



SECTOR-5 ROHINI, DELHI

AN ANNUAL MAGAZINE
BY THE STUDENTS OF PGDM

ELDORADO

EXPLORING HORIZONS...

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EDITORIAL

Are we happy? The 2023 World Happiness Report puts India at 126 out of 137 nations of the world and this answers the opening question. Though the methodology for arriving at the world ranking is rigorous and nuanced – attempting to capture several significant aspects that matter to all of us irrespective of the nation to which we belong, across all demographics, culture, climate, economic standards and differences, yet happiness is subjective. We may disagree over the definition of happiness but agree on what all can make us unhappy. Strange but true.

Ranging from ill health, insufficient food, voicelessness, scarce means to heavy workload, thoughtless partner, polluted air – all and many more things would commonly (and understandably) make us unhappy or sad. These affect the quality of life that we lead as individuals and also the social/economic groups in which we participate. Some of the things that make us unhappy can be resolved, for instance getting treated for a nagging illness or wearing a mask when in the polluted exteriors. Yet, there are many things that are beyond our control, for instance a socio-cultural tension that makes it nearly impossible to practice one's religion.

A change in perception that imposes a halo of positivity onto all the happenings (within and beyond our control) is the way forward. Looking around we see plenty of occurrences, some that lend happy emotions and others that make us sad but there is none that excuses us from pondering.

These occurrences and our reflections upon them make the content of this issue of Eldorado. Divided into seven sections, namely modernities, workplace hues, soulful selves, survival tactics, poems, reflections and the colour palette, Eldorado is a vibrant mix of contributions by the PGDM students. I invite readers to dive into the following pages, ponder and write back their feedback/reflections.

Dr. Deepti Kakar
Faculty Editor

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MODERNITIES



FULFILMENT AUTOMATION AND ITS BENEFITS IN THE E-GROCERY SECTOR

Compiled by Sayan K. Mukhopadhyay, PGDM (2021-2023)

With demand rising and thus the growth of e-commerce, retailers are facing a colossal labour crisis, with a significant need for order pickers be it store employees or third-party service providers. The initial goal of the retailers is to decrease the lead time to increase order picking time and accuracy. To counter these issues, retailers use several types of strategies, for example- shelving fast-moving inventories at the back of the store to improve the pick rate of products. But that is not quite the whole solution to the problem as there remains a highlighting problem of overcoming shopper dissatisfaction with substitutions and out-of-stocks. These problems only amplify for the dynamic live stores with a magnitude of SKUs. That is where automation swooped in and saved the retailers as the e-grocery volumes continue to increase. According to a McKinsey survey, automation reduces the lead times significantly when used as opposed to the manual order picking process. Automation can improve pick rates by eight to 10 times, which becomes critical as order volumes climb. These systems also deliver the added benefits of reduced labour requirements and increased order accuracy due to the total visibility of products available for sale. Thus in 2022, automation seems to bring several benefits to retailers. For perishable goods and seasonal items, it is imperative for the retailer to meet the demand as well as efficiently deliver on time, to increase profitability and reduce warehouse expenses or holding costs. This is where automation comes and saves the day for the retailers. Similarly, automation helps in using the labour strength optimally as in the case of cold storage operations, keeping the workers out of the cold areas and using a robotic retrieval system instead, increases the efficiency. Hence, automated solutions can be implemented to prioritize product freshness, maintain supply operations, save space, and fill labour gaps.

Automation requires a significant upfront investment and seems to be supporting the large e-grocery volumes. But, using automation, getting more and more orders, and fulfilling them efficiently is the biggest pay-out, using the same workforce, posing as a significant advantage over manual packing. With time, whether the e-grocers will be able to implement this automation tech in a sustainable way without dissolving the human factors completely in the future, is the question.

THE TREND OF MEMES: WHAT DOES IT 'MEME' FOR RETAILERS?

Sayan K. Mukhopadhyay, PGDM (2021-2023)

Let's eat grandma vs. Let's eat, grandma.

The difference is obvious, and so is the importance of clear communication as it is important in marketing too, to communicate the product with the right audience. With us spending a significant portion of the day on the internet and living our lives at the mercy of smartphones, what better way can there be for retailers to communicate other than through digital medium. Meme marketing emerges itself as one of the types when it comes to retailers marketing their products digitally. Meme marketing thus has become the go-to marketing option for many brands in India.

According to Global Data Insights (2022) report by datareportal.com, India currently has 467 million active social media users among 658 million mobile internet users, with an annual growth of 4.2% in active social media users, India poses itself as one of the fastest digitally growing countries among the world. The same report also claims that among the active social media users, 76.5% are Instagram users followed by Facebook (74.7%), Twitter (44.9%), and LinkedIn (37.2%). Memes, circulating at a fast rate over the internet, gain huge popularity on social media platforms. Several brands in India are largely into meme marketing to successfully keep themselves relevant in the minds of their audience. Slim Jim for example, India's first online hemp lifestyle store started using memes as a part of their marketing strategy even before it was a trend, then Slay coffee, Paws India, Yogabar, etc. are some of the retail brands that use memes regularly as part of their marketing strategy which relates to recent trends or relatable linkages.

Internet being hugely dominated by gen Z and millennials, memes have become a funny, attractive yet cost-effective way for brands to communicate. Memes are relatable, short, and perfectly compatible with the low attention span of new generations yet carry a great recall potential. To catch up with the constantly evolving scenario in the retail sector, brands need to incorporate a dynamic strategy as well, and meme marketing is just that. It can help brands acquire huge brand value as well as a customer base. Traditional marketing and digital marketing are now becoming simultaneous strategies that brands are adopting, whereas memes on the other side are winning the hearts of the audience, bringing back memories, making people laugh, and bringing customers closer to the brand.

COLA WARS IN INDIA

Compiled by Vatsal Modi, PGDM (2022-2024)

Cola wars are one of the renowned case studies which are discussed in all management institutions across India. However, not many people are aware how the war began and how the events unfolded from the start. Those in the war included the Coca-Cola company, PepsiCo, Pure drinks, Parle company, and even the Government of India.

1950:

Parle, famous for its Glucose biscuits launched the 1st cola drink in India & called it Gluco Cola. Its advertisement was created by the famous illustrator and cartoonist, RK Lakshman. At the time, Coca Cola had its trademark registered in India but was yet to start selling. It objected & asked Parle to change the name. Parle changed the name to Parle Cola but Coca Cola was adamant to get the word 'Cola' removed. In order to avoid legal battle against the might of Coke, Parle dropped the product.

WIN

OUR STORY WITH A MORAL NO. 1

WHO CAME *First!*

It was a race of international importance. Khaki Babu selected the slow but sure tortoise for his steed. Jockey White banked on the speed of the tiny hare. When the two competitors reached tropical regions, the hare collapsed in the scorching heat of the sun. The tortoise was well protected by its special shield, and won the race in grand style to become a national favourite.

MORAL: It pays to back the slow but sure winner. To get the best out of life, always select what is made specially to suit local conditions.

PARLE'S *Gluco-Cola*

★ INDIA'S FIRST COLA
www.OldIndianAds.com

SUPERB ON EVERY COUNT:

1. India's, **FIRST** cola.
2. Entirely **FREE FROM CAFFEINE**.
3. Has the **RIGHT TASTE APPEAL** for India.
4. **LARGE 8-oz.** bottle gives you more for your money.
5. **NON-HABIT FORMING**.
6. Sweetened with **PURE SUGAR** alone.
7. Food Value of **140 CALORIES PER BOTTLE**.
8. **IDEAL FOR CHILDREN** also.
9. **MADE BY PARLE.**

1952:

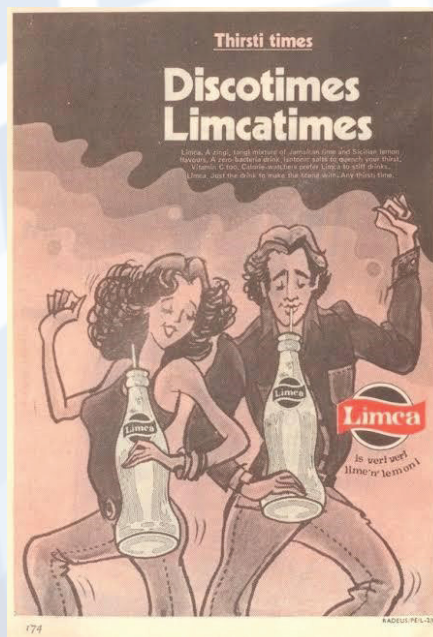
Coke had started production in India in early 1950s. Parle didn't want to give up on its soft drink ambition. And finally launched an orange flavoured drink known as "Gold Spot." Parle decided to focus on kids as the target audience. The product got fairly well received and gained popularity within a few years.



1970:

By 1970s, Parle had established fairly intensive distribution pan-India and successfully established Gold Spot as a big brand. Parle decided to launch one more drink with lemon flavour and called it "Limca."

The new Limca beverage too, became a success and gained popularity especially among the female crowd.



1975:

The mid-70s saw majority of the market dominated by Coke. No other major cola competitor existed in India. Parle was happy with its number two position, thanks to Gold Spot and Limca.

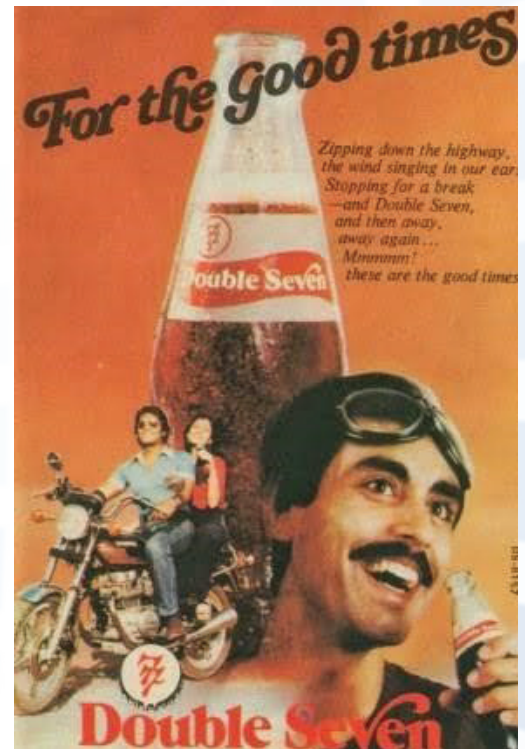
1977:

Political and social chaos emerged in the country with National emergency being imposed in June 1975. The congress government fell off rule after emergency and was replaced by Janta Dal which was determined on nationalization.

The Janta Dal Government asked Coke to reduce its foreign holding to 40% as part of Foreign Exchange Regulation Act (FERA) and also share its secret concentrate formula. Consequently, Coke decided to leave India. This left a big void with no big cola player. Government tasked Modern foods industries, a PSU to develop a replacement of Coke. A brand with less caffeine was created and named Double 7 (77), after the year in which Janta Dal came into power.

Double 7 was launched across the country but as its taste was nothing like Coca Cola, it was very soon rejected by the people.

Meanwhile, two other players were also busy working on cola products after Coke decided to leave.

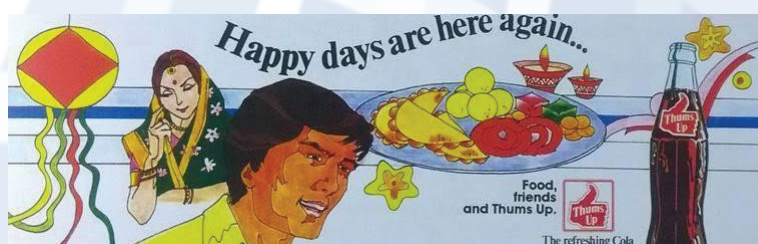


1977:

Pure Drinks which was a bottler for Coke in North India created a drink: Campa Cola, which had very similar branding and tastes like Coca cola. The logo also seemed like a rip off from Coke. But still it got better reception than Double 7.

Without any doubt, Parle was in the best position to capitalise on this void. And it created a drink which used Indian spices like cardamom, cinnamon, lemon oil, etc. This gave it a different and stronger taste than others. Thums-up got launched. Initially it was to be named Thumbs-up but the 'B' was removed to ensure the name is not generic.

The launch was done with heavy advertising & tagline 'Happy days are here again.' Advertisements suggested to have Thums-up with food items which became a habit.



1980:

Thums-up became the preferred choice to fill the gap thanks to its unique taste and aggressive advertising. The company kept spending on increasing brand awareness by bringing cricketers like Sunil Gavaskar, Ravi Shastri and Sandeep Patil.



1982:

To compete with the much stronger Thums-up, Campa cola decided to cut the price on its 200 ml bottle. Thums-up responded with something completely unexpected. Instead of reducing the price, it increased the bottle size to 250 ml with same price, and labeled it as “Maha Cola.”



1983:

Maha Cola made Thums-up even more popular. Its market share was around 60% that time with Campa, the distant second. In late 80s, India's financial condition was not so great & there were discussions to open foreign investments. It meant Coke & Pepsi could come to India.

1990:

It happened. Pepsi arrived in India with its three major beverage brands, namely Pepsi, Mirinda and Seven up. It started promoting Pepsi among the Indian consumers by distributing free coupons and heavy advertising on billboards.

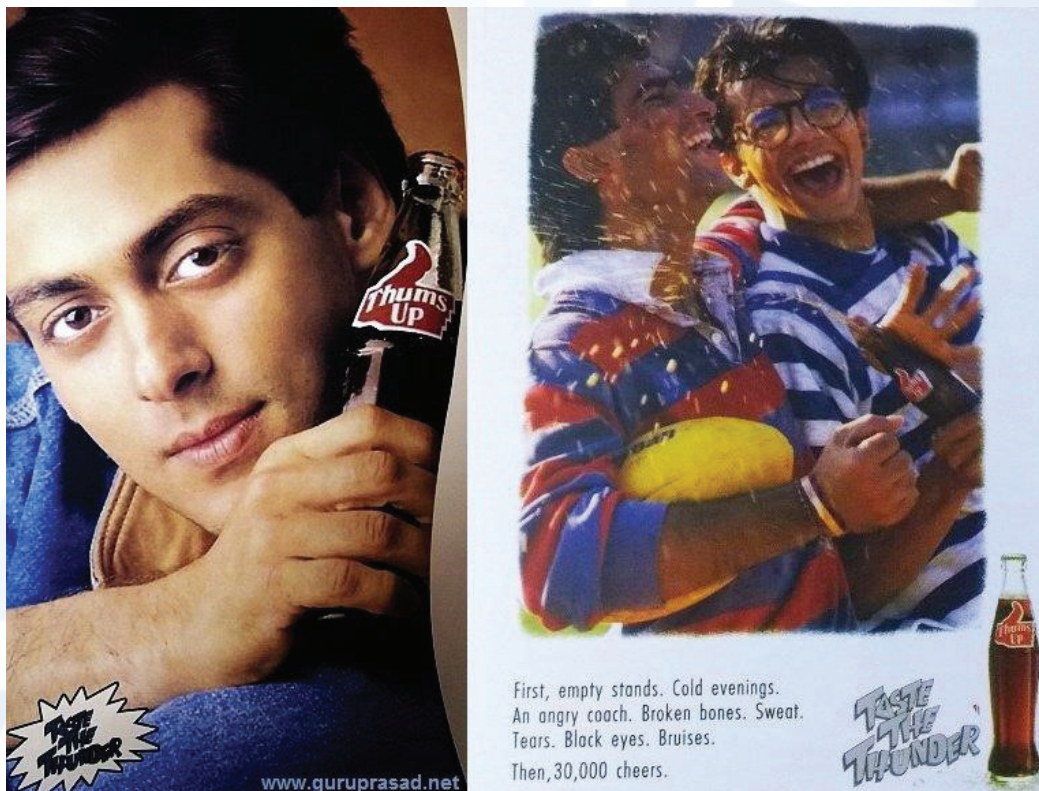
1991:

Pepsi did a survey in Bangalore to gauge people's preferences and found that only 10% of the people preferred it over Thums-up.

Shocked by the results, Pepsi decided to use its financial muscle to run extensive campaigns on TV with popular actors including: Juhi Chawla, Aishwarya Rai, Sachin and Shahrukh Khan.

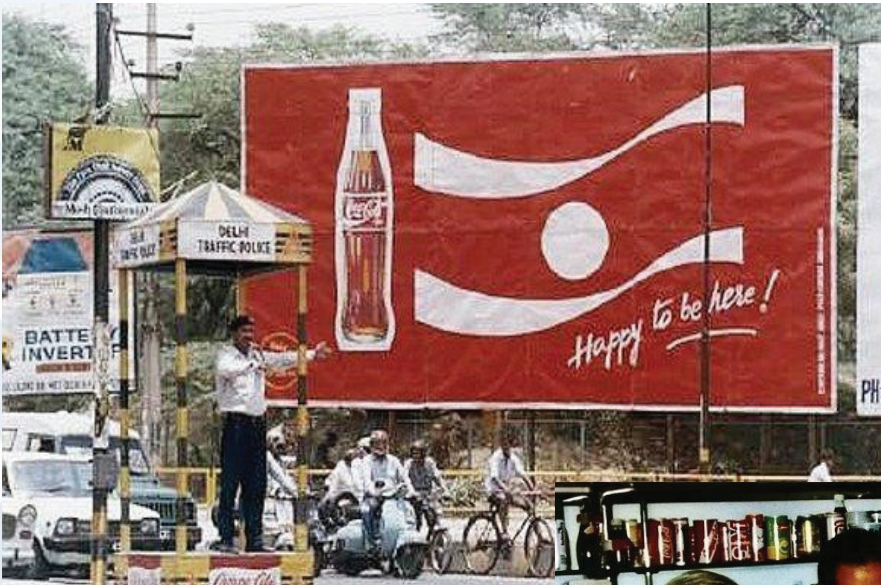
In response to Pepsi's ads, Thums-up started a campaign: "Taste the Thunder" which can be considered as the longest running campaign ever, with stars like Salman Khan, Akshay Kumar, Ranveer Singh featured over the years.

In a lot of its ads, Thums-up downplayed Pepsi by calling it a product for kids and Thums-up for the grown-ups. This helped them control the loss of market share to Pepsi.



1993:

With LPG put into action in India, Coke made a comeback and wanted to re-gain its No.1 position. It decided to go all out against Pepsi & Thums-up. It offered to acquire Thums-up. A tale also goes – that Coke even told Parle that if they don't sell Thums up, they would give free coke to India for a year! Finally, under a lot of pressure, Parle succumbed and sold its brands: Thums-up, Gold Spot and Limca to Coke for a reportedly \$ 60 million deal.



2000s and the story beyond:

After the acquisition, Coca Cola reduced the focus on Thums-up and other Parle brands. It wanted Coke to become the number one brand in India.

But Thums up continued to rule the market staying ahead of both Pepsi and Coca Cola till 2010. Its 'taste the thunder' campaign maintained the popularity of the drink. Till 2013, it was the top soft drink brand of the country with close to 20% market share. But it was overtaken by Sprite in around 2016. Still, it clocks around 6500 crores a year in sales and is on its way to become a billion-dollar brand for Coke.

WORKPLACE HUES



IMPACT OF LAYOFFS ON DIVERSITY

Compiled by Priyal Asthana, PGDM (2022-2024)

It is possible that diversity may have been negatively impacted by layoffs, depending on how the layoffs were carried out and what the demographics of the affected employees were.

If the layoffs disproportionately impacted employees from underrepresented groups, then diversity within the organization may have been negatively affected. This could occur if the layoffs were not carried out in a fair and unbiased manner, or if the organization had systemic issues that led to underrepresentation of certain groups in the first place.

On the other hand, if the layoffs were carried out in a fair and unbiased manner and the affected employees were representative of the overall demographics of the organization, then the impact on diversity may be minimal. It's important for organizations to be mindful of diversity and inclusion considerations when making decisions about layoffs, and to take steps to mitigate any negative impacts on underrepresented groups. This could include efforts to retain and promote diverse talent, as well as initiatives to improve the overall diversity of the organization over time.

Diversity post-layoffs: rebuild

Layoffs can lead a common occurrence to a reduction in diversity within an organization. When layoffs occur, companies often look at various factors, including performance, tenure, and job function, which can unintentionally impact diverse groups.

If an organization is experiencing a reduction in diversity following layoffs, it is important to acknowledge the issue and take steps to address it. Starting from scratch may not be feasible or practical, but there are several actions that can be taken to promote diversity:

- **Review the hiring practices:** Ensure that the job descriptions and recruitment methods are inclusive and attract a diverse candidate pool. Evaluate your interview process to ensure that it is free from bias and that interviewers are trained in how to conduct fair and unbiased interviews.
- **Invest in diversity and inclusion training:** Offer training to employees on topics such as unconscious bias, microaggressions, and cultural sensitivity. Ensure that leadership team is equipped to support and advocate for diversity and inclusion in the workplace.
- **Encourage employee resource groups:** Employee resource groups (ERGs) can provide a sense of community and support for underrepresented groups in the workplace. Encourage the formation of ERGs and provide resources and support for them.
- **Implement mentorship and sponsorship programs:** Create opportunities for employees from diverse backgrounds to connect with senior leaders and mentors who can provide guidance and support. These programs can help employees develop the skills and knowledge needed to advance in their careers.

- Evaluate compensation and benefits: Ensure that compensation and benefits packages are equitable and provide equal opportunities for all employees. Consider conducting a pay equity analysis to identify any disparities and take steps to address them.

It is important to remember that promoting diversity and inclusion is an ongoing process that requires commitment and effort from all levels of the organization. By taking these actions, one can help to create a more inclusive and diverse workplace.

FINTECH

Compiled by Sonali Kumari, PGDM (2022-2024)

“Fintech” is a term used to describe the intersection between finance and technology. It refers to the innovative use of technology to provide financial services that are faster, more efficient, and more accessible to consumers and businesses.

Fintech companies offer a wide range of services, including online banking, payment processing, investment management, crowdfunding, peer-to-peer lending, insurance, and more. By leveraging technology such as artificial intelligence, block chain, and machine learning, fintech companies are able to streamline financial services, reduce costs, and create new business models.

The rise of fintech has disrupted the traditional financial industry, challenging traditional banks and financial institutions with innovative products and services that are more customer-centric and tailored to individual needs. Fintech has also opened up new opportunities for financial inclusion, making it easier for underserved and underbanked populations to access financial services.

Fintech, short for financial technology, has been making waves in the Indian economy in recent years. India’s vast population, growing economy, and increasing adoption of digital technologies have created a fertile ground for fintech companies to thrive. Fintech firms offer a wide range of financial services, including payments, lending, wealth management, insurance, and more, all delivered through digital platforms.

One of the most significant areas where fintech has made an impact in India is in the area of payments. With the government’s push for digital payments and the increasing use of smartphones, fintech companies have been able to provide convenient and secure payment options to millions of Indians. Companies like Paytm, PhonePe, and Google Pay have seen massive growth in the past few years, making payments through smartphones a common practice in India.

Fintech has also disrupted the traditional lending sector in India. Banks and other financial institutions have traditionally been the primary source of credit for Indians. However, fintech companies have introduced innovative lending models that are accessible to a much wider population. These companies leverage data analytics and artificial intelligence to assess creditworthiness and provide loans to individuals and small businesses that may not have qualified for traditional bank loans. Companies like Lendingkart, Capital Float,

and KredX have been successful in providing alternative lending options to Indians.

Moreover, Fintech has also played a critical role in increasing financial inclusion in India. A large percentage of the Indian population, especially in rural areas, does not have access to traditional banking services. Fintech companies have introduced various digital financial services to reach out to these underserved populations. Companies like BharatPe, Khatabook, and OkCredit have introduced simple digital tools for small businesses to manage their finances, and even receive loans or credit in some cases.

The use of technology has also allowed for more efficient and transparent delivery of financial services. Fintech companies use sophisticated technologies like blockchain to enable secure and tamper-proof transactions. These technologies can help in preventing fraud, ensuring privacy, and increasing the efficiency of financial transactions.

However, there are still challenges that fintech companies in India face. One of the most significant challenges is the lack of a comprehensive regulatory framework for the sector. While the government has taken several steps to promote fintech in India, there is still a need for a more structured regulatory framework that can help maintain stability and consumer protection. Additionally, while the adoption of digital technologies is increasing in India, there is still a significant portion of the population that lacks access to the internet and smartphones, limiting the reach of fintech companies.

In conclusion, fintech has penetrated the Indian economy and has disrupted traditional financial services in the country. The growth and success of fintech companies in India demonstrate the vast potential for the sector in a rapidly developing country. While there are challenges that need to be addressed, the opportunities for fintech companies in India are vast, and the sector is poised for significant growth in the coming years.

WHAT IS INTEGRITY AT WORKPLACE?

Compiled by Kritika Sharma, PGDM (2022-2024)

Most of us have heard the term before, but what is the meaning of integrity in the workplace?

Integrity in the workplace comes in many forms, but above all refers to having upstanding character traits and work ethics including sound judgement, honesty, dependability, and loyalty. A well-known definition is: Integrity is doing the right thing (through your words, actions and beliefs) when no one is watching. Having a high degree of integrity at work means that:

- You are trustworthy and reliable
- You practise and encourage open and honest communication
- You are responsible for your actions

Ultimately, integrity is based on values rather than personal gain.

Therefore, maintaining integrity in a work setting is crucial for employees at all levels, but especially as you continue to move up the ladder. Having integrity helps foster an open and positive work environment and an ethical approach to decision-making.

Not only is workplace integrity beneficial to businesses, but it is also beneficial to the individual. By showing that you are an honest and dependable person, you'll gain respect and trust from your peers and managers, which can also play a big part in your career growth, progression and overall success.

How to demonstrate integrity in the workplace?

- Respect and follow company policies
- Be ready to work
- Lead by example
- Respect others' opinions, even if you don't agree with them
- Be accountable for your mistakes.

LAYOFFS 2023

Compiled by Priyal Asthana, PGDM (2022-2024)

Layoffs are a difficult and unfortunate reality in the business world. It is also known as, redundancies or terminations; refer to the process of an employer terminating the employment of an employee or a group of employees. Despite the effort of companies to avoid them, sometimes they become necessary due to financial challenges, organizational restructuring, or changes in market demand.

Insights

The impact of layoffs can be significant not only for the affected employees but also for the company as a whole. Employees who lose their jobs can experience financial hardship, emotional distress, and a sense of loss. From the company's perspective, layoffs can damage morale and loyalty among the remaining staff, and potentially cause long-term reputational harm.

In order to minimize the negative impact of layoffs, it is important for companies to handle them with transparency, fairness, and empathy. Communication is the key, and it is important to be clear and honest about the reasons for the layoffs. Providing support such as outplacement services and counselling can also help employees transition to new jobs and cope with the emotional toll of job loss.

From a legal perspective, there are certain requirements that companies must meet when conducting layoffs. For example, in many jurisdictions, employers are required to provide notice to affected employees and/or to the relevant government authorities. They may also be required to pay severance or other compensation.

It is important for companies to comply with these legal obligations to avoid potential legal action.

Some alternatives that companies can consider. For example, they may be able to reduce costs by implementing hiring freezes, reducing work hours, or implementing salary cuts. These alternatives can help companies avoid the negative impact of layoffs while still achieving their financial goals. However, it is important for companies to consider the potential impact of any cost-cutting measures and to communicate clearly with employees about the reasons and expected outcomes.

Effects and consequences

Economic conditions: Layoffs are often a reflection of economic conditions and business performance. If the economy is performing poorly or a business is struggling, layoffs may be necessary to reduce costs and improve profitability.

Industry-specific: Layoffs may be more prevalent in certain industries such as retail, hospitality, and travel, which were heavily impacted by the COVID-19 pandemic.

Technology: Technology and automation may also play a role in layoffs as companies seek to streamline their operations and reduce the need for human labor. In particular, jobs that can be automated or outsourced may be more at risk.

Skills and experience: Employees with specialized skills and experience may be less likely to be affected by layoffs, as their contributions may be critical to the success of the business.

Severance packages: Employers may offer severance packages to employees who are being laid off. These packages may include a lump sum payment, extended health benefits, and outplacement services to assist with finding new employment.

Legal obligations: Employers have legal obligations when it comes to layoffs. In many jurisdictions, employers must provide notice or pay in lieu of notice to employees who are being laid off.

Emotional impact: Layoffs can have a significant emotional impact on employees who are affected. It can lead to stress, anxiety, and financial hardship.

Communication: Clear and honest communication is essential during a layoff process. Employers should provide employees with as much information as possible about the reasons for the layoff, the impact on the business, and the support available to affected employees.

Future prospects: Employees who are laid off may need to consider their future job prospects. They may need to update their skills, network with industry contacts, and consider alternative career paths.

Impacts on the wider community: Layoffs can have broader impacts on the community, particularly in smaller towns and cities where businesses may be major employers. This can lead to reduced economic activity and increased social and economic issues.

In conclusion, layoffs are a difficult reality that companies may face in 2023 and beyond. While they can

be necessary for financial reasons or organizational restructuring, it is important to handle them with transparency, fairness, and empathy. By communicating clearly, providing support, and complying with legal obligations, companies can minimize the negative impact of layoffs on employees and on the company as a whole. Additionally, companies should consider alternative cost-cutting measures that may allow them to achieve their financial goals without resorting to layoffs.

IT SECTOR IN RECESSION

Compiled by Sonali Kumari, PGDM (2022-2024)

The IT sector has been one of the fastest-growing industries in the world in the last few decades. The sector has transformed the way we live and work, bringing innovative solutions to various industries. However, like any other industry, the IT sector is susceptible to economic downturns and recessions. In this essay, we will discuss the factors that can lead to a recession in the IT sector and its implications.

One of the main reasons for a recession in the IT sector is a decline in demand for technology products and services. This can happen when there is a general economic slowdown, which leads to reduced consumer spending and business investments. When businesses and individuals are struggling financially, they tend to cut back on their IT expenditures, leading to a decrease in demand for technology products and services. As a result, IT companies can face declining revenues and lower profits.

Another factor that can lead to a recession in the IT sector is increased competition. The IT industry is highly competitive, with many players vying for market share. If a new entrant or an established player with a new product or service enters the market, it can disrupt the existing players' market share and lead to a decline in their revenues. This can result in companies cutting back on their R&D and marketing budgets, leading to a slowdown in the industry.

Government policies and regulations can also impact the IT sector's growth and lead to a recession. For example, if a government imposes restrictions on the import of technology products, it can lead to a decline in demand for foreign IT products, which can negatively impact IT companies that rely on foreign markets. Similarly, changes in tax policies, such as an increase in corporate tax rates, can reduce IT companies' profits, leading to a reduction in investment and innovation.

A recession in the IT sector can have far-reaching implications. First, it can lead to a loss of jobs, as IT companies cut back on their workforce to reduce costs. This can have a significant impact on the economy, as the IT sector is a significant employer in many countries. Second, a recession can lead to a decline in innovation, as companies cut back on their R&D budgets. This can impact the long-term growth prospects of the industry, as innovation is critical to developing new products and services and remaining competitive. Finally, a recession can lead to a decline in the industry's stock prices, leading to a reduction in investment and a negative impact on the overall economy.

Hence, the IT sector is not immune to economic downturns and recessions. A decline in demand, increased

competition, and changes in government policies and regulations can all lead to a recession in the IT industry. Such a recession can have significant implications for the industry, including job losses, a decline in innovation, and a negative impact on the overall economy. It is, therefore, important for IT companies to be aware of these factors and take steps to mitigate the impact of a potential recession.

Recession 2023 – Effects

A recession is a period of economic decline, characterized by a contraction in economic activity, rising unemployment rates, and falling consumer spending. The effects of a recession can be far-reaching and can affect various aspects of society, from individuals to businesses and governments.

In 2023, a recession could have a significant impact on the global economy, with some of the potential effects including:

Job Losses: One of the most significant impacts of a recession is a rise in unemployment rates. As businesses struggle to stay afloat, they may resort to cutting jobs and reducing their workforce. This can result in a wave of job losses, leading to reduced incomes for families and individuals.

Reduction in consumer spending: During a recession, people tend to tighten their belts and spend less money on discretionary items. This can cause a reduction in consumer spending, which can have a ripple effect on businesses and the broader economy. When consumers spend less, businesses suffer, leading to further job losses and economic decline.

Reduced Investments: During a recession, investors may become cautious, and this can result in reduced investments in businesses and the economy. This can further exacerbate the economic decline, leading to reduced economic growth and even more job losses.

Decrease in Government Revenues: During a recession, tax revenues tend to decline as people and businesses earn less. This can cause a reduction in government revenue, leading to reduced funding for public services and infrastructure. This can result in further economic decline and may have long-term impacts on the economy.

Increase in Bankruptcies: As businesses struggle to stay afloat during a recession, some may be unable to pay their debts, leading to bankruptcies. This can further contribute to the decline in the economy, leading to job losses and reduced consumer spending.

In conclusion, a recession in 2023 could have significant impacts on the global economy, leading to job losses, reduced consumer spending, reduced investments, decreased government revenues, and an increase in bankruptcies. Governments and policymakers will need to take decisive action to mitigate the effects of the recession and help support businesses, individuals, and the economy as a whole. This could include measures such as fiscal stimulus, job creation programs, and policies to encourage investment and spending.

IMPACT OF SMILE DURING INTERVIEW: A PSYCHOMETRIC TEST

Compiled by Priyal Asthana, PGDM (2022-2024)

During an interview, it is important to make a positive impression on the hiring manager or HR representative. One way to do this is by smiling, a smile can have a significant impact on the HR during an interview, and it can be measured through a psychometric test. By smiling during an interview, a candidate can convey qualities such as confidence, approachability, and likability, which can help them to make a positive impression on the HR. For example, it may measure the HR representative's level of engagement and interest in the candidate. A smile can be an indicator of interest, and a more engaged HR representative may be more likely to recommend a candidate for the next stage of the hiring process.

Psychometric test

Psychometric tests are tools used by HR professionals to evaluate the personality, cognitive abilities, and other related traits of job applicants or employees. These tests aim to provide objective, standardized measures of these qualities to aid in selection, development, and decision-making.

Types of Psychometric Tests

There are various types of psychometric tests, including aptitude tests, personality tests, and situational judgement tests. Aptitude tests evaluate specific cognitive abilities such as verbal and numerical reasoning, spatial perception, and logical reasoning. Personality tests assess traits such as emotional stability, extroversion/introversion, conscientiousness, and openness to experience. Situational judgement tests present job-related scenarios and assess the candidate's responses to the situations.

Test Administration

Psychometric tests can be administered in various formats, including paper-based tests, online tests, and mobile applications. They can be self-administered, proctored, or supervised. Test scores are often evaluated relative to a norm group, which is a sample of individuals who have previously taken the test.

Test Reliability and Validity

Psychometric tests are evaluated based on their reliability and validity. Reliability refers to the consistency of the test results over time and across different populations. Test-retest reliability measures the extent to which the test produces consistent results when administered multiple times to the same person. Inter-rater reliability measures the extent to which the test produces consistent results when scored by different raters. Validity refers to the extent to which the test measures what it claims to measure. Content validity refers to the degree to which the test items are relevant to the job or construct being measured. Criterion validity refers to the extent to which the test is predictive of job performance or other relevant outcomes.

Ethical Considerations

Psychometric testing raises ethical concerns regarding issues such as confidentiality, privacy, and potential discrimination. It is important to ensure that test results are used in a fair and objective manner and do not discriminate against any particular group based on factors such as race, gender, age, or disability. HR professionals should ensure that test results are kept confidential and that they are only used for the intended purpose.

Uses

Initial screening: Psychometric tests are often used as an initial screening tool to assess a candidate's suitability for a particular job role. Candidates who score poorly on the test may be eliminated from the recruitment process at an early stage.

Complement to other assessments: Psychometric tests are usually used in combination with other forms of assessment, such as interviews and reference checks. The results of the psychometric test may provide additional information about a candidate's suitability for the role.

Identifying potential: Psychometric tests can also be used to identify a candidate's potential for future development and career progression. This information can be useful for organizations when planning training and development programs for their employees.

Reducing bias: Psychometric tests can help to reduce bias in the recruitment process by providing objective data about a candidate's abilities and personality traits. This can help to eliminate unconscious bias and ensure that all candidates are evaluated fairly.

Measuring cultural fit: Psychometric tests can also be used to assess a candidate's cultural fit within an organization. By evaluating a candidate's personality traits and values, organizations can ensure that new hires are likely to fit in well with the existing team and work effectively within the company culture. Psychometric tests are often used in the hiring process as a way to assess a candidate's personality traits, cognitive abilities, and other important characteristics. While the weightage of a psychometric test may vary depending on the specific organization and the position being hired for, it is typically considered an important factor in the overall evaluation of a candidate.

Weightage

In general, the weightage given to a psychometric test in an interview process can vary depending on the importance placed on certain skills or qualities required for the job. For example, if the position requires strong analytical skills, a cognitive ability test may be given greater weightage than a personality test. Conversely, if the position involves a high degree of teamwork, a personality test may be given more weightage.

The weightage of a psychometric test can also vary depending on the size of the organization and the resources available for the hiring process. Larger organizations may have more resources to devote to the interview process, including multiple rounds of interviews and a greater emphasis on psychometric testing.

Smaller organizations may place less weightage on psychometric testing due to limited resources or a greater emphasis on other factors, such as work experience or references.

Overall, the weightage of a psychometric test in an interview process is likely to be a significant factor in the overall evaluation of a candidate, but its exact importance will depend on a variety of factors specific to the organization and the position being hired for.



SOULFUL SELVES



4 CORPORATE WORKPLACE LESSONS FROM THE LIFE OF GURU NANAK DEV JI

Aryan Sahai, PGDM-IB (2022-2024)

Guru Nanak Dev Ji was the founder of Sikhism and is the first of the ten Sikh Gurus. Throughout his life, he believed in equality and preached three golden rules: 1) Naam Jappo (meditate on lord), 2) Kirat Karo (work hard and earn an honest living) and 3) Vand Chhako (share with others). Guru Nanak Dev Ji created a very advanced spiritual, economic, social, political and managerial platform.

Now let's have a look on how we can learn various management lessons from the life and teachings of Guru Nanak Dev Ji: –

1. Present Moment Awareness

It means how one can move his mind into what's happening now and away from what's happening in its internal story. If something bad happened in the past, one should stop thinking about it because it has gone now. Guru Nanak Dev Ji gave a simple formula to deal with this problem and our happiness and sadness is directly related to this formula, which is $\text{expectations} - \text{reality} = \text{happiness/sadness}$. It means, the more our expectations deviate from the present moment reality...the more our emotions are going to be happy or sad. The best way to implement this formula is by practicing mindfulness.

2. Equality of all people

A manager should consider all of his team members equal, regardless of their gender, caste, wealth, ethnicity, etc. He should not consider himself superior to them and should involve all of his team members in the Decision-Making Process. A good manager also possesses a clear vision on the organizational goal and vision.

3. Dedication and Hard Work

The Divine Power not only gave us the chance to work but has also given us many ways and resources for channelizing our efforts and talents. We should work hard to achieve our workplace goal without expecting anything from anyone. At the same time, we should be completely detached from the outcome of our actions and hard work.

4. Work with Honesty and Help Others (Kirat Karo and Vannd Chhako)

One should work and earn his bread in an honest way. Earning by doing good deeds is a respect shown to the almighty for the talents, skills, intellect, etc. which is gifted to us by him. A manager should practice the principle of "Share and Consume Together". An employee should work sincerely for the company's gain while keeping his personal gain as a secondary objective.

HOW SCIENCE AND SPIRITUALITY SHAKE HANDS?

Aryan Sahai, PGDM IB (2022-2024)

One of the most prominent scientists of the 20th century, the American astronomer, cosmologist, astrophysicist and astrobiologist Dr. Carl Sagan once said “Science is not only compatible with spirituality: but it’s a profound source of spirituality”. They both seek the answer for a single question, but with distinct methods. There is a hidden quest in all of us to know the existence of an energy which created everything. I know there are many Atheists and Materialists who think that creation was just an accident and there is nothing more to it. But now scientists are uncovering many spiritual truths, which they used to consider as “woo-woo” stuff in the past years. We can also find many scientific traces such as Quantum Physics, Big Bang, theory of Relativity, nuclear science, brain surgery methods, etc in our ancient scriptures.

Neuroscience till now, doesn’t have any precise answer that which part of our brain produces consciousness. But our Vedic scriptures and yogic practices can give an answer to it. Many Neuroscientists say that consciousness is not produced by the brain, but it is something which is immaterial. Many scientists like Dr. Joe Dispenza, Dr. Deepak Chopra, Dr. Jay Lakhani, Nicola Tesla, Dr Einstein, etc. who researched a lot in order to reduce the gap between science and spirituality. So, in my opinion, if a materialist says spirituality is useless, he is incorrect and if a spiritualist says that material science is useless, he is also incorrect. They both have to respect each other and work together for the welfare of society.

WE ARE NOT ABOVE NATURE; WE ARE PART OF NATURE

Mayank Raghav, PGDM (2022-2024)

There is a rule which teaches us to reciprocate or give something in return when we are taking something & i.e., GIVE & TAKE rule but we people only go with the TAKE part when it comes to nature, our environment, our living atmosphere. We kept on taking so much from this Mother Nature that we don’t care about the future generation. We are GenZ, but this doesn’t mean we have only rights and no duties! How long will we go on abusing our environment?

I was shocked when I got to know that there is a café running in Delhi which deals wholly in delivering ‘GOOD & PURE OXYGEN’ to the consumers. To my surprise that café is making good profit out of it. Founded by Aryavir Kumar and Margarita Kuritsyana, it is named OxyPure and offers 15 minutes of 80-90 per cent pure oxygen starting from Rs 299.

See, isn't it strange when oxygen is free to all, they are doing business out of it and it's running very well. This is the environment where we are paying for the oxygen, do we really want this? I guess a big 'no,' but why these types of businesses coming? What's the reason behind it? Essential to life – pure, naturally occurring oxygen is getting scarce! the level of pollution, damaging environment (whether it's air/water/land – everything is damaged & polluted), cutting down more trees & planting less.

It is high time, we must work to save our Mother Nature by inculcating few things to our life and they are: -

1. Start implementing 3Rs – Reduce Reuse Recycle.
2. Plant more and more trees.

Corporates are also doing this thing but running CSRs. One of the giants i.e., MAMAEARTH is planting more and more trees on your behalf but how they are doing this? When consumers purchase any product from their site, they will plant the trees at their respective location and authentication is send to the person's mobile phone who purchase that product. Authentication is GPS Location of the plant.

3. Effective but minimal usage of the resources.
4. Try to save instead of spending hefty.
5. Think act & react but maintain the equilibrium level of the environment.

In my opinion, these are the key pointers we should adopt to maintain the sanity of the nature where not only WE but also our future generation will also enjoy the atmosphere in the jovial manner not at some OxyPure like café.

“We are not above nature; we are part of nature” so now we must act like that we are part of our Nature's family and the family works for nourishment and upliftment, certainly not for degradation.

SURVIVAL TACTICS



MICROSOFT AND GOOGLE ENGAGE IN AI WAR WITH BING AND BARD

Compiled by Akshat Srivastava, PGDM (2022-2024)

Last week, the battle between tech giants Microsoft and Google continued in the AI arena, with the release of Bing and Bard, respectively. Microsoft's Bing comes with Chat GPT built-in to compete with Google search, while Google announced the eventual launch of Bard, an AI product that will take on Microsoft's Chat GPT. This slow-moving chess game of AI proxy battles sees both companies moving slowly due to extensive reviews and unproductive employees. With both companies striving to dominate the industry, the stakes are high, and the winner-takes-all market will create an AI-assisted browsing experience that will dominate the market.

Microsoft has been reviving Bing for the last several years, and with the development of Chat GPT, they have a weapon that may give Google a fast defeat. The Chat GPT has had a hundred million users within the last two months, making it one of the fastest-growing apps in today's market. With the world's largest deal, Microsoft has invested ten billion dollars into AI startup Open AI, in exchange for almost half of the company's stake. Open AI has been working on developing the technology that can train itself by reading a website on the Internet and can help people to a greater extent. Microsoft is now creating and taking advantage of this technology in its Bing engine and its Edge browser.

Google, on the other hand, integrated Open AI or key technology into its Bing engine, and they are very excited about this. They know that they now have something that can beat Google, as sixty percent of Google's revenue comes from its search, and Microsoft wants to end Google's reign over the internet completely. Google has tried to make a comeback by announcing the eventual launch of Bard, but during a demo of the product in Paris, a mistake was made, causing the product's stock price to plummet.

The battle between Microsoft and Google is one of many in the AI war, and to survive, big tech companies need to invest in or acquire startups to stay ahead of new tech that could disrupt them. Microsoft partnered with AI startup Open AI, while Google acquired DeepMind and invested in Entropic. The AI war is just beginning, and it will transform the internet into a personalized and AI-assisted browsing experience.

In the end, the AI war between Microsoft and Google will come down to who can deliver the browsing experience faster. The winner will dominate the market and control the internet. As AI technology continues to advance, it will be interesting to see how Microsoft and Google continue to compete and innovate. The AI war is a slow-moving chess game, but the stakes are high, and both companies are willing to do whatever it takes to come out on top.

In conclusion, the AI war between Microsoft and Google with Bing and Bard has taken the industry to new heights, and the future of the internet will be dominated by AI-assisted browsing experiences. Both companies have their pawns in a proxy battle against each other, and whoever wins these battles will create stronger pieces, leading to a winner-takes-all market. As the AI war heats up, we can expect to see more investment and acquisition of startups by big tech companies. The AI war is a race to the finish line, and whoever gets there first wins.

PERFORMANCE ENHANCING DRUGS (PEDS) (Steroids, Anabolics, etc.)

Compiled by Mayank Raghav, PGDM (2022-2024)

“Steroids are for guys who want to cheat opponents.” – Lawrence Taylor

Performance-enhancing drugs (PEDs) are substances that are used to improve any form of activity performance in humans. A well-known example of cheating in sports involves doping in sport, where banned physical performance-enhancing drugs are used by athletes and bodybuilders. Athletic performance-enhancing substances are sometimes referred to as ergogenic aids. PEDs typically known as ‘Shortcuts’ in Indian context which is dangerous, not even harmful, for the health still people out there, apart from athletes, are the active users of this. Sounds dubious? but this is the harsh reality!

Effect of not having knowledge about PEDs on lives of the people

Let's take an example of an individual who's new/amateur to the gym/strength training regime sees professional athletes taking steroids (whether in Oral form (Dianabol) or Injectable (Deca)) which multiply the current state of performance of that roided athlete is the factor which turns on that new-comers decision. Now, he/she also wants to go for a shortcut i.e., steroids without knowing the consequences of that & many out there even put their life at risk and leave their family in mournful situation because of not having proper knowledge about PEDs. Even few people out there jump onto online browsing such as YouTube exploration for the usage of PEDs. Proper guidance is so very important otherwise the ill effects/side-effects which are common in all the scenarios will sooner or later come up. Where people are using PEDs on their own, it can even become fatal. Still people are ignorant or over-confident of their decisions that they use them. In the United States alone, between 3 to 4 million people use anabolic-androgenic steroids to increase their muscle mass. Worldwide, steroid users make up 3.3 percent of the global population. Isn't that an alarming number? Unprescribed blatant use can lead to early heart attacks, strokes, liver tumours, kidney failure, and psychiatric problems. In addition, abrupt stoppage can cause nervous disorders like depression, and this often leads to resumption of use. To some extent, it's clear that effect of not having proper knowledge about PEDs will take one individual's life into danger.

Factors which promote PEDs usage

Human Behavior is unpredictable but by analytics, we can predict or see some patterns in it i.e., how a particular individual will react to the particular situation or to the particular stimuli. Same theory applies in the case of PEDs usage. As, PEDs most often used by males to increase muscle mass and strength or to enhance athletic performance (internal stimuli) but many people out there start abusing (wrong PED usage) without any context which takes life of many athletes in India and in foreign countries too. What's that trigger or influencing factor which makes them to jump onto using that dangerous substance? As cited above, internal stimuli is one prominent reason but many people who tend to have poor self-esteem, higher rates of depression, poor attitudes about health, greater participation in sports that emphasize right weight and shape and/or higher rates of eating disorders are the ones at highest risk. Some people who misuse steroids have experienced physical or sexual abuse. In a study of 506 male users and 771 male non-users of anabolic steroids, users were significantly more likely than non-users to report being sexually abused in

the past. To cope up with that disheartening situation, they tend to get influenced with the fact that being bulky and strong would create resistance for these types of abuses which later turn into a PEDs abuse. Most users feel that anabolic steroids help them achieve their ideal body. That's another strong factor which promotes PEDs usage. In today's world, where people are active on social media and thus more prone to low confidence, high depression, volatile social circle - where you'll be judged/mockd; so usage of PEDs is seen as a one stop solution for all the problems. Awareness about these and strong social circles - family and friends can prove to be a protective gear for the youth falling prey to PEDs.

DO EMPLOYEES HAVE THE RIGHT TO MOONLIGHT?

Compiled by Nisha Bansal, PGDM (2022-2024)

Moonlighting, in broad terms can be described as the practice of engaging in an extra profession or work, apart from your main full-time employment. Sometimes, it's also termed as "Side Hustle", "Double Employment" or "Gig Economy".

So, the question is, should you indulge in Moonlighting at all? Is it worth the benefits? Let's see the incentives and issues brought by moonlighting culture and if you should really do it.

In a 2014 article by Pew Research, it was shown that about 6.8 million Americans were indulged in moonlighting. There are norms and codes of conduct that may prevent federal workers in USA to step out of their profession for extra income. It mostly revolves around the safeguarding of sensitive information.

In 2015, there were more than 950,000 Canadians who were working two jobs at a time, but it didn't mean they were going to different workplaces. Canada has adopted the moonlight culture as a side-kick profession where people supplement their main income with a part time activity.

"Work is digitalized now. You don't have to be physically at a workplace. I met with a lady who worked full-time and in evening, she took calls for a pizza place from home." says HR Consultant from Randstad Canada. India has the Moonlighters to single job worker ratio even higher. A 2016 Huffington Post Article depicted that every 1 in 2 office goers in India is involved in Moonlighting.

There are varied reasons for moonlighting culture to exist in India; extra income and new skill development being on the forefront. India also showed the highest percentage of Job satisfaction with multiple jobs in contrast to USA and UK. The legality of dual employment in India is also a subject of matter but there are no concrete laws defining any punishable offence if a person is moonlighting.

There is one plausible clause defined in Factories Act 1948 (Section 60), which prevents factory workers from indulging in dual employment. Under varying circumstances and notions, the clause can be used to dismiss someone from their job if deemed necessary. When employees moonlight, it's the responsibility of the organization to perhaps understand what makes them moonlight and address the issue not the symptom. In the early days, people moonlighted mainly to support their families and follow their passion for working in diverse industries. Well, employees may moonlight for varied reasons.

1. Some are looking to achieve their financial goals in the wake of the rising inflation – to make ends meet, pay off debts, and save money for a home or a trip.
2. Some are looking at second jobs as a fallback thinking should something happen to their main job, especially in the case of start-ups.
3. Some are keen to open doors into a different industry to learn something new perhaps for a future entrepreneurial venture.
4. Some do it just to meet new people or expand their social circles.
5. Lack of recognition and motivation in the main job is also a strong reason to moonlight.
6. Some have enough spare time that needs constructive utilization.

Moonlighting has always been the organization's bane. The main reason for the insecurity was the misuse or abuse of trade secrets. However, the other reasons that are not viewed positively by employers are fatigue, short attention spans, and easy distraction, and commuting – all of which can have adverse effects on an employee's performance.

When employees moonlight, it's the responsibility of the organization to perhaps understand what makes them moonlight and address the issue, not the symptom. Times are changing. Organizations may need to move ahead and keep pace with the time without a tyrannical or subservient approach. Employers can address moonlighting in multiple ways.

Seek to understand the gap moonlighting is fulfilling. What needs are moonlighting fulfilling? Need for money, career goal, learning, recognition, or success?

Enable a work culture of trust, transparency, and accountability. Set the expectations for the full-time or primary job with KPIs and OKRs.

Support employees with compensation and benefits. Work on compensation that is in sync with the level of employee contribution to discourage moonlighting as an option.

Set up a clear conflict of interest policy. This will emphasize not working for competitors at the same time.

Roll out consent for additional employment policy across the board. Add a clause that states that an employee requires prior approval for any other employment apart from their primary job.

For employees, who are keen to moonlight for any of the reasons mentioned above, it makes sense. At the same time, it is understandable and may not be objectionable to the employer if one moonlights in an unrelated field and keep the organization in the loop on the reason for moonlighting.

Perhaps the organization may pay heed. Employees are also human beings, who have set goals and choosing options to earn extra bucks helps them meet financial targets. If it is not hampering you in any way, then leave it.

THE DARK SIDE OF FIFA: CORRUPTION, SPORTSWASHING, AND THE COMMERCIALIZATION OF FOOTBALL

Compiled by Dhruv Kharbanda, PGDM (2021-2023)

In late May 2015, the House of FIFA, the multi-billion-dollar organization that governs soccer, started crumbling. Those right in the seat of power in Zurich, including those in the Executive Committee, were getting plucked right from their homes and hotel rooms, as part of the investigation led by the US Department of Justice. Later uncovered was a widespread network of bribery and corruption that had been operating within FIFA for years. The findings revealed a pattern of corruption, wire fraud, money laundering, and bribery within FIFA spanning more than two decades, in which top officials received millions of dollars in exchange for awarding hosting rights for major tournaments such as the World Cup and Copa America. Additionally, FIFA was found to have paid out huge sums of money to its own officials as bonuses, as well as providing other financial benefits.



Sepp Blatter, who led FIFA during the period of these corrupt practices, was initially re-elected as president in 2015. However, due to the pressure of the scandal, he resigned from the organization just four days later. Blatter, deemed responsible for propagating this culture, was later banned from all soccer-related activities for eight years.

A wad of fake dollar bills thrown in protest against then-FIFA president Sepp Blatter, 2015

Another instance of FIFA and Blatter's wrongdoings was awarding Qatar the privilege of hosting the 2022 World Cup, a textbook instance of Sportswashing. **Often referred to as a form of reputation laundering, it is the practice adopted by unjust regimes to glamorize themselves and cleanse their image through association with football or any other sport.** Marred with countless outcries, human rights violations, investigations, and a whopping budget of at least \$220 billion, the recent Qatar World Cup was heavily criticized, with reports of exploitation and abuse of migrant workers building the World Cup infrastructure. The country is also known for its lack of political freedom and democracy. Hosting the World Cup allowed Qatar to improve its image and reputation on the world stage, despite these ongoing issues.

The commercialization and politicization of football owe their roots to the election of Brazilian industrialist João Havelange, and Blatter's subsequent crowning. Cash-rich with sponsorships coming in, in the form of Coca-Cola, Adidas, Canon, KLM, Gillette, and others through ISL, FIFA made full use of the 1978 Argentina World Cup to associate with a regime infamous for their atrocities and human rights violations. The concept

in principle isn't new to the world of sports. Key examples are the 1934 World Cup hosted under Benito Mussolini's rule in Italy, the 1936 Berlin Olympics in Nazi Germany, Communist China's Winter Olympics, the 2018 World Cup hosted by Russia, PSG's star signings, and even Cristiano Ronaldo's recent move to Al-Nassr FC.

Poster calling for a boycott of the 1978 World Cup in protest of Argentina's Military Junta, 1978

At the end of the day, it's happier and more peaceful to be simply, a fan, just to love the game and support



our favorite team. The beautiful sport somehow manages to dwarf any darkness behind the scenes. Scaloni's heroic Argentina inching above the reigning champions in a nail-biting finale, not to mention, thousands of iconic moments in the campaign easily overshadow what was earlier being proclaimed 'The World Cup of Fraud'. It cannot be denied, however, that the sanctity and fun of sports are in jeopardy when the executives who make the decisions serve their own interests and line their pockets. As a society, we need to be aware of the potential negative impacts of Sportswashing, and hold countries accountable for their actions, while also recognizing the potential positive impact that sports can have on our world.

RETAILERS' BENEFIT FROM THE DESINESS OF QUIRKY NAMES

Compiled by Sayan K. Mukhopadhyay, PGDM (2021-23)

Shouldn't the name of the brand be meaningful so that people can relate? There was a time when this was the question that used to come into our minds. During that time, to establish relatedness and awareness among the targeted customers, meaningful brand names made a lot of sense, though it doesn't mean much in today's world. Modern-day Indian retailers are also not shying away from trying their best to partake in the recent trend that is going around following the slogan *"Dil se desi"*.

Though the visibility of brands with quirky names is getting more and more prominent these days, this trend started a long back in India. Mostly D2C brands along with some successful brands in India started on their way to fame by registering with quirky and seemingly meaningless names. This not only helped them attract the eyes of the customers but also helped them hugely in making their brands relatable to the customers in their respected product categories. Brands like Myntra, Zivame, Jabong, Yebhi, KyaZoonga, etc. all sound seemingly meaningless but they all have meaning to some level. For example, Richa Kar, CEO of online lingerie brand Zivame said in an interview that the name of the brand was supposed to be Ziva which means radiance in Hebrew but due to the unavailability of that domain name they had to go for Zivame meaning "Radiant Me", similarly Flipkart acquired Jabong was also named after the evergreen plant suggesting the youthfulness of the brand itself. At present several retail brands are also emerging in the market with more relatable names that are relatively easier to connect to than the names which were used by retailers before. Online grocery retail brand Zopnow (inspired by the word Shopnow); Food tech startup Tinyowl (inspired by Twitter and represents owl as a wise creature of night); online cloth and apparel brand Bewakoof.com, Cardekho, Cleardekho, Zepto, FoodDarzee, Timesaverz, Delhivery, etc. are some of the long lists of brands in India that have come up with quirky names.

But what's in it for the retailers of India?

The brand name acts as the first point of contact for the customers with which they associate the product or service offered. So, coming up with a unique brand name is always of utmost importance. With today's dynamic market and the customers being overwhelmed by the options that are available to them, a quirky and out-of-the-box name that people can easily relate to goes a long way when it comes to recalling the brand's name. But one should keep in mind that the name should neither be irrelevant to the product or service offered nor should it be negatively perceived by customers. This is an ongoing trend that is proven successful by the number of startups rising as a unicorn in India and it is safe to say that it is going to stay for a while.

POEMS



TRULY YOURS, HAPPINESS

Shriya Bansal, PGDM (2021-2023)

Hope your happiness is the power of head and heart,
You shine from within, inspire others and let them tell
you, you are not less than an art.

However, tell yourself, you deserve more than just a
validation,

You are happy for others and active in their
celebration.

But did you consider faking happiness will catch
illness?

No, not something like allergies and flu,

Something inside yourself, where others consider you
happy rest than a few.

Understand my dear, happiness comes from within,

Don't foresee 'acting happy' is its twin.

Express your emotions as they are.

Hiding behind a smile is not what you are.

Normalise being happy for yourself.

Other things will fall into place itself.

Take your pace, take your space.

Happiness is one's USP.

And not something you learn after giving a fee.

It's your strength, not something you should portray
on a sequence.

Happiness is a true friend.

This friendship is not what you should pretend.

Thank you.

Your truly,

Happiness.

MY LOST CHILDHOOD

Nisha Bansal, PGDM (2022-2024)

When I was just a little girl,

Was much more than a beautiful pearl.

Sometimes I feel very happy

Next moment there's some kind of pain,

Realizing my whole childhood went in vain.

So close to heart and yet so far

A child's life is like a shining star.

I want to do it all again,

Want to get what I've lost, with some gain.

I can do a lot things bit by bit,

And if I can't do something, I will never quit.

Never let your pain be in vain,

It needs to get you back on track again.

This world gets colder for each and every child,

But I have to make my future bright.

ARE YOU HAPPY?

Prashansa Mehra, PGDM (2021-2023)

You go through your life

crossing off this list

given to you by everyone else

An education as high as possible

a pay check at the end of every month

a lasting relationship

You're closing in to the end of it

with enough money to buy a house

and someone to live in it with

Congratulations

you found the stability

you've never asked for

but are you happy?

NEVER GIVE UP

Mayank Raghav, PGDM (2022-2024)

How you should live your life?
Never give up
Many People may come and
may go but you should
Concentrate on your goal....
Because without goal life is
nothing less than a hole....
and that hole depresses you
down and one day you find
yourself hanging on the pole....
So never lose hope be kind
and generous like a happy soul....

STAR-CROSSED

Dhananjayan K., PGDM (2022-2024)

I remember when I was a kid,
I tried holding together,
The sand washed away
By the ocean beneath my feet.

Keeping the flowers
Hidden to protect;
Only to see them
Whither by sunset.

Below the pillow,
There I kept my tooth.
In the light of the moon
For the sight of my fairy.

Whenever my shadow

Came and greet me,
My heart always pounded
Even in dark to be bounded.

The sand, the flower,
The tooth, the shadow
All that bid farewell
Left a scar as well.

I learned those were
Never meant to happen,
Wisdom gained late,
A change that was fate.

Now that I look at
You and me
I see the same child
Thinking again.

Searching for that
Unseen string,
Yearning to hold it
To keep you forever!

PURITY

Shriya Bansal, PGDM (2021-2023)

Ladies and girls,
You pure white pearls.
How grateful are those,
Who you choose to be yours.
Before you go on,
Can you please get me a tampon.
I think I'm on my periods,
I love to hear more from you, but right now I'm curious.
What! No miss,
Don't spoil the bliss.
Urgh! you're on that time of the month.
Help yourself hon'.
I'm sorry, I can't touch you
You're so impure right now, eww.
Excuse me mister?!
Don't you have a sister.
I think you changed your colours quick
I thought we were just away a click.
I disgust you, right?
You're made of the same period blood, despite.
You've grown as a man.
And not known anything about menstruation in this span?

MY HIDDEN SIDE

Nikhil Gandhi, PGDM (2021-2023)

Check My Closet Please
Lights out
Obviously, we are back here
You are my stay
Where else would I go?

My wonderful demon
A precious heart
Aching in distress
The call for more
Is unanswered
As we float away

I don't fear
The madness
You share
In fact, I care
I see past the outside
That destroys someone
Or everyone

Underneath it all
Our soul is there
Waiting for love
Waiting to share
Something that not many
Know how to touch
Terrifying
Dark shadows
Inside your eyes
That play with sharp knives
I've never seen
A gleam so pretty

Irises too deep
To wander in
Lucky for you
I don't like to swim
in the shallow end.

You are my perfect

My madness
Irony
Where differences and flaws
Are the best of friends
Creating your hand
As my fingers land
Together we stand

Monsters hide
Nightmares thrive
But cracks in the door
Start to drive
Them away as a hive
Broken is beautiful
The horrors aren't gone completely
You walk with the world on your shoulders
But you make it look easy
Carrying yourself
My worries
Your stories
A hoard of things
But you make it look
Like a pair of wings

Is it still dark?
Is the moon our only light?
Our tiny break of plights?
We've endured the fight
As I forgot how to breathe
Next to you in the blanket sleeve

Conflicted dreams
Shifted seams
Untethering themes
Of the nightmarish fiends

Take my hand
Walk from the burning hell scene
I'll give you moments of heaven
If you're willing to journey with me
Pulling away from the night terrors
To the castles of two beings
A collapsed door
Where our hearts are sure.

Thanks for checking my closet

REFLECTIONS



NEVER GIVE UP

Harsh Jandwani, PGDM (2022-2024)

Sometimes you have to start over the things from the very beginning. What you have done till is not waste but not clarified enough that you would proceed with that thing what you have done in the past, sometimes we keep moving forgetting the past focusing on present and thinking about the best future, future is just a result of what we are doing in the present. So, give stress only on the present, future is either the result of what we are doing as I mentioned or it can also be our assumption like what we want it to be or what we wish for. Or can say that what we are forecasting on the basis of our experiences and all it can be positive or negative but only assumed by us.

So be in the present, don't think about future and give your 100% on what you are currently doing and sometimes we have to completely remove the elements of past for growth of our own things.

Just do it whatever you are doing and one day you'll be perfect at that particular thing, you just have to be in present scenario completely

WE SHOULD NORMALIZE NORMAL DAYS

Harsh Jandwani, PGDM (2022-2024)

We don't value normal things, we always want something new, we always want days off after some time on a continuous basis, we always want an escape from the real world and in difficult times we want our normal days back. We must adhere to the schedule, the regular days that can lead to a better tomorrow, just as any accomplishment or ability is only attained after several repetitions. A better life can only be achieved when you excel at what you do, and that can only be done by going above and beyond the usual course of action. It is crucial to value everyday things since living each day to the fullest will always lead to a brighter tomorrow. After all it's the little things that matters.

We should normalize normal days...

TAKE RESPONSIBILITY OF YOUR LIFE

Kritika Sharma, PGDM (2022-2024)

You know what's so funny? We want people to make guarantee to us but we're not willing to make guarantees to ourselves. Somebody gave you a 30-day guarantee. In 30 days, if a particular work is not done, you want your money back. But you've never demanded your money back from yourself. You've never looked yourself in the mirror and said, you let you down. You keep saying you aren't on the next level because of the economy, you keep saying you aren't on the next level 'cause it isn't the season, you keep saying you aren't on the next level because the opportunity isn't there. The truth of the matter is you aren't there 'cause you isn't there. Have you ever looked at yourself in the mirror and said, I'm not getting up on time, I'm not going to work on time, I'm not putting in 120% when I'm at work. I let me down. Whatever it takes, you got to be willing to do it, and you keep saying you're not there because of something else because it's easier to blame somebody else. And that's the problem.

If you are the type to play the blame game, to play victim, "Bad things always happen to me", "I'm not where I want to be because of this person or because of this event". If you are this type of person, you will never get on in life.

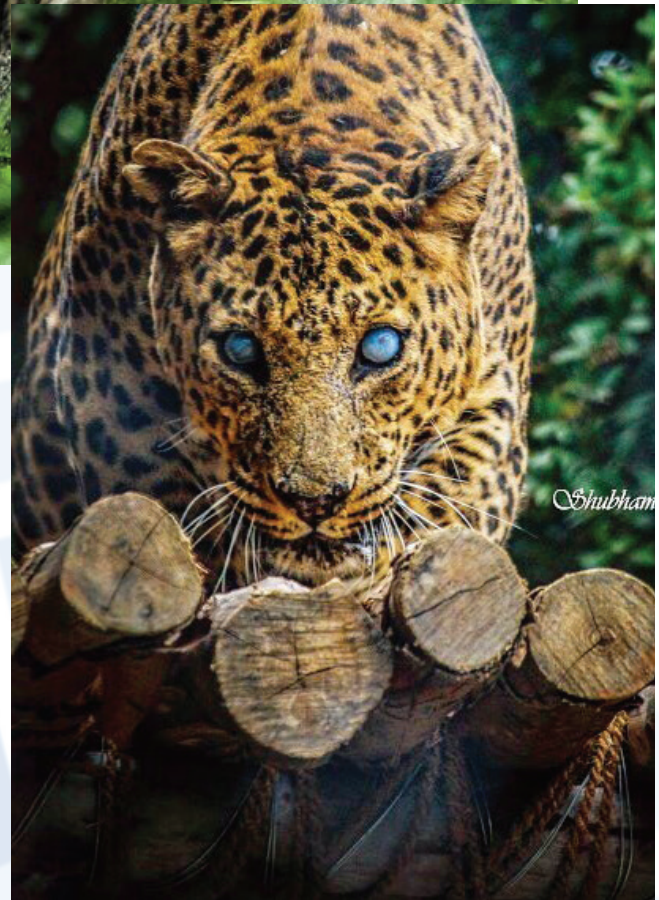
I guarantee you no successful person is playing the victim role. No human that achieves anything in life plays the blame game. They focus on what they can do NOW to create a better TOMORROW! There are no excuses. You cannot cheat success. You have to work for it. You've to put forth 120%. When you take full responsibility for your life, you are no longer a player in life's team, taking whatever comes your way – you become the captain, the coach, the director of your life's experience and you really can design it how you like.

COLOUR PALETTE





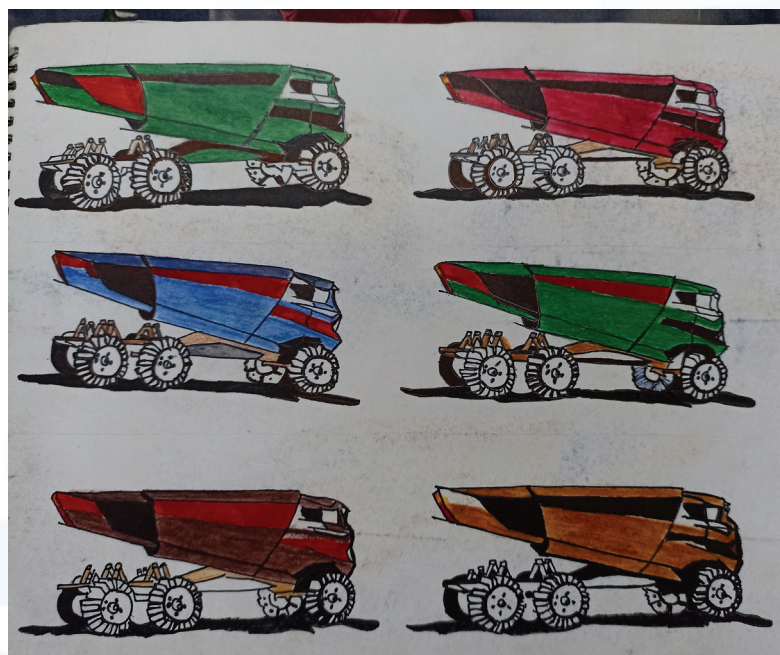
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