the globe. The changing times have brought us close to witness a horizon which opens new dimensions for personal growth and organizational success and as the saying goes, “Change is the only constant in life” we are compelled more than ever to adapt to this new post Covid world. So, with that let’s discuss about the overall agenda of this conference. She talked about the conference as well.

Track 1 Marketing (11:30 – 1:00 PM)

Jagan Institute of Management studies organized two days international conference on Advances in Management practices (ICAMP) on 17th & 18th December, 2021. There were various tracks (Marketing, Human resources, Finance, General Management and student tracks) for researchers and research scholars of diverse field to showcase their research work. The write-up of Marketing track is below :

Marketing track was held on 17th December, 2021, the timings of the track were 11.30 am to 1.00 pm. This session was chaired by Mr Umesh Rao, Advisor & co-founder of Divine Connections. There were two session co-chairs- Dr Amisha gupta (Associate professor, JIMS) and Dr Bhavneet Kaur (Associate professor, JIMS) and the session was coordinated by Ms Kashika Chadha (Research Scholar). There was total 16 presentation in the marketing track, but there were 7 presenters who came to showcase their research work. The session began with the welcoming speech for session chairs and co-chairs. Every Research presenter got insightful reviews from the session chair/ co-chairs. There was best paper award in each track. Ms Parul Ahuja (GGSIU, research scholar) won the best paper award in marketing track, the title of her paper was- “Consumer Justification of Digital Piracy- A Bibliometric Analysis”. The session was ended with the facilitation of session chair (Mr Umesh Rao) and vote of thanks to all the participants and presenters.

Track 2 – Finance (11:30 – 1:00 PM)

Jagan Institute of Management Studies, Rohini organized a two-day international conference on Advances in Management Practices (ICAMP-2021) on 17th and 18th December 2021. There were six tracks in total, including track II on Finance. The session started at 11:30 AM on day one of the conference (December 17, 2021) with the welcome speech by student coordinator (Namely Nikhil and Samiksha). They shared a quick introduction of the session chair Dr. Feroz Khan and co-chairs Ms. Sugandha Sharma. A quick brief about the presentation rules was also given to all the participants which was followed by the first presentation. Out of the total eighteen presentations only six groups appeared for the presentation and one presentation was conducted online. After every presentation, the chair and co-chairs shared their valuable feedback to the participants to help them in their future research work. All the excellent presentations by the participants and the insights given by chair and co-chair made the whole session very interesting. The best paper award was given to Dr Virender Pal Saini, Mr Ravinder and Ms. Poonam from Haryana School of business for the paper “Impact of macroeconomic determinants on economic growth in Bangladesh: An ARDL Approach”. The session was concluded with a vote of thanks by student coordinators and the chairperson Dr Feroz Khan was facilitated with a memento at the end.

ROADMAP TO FINANCIAL FREEDOM

INVESTOFIN, the Finance Club of Jagan Institute of Management Studies, organised a workshop on “Roadmap to Financial Freedom” on 14th December 2021 from 11:30 a.m. to 1 p.m. The workshop was conducted in offline mode in college premises itself. The Guest speaker for the same was Mr Rajinder Arora, a certified Wealth Manager. The workshop saw a very active participation from students, as it was very interesting and interactive.

Mr. Rajinder Arora also shared very useful insights with the students which helped them to gain valuable knowledge

about stock market and improve their financial skills. The interaction held was very informative and two-fold. Students were also actively asking their doubts during the sessions. He shared various technical tools to use for comparing market return on stocks and how to start investing at an early age.

The workshop was also graced by Dr. Pratima Daipuria, Dean PGDM & Dr. Sonia Dhir, coordinator of the Finance Club. The students gave good feedback about the webinar as it helped them to clear many of their doubts and asked for conducting more such webinars.



Track 3 – Student's Track 1

JIMS Rohini organized a two-day international conference (ICAMP-2021) on 17th and 18th December 2021. There were six tracks in total, including track III on Student's Session. The student's session 1 started in Morning on the 1st day of the conference (i.e. December 17, 2021) with the welcome speech from our PGDM students (Namely Nishant & Dazy). They shared a quick introduction of the session chair, Dr. Tazeen Rehman and co-chairs, Dr. Deepti Kakar and, Ms. Ambika Bhatia. Then participants were briefed about the presentation rules and the first presentation by Mr. Deepesh was started at around 11:45 am. There were six presentations in total but only four groups were there for presentation. After each presentation session, the chair and co-chairs shared their valuable feedback to improve their research work. The entire session was quite interesting, intended at around 1:15 pm. The session was concluded with a vote of thanks by student coordinators and the chair Dr. Tazeen Rehman was facilitated with a memento.



2:00 – 4:00 – Workshop on “Teaching Beyond Traditional Platforms” by Akhil Sharma Senior Director, OLA

The workshop started the introduction of Mr. Akhil Sharma, then he started with the subject “Teaching Beyond Traditional Platforms”. Life today is a technology extravaganza. Digital evolution and the boom in smartphone adoption are defining the future of India. In the past decade, India has witnessed staggering technological advancement in the education sector itself. Today, technology is revolutionizing the education sector as well where platforms are providing students with content that enables them for the future. The pandemic changed the way students learn, forcing teachers to rethink the way they teach. Forced to adapt to a new medium of instruction overnight, teachers realized the need to constantly update their teaching methods.

1. Teaching with Google Classroom by Udemy

If you are looking for a quick and comprehensive guide to using Google Classroom, this course by Udemy has to be your go-to. Google Classroom — the free blended learning platform with over 150 million users — has become the primary student-teacher communication platform. This course is aimed at helping educators use Google Classrooms efficiently.

2. Foundations of the Teaching for Learning: Being a Teacher by Coursera

The Commonwealth Education Trust offers this course through Coursera to strengthen teaching, professionalism, and other skills in educators. Reflecting on professional and personal development as a teacher along with becoming a part of the Commonwealth Teaching community is what the course offers.

3. Leading Educational Innovation and Improvement by EdX

The MicroMasters programme offered by the University of Michigan aims at enhancing educational innovation, research, and practice to improve education. The programme on the EdX platform has been created in collaboration with the Carnegie Foundation for the Advancement of Teaching.

4. How To Teach Online: Providing Continuity for Students by Future Learn

It is never too late to learn how to conduct effective classes online. FutureLearn offers a short course for educators to learn better online teaching techniques and execute the techniques for a better learning experience for students. Several faculty members asked questions to the speaker, returned to which he explained everything with the best of his knowledge and experience. Mr. Sharma concluded with the key note that time has changed and adapting new technologies is the best solution for the academic institutions to grow in the industry. At the end of the session Mr. Sharma was facilitated with the memento by Dr. Pooja Jain, Director JIMS Rohini and everyone was requested to have evening tea.



Day 2 – 9:30 -11:30 AM Panel Discussion on Future on Research: Collaboration between Industry and Academia
 Dr. Bhupender Kumar Som, Deputy Director FIIB was moderating the session. The other panelists were Mr Vivek Khattar, Independent Market Research Analyst, Ms. Neelanjana, HR Manager, Corporate, Dr Shri Prakash, Former Professor of Eminence, BIMTECH, and Prof. Pratibha Wasan, Associate Professor, FORE School of Management. The moderator talked about the future of research in industry and academia. He also talked about the relevance of research in the field of academics and how industry can be benefited with this kind of research. Mr Vivek Khattar talked about the changing scenario of the research nowadays that the majority of the research which is produced is not consumed by the companies. Dr Shri Prakash talked about the challenges that the professors face while doing research. Similarly, Prof. Pratibha Wasan also talked about the future and challenges posed by the research fraternity. However, Dr Som countered that are various academic institutions who are funding the research and there are lot of companies who are coming into picture to utilize the results of the research.

Track 4 – HRM - 12:00 – 1:30

JIMS Rohini organized a two-day international conference (ICAMP-2021) on 17th and 18th December 2021. There were six tracks in total, including track IV on HRM. The HRM session started at noon on the 2nd day of the conference (i.e., December 18, 2021) with the welcome speech from our PGDM students (Harshita & Kushagra Jindal). They shared a quick introduction of the session chair, Dr. Puja Khatri and co-chairs, Dr. Neelam Dhall and, Dr. Heena Bhardwaj. Then participants were briefed about the presentation rules and the first presentation by Mr. Santosh Kumar Hinge was started at around 12:10 pm. There were eleven presentations in total but only seven groups were there for presentation. After each presentation session, the chair and co-chairs shared their valuable feedback to improve their research work. The entire session was quite interesting, but it took a little longer and ended at around 02:30 pm. The best paper award was given to Dr. Priyanka Yadav from Starex University, Gurgaon. The session was concluded with a vote of thanks by student coordinators and the chair Dr. Puja Khatri was facilitated with a memento.

Track 5 – General Management Track – 12:00 – 1:30 PM

The track was started on 2nd day of the conference i.e., on 18 December 2021, Saturday. The session chair for the track was Dr. Aastha Verma, Assistant Professor, NSIT and co-chair was Dr. Deepti Kakkar.

The track started with the introduction of the both the guests Dr. Aastha Verma and Dr. Deepti Kakkar. Then all the presenters were asked to save their presentations on the desktop of the system one by one. There were 21 participants out of which 16 presented and got questioned from our experts. All participants got another perspective from our guests which add value to their research. After all the presentations, our session co- chair Dr. Deepti Kakkar was requested to facilitate our session chair Dr. Aastha Verma with memento and certificate. Coming to the end of the track all the participants were requested to move for the valedictory session.

Track 6 – Student’s Track 2 - 12:00 – 1:30 PM

On the second day of ICAMP: International Conference on Advances in Management Practices 2021, a student track was scheduled to practice the presentations of student presenters. This track was started immediately after the high tea break at 12 pm. The session was headed by one Session Chair and two Session Co-chairs from diverse areas. In total 8 presenters have registered for this track but only 6 student presenters have participated to showcase their research work in their respective areas. However, all the participants got good reviews from our Session Chair and Co-chairs but, one of the articles by Dr.

J K Goyal, Ms. Arpita Gupta and Ms. Sakshi Vig was getting excellent feedback from all the panelists and paper presenters. So, this paper was declared for best paper award of this track and afterwards, the session was ended with the felicitation of our guest chair person and vote of thanks to all the participants and presenters.

2:00 onwards – Valedictory

Dr Puja Khatri, Professor, GG-SIPU felicitated the presenters with the best paper award. Later on, Mr Himanshu Goel, Convener, ICAMP 2021 gave the vote of thanks and thanked all the participants, management of JIMS, entire organizing for making the event a grand success.



AJAB BRAND KI GAJAB KAHANI

Creador- The retail club of JIMS, Rohini organized an event “Ajab Brand ki Gajab Kahani” on Monday, December 20, 2021 for the students of PGDM with the purpose to enable participants to work upon their creativity and understand the concept of retail sector in a fun and competitive manner. The event was presided over by Dr. Amisha Gupta, the faculty convener for the club. The event was also graced with the felicitous presence of Dr. Bhavneet Kaur and Dr. Sonia Dhir. Just like the tagline suggests “Relate, Innovate & Recreate”, participants had to recreate the brand and a product they were given. The motive was to enhance the thinking ability of students in a healthy competitive environment with time constraint. Since we received the overwhelming response, for the purpose of elimination the event had 3 rounds. In first round, a crossword puzzle on “Facts about famous brands” was given to all the teams which was to be solved within 5 minutes. Out

of 14 teams, only 9 teams moved forward. Round 2 revolved around the main concept of the event wherein each team leader has to draw a chit in which a weird combo of a brand and a product was given and they have to create a print advertisement for the same including brand logo and a tagline. Teams came up with the unique ideas and put in all their efforts to give their best. Out of 9 teams, 5 teams moved forward to the third and final round. In last round teams were supposed to enact something to represent the brand they were given in the second round. All the teams presented very well. Three teams were selected as winners followed by the prize distribution and a vote of thanks. The event was a great success and we are grateful to everyone who supported us throughout. Creador – the Retail Club will keep coming up with such amazing and exciting activities.



NGO VISIT – KATURBA GANDHI MEMORIAL TRUST

The philanthropist wing of JIMS – Rohini organized a visit to Kasturba Gandhi Memorial Trust, on 23rd December, 2021, it is a child care institution for homeless children. PGDM students visited there to celebrate the auspicious occasion of Christmas with those children. Many PGDM students volunteered to elate the children who seek parental support which brought priceless smiles on their faces. This visit was organized under the guidance of Dr. Avijit Chakravarti and Ms. Kalpna Singh.

Kasturba Gandhi Memorial Trust, is an organization which look after the children of up to 18 years of age who are either homeless or do not have parental support for any reason. These children are provided with quality education and all other necessary facilities. Also, the trust tries to imbibe the qualities of patriotism and humility in these budding minds. The trust also trains these growing kids to be able to build a stand of their own by providing vocational training like sewing and stitching etc.

Firstly, we were told about the functioning of the trust and we saw the premises where children reside and do their activities. Then students headed to the hall where the further proceedings were to take place. In the hall goods arrangements were made by the trust for the event. It all began with introduction regarding the background of the trust by the staff members and a sweet welcome song sung by the little girls there. Some more dance performances were delivered brilliantly by the kids. Through a dance performance they also delivered the valuable message to save girlchild. PGDM students also performed a ‘nukkad-natak’. We played games like musical chairs, a mini ramp-walk and at last everyone danced to the beats of music.



And then the cake cutting ceremony was by done the tiny tots of the trust. PGDM students had arranged gifts for each and every child residing there with the trust, the sense of satisfaction that we got after seeing their smiles is just indescribable. Also, we all were told about the achievers of the trust and who are playing instrumental role in the upbringing of children. Later on, discussion on how a platform can be provided to these blooming flowers was done. At last, everyone enjoyed a delicious lunch. On whole it was an exciting and quite a learning experience for all. Every volunteer participated with full zeal and enthusiasm.



INDUSTRIAL VISIT TO LUMAX INDUSTRIES

On 28th December, 2021 an industrial visit was organised by the college for PGDM students to one of the plants of Lumax Industries Limited in Rewari, Haryana. The visit consisted of around 40 PGDM students and our respected faculty members, Dr. Heena Bhardwaj, Mrs Ambika Bhatia and Mr Himanshu. It was after a long time that the students were taken to a visit like this due to the COVID-19 situation. All the COVID-19 norms and protocols were completely followed by the students as well as the faculty members. Lumax Industries Limited, manufactures automobile lighting systems and solutions. The Group's products include stellar quality head lamps and tail lamps, side indicators, front combination lamps, blinkers, sundry lamps and auxiliary lamps. The main idea of plant visit was to show the students the procedure of actual operations being handled. To provide a mind set to students of how professional world looks like and giving them a feel of that exposure.

The visit started with a briefing about Lumax Industries by the incharge there, with the help of some infographics and videos and a presentation. The students were also introduced to the practices that the Lumax industries follows like employee engagement activities, wherein many activities were conducted in order to know the employee and about their activities performed by them

in a better way. Activities such as mass communication, shabash (rewarding the employee with small gifts), open house, Sparsh, Birthday month celebration and many more comes under this category. The Values that Lumax Industries follows are Respect, Integrity, Passion and Excellence.

After this it was time for hi-tea and then the students were divided into three batches accompanied by a faculty and a plant head to guide the students throughout the plant and make them aware about the different steps and processes being involved in the manufacturing of the parts that the industry manufactures. Processes like molding, spray painting, tool workshop, assembly line were shown to the students in real. Last but not the least, there was a small skill training center, GURUKUL. It was a small initiative taken by the organization where in every new ground level worker has to go through a 6 day course where they are taught and made understood all the processes, how they work and the job description is explained to them. It is a personal effort taken by the industry to make the unskilled workers multiskilled. A long day comes to an end with a Q/A round in the conference room to clear all the doubts of the students regarding the whole plant. The students gained a lot of knowledge about the operations of the plant and experienced themselves how a plant actually works.



EDITORIAL TEAM

Student Editorial Team:

Neha Bohra (CR)
PGDM, BATCH (2021-23)
SECTION- B



Kushagra Jindal (CR)
PGDM, BATCH (2021-23)
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Faculty Editorial Team:

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