

JAGANNATH INTERNATIONAL MANAGEMENT SCHOOL



G2



भारत 2023 INDIA

वसुधैव कुटुम्बकम्

ONE EARTH • ONE FAMILY • ONE FUTURE



STROTT 2023

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“Let us strive for a world
where compassion, love,
and understanding prevail.”

About Us

Jagannath International Management School, Kalkaji, New Delhi, the flagship institute of the JIMS Group, was founded in 1997 with a clear vision and purpose of grooming world class business leaders to meet the challenges of a rapidly changing business environment. The institute is ably governed by its young and dynamic Chairman, Dr. Amit Gupta who through his visionary leadership has catapulted it to the top league of B-Schools.

JIMS greatest strengths lie in its superior attributes which include expert faculty with relevant industry experience; prestigious international Advisory Board comprising eminent academicians from top foreign and Indian universities; prolific institute-industry interface which enhances knowledge and awareness of students on the best corporate practices; foreign university collaborations and an enviable track record of quality placements. Its national accreditation, with NAAC and ISO certification ensure that the academic systems and procedures conform to the highest national and international quality standards.

Our Vision

We visualize JIMS as an institute of higher academic learning known for its total commitment to excellence in management and professional education, research and consultancy with a holistic concern for quality of life, environment, society & ethics.

Our Mission

To serve society and improve the quality of life by imparting high quality education in management and professional courses, providing training and development services, fostering research, giving consultancy services to industry and disseminating information through publication of books, journals and magazines.

Core Values

- i. Integrity and Ethics
- ii. Transparency and Accountability
- iii. Innovative Learning and Development
- iv. Entrepreneurship and Diversity
- v. Social Responsibility and Environment

MESSAGE FROM THE CHAIRMAN



The Institute was founded in 1997 with a clear vision and purpose. It was envisioned that in the foreseeable future it evolves into a world class business school recognized for its commitment to high powered quality education and research. We also committed ourselves to developing outstanding professionals and entrepreneurs who exemplify humanistic values, are socially responsible stewards and create and disseminate practitioner-oriented knowledge that will uplift society. The current global economic slowdown is driving India Inc. to rethink strategy, reassess agendas and revisit several of the long-standing rules of the game. Leadership is being stretched for direction and results; management is being tested for fortitude and having a balanced head-on-shoulders approach that keeps the momentum going. As the business world gets more complex B-School recruits will need to be equipped with new skills-sets, innovative ideas and a heightened mental

toughness to sail through the current corporate turbulence. To keep pace with the velocity of change and thrive in an uncertain environment our management school has already shifted gears to a mode of mastering change. It has launched several strategic initiatives both at the macro and micro levels to ensure that student's overall development is in tune with the present demands and expectations of industry. Our strategic focus in future will address areas of curriculum design, mentoring and live projects, advanced statistical software training, international summer internships, soft skills, stress coping and EI learning. These initiatives will focus on developing student competencies in dealing with global complexity, emerging technologies and changes, and social and cultural diversity. I am confident that our "high value adding" initiatives will help create tomorrow's skilled leaders as value is all about up skilling individuals and contributing to business results.

Dr. Amit Gupta
Chairman, JIMS Group of
Institutions

MESSAGE FROM THE DIRECTOR



Dear Students,

Welcome to JIMS for a unique and exciting period of learning!

JIMS Kalkaji, Delhi is recognized nationally for its innovative and holistic approaches to higher education in the 21st Century. The mission of JIMS, Management College in Delhi is to prepare students to become critical thinkers, effective communicators, and responsible global leaders by providing an academically challenging, values-based Curriculum. At JIMS we strive for excellence in pedagogy through innovative and collaborative teaching-learning practices. These pedagogies comprise a blend of lectures, case studies, projects, and simulations apart from workshops, seminars and conferences.

JIMS Institute provides a truly high tech learning environment with smart classrooms, automated Library and modern computer labs. The opportunities for the development of PGDM students are immense as apart from professional excellence, we focus on honing their overall personality development through soft skills training. Once again best wishes to all of you for a rich, happy and eventful two years of learning at JIMS Kalkaji.

Dr. Anuj Verma
Director, JIMS Kalkaji

G20



भारत 2023 INDIA

MESSAGE FROM

HOD-PGDM



Post Graduate Management Education
at JIMS Kalkaji striving for
continuous academic excellence

management education at Jagannath International Management School has established a benchmark in academics by constantly mapping its curriculum with industry demand and making it dynamic and agile. Over the journey of 25 years as a management college we have strategized our curriculum from the stage of convergence to divergence. We have diversified our course content from Finance, Marketing, and Human Resources to Financial analytics, Marketing Analytics, Human Resource Analytics, Business Analytics, Predictive analytics, Risk analytics, Strategic Management, Entrepreneurship, Personality Development, and basic knowledge of French and German. We have set a new pathway to synergize the benefits of collaborative experiential learning by

establishing academic alliance establishing academic alliance with international benchmarked higher education institutes: Harvard University, Nanyang Technological University of Singapore, University of Cologne, National University of Singapore, Management Development institute of Singapore and Austin University as well as national premium institutes; Shri Ram College of Commerce, Delhi University and National Stock Exchange. We nurture the culture of innovation, creative thinking, empathy, compassion, and values among our students. Our Atal Innovation club and community development students have been contributing for the sustainability of the environment and people. We at Jagannath International Management School are consistently striving to maintain high standards of education and ensure our students should practice ethics in life

भारत 2023 INDIA

Dr. Neelam Tandon
HOD-PGDM, JIMS Kalkaji

MESSAGE FROM HOD-PGDM(IB).

Dear Friends,

Greetings and welcome to Strott's—
edition. This issue, like prior ones, is



packed with information about how our alumni, faculty, staff, and students are working to make a difference when and when it is most needed. You can learn about institutional initiatives in this issue, including stories about how we work to better educate our students for the workforce and to be decent people. In numerous fields and in numerous ways, our students are accomplishing incredible things. You'll meet some amazing graduate students in the most recent edition who are improving their lives. Through an industrial visit to the Mumbai Port, a meeting with the additional DGFT, and a

trip to the SEEPZ (Santacruz Electronic Export Processing Zone), PGDM (IB) students gained a lot of practical experience. The transition from campus to corporate life is greatly influenced by industrial interactions. PGDM (IB) students who visited the UAE had the chance to learn from foreign professionals. The world will keep changing as brilliant, motivated pupils are developed into creative, fascinating professionals.

Dr. Navneet Gera
HOD-PGDM(IB), JIMS Kalkaji

MESSAGE FROM THE FACULTY EDITOR

Subject: A Warm Welcome to a Journey of Knowledge and Innovation!

Dear Readers,



As we embark on another academic year, it brings me immense pride to welcome you to the latest edition of our PGDM College Magazine. This publication is a testament to the intellectual vibrancy and creativity that characterizes our PGDM community.

Within these pages, you'll discover a rich tapestry of articles, features, and insights that reflect the diversity and dynamism of our PGDM program. From thought-provoking research pieces to glimpses into the vibrant student life on campus, this magazine aims to capture the essence of our academic community.

Our PGDM students are not just learners; they are creators, innovators, and leaders of tomorrow. As you peruse the articles penned by our talented student contributors, you'll witness the depth of knowledge, the breadth of perspectives, and the passion that defines our PGDM family.

This edition delves into various facets of our program — the academic achievements, the extracurricular endeavors, and the unique stories that make each journey distinct. It serves as a platform for us to celebrate accomplishments, share insights, and inspire one another to reach new heights.

I extend my heartfelt appreciation to the editorial team, contributors, and everyone who played a role in bringing this magazine to life. Your dedication and enthusiasm have truly made this a collaborative effort, reflecting the spirit of unity that defines our academic community.

As we navigate the challenges and opportunities that come our way, let this magazine be a source of inspiration, a reservoir of knowledge, and a reflection of the collective brilliance that defines our PGDM experience.

I encourage you to immerse yourself in the pages of this magazine, share it with your peers, and let the stories within serve as a source of motivation and pride.

Here's to another year of academic excellence, personal growth, and shared achievements.

Wishing you a fulfilling and inspiring journey ahead!

Dr. Jyoti Kukreja
Assistant Professor & Editor
Strott-An Annual Student Magazine

MESSAGE FROM STUDENT EDITORIAL TEAM

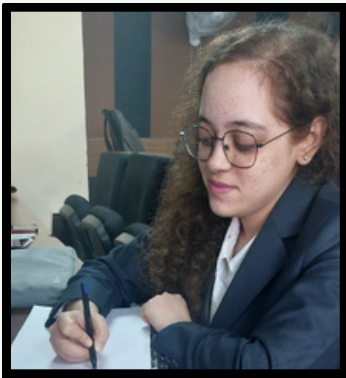
"Editing is the refining fire that forges raw words into literary gold."

-Dipshi Nair



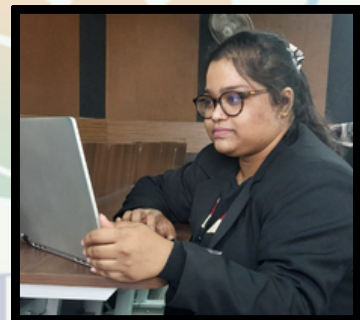
"The art of editing is the alchemy of turning prose into poetry."

-Pranjali Choudhary



"In the world of words, editors are the architects of eloquence."

-Anamika Jana



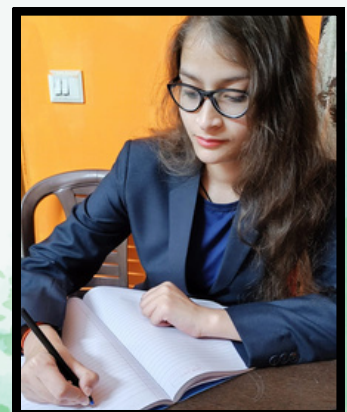
"Words are sculpted by the hands of editors, shaping narratives into works of art."

-Ishika



"In the symphony of language, editors conduct the harmonious arrangement of words."

-Vishakha Hitaishy



No one can possibly achieve any real and lasting success or “get rich” in business by being a conformist...

-J P Getty

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JIMS Kalkaji collaborates with Grant Thornton Bharat



“YOU ARE NEVER TOO OLD TO START OVER. EVERY DAY IS A CHANCE TO MAKE CHANGES TO CREATE THE LIFE WE WANT.”

-KARON WADDELL

GLIMPSES OF THE TWO DAY FOUNDATION PROGRAMME FOR THE BATCH OF 2023-25



**“The beginning is the most important part of
the work.”**

– Plato

CHANDRAYAN-3: DISMANTLING AND DISCOVERING BEYOND



**-By Ishika
(PGDM-IB)
2023-25**

“India is on the moon!”

This is a sentence we have all been waiting for since the launch of the Chandrayan-3, dated 14 July 2023. The moment of glory adhered the minute ISRO informed about the soft landing of the Chandrayan-3 spacecraft on the lunar south pole of the moon on 23 August.

India is reported to be the fourth country globally to land on the lunar surface after the U.S., China, and the Soviet Union. Besides, India came to be known as the first country that landed on the southern pole- “the least explored and remote part of the moon.”

We all are amply aware of the success of Chandrayan- 3, but this was not the first try for India. Before Chandrayan-3, ISRO launched Chandrayan and Chandrayan-2 in 2008 and 2019 respectively. These failures posed hindrances and slowed the speed of discovering opportunities for life on the moon, which alternatively is the motive of the Chandrayan mission. At last, after all these hassles, finally... “India is on the moon!” And that too with a spacecraft that costs only Rs. 600 crores about 2.7 crores less than the Russian Moon Mission that unfortunately was unsuccessful.

After knowing the storyline of this mission, let's now dive deeper; discovering beyond what we know already and exploring the technicalities of the spacecraft.

The spacecraft is divided into the following payloads and sub-payloads:

Propulsion Module

1.SHAPE (Spectro Polarimetry of Habitable Planet Earth): It aims to provide information regarding the discovery of habitable exoplanets present in outer space. It works by analyzing the rays coming from Earth and identifying directions from where similar kinds of waves are coming so that those directions can be explored as planets are situated millions of lightyears away.

Vikram Lander

1. ILSA (Instrument for Lunar Seismic Activity): It provides information regarding the moon's surface and core by studying the moon's seismic activities.
2. RAMBHA (Radio Anatomy of Moon Bound Hypersensitive Ionosphere and Atmosphere): Aims to study gas and plasma environment.
3. ChaSTE (Chandra's Surface Thermophysical Experiment): Its function is to heat the moon's surface and observe the effects of the same.
4. LRA (Laser Reflectometer Array): It is an instrument of NASA that is sent to measure the accurate distance between the moon and Earth.

Pragyan Rover

1. APXS (Alpha Particle X-ray Spectrometer): A kind of radioactive gun that will study the elements of the soil and core of the moon. It has Curium named radioactive element that will blast alpha particles and X-rays on the surface of the moon which will be used for further research.
2. LIBS (Laser Infused Breakdown Spectrometer): It studies the moon's soil with the help of light.

Thus, coming up with such a great model that inhibits all the necessary elements that are apt for providing information about almost every aspect of the moon is indeed an immense achievement for us Indians.

HOW G20 IS MEETING SDGS (SUSTAINABLE DEVELOPMENT GOALS) AND HOW INDIA BEING THE HOST HAS BEEN BENEFITED FROM IT?




-By Pranjali Choudhary
(PGDM-A)
2023-25

The G20, comprised of the world's leading economies, has emerged as a crucial platform for fostering international collaboration towards achieving the Sustainable Development Goals (SDGs). These 17 interconnected goals, established by the United Nations in 2015, aim to address pressing global challenges, ranging from poverty and inequality to climate change and environmental degradation. The G20's role in advancing the SDGs is multifaceted, and hosting the G20 summit can bring significant benefits to the host country, as exemplified by India's experience.

One of the primary ways in which the G20 contributes to the SDGs is through policy discussions and commitments. During annual summits, leaders from G20 nations engage in dialogues that cover a wide array of topics, including economic growth, trade, climate action, and social development. These discussions often lead to agreements that promote sustainable practices and align with the SDGs. For instance, agreements on climate change mitigation and adaptation can contribute directly to SDG 13 (Climate Action).

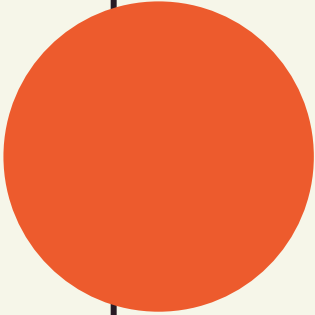
Furthermore, the G20's economic influence allows it to drive investments and financing towards sustainable projects. By encouraging private sector involvement and mobilizing resources, the G20 can support initiatives that promote clean energy, infrastructure development, and social inclusion – all of which contribute to multiple SDGs.



In conclusion, the G20's role in meeting the SDGs is instrumental due to its capacity to drive policy discussions, channel investments, and foster international cooperation. Hosting the G20 summit provides the host country, such as India, with a platform to showcase its own sustainable development efforts, attract investment, and engage in dialogues that align with its national goals and the broader SDGs agenda. Through such collaborations, the G20 nations, including the host, contribute to building a more equitable, prosperous, and sustainable world.



2023



**"It takes 20 years to
build a reputation and
five minutes to ruin it.
If you think about that you'll do
things differently."
-Warren Buffett**

THE TRANSFORMATIONAL IMPACT OF TECHNOLOGY ON FINANCIAL ANALYSIS




**-By Anamika Jana
(PGDM-A)
2023-25**

Technology has emerged as a powerful force that is redefining approaches to financial analysis in the ever-changing world of finance. These changes are seen in many aspects of the industry such as decision-making and data processing. Technology has had a profound and far-reaching impact on economic research, changing how experts approach their work.

First, technology has completely changed how data is accessed and processed. The availability of vast amounts of financial data combined with sophisticated databases and cloud computing has enabled real-time access and efficiency. Analysts can now quickly access past financial data, market models and past economic indicators and evaluate to make quick informed decisions. Another important area of development is automation. Data entry and report generation are two examples of typical manual processes and manual processes. Economists can now do in-depth analysis and strategic planning.

In addition, advanced analytics driven by machine learning and artificial intelligence can be used to mine large datasets for patterns and trends, improving the accuracy of risk assessment and forecasting. Advances in quantitative analysis as well as heavily influenced by technology. Rapidly building and testing a robust financial model simplifies situation analysis and investment. Algorithm-enabled high-frequency trading has changed market dynamics, creating new challenges and research opportunities.



The rise of big data has increased the scope of financial analysis. Predictive analytics now tracks variables such as social media sentiment, satellite imagery, and more, providing previously unavailable insights into market dynamics and consumer behavior now consumed by analysts and stakeholders communicate better thanks to drawing tools. Interactive data visualization makes the presentation of complex economic data easier to understand and aids in decision making. Furthermore, as sophisticated models effectively consider a wide range of risks, from operations to credit, the role of technology in risk management has expanded.

To sum up, the impact of technology on financial analysis is clear. It offers benefits such as efficiency, insight and innovation but also creates disadvantages such as algorithmic biases and data security. In order to fully utilize technology in economic analysis, a balance must be struck between its advantages and potential disadvantages. As technology advances, the field of financial analysis will continue to change, requiring professionals to evolve and use these developments to make smarter decisions.



THE SCOPE OF INTERNATIONAL MARKETING



Vishakha Hitaishy
PGDM (IB)

2023-25

International Marketing is defined as the performance of business activities designed to plan, price, promote, and direct the flow of a company's goods and services to consumers or users in more than one nation for a profit.

The Scope of International Marketing – Importance in the Global Arena

International Marketing Leads to Peace Among Nations: All the activities associated with a business like – development, production, and marketing, especially in the case of high-tech products, involves people from around the world to work together. Moreover, companies as a part of employee interactions enable people from all countries to meet face-to-face for both recreation and commerce. All this interaction leads to not just the mutual gain associated with business relationships but also personal relationships and mutual understanding. The latter is the foundation of global peace and prosperity and widen the scope of International Marketing. eg. Mobile Phone Companies deploy different functions of their business in different parts of the world – say manufacturing in China, R & D in London and sales teams across the globe. In order to work as a team and drive a single agenda, the teams interact with each other frequently and occasionally meet for important agendas.

Global Markets Reduce Risk and Open Opportunities: Scope of International Marketing increases with global markets opening up for business. At times manufacturing a product in a country can be much cost-effective and the nation becomes the hub of all exports. e.g. Huge portion of all consumer products sold globally is manufactured in China.

Factors Affecting the Scope of International Marketing: Of all the events and trends



affecting global business today, four stand out as the most dynamic, the ones that will influence the shape of international business: four stand out as the most dynamic, the ones that will influence the shape of international business:

The rapid growth of the World Trade Organization and regional free trade areas such as the North American Free Trade Area and the European Union.

The trend toward the acceptance of the free market system among developing countries in Latin America, Asia, and eastern Europe.

The Scope of International Marketing – Major Types of Businesses

Imports: This is the easiest form of International Marketing a company can get into – Importing from one country and selling in the domestic market. This is possible only in scenario where there is demand in the domestic market for imported goods or services. Companies also localise the imported product depending on the needs of the market.

Exports: Opposite of Importing and selling, companies export their finalized products to international markets or on to their other franchises in far off markets where they can sell the products to their localities for generating huge revenues.

Contractual Agreements: Whenever business moves beyond their domestic boundaries, its scope of international marketing exposes it to greater chances of doing a lot more business. The market expands, the consumer base expands and even volumes and profits expand. Companies grow exponentially by getting into contractual agreements with several other partners overseas.

Joint Venturing: Two brands can come together and enter a potential market. The investments, profit or losses are pre-decided in terms of both value and time period. At the time it is beneficial for companies to enter into a JV for raising the scope of international marketing as a result of a barrier to new entrants in foreign markets. A local partner can prove to be immensely useful for doing business not only operationally but also from a domestic understanding of the market dynamics.




IN THE SHADOWS OF PROSPERITY: UNMASKING THE REALITIES OF INCOME INEQUALITIES



**-By Surbhi Singh
(PGDM-A)
2023-25**


Income Inequality, the unequal distribution of wealth and resources among individuals and households, is a very common and persistent issue that affects societies and economy throughout the globe. This disparity can have many deep consequences, impacting the economic stability, social unity, and overall well-being of a country. The interrelationship between income and different variables like labour, education, health and household conditions is such that lack of one kind leads to the household becoming deprived in other areas as well. It can be observed that the correlation between income and the variables is such that lower income or loss of income leads to inaccessibility and unaffordability of services in the sectors of health and education which restrict the households' mobility and trap them in a vicious circle of inequities. The factors that contribute to income inequality can be education disparities, technological advancements, globalisation, labour market trends which all lead to economic instability, social unrest, health disparities, education divide, crime and violence.

One question that comes in every person's mind in regard to income inequality is, "how much unequal is any country?" The question sounds very simple but the answer is not that plain. To answer this question we use the Gini coefficient, a statistical tool to measure income inequality that ranges from 0(perfect equality) to 1(perfect inequality). High Gini coefficients indicate greater income disparity within a society. The story of inequality is not new but the scenario has been changed after COVID19 hit the world. Income inequalities have been deepened in the midst of the pandemic.



The gap between the wealthiest and poorest in society has grown. The income of 99% of the global population has fallen and over 160 million more people have been forced into poverty. As per Oxfam international's Executive Director Gabriela Bucher, "The world's response to the pandemic has led to a deepening of every kind of inequality. Not only does inequality create unhealthier, unhappier societies- it is violent. Inequality kills". As per the 'World Inequality Report 2022', India is among the most unequal countries in the world, with rising poverty and an 'affluent elite'. The report highlights that the top 10% and top 1% in India hold 57% and 22% of the total national income respectively while the bottom 50% share has gone down to 13%. This sharp rise in inequality in many countries around the world is damaging their growth by leading the countries to slower poverty reduction, driving inequalities in health, education, society and undermining the sustainability of economic growth. This severe income disparity is one of the top global risks as it contributes to violent crimes. Inequality hurts everyone, be it a poor or a rich country. This continued rise in income inequality is not inevitable, the governments can take different measures to reduce it with progressive taxation, social spending to improve public services, effective labour market policies, efforts to eliminate gender and racial inequalities.

In conclusion, we can say income inequality stands as a pressing issue that poses challenges to both developed and developing nations. It is a global challenge and not confined to an individual nation. By adopting policies that promote equitable growth of all in every sector of society, we can create a more just and inclusive world, where the benefits of economic growth are shared by all.



JIMS Kalkaji, Orientation Day 1, 2023



“EDUCATION IS ONE THING NO ONE CAN TAKE AWAY FROM YOU”

-ELIN NORDEGREN

G20 SUMMIT IN INDIA: A PIVOTAL MOMENT FOR GLOBAL COOPERATION.




**-By Madhav Agarwal
(PGDM-A)
2023-25**

The Group of Twenty (G20) summit is set to make its way to India in a landmark event that will bring together leaders from the world's most influential economies. This gathering, which will occur for the first time on Indian soil, is expected to play a pivotal role in shaping global policies and addressing pressing issues. With its rich cultural heritage and a burgeoning economy, India stands as an ideal host to foster international collaboration and discussions.

The G20, founded in 1999, consists of 19 individual countries and the European Union. Together, they account for approximately 80% of the world's GDP and two-thirds of its population. The primary objective of the G20 is to promote international financial stability and sustainable economic growth through dialogue and cooperation. It has become an essential forum for addressing economic challenges and other critical global issues.

India's selection as the host country for the G20 summit reflects its growing prominence on the world stage. As one of the fastest-growing major economies, India's role in shaping the global economic landscape has become increasingly significant. This summit provides India with an opportunity to showcase its economic potential, attract investments, and solidify its position as a key player in the international arena.



The summit's agenda is expected to encompass a wide range of topics, including climate change, pandemic response, trade, and digital transformation. Climate change is a pressing issue, and India, with its commitment to renewable energy and sustainable practices, can play a leading role in fostering discussions on climate action. Additionally, the ongoing COVID-19 pandemic remains a critical concern, and the G20 is expected to deliberate on strategies for global recovery and preparedness for future health crises.


Trade and economic cooperation will also be high on the agenda. India has been an advocate for open and fair trade practices, and the summit provides a platform to address trade imbalances and promote equitable trade relationships among member nations. Furthermore, the digital economy is a growing force, and discussions around digital governance, data privacy, and cybersecurity will be of utmost importance.

India's cultural diversity, historical significance, and technological prowess will undoubtedly add a unique flavor to the summit. The event is not just about economic discussions; it is also an opportunity for leaders to engage in diplomatic dialogues, build relationships, and foster mutual understanding. Cultural exchanges and side events showcasing India's heritage and innovation will provide a backdrop for meaningful interactions among world leaders.



However, hosting the G20 summit also comes with significant responsibilities. India must ensure the smooth execution of the event, provide top-notch security, and manage logistics for thousands of delegates and participants. The country's infrastructure, transportation, and hospitality sectors will be put to the test, and meticulous planning and execution will be crucial.

In conclusion, the G20 summit in India represents a significant moment in the country's journey toward global leadership. It is an opportunity to shape policies that will influence the world's future, from addressing climate change to fostering economic growth and resilience. As India welcomes leaders from around the globe, the world watches with anticipation, hoping that this summit will lead to meaningful agreements and collaborative actions that benefit not only the G20 nations but all of humanity.



QUALITY EDUCATION AS A TOOL FOR HUMAN TRANSFORMATION AND SOCIAL DEVELOPMENT



-By M. Likhita
(PGDM-A)
2023-25

Introduction


Have you ever played with building blocks in your childhood? I'm sure you must have! For building a tall, gigantic figure you had to make sure that your base is sturdy and in place. If not, this huge colossal would fall down in a blink of an eye with only broken blocks left in our hands.

Well, this is exactly how development functions, with small building blocks constituting a soaring beanstalk. The supporting pillar in a country's journey to development is nothing but education and for that matter, Quality Education! Quality education acts as that sturdy base upon which the colossal development of our country relies upon. If Quality Education is not in place, the future of the country falls down, falls down like a thousand bricks.

How Quality Education is a tool for Human Transformation and Social Development?

Before understanding how quality education affects human transformation and social development, let's first understand the meaning of these two terms for better comprehension.

Human transformation is an internal shift that brings us in alignment with our highest potential. It brings change about how we perceive the world and relate to the world, and how we understand our place in it. Similarly let's reflect upon the term, social development.



Social development refers to improving the well-being of every individual in society so they can reach their full potential.


Do you see how the phrase ‘reaching our highest potential’ is common in both the meanings?

This is because both the terms, more or less, are aimed to make individuals reach their true potential.

Social development and Human Transformation are inter-related terms. One cannot be possible without achieving the other. Human transformation is closely linked to education. Quality education holds the potential to enlighten people, making them capable to find their true potential which makes them work relentlessly to achieve their goals. Education is the base on which transformation relies. Transformation stems from potential and potential is linked to education. Today, our country has the highest youth population and an even higher rate of unemployment. This indicates that we have a higher number of youth but not enough jobs to support them. This problem can only be resolved through the skill development for which quality education needs to be in place. Quality education not only aids in the process of human transformation but also stands as a prerequisite for economic development. Education is the catalyst which leads the country towards a brighter and better future. Quality Education is the power tool to achieve means for Human Transformation and Social Development together.

Conclusion

Development is the ultimate goal for any country. The country moves where the youth leads it to. It's important to impart skills development among the youth because the development of even one individual contributes to the development of the whole country. An educated individual not only helps himself but also helps those around him. Quality education is that light which can illuminate a person and put them on a track of self-discovery of potential, capabilities and development.



16TH ANNUAL CONVOCATION
CEREMONY FOR PGDM & PGDM (IB),
2021-23 BATCH



"If four things are followed - having a great aim, acquiring knowledge, hard work, and perseverance - then anything can be achieved."

-A.P.J. Abdul Kamal



*Stop Dreaming
Start Doing*

"The future belongs to those who believe in the beauty of their dreams."
- Eleanor Roosevelt



Freshers 2023, Miss Fresher M Likhita and Mr. Fresher Sudhanshu Ranjan Tiwari along with Faculty members and Director Dr. Anuj Verma



“TRUE ENJOYMENT COMES FROM ACTIVITY OF THE MIND AND EXERCISE OF THE BODY; THE TWO ARE EVER UNITED.”

-WILHELM VON HUMBOLDT

NEW TECHNOLOGY TRENDS: VIRTUAL REALITY AND AUGMENTED REALITY



-By **Khushboo Bhatnagar**
(PGDM-A)
2023-25

"Exploring the Boundaries of Reality"

Introduction

Virtual Reality (VR) and Augmented Reality (AR) are two transformative technologies that have gained significant momentum in recent years. While they share some similarities, they offer distinct experiences and have diverse applications across various industries. This article explores the fundamentals of VR and AR, their differences, and their potential impact on our daily lives.

Virtual Reality (VR): Immersion in a Simulated World VR is a technology that allows users to immerse themselves in a completely simulated environment. This environment can be entirely computer-generated or a blend of real and virtual elements. To experience VR, users typically wear a head-mounted display (HMD) that covers their eyes and ears, creating an all-encompassing sensory experience. One of the most notable aspects of VR is its ability to transport users to different places and times, enabling them to explore realms that might be impossible or inaccessible in the physical world. Whether it's touring ancient civilizations, training for high-stress jobs, or gaming in fantastical worlds, VR has the power to offer unique, immersive experiences.

Augmented Reality (AR): Enhancing the Real World AR, on the other hand, augments the real world with digital information and virtual objects. Rather than replacing reality, AR enhances it by overlaying computer-generated content onto the user's view of the physical world. AR experiences are often delivered through smartphone apps or smart glasses.

AR has found numerous practical applications in fields such as education, healthcare, and navigation. For instance, medical professionals can use AR to visualize internal structures during surgery, and tourists can access real-time information about landmarks while exploring a city.

Mixed Reality (MR): As technology evolves, the lines between VR and AR are blurring, giving rise to Mixed Reality (MR). MR integrates elements of both VR and AR, enabling users to interact with digital objects in the real world and vice versa. This fusion opens up new possibilities for collaborative work, gaming, and education.

Challenges and Considerations

While the potential of VR and AR is undeniable, several challenges must be addressed. These include concerns about privacy, the need for robust hardware, and the development of compelling content. Moreover, the societal impact of these technologies, such as potential addiction or the blurring of real and virtual experiences, requires careful consideration.

Future Prospects

The future of VR and AR is bright. With ongoing advancements in hardware, software, and content creation, these technologies are becoming more accessible and compelling. VR headsets are becoming more affordable, and AR applications are becoming increasingly sophisticated.

In the coming years, we can expect to see VR and AR permeate various aspects of our lives, from education and healthcare to entertainment and remote work. These technologies have the potential to revolutionize how we learn, communicate, and interact with the world around us.

Conclusion

Virtual Reality and Augmented Reality are not just passing trends; they are transformative technologies that are reshaping our understanding of reality. VR immerses users in entirely digital worlds, while AR enhances the real world with digital information. As these technologies continue to advance, they will converge into Mixed Reality, opening up new horizons for innovation and human interaction. While challenges exist, the future prospects of VR and AR are incredibly promising, and they are poised to become integral parts of our daily lives.

IMPACT OF ACCOUNTING SOFTWARE ON STARTUPS



**-By Anamika Jana
(PGDM-A)
2023-25**

In the dynamic environment of startups, the use of technology has become a strategic necessity. Among the tools of change, accounting software has emerged as a game changer, fundamentally changing how startups manage their finances and drive growth.

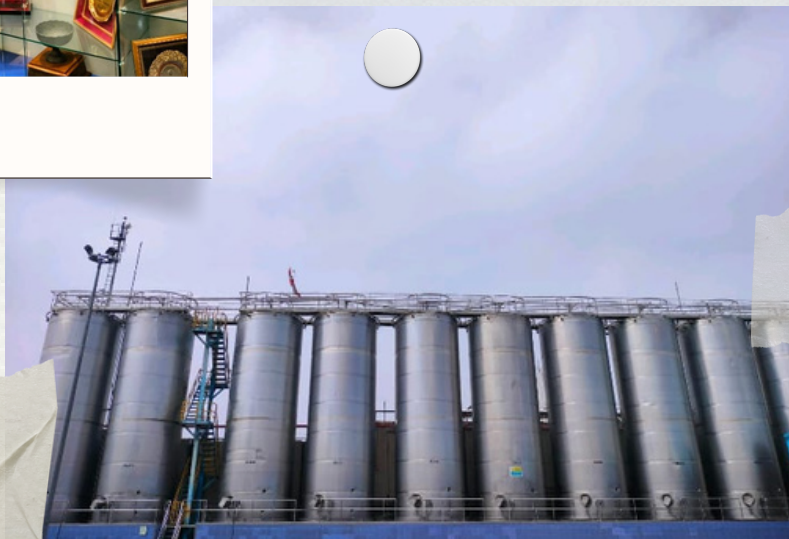
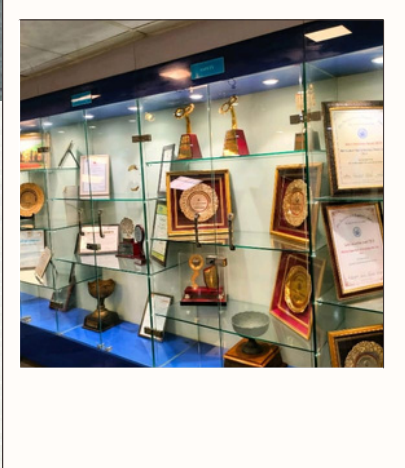
Gone are the days of manual spreadsheets and laborious calculations. Accounting software has simplified the financial management of startups. Tasks such as invoicing, expense tracking and financial reporting are now automated, saving time and reducing errors. This new efficiency allows the startup to focus on what matters – its core business. Real-time insight is the cornerstone of informed decision-making, and accounting software provides just that. With up-to-date financial information, startups can make quick decisions based on accurate information. Tracking cash flow, analyzing profit margins, and tracking expenses are seamless processes that help startups navigate challenges and opportunities with confidence. Scalability is a hallmark of successful startups, and accounting software lays the foundation for sustainable growth. As transaction volumes increase and operations expand, accounting software adapts effortlessly. This ensures that financial management remains accurate and efficient even during times of rapid growth.

For startups looking for investment, transparency is undeniable. Accounting software produces detailed financial reports that inspire confidence in potential investors. Such transparency builds credibility and facilitates the financing and partnerships that drive expansion. In addition, accounting software simplifies regulatory compliance, which is critical for startups. Automation ensures accurate calculations, prepares the necessary tax reports and maintains an auditable ledger. This allows startups to focus on innovation rather than getting bogged down in the complexity of compliance. Ease of use is a key feature of today's accounting software. Intuitive user interfaces cater to different skill levels so non-finance team members can handle financial data with confidence. This democratization of financial information promotes a deeper understanding of the company's financial situation throughout the organization. While the benefits are compelling, startups should approach software adoption strategically. To maximize this potential, it is important to address challenges such as security, software compatibility and training. In the future, the impact of accounting software on startups is promising. Integration with the latest technologies such as artificial intelligence and machine learning further improves financial knowledge and decision making. Startup companies can anticipate advanced tools that optimize financial management and foster growth in an increasingly competitive environment.

In short, accounting software has become a catalyst for positive change in startups. Its transformative impact on efficiency, real-time insight, scalability, transparency and compliance has redefined financial management. As startups continue to innovate, accounting software remains an important tool to help them navigate challenges and capitalize on opportunities for success.



Mother Dairy Industrial Visit Glimpses



HOW G20 SUMMIT AFFECT INDIAN ECONOMY ?



**-By Ashima Sharma
(PGDM-A)
2023-25**

The G20 summit, which brings together the world's major economies, can have significant implications for India's economy. The impact can vary depending on the specific agenda and outcomes of the summit. Here, we will discuss some general ways in which the G20 summit can affect the Indian economy.

- 1. Trade and Investment:** The G20 summit often addresses global trade issues. Any decisions or agreements related to trade can have a direct impact on India, which is a major player in international trade. Positive outcomes, such as reduced trade barriers or agreements that promote fair trade, can boost Indian exports and economic growth.
- 2. Foreign Direct Investment (FDI):** Investor confidence is crucial for FDI inflow into India. The G20 discussions on economic stability and policies can influence foreign investors' perceptions of India as a favorable investment destination. A positive image can attract more FDI, which can spur economic development.
- 3. Global Economic Stability:** The G20 addresses global economic challenges and financial stability. Any decisions that enhance global economic stability can indirectly benefit India by reducing uncertainties in international markets and ensuring a conducive environment for economic growth.
- 4. Climate and Environment:** Environmental issues are discussed at the G20, including climate change and sustainable development. These discussions can affect India, which faces environmental challenges. Commitments to environmental sustainability can impact Indian industries and policies.

5. **Currency and Exchange Rates:** G20 discussions on currency and exchange rates can influence the value of the Indian Rupee. Exchange rate fluctuations can affect import costs, inflation, and the overall economic stability of India.

6. **Technology and Innovation:** The G20 often discusses innovation and digital economy issues. Agreements related to technology and innovation can impact India's thriving IT sector and its contributions to the global digital economy.

7. **Health and Pandemics:** Recent G20 summits have focused on global health issues, particularly in the context of the COVID-19 pandemic. Collaborative efforts and financial support from the G20 can aid India in dealing with health crises and their economic repercussions.

8. **Debt Relief:** G20 discussions may involve debt relief initiatives for developing countries. Such measures can alleviate India's debt burden and free up resources for essential investments in infrastructure and social development.

In summary, the G20 summit's impact on the Indian economy can be multifaceted, ranging from trade and investment to global stability and environmental concerns. India's participation in these discussions and its ability to align its interests with the outcomes of the summit play a crucial role in determining how the G20 affects its economy.

SOCIAL INEQUALITY, POVERTY ALLEVIATION, SOCIETAL SAFETY NETS, AND THEIR IMPACT ON GDP



**-By Aman Kumar Upadhyay
(PGDM-A)
2023-25**

Social inequality and poverty remain critical challenges for societies across the globe. These issues not only affect the well-being of individuals and communities but also have far-reaching implications for a country's economic performance, as they can hinder human capital development and economic growth.

To address these concerns many nations have implemented societal safety nets and poverty alleviation programs. This article explores the intricate relationship between social inequality, poverty alleviation, societal safety nets, and their impact on Gross Domestic Product (GDP).

Social inequality, often manifested through disparities in income, education, and access to healthcare, can impede a nation's potential for economic growth. High levels of inequality can lead to reduced social mobility, which means that talented individuals from disadvantaged backgrounds may not have equal opportunities to contribute to the economy.

Furthermore, income inequality can lead to social unrest and political instability, which can negatively affect a nation's business environment and deter foreign investments.

Poverty, a direct consequence of social inequality, also has a substantial impact on GDP. When a significant portion of the population lives in poverty, their productivity is limited, and their potential contributions to economic growth are constrained. Poverty can result in decreased labor force participation, reduced human capital development, and increased healthcare costs, all of which negatively affect a nation's economic performance.

To combat these challenges, many countries have established societal safety nets and poverty alleviation programs. These initiatives aim to provide a safety net for vulnerable populations, ensuring they have access to basic necessities such as food, shelter, and healthcare. By doing so, these programs not only improve the quality of life for citizens but also have positive effects on the economy.

Societal safety nets and poverty alleviation programs can lead to several economic benefits. They can increase overall labor force participation by enabling individuals to meet their basic needs, reducing absenteeism due to illness or hunger. These programs also promote human capital development by providing access to education and healthcare, leading to a more skilled and productive workforce. Additionally, they can reduce income inequality, which can lead to a more stable and prosperous society.

The impact of these programs on GDP can be substantial. When a nation invests in reducing social inequality and poverty, it often experiences higher economic growth rates. This is because a healthier, more educated, and financially secure population is better equipped to participate in and contribute to economic activities.

In conclusion, the relationship between social inequality, poverty alleviation, societal safety nets, and GDP is intricate and interconnected. Addressing social inequality and poverty through well- designed safety nets and poverty alleviation programs can have a positive impact on economic growth by improving human capital, increasing labor force participation, and reducing income inequality. It is imperative for governments and policymakers to recognize the importance of these programs in promoting both social well- being and economic prosperity.

Mother Dairy

Industrial Visit Glimpses



PGDM B students



PGDM A students



PGDM-IB students



THE IMPORTANCE OF FINANCE IN TODAY'S BUSINESS WORLD



**-By Abhinav Pal
(PGDM-A)**

2023-25

In today's fast-paced and ever-evolving business landscape, finance plays a pivotal role in the success and sustainability of companies, regardless of their size or industry. Finance is not just about managing numbers; it serves as the lifeblood of modern businesses, influencing every decision and aspect of operations. Here, we explore the crucial role finance plays in today's business world.

- 1. Resource Allocation:** Finance is the compass that guides resource allocation within a company. It helps organizations determine how to allocate their funds effectively to meet their short-term and long-term goals. Whether it's investing in new technology, expanding into new markets, or hiring additional personnel, financial analysis and planning are indispensable.
- 2. Risk Management:** In an increasingly volatile global economy, businesses face a multitude of risks. Finance aids in identifying, assessing, and mitigating these risks. Through financial instruments like insurance and hedging strategies, companies can protect themselves from unforeseen events that could jeopardize their financial stability.
- 3. Decision-Making:** Every decision made in a business has financial implications. Finance provides the necessary data and tools for decision-makers to evaluate options, choose the most financially sound course of action, and assess the potential return on investment. From product development to marketing strategies, finance is integral to making informed choices.
- 4. Capital Acquisition:** Whether a company seeks to fund its daily operations, expand, or embark on new ventures, it often requires external capital. Finance plays a critical role in attracting investors or securing loans by presenting a compelling financial picture of the company's prospects and profitability.

5. **Budgeting and Forecasting:** Finance enables companies to set realistic budgets and make accurate financial forecasts. These tools are essential for managing cash flow, ensuring liquidity, and avoiding financial crises. Effective budgeting helps companies allocate resources efficiently and adapt to changing market conditions.

6. **Compliance and Regulation:** The world of finance is governed by a complex web of regulations and compliance standards. Finance professionals are responsible for ensuring that their organizations adhere to these rules, safeguarding the company's reputation and avoiding legal troubles.

7. **Innovation and Growth:** Finance is not just about managing existing resources; it also fuels innovation and growth. Companies need financial resources to invest in research and development, acquire new technologies, and explore new markets. This innovation is vital for staying competitive and evolving with changing customer preferences.

8. **Stakeholder Communication:** Effective communication with stakeholders, including investors, employees, and customers, hinges on financial transparency. Finance reports, such as balance sheets, income statements, and cash flow statements, provide a clear picture of a company's financial health, instilling trust and confidence in stakeholders.

In conclusion, finance is the backbone of today's business world. It is more than just crunching numbers; it is about strategic planning, risk management, and responsible stewardship of resources. Companies that recognize the importance of finance and integrate it into their decision-making processes are better equipped to navigate the challenges and seize the opportunities of the dynamic business environment, ensuring their long-term success and growth.

HEALTH ECONOMIES AND IT'S IMPACT ON EMERGING FINTECH



-By Radhika Sharma
(PGDM-B)
2023-25

In times the combination of wellbeing financial aspects and fintech has acquired impressive consideration because of mechanical progressions reshaping both the medical care and monetary areas. This cooperation between the two fields has prepared for arrangements that further develop medical care conveyance proficiency as well as upset how we oversee and fund our

prosperity. Wellbeing financial matters, which investigates medical services frameworks, asset portion and

the more extensive cultural effect of wellbeing assumes a part in forming arising fintech applications. As worldwide medical services costs rise and admittance to quality consideration stays a worry fintech arrangements offer promising ways of tending to these difficulties. One important region where wellbeing financial matters and fintech converge is medical services supporting. Conventional installment strategies frequently need straightforwardness. Can be troublesome prompting shortcomings and deferrals. Fintech stages are presenting arrangements, for example, blockchain based installment frameworks and computerized wallets that smooth out exchanges lessen expenses and improve security.

Besides telemedicines rise has been worked with by experiences from wellbeing financial aspects close by fintech developments. By interfacing patients with medical services suppliers telemedicine diminishes dependence, on actual foundation while decreasing expenses related with offices and staff.

Fintech arrangements make it simpler and more reasonable to get to counsels and clinical benefits by empowering consistent internet based installments.

Furthermore wellbeing financial matters assumes a part in the production of medical coverage models with the assistance of fintech. Computerized stages have made microinsurance more open, through their assistance. The mix of wellbeing financial aspects and fintech is affecting medical care conveyance in different ways;

1. Reducing Cost: Fintech arrangements assume a part in lessening costs by taking out brokers smoothing out errands and improving asset portion. This can prompt reasonable medical care administrations.

2. Financial Inclusion: Fintech empowered medical care supporting carries administrations to underserved populaces advancing monetary incorporation and further developing generally wellbeing results.

3. Data Security : The mix of fintech guarantees the normalized stockpiling and sharing of patient wellbeing data upgrading information security and protection.

4. Enhancing Efficiency: Worked on installment processes and robotized regulatory errands permit medical services experts to zero in more on care accordingly working on in general effectiveness.

5. ****Driving Innovation,**** Cooperation among fintech and medical services supports the advancement of arrangements, for example, computer based intelligence fueled diagnostics or wearable wellbeing gadgets driving development in the field. The mix of wellbeing financial aspects, with arising fintech can possibly reshape the medical care scene.


By handling the issues connected with cost upgrading the accessibility of medical care benefits and advancing development this coordinated effort can possibly make a medical services framework that is more engaged, on patients, smoothed out and comprehensive. Anyway it is significant to explore through complexities and moral worries carefully to expand the benefits of this commonly gainful relationship while limiting any potential dangers.

JIMS Kalkaji Incubation Cell has teamed up with ANDC, inStart, and T.S.D Singapore



" DON'T LET WHAT YOU CAN'T DO STOP YOU FROM DOING WHAT YOU CAN DO."

- MAYA ANGELOU



**"Management is
doing things right;
Leadership is
doing the right things."
- Peter Drucker**

A GUEST LECTURE BY MS. TAMRA JOHNSON,
ASSOCIATE DIRECTOR OF GRADUATE
ADMISSIONS AT THE UNIVERSITY OF
CALIFORNIA.

jims
Kalkaji, Delhi



| Guest Lecture

" The question isn't who is going to let me, it's who is going to stop me."

-Ayn Rand

ROLE OF FINTECH IN TODAY'S CORPORATE WORLD



**-By Vishal Singh
(PGDM-B)
2023-25**

Fintech, a portmanteau of financial technology, plays a significant and evolving role in today's corporate world. It encompasses a wide range of digital innovations that are transforming the way financial services are delivered and consumed. Here are some key roles and impacts of fintech in the corporate world:

Efficiency and Automation:

Fintech solutions streamline and automate various financial processes, reducing manual efforts and errors. Corporate finance departments can automate tasks such as accounting, invoicing, payroll, and expense management, leading to increased operational efficiency.

Data Analytics and Insights;

The field of technology (fintech) utilizes amounts of data and advanced analytics to provide valuable information about a corporation's financial performance, customer behavior and market trends. This data driven approach helps optimize strategies and operations.

Risk Management;

Fintech tools offer solutions for assessing and mitigating risks. Corporations can leverage analytics and AI powered risk models to effectively manage credit, market and operational risks.

Supply Chain Finance;

Fintech platforms play a role in facilitating supply chain finance by allowing businesses to optimize their cash flow. They achieve this by extending payment terms to suppliers while ensuring that liquidity needs are met. These practices strengthen relationships with suppliers. Support operations.

Digital Banking and Treasury Services;

Fintech companies offer banking services and treasury management solutions that enable corporations to efficiently handle their finances. These services include features such as currency accounts, real time transaction tracking and cash flow forecasting.

Blockchain and Smart Contracts;

Blockchain technology is utilized for record keeping that's resistant to tampering. Additionally smart contracts automate the enforcement of contract terms. These innovative approaches greatly reduce fraud and inefficiencies within processes such as supply chain management and legal agreements.

Regulatory Compliance;

In order to ensure that corporations adhere to changing regulations, fintech offers software solutions that automate compliance tasks, monitor transactions for any suspicious activity and enhance reporting capabilities.

Employee Financial Wellness;

Fintech tools are instrumental in assisting corporations to prioritize the well being of their employees. These tools offer benefits such as financial education, automated savings and investment options and easy access to resources for financial planning.

Global Expansion;

Fintech plays a role in facilitating expansion for corporations by providing them with the necessary tools to navigate international markets, handle currency conversions seamlessly and efficiently manage cross border payments.

Fintech, an amalgamation of financial technology, revolutionizes corporate operations. It automates financial processes, enhancing efficiency and reducing errors. Data-driven analytics optimizes strategies, while AI-driven risk assessment manages credit and market risks. Supply chain finance strengthens supplier relations. Digital banking, treasury services, and blockchain streamline finances and contracts. Fintech ensures compliance, supports employee well-being, and aids global expansion through seamless international transactions and market navigation.

TAX PLANNING: STRATEGIES TO MINIMIZE YOUR TAX LIABILITY



**-By Priya Ranawat
(PGDM-IB)
2023-25**

The most important thing to know for an individual or a business as to how they can strategize their tax & minimize tax liability. Tax Planning is important because it helps you maximize your savings & it's like finding ways to keep more money in your pocket!

Now, I will discuss with you some strategies to keep more of your hard – earned cash in your pocket! I know you want to know how? So, let's get into this. If I talk about tax planning then what comes in your mind? How can we make it effective, right? This can be done by finding deductions if any, credits & strategies which I will be discussing further with you all.

- **Understand your Tax Situation:** Here, you need to gather all your financial information & assess your income, deductions & credits.

It's like putting together the puzzle pieces of your finances to figure out where you stand with taxes.

There are some different types of taxes that individuals and businesses may be subject to like Income, payroll, corporate, sales, property, tariff & Real Estate Tax.

Also, keeping up with tax law changes is super important because it helps you stay on top of any updates or revisions that could impact your tax obligations and you can take advantage of any potential tax benefits or savings.

It also helps in avoiding penalties or fines.

- **Tax-Efficient Investment Strategies:** Tax Efficient Investment options like IRA (Individual Retirement Accounts), 401(k)s & HSA (Health Saving Accounts) are financial tools designed to help individuals save for specific purposes while providing tax benefits.

I. IRA: These are tax deductible, lower your taxable income & result in immediate tax savings.

Secondly, money contributed here can grow tax deferred, meaning you don't pay taxes on the earnings until you withdraw the funds in retirement.

Therefore, allow your investments to potentially grow.

II. 401(k)s: Contributions to a 401(k)s are made with pre dollars, which means they lower your taxable income for the year.

It results in immediate tax savings. Also, long term investments often come with lower tax rates on capital gains.

For example, if you hold any investment for more than a year, you may qualify for lower long term capital gains tax rates, which can help you keep more of your investment earnings therefore, you can grow your wealth & take advantages of favorable tax rates.

It's a smart strategy!

- **Income Shifting and Splitting:** This involves transferring income-producing assets or investments to family members in lower tax brackets. By doing this, you can potentially reduce the overall tax burden for the family unit.

It's important to consult with a tax professional to ensure you're following all applicable tax laws & regulations.

They can provide you with personalized advice based on your specific situation.

Giving allowances to family members & making gifts within the annual gift tax exclusion limit can help reduce your taxable income.

Setting up trusts can also provide tax benefits, such as minimizing estate taxes & protecting assets.

- **Business Tax Planning:** Businesses can optimize their tax situation through various strategies.

Some common tactics are maximizing deductions, taking advantage of tax credits, structuring the business in a tax efficient manner & staying updated on tax laws & regulations.

- When it comes to deductions, businesses can typically deduct expenses that are ordinary and necessary for their operations.

THE "CAMPUS TO CORPORATE" SESSION,
ORGANIZED BY JIMS KALKAJI FOR THE PGDM AND
PGDM (IB) 2022-24 BATCH AIMED TO PREPARE
FINAL-YEAR STUDENTS FOR PLACEMENT
ACTIVITIES.

jims
Kalkaji, Delhi

Campus to Corporate



"Choose to focus your time, energy and conversation around people who inspire you, support you and help you to grow you into your happiest, strongest, wisest self."

– Karen Salmansolhn

INVESTING FOR BEGINNERS: BUILDING WEALTH STEP BY STEP



**-By Kanishka Gupta
(PGDM-IB)
2023-25**

Investing can be a daunting prospect for beginners, but it's a powerful tool for building wealth over time. With the right knowledge and a strategic approach, anyone can embark on the path to financial security and prosperity.

Before you begin investing, it's crucial to set clear financial goals. What are you aiming to achieve through investing? Whether it's buying a home, saving for retirement, or funding your children's education, knowing your objectives will help you determine your investment strategy.

Creating a budget is the next vital step. A budget allows you to track your income and expenses, helping you understand how much money you can allocate to investments each month. Investing without a budget can lead to financial strain, so it's essential to manage your finances wisely.

Another critical aspect of financial stability is having an emergency fund. Before diving into investing, ensure you have this safety net in place. An emergency fund should cover at least three to six months' worth of living expenses. It prevents you from needing to dip into your investments in case of unexpected financial setbacks.

High-interest debt, such as credit card balances, can hinder your financial progress. It's wise to prioritize paying off these debts before investing. The interest on debt can often be higher than the returns on many investments, so eliminating it should be a priority.

Now, let's delve into understanding investment options. There are various choices, each with its own level of risk and potential return. Common investment options include stocks, bonds, real estate, mutual funds, and exchange-traded funds (ETFs). Take the time to learn about these options and their characteristics to make informed decisions.

Diversification is a key principle in investing. Spreading your investments across different asset classes can help reduce risk. A well-diversified portfolio may include a mix of stocks, bonds, and other assets that align with your risk tolerance and financial goals.

The good news is that you don't need a large sum of money to start investing. Many investment platforms allow you to begin with a modest amount. As you become more comfortable with investing and your financial situation improves, consider increasing your investment contributions.

If you have access to retirement accounts like a 401(k) or an IRA (Individual Retirement Account), make the most of them. These accounts offer tax advantages and can be powerful tools for long-term wealth building. Contribute consistently to maximize your retirement savings.

Investing is a long-term endeavor. It's essential to stay informed about market trends and economic developments. However, avoid making impulsive decisions based on short-term fluctuations. Patience and discipline are crucial for successful investing.

Regularly review your investment portfolio to ensure it aligns with your financial goals and risk tolerance. As your circumstances change, you may need to make adjustments to your investments to stay on track.

In conclusion, investing for beginners involves taking deliberate steps to secure your financial future. By setting clear goals, managing your finances wisely, and making informed investment decisions, you can build wealth over time. Remember that investing carries risks, but with knowledge and a long-term perspective, you can navigate the world of finance and work toward achieving your financial aspirations. So start today, and let your money work for you on the path to financial freedom.

DATA ANALYST : THE LATEST TREND WITH A PROMISING FUTURE



**-By Saksham Kaushik
(PGDM-IB)
2023-25**

What is a Data Analyst the first question to be asked. Basically Data analyst is a broad term for someone paid to analyze data and create insights that viewers can act on. Skilled data analysts are some of the most sought-after professionals in the world. Because demand is strong and the supply of people who can do this job well is limited, data analysts command higher-than-average salaries and perks, even at the entry level. The role of the data analyst has become increasingly important since the early 2000's.

The next question that comes to mind is Where Does a Data analyst actually work. a data analyst can work on multiple fields such as Wall Street at big investment banks, hedge funds, and private equity firms. They also work in the healthcare industry, marketing, and retail. In general, data analysts are everywhere.

You can also find an analyst in almost every industry—large insurance companies, credit bureaus, technology firms, banks, and manufacturers. Tech companies such as Meta and Google analyze big data to a dizzying degree. To do so, they employ many of the top data analysts for various purposes, including advertising, internal analysis, and a great deal of user analysis.

Qualification required for becoming a data analyst Graduating from a data analysis program, particularly if you have a strong grade point average and a high ranking in your class, should lead to an entry-level data analysis position without much trouble. Even a less-focused degree in mathematics, statistics, or economics from a reputable university is enough to get your foot in the door.

Most colleges around the world are offering data analytics or data science as both a major and a minor. Beyond the bachelor's degree, there are also a vast number of data science master's programs. If you are interested in building your skills in a more flexible or shorter time frame, multiple certification programs and courses are available from various educational institutions or if you only want to hone your skills.

You can even find full free courses on platforms like youtube free of cost. as data analysts have a dynamic skill set. They are good at working with numbers and details. They should also be confident and organized in managing multiple tasks, data programs, and data flows.

Experience can come from working as an entry-level analyst or in a related field, such as investment analysis. However, education is often the most important thing on your resume when applying for a data analyst job. Few people get hired without solid academic performances in math-related fields of study.

Data Analyst Career Paths in categories or different roles you may encounter when searching for or considering data analysis. to be categorized such as Business analyst: Analyzes business-specific data. Management reporting: Reports data analytics to management on business functions. Corporate strategy analyst: Analyzes company-wide data and advises management on strategic direction. This role may also be focused on mergers and acquisitions. Compensation and benefits analyst: Usually part of a human resources department that analyzes employee compensation and benefits data. Budget analyst: Focuses on the analysis and reporting of a specified budget. Insurance underwriting analyst: Analyzes individual, company, and industry data for decisions on insurance plans. Actuary: Analyzes mortality, accident, sickness, disability, and retirement rates to create probability tables, risk forecasting, and liability planning for insurance companies. Sales analytics: Focuses on sales data that helps to support, improve, or optimize the sales process. Web analytics: Analyzes a dashboard of analytics around a specific page, topic focus, or website comprehensively. Credit analytics: The credit market offers a vast need for analytics and information science in credit reporting, credit monitoring, lending risk, lending approvals.

The Bottom Line is Data analysts work in a broad spectrum of industries, and it is likely to continue growing. More and more companies rely on data to make decisions —data gathered by programs and technology. Artificial intelligence and machine learning are being used to collect, sort, and present data.

GLIMPSES OF TEACHERS' DAY
CELEBRATION 2023 ORGANISED BY
CULTURAL CLUB, HUNAR.



“One book, one pen, one child and one teacher can change the world.”

-Malala Yousafzai

NAVIGATING THE WORLD OF PERSONAL FINANCIAL : A COMPREHENSIVE GUIDE



**-By Priya Mangla
(PGDM-IB)
2023-25**

Understanding personal finance is essential for obtaining financial success and stability in the fast-paced world of today. Whether you're wanting to improve your financial condition or are just beginning your financial adventure, this blog will give you insightful advice on how to navigate the challenging world of finance.

SETTING FINANCIAL GOALS: Setting definite, attainable financial objectives is the first step in managing your finances. These objectives may be immediate (such as paying off credit card debt) or long-term (such as setting aside money for retirement). You'll have motivation and direction to make sensible financial decisions if you have clear objectives.

Budgeting: Making and following a budget is essential to managing your money wisely. To make sure you're living within your means, keep track of your earnings, spending, and savings. You can set aside money for necessary costs and save for your financial objectives by using a budget.

EMERGENCY FUND: For financial stability, it is essential to create an emergency fund. This cash ought to be sufficient to pay for living expenses for three to six months. It serves as a safety net, assisting you in avoiding debt in the event of unforeseen circumstances like medical expenses or job loss.

MANAGEMENT OF DEBT: Debt can be a major barrier to financial stability. Give paying off high-interest obligations, including credit card balances, a priority. To hasten the repayment of your debt, think about consolidation possibilities or negotiating lower interest rates

SAVING AND INVESTMENT: Building money over time requires both saving and investing. Start by regularly setting aside a percentage of your salary. To increase your wealth, consider investing in stocks, bonds, real estate, and retirement accounts (such as a 401(k) or IRA).

RETIREMENT PLANNING: Retirement planning is a long-term financial objective that needs serious thought. To make sure you're on pace to retire comfortably, be aware of your retirement needs, contribute to retirement funds, and think about speaking with a financial counselor.

TAX MANAGEMENT: You can legally reduce your tax liability by becoming familiar with the fundamentals of taxation. Investigate tax-saving tactics include making contributions to tax-favored accounts, claiming deductions, and tax-efficient investment.

BUILDING A GOOD CREDIT SCORE : To qualify for favorable loans and financial opportunities, you must have a high credit score. Maintaining a low credit card balance, paying your bills on time, and checking your credit report frequently for problems are all responsible ways to manage your credit.

INSURANCE: Insurance shields you from unforeseen circumstances. To protect your financial security and offer peace of mind, think about purchasing insurance plans for your health, life, car, and house.

CONCLUSION: Personal financial mastery is a lifelong process that calls both knowledge and discipline. You can achieve your goals by establishing them clearly, creating a budget, controlling your debt, and making good investment decisions. Maintain up-to-date knowledge of market developments, trends, and new investment opportunities. Making educated decisions and adjusting to shifting financial environments will be made easier with continuous learning.

HOW THIS WWE/UFC MERGER WILL OPERATE IN 2023?



**-By Shubham Nath
(PGDM-IB)
2023-25**

WWE stands for World Wrestling Entertainment. WWE, also known as World Wrestling Entertainment Inc., is a large organization that creates professional wrestling programs. At present, it is the most notable firm in the wrestling industry. Over 1 billion households internationally have the availability to WWE through TV channels and other broadcasting systems, and it is offered in over thirty different languages.

The Ultimate Fighting Championship (UFC) is an American mixed martial arts (MMA) promotion company based in Las Vegas, Nevada owned by Endeavor Group Holdings.

The combat sports landscape is about to undergo a seismic shift. Two of the biggest live event and broadcast promoters in the combat space, the UFC and WWE, will be merged into one company, an unprecedented and stunning business move.

WWE and the company that runs Ultimate Fighting Championship will combine to create a \$21.4 billion sports entertainment company.

A new publicly traded company will house the UFC and World Wrestling Entertainment brands, with Endeavor Group Holdings Inc. taking a 51% controlling interest in the new company. Existing WWE shareholders will hold a 49% stake.

The companies put the enterprise value of UFC at \$12.1 billion and WWE's value at \$9.3 billion.

How will this new company operate?

The intent is to keep UFC and WWE as wholly separate entities under the same corporate umbrella the new business, which does not yet have a name, will be lead by Endeavor CEO Ari Emanuel. Vince McMahon, executive chairman at WWE, will serve in the same role at the new company. Dana White will continue as president of UFC and Nick Khan will be president at WWE.

Shares of WWE fell 4.5 percent in trading before the bell, while Endeavor was up four percent.

The new company will be listed under ticker symbol “TKO” on the New York Stock Exchange, the companies said.

Hollywood power broker Emanuel has transformed Endeavor, which has it The UFC has seen its revenue grow by more than one and a half times and its adjusted EBITDA double since 2017, a year after Endeavor took a controlling interest in the company. Endeavor bought out the remaining shareholders in 2021.

Endeavor expects its deal combining the Ultimate Fighting Championship (UFC) with World Wrestling Entertainment (WWE) to close in mid to late September, with the sports and entertainment group also announcing revenue of US\$1.43 billion for the second quarter of 2023.

UFC AND WWE WAY FORWARD

Cross-Promotion: A merger could create opportunities for cross-promotion between the two organizations. This could involve WWE wrestlers appearing in UFC events or vice versa, increasing the visibility and fanbase of both sports.

2. **Expanded Fanbase:** The merger could attract fans from both WWE and UFC, potentially increasing the overall audience for both sports. This could lead to higher viewership and revenue for events and merchandise.

3. **Talent Crossovers:** Wrestlers with an interest in MMA and MMA fighters interested in professional wrestling could have more opportunities to explore both disciplines. This could lead to the development of new stars who can appeal to a broader audience.

4. **New Storylines:** The merger could create unique storylines and rivalries that incorporate elements from both sports. This could add excitement and intrigue for fans.


CONCLUSION: So, with a valuation of \$21 billion and to create significant additional value for shareholders by bringing UFC and WWE together. This merger could bring a new wave in the field of successful mergers Endeavor will fully spinoff TKO Group Holdings, with plans to take the company public on the stock exchange. WWE and UFC would create a strong. This venture is an embodiment of innovation, collaboration, and the relentless pursuit of captivating audiences on a global scale.

**THOUGHT-PROVOKING SESSION ON THE
CIRCULAR ECONOMY BY MR. IGNACE HINDRICK,
DIRECTOR, BUSINESS DEVELOPMENT DMH
BUSINESS ADVISORS PVT LTD, BELGIUM**



“Leadership and learning are indispensable to each other.”

-John F. Kennedy

The background features a soft, light-colored watercolor wash. In the top left corner, there is a green watercolor wash with gold leaf-like lines. In the top right corner, there are gold leaf-like lines and small gold dots. In the bottom left corner, there are gold dots and a gold leaf-like line. In the bottom right corner, there is a gold leaf-like line and small gold dots.

**"It's not about the goal. It's about
growing to become the person that
can accomplish that goal."
- Tony Robbins**

Glimpse of Dandiya Night 2023 organised by Cultural Club

jims
Kalkaji, Delhi

Glimpses of Dandiya



"EVEN IF HAPPINESS FORGETS YOU A LITTLE BIT, NEVER COMPLETELY FORGET ABOUT IT."

- JACQUES PREVERT

SECRET TIPS FOR A HEALTHY LIFESTYLE



**-By Sakshi Singh
(PGDM-IB)
2023-25**

We often come across the phrase, “A healthy mind lives in a healthy body.” The aim of having a healthy body could only be achieved by maintaining a healthy and up-to-date lifestyle.

Lifestyle in its most common definition means, 'The way in which a person lives.' But in the modern era, the meaning of lifestyle is not only confined to the way of living. Lifestyle in its broad sense includes diet, fashion, taste, preferences of an individual, ideology of the person, etc.

A healthy lifestyle acts like an ancestral treasury in one's life. This is because an organized lifestyle not only has a beneficial impact on our life but is also passed on from generation to generation. E.g.; if you belong to a family where no one had the habit of smoking or indulging alcohol then it's a plus point on the part of your health. As you would be having minimal chances of inheriting diseases caused by these things like heart problems, diabetes, and cancer.

The above situation was just an example but apart from this, there are a lot more benefits of having a healthy lifestyle.

Benefits of Having a Healthy Lifestyle :

- Low risk of diseases
- Less depression and more happiness
- A healthy lifestyle also results in mental well being
- Less expenditure on junk foods, i.e., saving of money and many more.

So that was all about lifestyle and its benefits but the biggest question is still unanswered, which is, ‘How to maintain a healthy lifestyle?’ “Is it as easy as it sounds?” "Is maintaining a nutritious and healthy lifestyle too expensive?" The answer is, “No it isn't.” You just need to follow some basic tips you need to inculcate in your lifestyle to make it healthy and complete.

1. **Have proper sleep :** Proper sleep provides rest to our mind and body which helps in good metabolism. Nowadays due to the hectic schedule, people often get trapped in the cycles of hypertension, depression, etc. This causes sleep deprivation and hence this leads to many diseases like insomnia, sleep apnea, heart diseases, stroke, diabetes, etc.
2. **Healthy Diet :** This is a very important step towards having a healthy lifestyle. Diet plays a major role in our health and bodybuilding. According to WHO, "A healthy diet protects you against many chronic non-communicable diseases like cancer, cardiovascular diseases, and diabetes." It helps in boosting immunity, maintaining adequate body weight, and long life, strengthening bones and muscles, being helpful at times of pregnancy, and maintaining a good digestive system.
3. **Workout:** Last but not least a healthy weight is like a cherry on top if you are focused on making your lifestyle healthy. A good weight is the one that is under 18.5-24.9 BMI. For maintaining a proper weight, a workout is an essential step to be inculcated in your lifestyle. Not only for the maintenance of a healthy weight but the workout is also vital for good blood circulation and fresh mental health. There are different kinds of workouts such as cardiovascular, aerobics, stretching, circuit training, balance exercising, etc.

We should choose the kind of workout according to the work we do and the diet we are taking and your body type.


Conclusion: The bottom line is if you want to have a healthy lifestyle then following the above steps can solve about half of your problems. These are the essentials of having a healthy lifestyle.

IMPORTANCE OF FINANCIAL LITERACY



**-By Shubham
(PGDM-IB)
2023-25**

- Imagine finance as a cool puzzle that helps us be super sharp with our money. It's about being clever when we use or save our cash, whether we're getting stuff, putting money away, or investing. Think of it like a secret map to hit those money goals.
- Getting Paid: Let's start with income – that's the money we pocket from gigs or hustles.
- Spending It: Expenses come next – that's the dough we hand over for things like chow, clothes, and bills.
- Stashing Cash: Saving is like storing away some bucks for later, maybe for a rainy day or sudden surprises.
- Growing Money: Ever heard of investing? It's like planting money seeds that could grow into cash trees over time, like buying a piece of a company or land.
- The Lowdown on Budgeting: Picture your cash as a pizza. Budgeting is like slicing it up so you don't scarf it all down at once. You're making a plan for how much to spend on different stuff, so you don't end up broke.
- Saving and Investing Made Easy: Saving is like dropping coins in a piggy bank for emergencies. Investing is like sowing money seeds that could turn into big money trees later.
- Banking Secrets: Banks are like super safe vaults where we stash cash. You can open various accounts, like one that makes extra cash over time. Banks can also lend you some dough, but you gotta pay it back.
- Credit, Debt, and All That Jazz: Credit is like a high-five from someone who believes you'll pay back the money. But if you borrow loads, you end up in debt – owing money to others. Pay it off smartly and on time.

- 
- **The Deal with Insurance:** Think of insurance as a safety net. You pay a little now, and if things go sideways, they've got your back and cover the costs. It's like a superhero for unexpected hiccups
 - **Chasing Dreams with Finance:** Finance isn't just boring numbers. It's also about making dreams real. Want cool gadgets, a getaway, or comfy retirement? Finance helps make it happen by handling money wisely.
 - **Easy Money Tips:**
 - **Start Small:** Even squirreling away a bit monthly adds up.
 - **Don't Go Overboard:** Spend less than you earn to avoid cash chaos.
 - **Plan Ahead:** Set money goals and go chase 'em.
 - **Stay Smart:** Learn about money stuff before making moves.
 - **Ask for Guidance:** If money talk spins your head, get help from money wizards.
 - **In a nutshell,** finance is your friendly guide to owning your money moves. It's your chance to steer the ship and shape your financial future. With these basics on your radar, you're on the way to becoming the ruler of your money realm and cruising toward a brighter financial future!

Glimpse of Blood Donation Camp 2023



“A FEW MINUTES OF YOUR TIME, A LIFETIME FOR SOMEONE ELSE.”

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