



# JAGANNATH INTERNATIONAL MANAGEMENT SCHOOL

“GROOMING STARS OF TOMORROW”



**THE PURPOSE OF EDUCATION IS TO  
TURN MIRRORS INTO WINDOWS!**

- SYDNEY J. HARRIS

# STROTT-2021



**NBA and NAAC Accredited**

## Award

- > B-School Excellence award from ASSOCHAM for 'Best Institute Industry Interface'

## Rankings

- > NIRF Ranking- Among Top 100 B- Schools in the Country (September, 2021)
- > 6<sup>th</sup> Best B-School in North India (GHRDC-CSR Survey)
- > B-School of Super Excellence (CSR Survey)
- > 24<sup>th</sup> Best B School India (Times of India)
- > Ranked A+++ (Business India)
- > MHRD's Institute Innovation Council (IIC) Rank 4.5/5 by ARIIA

## 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 and 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

- > Integrity and Ethics
- > Transparency and Accountability
- > Innovative Learning and Development
- > Entrepreneurship and Diversity
- > Social Responsibility and Environment



# CHAIRMAN'S MESSAGE

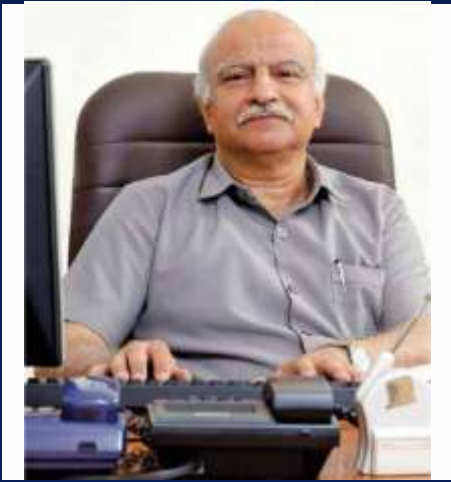
JIMS was established in 1997 with a clear vision and purpose. It was envisioned that in the foreseeable future it would evolve into a world class business school recognized for its commitment to high powered quality education and research. JIMS is also committed to developing outstanding professionals and entrepreneurs, who exemplify humanistic values, are socially responsible stewards who create and disseminate practitioner-oriented knowledge that will uplift society.

The current global pandemic 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 to 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.

In order to keep pace with the velocity of change and thrive in an uncertain environment, JIMS has already shifted gears to a mode of mastering change. It has launched several strategic initiatives at both the macro and micro levels to ensure that students' overall development is in tune with the present demands and expectations of industry. At JIMS, 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 change, 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 upskilling individuals and contributing to business results.

**Dr. Amit Gupta**



# ADVISOR TO CHAIRMAN'S MESSAGE

The creation of an educational institution is often an act of faith and in the expression of that faith lies a tremendous philosophy that guides the actions of those who fashion and manage such institutions.

The purpose behind inception of JIMS was to create a high priority national asset fully equipped to develop our young human resources to meet the needs of our wealth-creating business organizations. We staunchly believe that learning is a life-long adventure that begins with discovery. Being fully cognizant of our responsibilities to transform what we know into useful practice, we strive to integrate and share what we know with our students, academic peers, and others.

Our passion for learning is sustained by intellectual curiosity and scholarship, and in our endeavors to instill this same passion in our students, we actively engage them in their own learning by setting high expectations for academic achievements and their corporate careers.

We place special emphasis on the holistic development of our students. Our one-year personality development module at JIMS is designed to provide rigorous exposure to our budding managers in the areas of leadership, inter-personal communication, business etiquette, time and stress management.



# DIRECTOR'S MESSAGE

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

The Institute provides a truly high tech learning environment with smart classrooms, automated library and modern computer labs. The opportunities for the development of students are immense as apart from professional excellence, we focus on honing their overall personality through soft skills training. The five specializations offered include Business Analytics, Finance, Marketing, Human Resource Management and Entrepreneurship, which equip our students with global skills and personality development. Once again best wishes to all of you for a rich, happy and eventful two years of learning at JIMS!

**Dr. Ashok Sharma**

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# MEDICAL TOURISM

By Manas Tikkha

**M**edical tourism refers to people traveling abroad to obtain medical treatment. The term referred to the travel of patients from less-developed countries to developed nations in pursuit of the treatments not available in their homeland. In recent years it refers to those from developed countries who travel to developing countries for lower-priced medical treatments. The motivation may be also for medical services unavailable or non-licensed in the home country: There are differences between the medical agencies (FDA, EMA etc.) world- wide, whether a drug is approved in their country or not. Medical tourism most often is for surgeries (cosmetic or otherwise) or similar treatments, though people also travel for dental tourism or fertility tourism. People with rare conditions may travel to countries where the treatment is better understood.



Originally, today we are experiencing both qualitative and quantitative shifts in patient mobility, as people travel from richer to less-developed countries in order to access health services. Such shift is mostly driven by the relative low- cost of treatments in less developed nations, the availability of inexpensive lights and increased marketing and online consumer information about the availability of medical services. Medical procedures ranging from cosmetic surgery, dental work, to orthopaedic surgery can now be provided at high quality and affordable rates in many countries.

## The need for Medical Tourism

1. Cost-effectiveness:
  - a. Compare healthcare costs in India with that of Developed world (US UK).
  - b. Compare Insurance costs
  - c. Modest standards of living: Low real estate and infrastructural costs / Low government taxes
  - d. Low labour costs
2. Time line of treatment:
  - a. comparative analysis of procedural time-lines of treatment in US and UK (through primary, secondary and tertiary clinics) as compared to India,
  - b. Ratio of healthcare workers to population, doctors to population
  - c. Compare the degree and types of documents needed to avail healthcare benefits in India vs. West
  - d. Contrast with Rules and regulations associated with visas and entry permits
3. Quality of care at hospitals: corporate hospitals, low labour costs, highly skilled doctors who are already recognised in developed world. Liberalization of Indian economy has contributed too many skilled doctors returning back to India, thus contributing to increase in extremely educated population.
4. Benefits of alternative medicine: Rejuvenation a Ayurveda
  - b. Yoga
  - c. Panchakarma
5. Perceptions
6. Challenges in healthcare in developed countries: increase in urbanization, behavioural changes, rise in chronic diseases, traumatic injuries, specific regional conflicts and healthcare delivery security: Disadvantages with nuclear families in developed nations is lack of human support during medical emergencies
7. Leisure, fun, relaxation with wellness and healthcare: family bonding through wellness care, Enjoy nature





# SAVE THE CULTURE

By Mahesh Sah

Indian culture is the Mother of all cultures, be it art of living or apparently the rich knowledge of Science and Music. All the regions and religions of the world have their own culture with many customs, traditions and refined qualities. It is a culture of love, respect, honouring others and humbling ones own ego so that the inner nature, which is naturally pure and modest will shine forth.

Respect and reverence for elders is a key stone of Indian culture. This genuine acknowledgment of seniority is demonstrated through endearing customs, like, not sitting while they are standing, even serving their food first. We find the youngsters never using the proper names of their elders. In respect, we touch the feet of all elders, holy men and women in recognition of their great humility and attainment. A student touches the feet of his teacher. Purity in mind, body, speech, thought, word and deed is vitally important for us. The concept of Zero and the primordial sound of Om was given by India.

We should never use harsh, angered and indecent language and keep our body healthy and clean. Giving things with the left hand to others is considered a subtle insult. One must not sniff flowers picked for offering to the Deities. It is very important for a cultured Indian to apologize immediately if one touches someone with his shoes or sandals. The same applies inadvertently if you bump into each other. Thus our Culture is unique and irreplaceable and places responsibility of preservation on the current generation. Thus, a Nations culture resides in the hearts and souls of its people.







# MEDIA VS JUDICIARY

By Shivam Rastogi

The reach of the media, in the present times of 24-hour channels, is to almost every nook and corner of the world. Further, large number of people believe as correct that which appears in media, print or electronic. It is also necessary to always bear in mind that the judiciary is the last resort of redressal for resolution of disputes between State and the subject, and high and low.

The confidence of the people in the institution of judiciary is necessary to be preserved at any cost. That is its main asset. Loss of confidence in institution of judiciary would be end of rule of law. Therefore, any act which has such tendency deserves to be firmly curbed. For rule of law and orderly society, a free responsible press and independent judiciary are both indispensable. Both have to be, therefore, protected.

The judgments of courts are public documents and can be commented upon, analysed and criticized, but it has to be in dignified manner without attributing motives. Before placing before public, whether on print or electronic media, all concerned have to see whether any such criticism has crossed the limits as aforesaid and if it has, then resist every temptation to make it public.

In every case, it would be no answer to plead that publication, publisher, editor or other concerned did not know or it was done in haste. Some mechanism may have to be devised to check the publication which has the tendency to undermine the institution of judiciary.





# IMPORTANCE OF SPORTS

By Kartik Dogra

Sports have been viewed as a way to stay healthy and fit. But sports' importance goes much further. Sports help in the overall development of students. Playing sports teaches lessons of life, such as teamwork, accountability, self-confidence, responsibility, and self-discipline.

Sports in school help prepare students to face the challenges of life. They enhance physical and mental abilities of students and help them achieve the goals of their life. One can realize the importance of sports by the various national and international sporting events organized all over the world, where sports persons represent their own countries.

The training of the students starts right from the school level. Sports help develop values of mutual trust and cooperation. They help develop students' capacities in taking instant decisions, and they enhance thought processes. The feeling of sportsmanship or sporting spirit, which develops in the sporting arena, teaches students to accept failure and to respect others. The feeling also helps in developing a calm and positive outlook, and it increases stamina by strengthening bones and muscles.

By indulging in sports, you can get the best exercises, which help maintain your overall fitness. Regular sporting activities can prevent chronic diseases and help develop healthy heart, strong bones, and enhanced lung function. Sports help control diabetes, manage weight, enhance blood circulation, and manage levels of stress. Through sports, there is a good balance of physical and mental growth, which helps tone muscles and makes bones strong.

Sports inculcates in students the importance of a healthy lifestyle. Sports help in preventing obesity and in encouraging healthy eating habits. Young people involved in sports typically consume more fruits and vegetables, have less chance to be obese, and are more likely to become physically active adults.

Regular sports and physical activity help prevent communicable and non-communicable diseases. Hence, sports are cost-effective methods to help improve the health of the general public in developed and developing countries.

Social and Personality Development Sports not only contribute to physical health but also enhance social and personality development. They help enhancing leadership skills and in improving capacity for goal setting and character building. A student, who is active in sports, will naturally have greater self-esteem, improved social interaction, and a more positive outlook on life.

Sports activities make children acquire ethics, values, responsibility, discipline, and a sense of confidence and mutual trust. The sportsmanship spirit helps a person deal more gracefully with the ups and downs of life. He/she will lead his/her life with good morals and a positive attitude and is thus less likely to be a victim of social evils. As per some studies, students, who compete in sports get better grades, have more confidence and graduate at higher rates. The majority of them avoid evils, as drugs, unplanned pregnancies, obesity, suicide, and depression.





“ THE IMPEDIMENT TO ACTION ADVANCES ACTION.  
WHAT STANDS IN THE WAY BECOMES THE WAY ”

# STOICISM

By Ruchika Tiwari

It's this line from Marcus Aurelius (Roman Emperor and one of the three most important Stoic philosophers), written nearly 2,000 years ago in his private diary which is still as meaningful as ever.

This very meaningful saying comes from the philosophy of stoicism which is about a “practical” philosophy designed to maximize positive emotions, reduce negative emotions by the help of understanding that virtue (chiefly that of self-control, courage, justice, and wisdom) is happiness and it's our perception of things rather than the thing itself that causes most of our trouble.

The single most important practice in Stoic philosophy is differentiating between what we can change and what we can't. What we have influence over and what we do not. As the Haitian proverb puts it: Behind mountains are more mountains. One does not overcome one obstacle only to enter the land of no obstacles. No matter how successful we are or will be, we're going to find things that stand in our path. True are these words as these depict the truest color of life. Just like roses come with thorns, similarly in life everything comes at a price. The price that we will pay will definitely be worth it given that we fight for it.

The discipline of action, perception and will is what we require to find a way out from the obstacles of life. We don't control when things get hard, but we always control how we respond. The things that test us make us who we are. The Stoic grows stronger and better with every obstacle they face. They rally to every challenge and thrive as a result.



# CONTEMPLATION AROUND MSP OF SUGARCANE

By Animesh Bhardwaj

A crop that rules the foundation of Indian festivities and desert market cannot escape the forum without being discussed about. Sugarcane as a crop is a base compound for a plethora of edible items. Its primary refined cousin; sugar crystals, followed by brown sugar and jaggery and powdered sugar as the main derivatives that rule the taste buds of the population across continents, with American continents leading in the consumption index as per 2018.

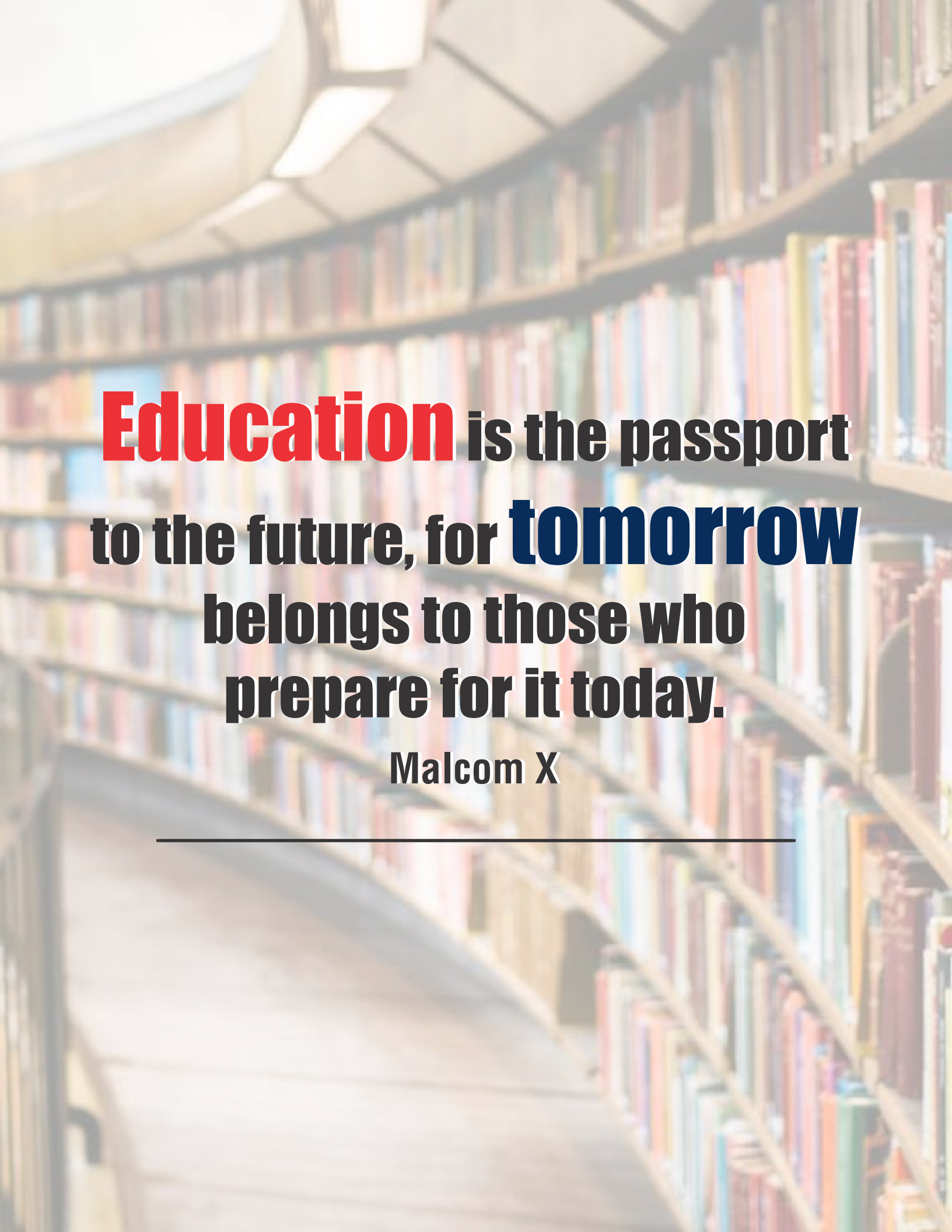
Crediting to well channelled network of flood plains in India, sugar production has been a gradual uprising variable at an average rate of 2.82% from 135 million tonnes in 1970 to 405 million tonnes in 2019. After subtracting domestic demand, this leaves a sizable quantity to be cashed with the help of exports. Fostered by this excess of supply, India dribbles around 2nd & 3rd highest position after Brazil in terms of sugar exports. But since Brazil is prone to hurricanes every couple of years, India in partnership with Thailand, recalibrates for the increased influx of international demand as in when required. Now let's look at another spoke of the wheel which often goes unnoticed, when talked about sugarcane. The rising tension around the crude oil prices and the risk its product petrol poses to the environment and health is a drilling hindrance for the Indian economy and government. Ethanol (a product of sugarcane) when blended in controlled environment and in researched proportions with petrol for motor fuel, decreases the insoluble pollutants produced, increases the octane value of the fuel and downsizes forex expenses for crude oil which shockingly was thrice of defence budget in fiscal 2019.

Basing the aforementioned merits of ethanol blending, Indian Government reached a record blending of 7.4% in 1st four months of the ethanol year from December to November 2021. It's targeting to reach 10% in 2022 and 20% in 2025. More than 10 developed Indian states have already reached their targets of 10% in latest closing records.

Based on the argument of India's fertility for sugarcane, the production barometer seldom saw the lower end of the scale, causing a mega surplus in demand. Caused by this, an anticipated price avalanche was a sure sight. To hedge from this disaster and safeguard the perennial future payments, MSP seems a viable choice. This leads to a domino effect of further increase in sugar production, resulting in excess supply, making the need for an ever-growing MSP inevitable. Only factor to the rescue is increase in demand factorised by the growing population and ethanol blending.

Sugar consumption cannot be relearnt to meet the surplus supply, hence researched ethanol blending and surging demand for the adaption of western eating habits will surely add to India's marginal revenue domestically and internationally trickling down the benefits on the farmers.





**Education** is the passport  
to the future, for **tomorrow**  
belongs to those who  
prepare for it today.

Malcom X

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# AIR INDIA DECISION OF DISINVESTMENT FROM TATA: REFLECTIONS

By Raja Kumar

**A**n economy is usually understood in terms of the tussle between demand and supply. The recent 'Disinvestment Drive' is a part of India's new 'Aatmnirbhar Bharat Abhiyan' Package, that has brought a number of significant 'Public Sector Unites' (PSUs) under the ambit of privet sector. Having a state-owned commercial flight service is itself a technical task for the state. In the context of Air India, Tough one of the oldest in the aviation industry globally with wide route coverage, Failed miserably due to Overhead expenses, High unemployment ratio, Inefficiency to repayment of loan and so on so forth. The whole disinvestment idea revolves around the objective of lowering economic burden on public exchequer. And it also includes a belief that economic potential of Non-Performing Assets (NPAs) may be better found in the hands of private strategic investors. There is no doubt neither any exception that they have large capabilities of infusion of capital, technological up-gradation and efficient management practices etc. to do with these NPAs; disinvested Air India might soon be seen in a profitable state.

What is Economic Disinvestment? - Economically, assets disinvestment is called when an established company tagged and functioning under government authority (PSUs), is leased or sold to 'Privet Sector Investors' (usually a group or a single private company). This is done in response to under performance or non-performance of the company and in order to recover it from losses, as well as to ensure its sustainability for the future.

Why disinvestment in India? - Stimulating up the overall economic status of India, from heavy losses in the recent years, BJP led Indian government came up with the idea to lease or actually sell off some of its PSUs to the private players in the market. Govt. has actually set up a recovery target of ₹ 1.5 Lac. Cr. during 2021-22. Considering the recent COVID-19 pandemic, the government has decided to have the auction bidding of such companies online. It was founded by J.R.D TATA as TATA airlines. Airlines started the first airmail service on October 15, 1932 from Karachi to Juhu, Mumbai. In 1946 it became public limited company under the name of Air India International. Gradually it enlarged its services to both national and international front and by the end of 1960 it was again renamed as Air India. Since then, Government's effort to turn around the finances seemed to failed as the market share of Air India was significantly reducing from 1960. Further, a massive lose was incurring ever since its merger with Indian airlines in 2007. As per the report of DIPAM its losses were around ₹ 20 Cr. per day.

Air-India Now in Care of TATA Group - Noticeably, instead of multiple efforts of 'TATA Group' to take over its airline enterprise from the government control during last few decades, recent disinvestment drive of govt. has brought a huge opportunity for the same. On October 8, 2021 the National Carrier Air-India was sold back to TATA Group in their 'Winning Bid of ₹ 18000 Cr'. It's a biggest relief for both a leading company as well as for the government.

Enlarged Opportunities - TATA Group is quite well aware of Air-India's economic footprints withing the ambit of Indian airline market. This apart, it does also have potentiality to infuse massive investment in the sector to build something bold to its consumers. A complete make over is what required for the rejuvenation of TATA's new Air-India. This could be a more dramatic as we see in the coming decade.



Corollary, the disinvestment of Air India may bring Air India to its past legacy as the fact says but diversion of 'tax payers' money is unethical. The whole saga of Air India evokes the sound that we can't change our past. We can't change the inevitable, the only thing we can do is play on one string we have i.e Reasoning.

# I LIVE IN MY CORE

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By Deepa Jayant

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We have accepted being lost for so long,  
Uncertainty rooted in our heart's song  
You know the lyrics right?  
I don't fear being lost or floating  
My life is not loading, it's happening all along  
as I sing, I walk, I talk, as we speak, as I seek  
Living homelessly not hopelessly,  
My dream is supreme  
Not the people for sure  
Chasing wind and waves  
Leading to caves and back to my heart once more  
Where the adventure is boiling  
I live in my core.

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# WHERE ABOUT OF EDIBLE OIL-CONSUMPTION PATTERN

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By Aman Gaur



Can you imagine Indian cuisine without oil? Come on, that's something not feasible to take oil out of Indian Palate. Vegetable Oil is predicted to rise in the upcoming year and will rise eight percent to 23MMT as there was a very little rise in consumption because due to COVID restaurants, hotels, tourism. Though household consumption wasn't affected much now consumers (especially urban) will now move towards more healthy and branded cooking oil. Almost 65% of the total consumption into Indian cooking oil is met through foreign import. The total domestic consumption of imported and locally produced oils, collectively had soybean, sunflower oil, rapeseed-mustard oil, and peanut oil are 38 percent, 22 percent, 13 percent, 13 percent, and seven percent, accordingly. In the first eight months of the current marketing year, vegetable oil imports were around 8.2 million metric tons. Soybean and rapeseed oil imports took a leap by 14 and 10 percent respectively due to restrictions on the import of palm oil, particularly the refined palm which the

Indian government have kept is the restricted list since January last year. Recently, the Prime Minister has announced a very significant scheme called as new national initiative on palm oil production which is predicted to be a catalyst which will help farmer of sunflower and soyabean to increase their income. This scheme will be helping in self-reliance model of India in edible oil industry, it is a five-year plan and government of India has announced huge investments into this segment. From the past five years, India's production of oilseed has increased by more than 44 percent, from approximately 25.3 million tons in 2015-16 to 36.6 million tons in 2020-21\*. Still, even this meets less than half India's edible oil demand. Based on the current annual per capita consumption figures which predicted that on annual basis 25 million tons of edible oil is needed to fulfill India's demand, of which only 10.5 million tons are fulfilled from Indian domestic production. The remaining is fulfilled by imports. Currently, the prices of oilseeds as well as edible oil in the international market are at a record high the price has increased multiple folds, which in the result is affecting domestic edible oil prices.

Designed by Vecteezy



# DIGITAL MARKETING

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By Gunjeet Kaur Sehgal, PGDM B



*In a world full of fake people,  
Digital world is the one which shows you the real through reel;  
a reel exactly on what you feel, what you think, and what you  
want!?*

*A digital world is the new normal, new normal is the real feel.  
Reel the real,  
Feel the real.  
Heal the real,  
Express the reel.*



# CHILD LABOUR IN INDIA

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Aakash Chauhan



In India, there are several temples of 'Bal Ganesh', 'Bal Gopal', 'Bal Krishna', 'Bal Hanuman' ie Childhood of God. According to Hindu philosophy, a child is considered to be form of God. India is better known to be the country of Dhruv, Prahlad, Lav-Kush and Abhimanyu, the children having talents wisdom, intelligency and warriorship. Apart from this, present day picture of poor Indian child is very dark. The poor child is the most neglected, most exploited and the most abused. Female child is the most deprived and under privileged of the whole class of such children. The girls are not only withdrawn from schools and forced to indulge in child labour but they are even dragged in the prostitution.

Child labour is violation of human rights and is considered to be a 'necessary evil' in any country in the whole world. It hampers their normal and natural physical, mental, spiritual, intellectual, emotional, moral and social development. Children are doing work as domestic servants. They are employed in hotels, workshops, service stations, shops, construction sites and pulling rickshaws etc. They are even working in hazardous and unhygienic forms of labour in manufacturing factories.

Article 24 of the Constitution of India, 1950 says, “No child below the age of fourteen years shall be employed to work in any factory or mine or employed in any hazardous employment”. Indian legislature has also enacted the Factories Act, 1948, The Children Act, 1960, The Child Labour (Prohibition and Regulation) Act, 1986 etc. for the protection of rights of children. Article 45 of the Constitution of India, 1950 casts duty on the State to endeavour to provide free and compulsory education to the children. Article 25(2) of the Universal Declaration of Human Rights also states about the special care and assistance for the motherhood and children.

For the past few years, work done by the Government of India and the States Government in this issue is praiseworthy. Many new schemes and policies are introduced for the education and betterment of the children. But, this problem is still in existence in India even though all these policies are available in India.

There may no other opinion that child labour should be restricted and if possible completely vanished. It is a socio-economic national problem, which requires close analysis and practical solutions to meet with this burning question.



# A VISIT TO QUTUB MINAR

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By Niyaz Khan



A visit to a historical monument is always an exciting experience. It is a fascinating adventure. I had one such experience during the last summer vacations, when I visited Delhi.

With my friend, I reached Delhi by train. After some rest, we undertook a visit to Delhi. Delhi is a historical city. It has been called by different names in different periods of time. On one hand there are Red Fort, Jama Masjid, Jantar Mantar, Qutub Minar, India Gate which narrate the glorious past of India; while Rashtrapati Bhawan, Lotus Temple, Parliament, to name a few, are the wonders of modern times.

We decided to visit the Qutub Minar first. The Qutub Minar is the landmark of Delhi. It is one of the most prestigious monuments of the Indian heritage. It is the highest building of India. We took a cab from Old Delhi Railway Station where we were stayed. I asked the driver, he told me that the monument is far from there. It took us one and half an hour to reach the spot. Being Sunday the place was fully thronged with the visitors; I tool a guide from the tourist office located in the premises of the historical monument. He told us that Qutub Minar is the tallest monumental structure in Delhi as well in India. He gave us precise history of this great historical monument and told us that the structure was started by Qutub-ud-din Aibak in 1119 but was completed by his successor Iltutmish.

From the main gateway there is a long stretched pathway, it took us almost 15 to 20 minutes to reach the main structure. There was a magnificent 5 story minaret. The Minar is 72.5 m high and is embellished with 379 steps. Beside this, we also visited beautiful Mughal architecture as the Quwwat-Ul-Islam Masjid. The other thing that strikes me most was the Iron Pillar.

By noon, we had completed the tour of Qutub Minar and returned back. I enjoyed my trip to the Qutub Minar very much. It was really an unforgettable experience which apart from being intellectually rewarding gave us a glimpse of our country's proud history.

# FOOD BLOGGING AS A CAREER

By Ankita Dang

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Now - a - days youngsters are making the most use of technology and various social media platforms to make money and pursue their career. While it might seem like a glamorous and easy-to-see option, being a food blogger is as challenging as any other job. People who love to explore or experiment with food and are passionate about cooking, food blogging is definitely a great option for them. Not only it is source to earn passive income but people are seeking it as a great career option and travelling the world with this passion.

For few people, food blogging is just clicking pictures and posting on various social media platforms and they might have an opinion of it being the most relaxing job but behind the scene goes alot right from searching various food locations or outlets to making videos, clicking pictures, editing them and hopping to the current trends, reviewing and rating the food. Alot goes behind the bar and it is not at all easy to gain your audience since there are ample number of people who are in the same field or earning hefty amounts as a food blogger. So, in order to be known by people and various brands you need to differentiate yourself and your content from others. Apart from that there are several collaborations with the brand and adhering to their requirements is in itself a task. But all of this hardwork is definitely worth it when it comes to the love you receive from your followers and definitely the money you earn and enjoying life at your own terms with that exploring and travelling the world. Definitely food blogging has great potential in this era as well as for the future generation.



# ARTICLE ON WOMEN EMPOWERMENT

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By Pragya Verma



Women Empowerment has become an important issue in the today's society.

It is one of the most important causes that everyone should support. It is when women are given the greatest amount of power and the ability to make their own decisions. Throughout history, women have been subjected to discrimination. For decades, they've been treated as if they didn't exist. Women, on the other hand, were always making decisions for them. One of the most important reasons for women's empowerment is this. It was one of the most important things that was required at the time. Women were educated about their rights. Women were taught how to be self-sufficient in all parts of their existence, in addition to their rights. They were taught how to create an environment in which they might grow and develop into the individuals they desired to be. Another big problem that women face is that there's a lack of education. Women are discouraged from pursuing higher education in the country. Along with that, they are married early. The men dominating the women think that the role of women is limited to work for them. They don't let these women go, and these women have no freedom.



Education  
is the



to unlock  
the golden  
door of  
freedom.



George Washington Carver



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[www.TopUniversities.com](http://www.TopUniversities.com)

# MENTAL HEALTH

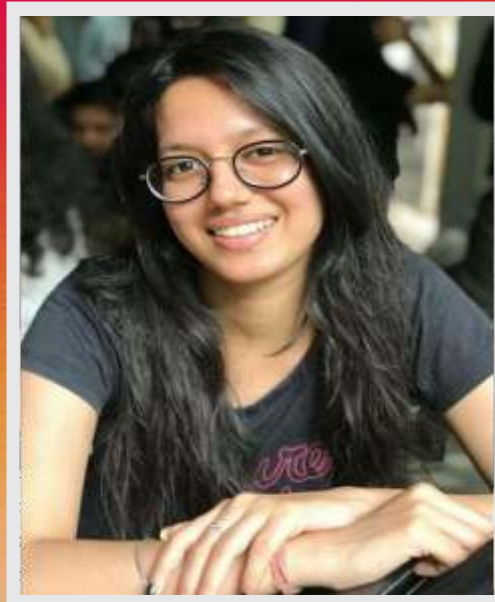
By Prashant Sharma

## LET'S TALK ABOUT MENTAL

Looking after mental health can preserve a person's ability to enjoy life. Doing this involves reaching a balance between life activities, responsibilities, and efforts to achieve psychological resilience.

Conditions such as stress, depression, and anxiety can all affect mental health and disrupt a person's routine.

Although the term mental health is in common use, many conditions that doctors recognize as psychological disorders have physical roots.



## CHILD LABOUR

By Prachi Mittal

**Child labour is the illegal act of forcing young children to work. In India, multiple industries force children to work illegally. Among many sectors, the agriculture sector attracts more children to engage in agricultural activity to earn their living. Eighty-five percent of children are from Indian rural sectors, which are employed due to various social factors that fail to meet their lifestyle.**





# UNICORN COMPANIES

By Rakhi Rawat



Unicorn company is a title given to a company which is privately held startup that has reached a valuation of \$1 billion or more. The term was first coined by venture capitalist Aileen Lee in 2013. As of 2021 there are only 554 unicorns worldwide. Out of which India is home to 79 unicorns with a total valuation of \$260.5 bn.

In Mobi, a mobile adtech startup, was the first unicorn of India with a value of over 1 billion dollars. Some other Unicorn companies are Zomato, Nykaa, Paytm, Byjus's.

Venture capital investors and experts expect India to have 150 unicorns by 2025. Also India has become the 3rd largest startup ecosystem in India.

# GLOBALIZATION

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By Mani Jain

Globalization defines about the interconnectedness of people and business across the globe. It results leading to global cultural, political and economic integration. It helps in easily connecting and communicating with others all over the world in order to conduct business internationally also. Globalization have certain benefits like it helps in increasing the job employment, foreign exchange reserves, standardization of living, innovation, advancement in technology, development of infrastructure and many more. It will eventually also helps in economic growth.

But along will all these benefits, there comes some of the demerits as well like it will not let local business to grow and hence lack of startups and local businesses, increases competition, causes job displacement, increases global potential recession, etc. So, as everything has pros and cons, Globalization also have but according to me it has more pros and benefits



# VIDEO GAME ADDICTION (VGA)

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By Prateek Singh

**V**ideo game addiction (VGA), also known as gaming disorder or internet gaming disorder, is generally defined as the problematic, compulsive use of video games that results in significant impairment to an individual's ability to function in various life domains over a prolonged period of time. This and associated concepts have been the subject of considerable research, debate, and discussion among experts in several disciplines and has generated controversy within the medical, scientific, and gaming communities.



**S**uch disorders can be diagnosed when an individual engages in gaming activities at the cost of fulfilling daily responsibilities or pursuing other interests without regard for the negative consequences. As defined by the societies, the main criterion for this disorder is a lack of self control over gaming.

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# NFT

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By Akshit Bansal

**T**he acronym NFT stands for non-fungible token, which means it's a one-of-a-kind digital asset that belongs to you and you alone. Artwork and music are currently the most common NFTs, but they can also contain films and even tweets.

The energy cost and carbon footprint associated with confirming blockchain transactions, as well as their frequent usage in art scams, have prompted criticism of NFTs. Further concerns question the utility of proving proof of ownership in an often uncontrolled, off-the-books industry.

# LIVING IN A DIGITAL WORLD

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By Yashi Dass

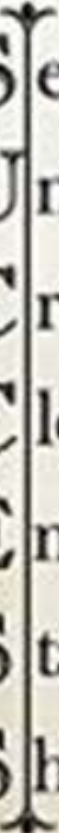


The digital world has become an increasingly important aspect of our everyday lives, and it has transformed the way we do just about anything. Can you imagine a world without social media, online shopping, video calls and search engines that can answer all of our questions? Me neither! This emergence into a digital world has provided us with numerous opportunities that would not have been possible without technology. Due to the Covid-19 pandemic, technology became more prevalent in the majority of people's lives. Working from home, completing online lectures, having meetings or classes via zoom or even using video calls as a way to keep in touch with family: none of this would have been possible without technology. But do not get blindsided; it's not all sunshine and rainbows. Living in a digital society comes with many disadvantages too, and with the digital world growing everyday, people need to be educated on the potential risks of the internet.

## Engagement

Now more than ever, technology has been important in helping us stay engaged with friends and family. Analogue engagement refers to physical engagement such as talking to someone face to face. This has not been possible during the pandemic, leading to an increase in digital engagement, which refers to virtual methods of engagement such as online messaging, phone calls and video calls. Digital engagement lacks aspects such as proximity, body language, facial expressions, and tone of voice which prevents a personal connection being established unlike analogue engagement. However, despite the lack of some of these aspects, without these virtual methods, people would not have been able to communicate with their loved ones due to lockdown restrictions. Personally, I couldn't have imagined getting through lockdown without my weekly quizzes on zoom with my friends! Despite analogue engagement allowing for a more personal connection to be established, video calls can make digital engagement more personal as not only can you hear each other's tone of voice, you can also see each other's facial expressions. I have always enjoyed video calling my friends, but it was not until the pandemic that I truly appreciated the fact we have access to this technology. Being unable to see my grandparents over Christmas would have been a lot more difficult if I was unable to see and talk to them over a virtual call.





**S**ee your goal  
**U**nderstand the obstacles  
**C**reate a positive mental picture  
**C**lear your mind of self doubt  
**E**mbrace the challenge  
**S**tay on track  
**S**how the world you can do it!



# WHY DO PEOPLE CHANGE?

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By Hritik Sharma



If you are working in any space and if you find any people there who were first being good with u ...u became friends with them seeing their goodness and then they changed. Don't get worried. This is the era of changes. People change their mind in seconds...don't even think of circumstances because they have choices and when choices are there, changes will definitely happen. You don't need to freak out.. it happens with all of us ..just keep doing your work, I know it will hurt seeing that people but it's good to not think about them and focus on yourself and move ahead.

People change because either they chose to or they are forced to. They may also change due to a life-changing event. Or people change because they grow and evolve throughout their life. In addition to that boredom, inspiration or frustration might also lead to a change in someone's behavior. So, let's get straight into it without further ado.





## IMPORTANCE OF LOVE IN LIFE

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By Puru Banga

Love is the most beautiful thing in the world. Love is like wind, you can't see it, only feel it. Faith and trust are other two divine qualities that make a man great. There are very few who practice them.



# SOCIAL MEDIA PRESENCE THESE DAYS

By Arushi jain

Social media is a vulnerable place to be at, the more chapters we put out from our lives , the more weak and self- cautious we feel. Yes , I'm well aware you were expecting it to be self-conscious but what I mean to say is being cautious because it is worst than being conscious. When a person is self-conscious they take actions to ensure that their "self" is on the right path but what self-cautious means is what we people are prone to in social media era , we are always seeking for validation even when it is engulfing our individuality and rightness in the process. I'm not guilty to admit how many Nth number of times I think before posting something , what will abc person thing? does this sound grammatically correct? will they judge me for this on their whatsapp group?

It's not the end of self- contemplation, after posting it we question ourselves "are we good enough to put ourselves out there" and then say to ourselves wow! I've made a fool of myself.. abc must me having a good laugh at my expense then what creeps in is the question that, should I delete it? Why does what others think of us needs to haunt us? It's fine to think of what others

have to say till the time it is constructive criticism and is helping in the process of making you a better person. To conclude life doesn't revolves around these virtual world of social media handles and not everyone that's seems to in a perfect phase is really happy. Don't interpret on the basis of what you see as it's not always what it seems like. We only see what people choose to show us. So spread positivity.





# DIGITAL EDUCATION

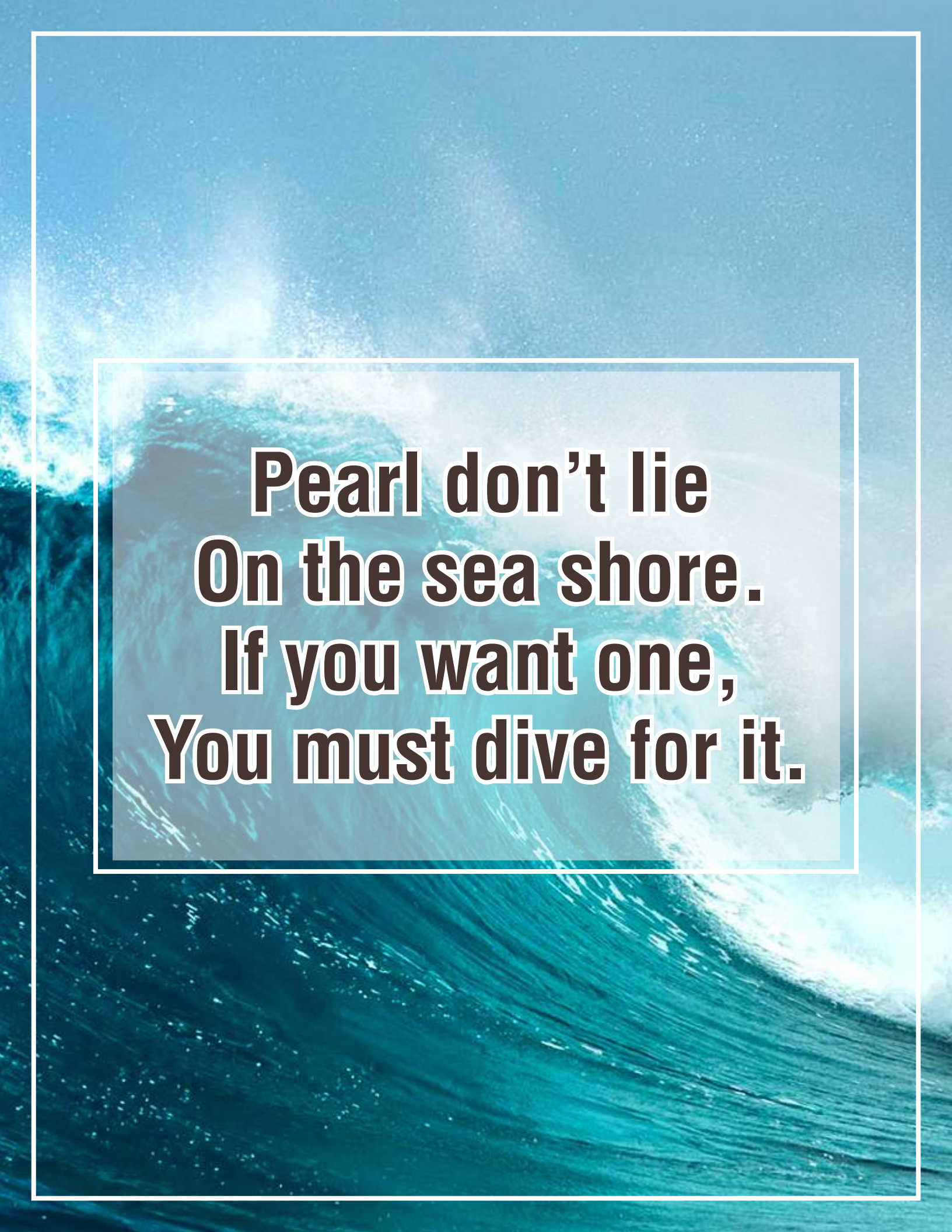
By Amit Saraswat

Digital education is the inventive incorporation of modern technology and digital tools to assist the progress of teaching and learning. It is also known as Technology Enhanced Learning, digital learning, or e-learning. Digital education is the way forward to seeking education through the means of technology and digital devices.

When manifested to new learning tools and technology students develop effective self-directed learning skills. The digital education system enables students to analyze what they need to know to be able to search and utilize online resources. It plays a significant role in enhancing their efficiency, learning ability, and productivity.

The world of the internet is vast and loaded with information, most of which is freely accessible. The emergence of digital education has made it possible for students to explore and use this treasure of knowledge. Earlier, students would depend on limited sources of information, but now thanks to the growing popularity of the digital education system, unavailability of the required information is no longer a barrier in seeking knowledge.





**Pearl don't lie  
On the sea shore.  
If you want one,  
You must dive for it.**

# FITNESS AND EXERCISE

By Shoaib khan



Exercising regularly, every day if possible, is the single most important thing you can do for your health. In the short term, exercise helps to control appetite, boost mood, and improve sleep. In the long term, it reduces the risk of heart disease, stroke, diabetes, dementia, depression, and many cancers. The Centers for Disease Control and Prevention recommend the following:

For adults of all ages - At least 150 minutes of moderate aerobic exercise like brisk walking or 75 minutes of rigorous exercise like running (or an equivalent mix of both) every week. It's fine to break up exercise into smaller sessions as long as each one lasts at least 10 minutes. Strength-training that works all major muscle groups—legs, hips, back, abdomen, chest, shoulders, and arms—at least two days a week. Strength training may involve lifting weights, using resistance bands, or exercises like push-

ups and sit-ups, in which your body weight furnishes the resistance.

For pregnant women - The guidelines for aerobic exercise are considered safe for most pregnant women. The CDC makes no recommendation for strength training. It's a good idea to review your exercise plan with your doctor.

For children - At least 60 minutes of physical activity a day, most of which should be devoted to aerobic exercise. Children should do vigorous exercise and strength training, such as push-ups or gymnastics, on at least three days every week.



# IMPORTANCE OF EDUCATION IN LIFE

By Ritika Sharma



*Education is a constitutional right of every citizen that prepares an individual to play their role as a sophisticated member of society. The importance of Education can be implied by habituating the lack of its existence.*

*The importance of education and its significance can be understood through the life of an ignorant and illiterate person, who has never had the chance to visit the school and is experiencing the bane of illiteracy could value the answer to the question-' Why is Education an essential factor in our life? He/she knows the prominence and importance of Education and its changes in an individual's life.*

# SOCIAL MEDIA PRESENCE THESE DAYS

By Deepika Sikerwar

The problems in today's society with the education system are endless. So many students are deprived of the quality of the education they deserve today. Many elementary and high schools are improving but deserve more attention with school supplies, smaller classrooms, and need more highly qualified teachers. Schools today are in a bad need of change. Quality is at the heart of education, Alternatively Performance in licensure examinations is not the only measure of quality education. The quantity and quality of school inputs the effectiveness of the curriculum and teaching methods and the quality of the school and home environment. The power of transforming the society is from quality education. The element of social value in the educational process is present. It can be any education that gets you further down the path you have chosen to go. An education isn't how much you have committed to memory, or even how much you know. It's being able to differentiate between what you do know and what you don't. Education is the most powerful weapon which you can use to change the world that's why its quality is very important it is what you remember and use after you have forgotten what you learned because without education you can't go anywhere. To have a good quality education, Pay for it. Quality education therefore implies looking into what desirable changes the school wants to make in each student. Setting a high standard and help the student work toward them. it is important not to pressure any student when doing this. That is what a quality education is all about.



# THE IMPACT OF SOCIAL MEDIA

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By Neha Pandey

In little more than a decade, the impact of social media has gone from being an entertaining extra to a fully integrated part of nearly every aspect of daily life for many.

Recently in the realm of commerce, Facebook faced skepticism in its testimony to the Senate Banking Committee on Libra, its proposed cryptocurrency and alternative financial system. In law enforcement, the Philadelphia police department moved to terminate more than a dozen police officers after their racist comments on social media were revealed.

As quickly as social media has insinuated itself into politics, the workplace, home life and elsewhere, it continues to evolve at lightning speed, making it tricky to predict which way it will morph next. It's hard to recall now, but SixDegrees.com, Friendster and Makeoutclub.com were each once the next big thing, while one survivor has continued to grow in astonishing ways.



# STAYING CONNECTED THROUGH SOCIAL MEDIA

By Shrestha Chakraborty



Social media, a necessity for everyone in today's world. Social media is a means for communication that is used by a lot of people to share information and communicate to one another.

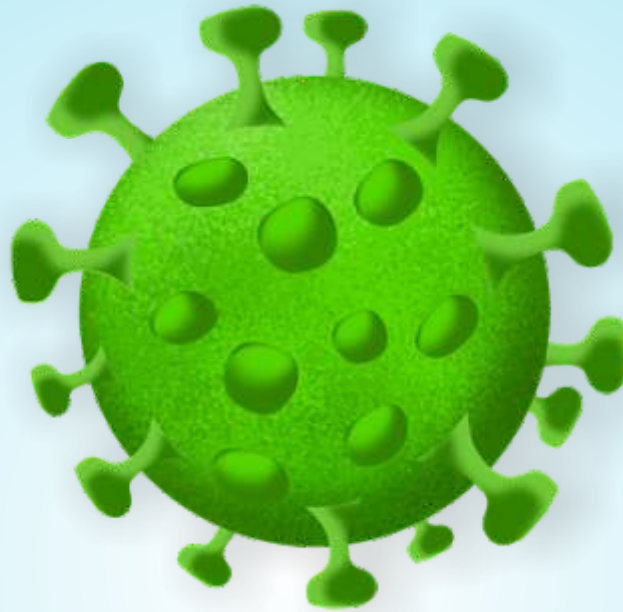
Among the other benefits, connecting with people all over the world is a major importance of social media and that too for free.

Social media gives the ability to communicate quickly and easily with people. Through social media we can send a private message, publicly share something or video chat, for free.



# COVID-19

By Prashant Sharma



## **COVID-19** **CORONACIRUS**

*Coronavirus disease is an infectious disease caused by the SARS-CoV-2 virus.*

Most people infected with the virus will experience mild to moderate respiratory illness and recover without requiring special treatment. However, some will become seriously ill and require medical attention. Older people and those with underlying medical conditions like cardiovascular disease, diabetes, chronic respiratory disease, or cancer are more likely to develop serious illness. Anyone can get sick with COVID-19 and become seriously ill or die at any age.

The best way to prevent and slow down transmission is to be well informed about the disease and how the virus spreads. Protect yourself and others from infection by staying at least 1 metre apart from others, wearing a properly fitted mask, and washing your hands or using an alcohol-based rub frequently. Get vaccinated when it's your turn and follow local guidance.

The virus can spread from an infected person's mouth or nose in small liquid particles when they cough, sneeze, speak, sing or breathe. These particles range from larger respiratory droplets to smaller aerosols. It is important to practice respiratory etiquette, for example by coughing into a flexed elbow, and to stay home and self-isolate until you recover if you feel unwell.



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**The only difference  
between success and failure is  
the ability to take action.**

**—ALEXANDER GRAHAM BELL**

# PHYSICAL ACTIVITY OR EXERCISE

By Shrestha Chakraborty

Physical activity or exercise can improve your health and reduce the risk of developing several diseases like type 2 diabetes, cancer and cardiovascular disease. Physical activity and exercise can have immediate and long-term health benefits. Most importantly, regular activity can improve your quality of life.

A minimum of 30 minutes a day can allow you to enjoy these benefits. Benefits of regular physical activity

If you are regularly physically active, you may:

Reduce your risk of a heart attack manage your weight better have a lower blood cholesterol level lower the risk of type 2 diabetes and some cancers have lower blood pressure have stronger bones, muscles and joints and lower risk of developing osteoporosis lower your risk of falls recover better from periods of hospitalisation or bed rest feel better – with more energy, a better mood, feel more relaxed and sleep better. A healthier state of mind.

A number of studies have found that exercise helps depression. There are many views as to how exercise helps people with depression:

Exercise may block negative thoughts or distract you from daily worries. Exercising with others provides an opportunity for increased social contact. Increased fitness may lift your mood and improve your sleep patterns. Exercise may also change levels of chemicals in your brain, such as serotonin, endorphins and stress hormones. Aim for at least 30 minutes a day

To maintain health and reduce your risk of health problems, health professionals and researchers recommend a minimum of 30 minutes of moderate-intensity physical activity on most, preferably all, days.



# ADDICTION

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By Purusharth Pande

Addiction is an inability to stop using a substance or engaging in a behavior even though it is causing psychological and physical harm.

The term addiction [Trusted Source](#) does not only refer to dependence on substances such as heroin or cocaine. Some addictions also involve an inability to stop partaking in activities such as gambling, eating, or working.

Addiction is a chronic condition that can also result from taking medications. In fact, the misuse of opioids — particularly illicitly made fentanyl — caused nearly 50,000 deaths [Trusted Source](#) in the United States in 2019 alone.

The American Society of Addiction Medicine defines addiction as “a treatable, chronic medical disease involving complex interactions among brain circuits, genetics, the environment, and an individual's life experiences. People with addiction use substances or engage in behaviors that become compulsive and often continue despite harmful consequences.”

Many people, but not all, start using a drug or first engage in an activity voluntarily. However, addiction can take over and reduce self-control.



# GLOBALIZATION

By Pragya Singh

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In today's world globalization plays a huge role in the economy. It describes the growing interdependence of population, brought about by cross-border trade. It changes the way nations, people, and businesses interact. It changes the nature of economic activity among nations, expanding trade, opening global supply chains, and providing access to natural resources.



# HEALTH AND FITNESS

By Sachin Chadha

Good health is a boon to your body. It helps you physically and mentally. Good health can be maintained by doing regular exercise and maintaining a well-balanced diet. It is imperative to eat proper meals at the appropriate time. The key source of being happy is fit and healthy. It helps us to perform our daily chores properly without being lazy or dull. Regular exercise, a proper routine diet, and peace of mind can help one attain good health and fitness. The maintenance of being fit and healthy requires regular physical exercise with a balanced diet. It is very necessary for all to maintain order to be fit, healthy, fearless of diseases.



# POLLUTION

By Mansi Tyagi

Pollution is a threat to our environment and the living organisms in it. It is quite sad that pollution is caused by the irresponsible actions of man towards nature. Our Earth provides us with food and shelter, whereas we exploit its resources for fulfilling our selfish needs. We become greedy and start using natural resources impulsively without considering its consequences. Even manufacturing factories that release harmful gases into the atmosphere contribute to air pollution. When we use pesticides and fertilizers and do excessive farming on a piece of land, the soil on the land loses its natural minerals. Noise pollution can result in loss of hearing due to loud noises produced by factories, jets, airplanes, and other vehicles.



# WOMEN EMPOWERMENT

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By Mahima Raghu



Women's empowerment is one of the most important causes that everyone should support. It is when women are given the greatest amount of power and the ability to make their own decisions. Throughout history, women have been subjected to discrimination. For decades, they've been treated as if they didn't exist. Women, on the other hand, were always making decisions for them. One of the most important reasons for women's empowerment is this. It was one of the most important things that was required at the time. Women were educated about their rights. Women were taught how to be self-sufficient in all parts of their existence, in addition to their rights. They were taught how to create an environment in which they might grow and develop into the individuals they desired to be.



# SAY NO TO POVERTY

By Aiyushi Malhotra



In our everyday life we see many poor around us which can be seen on roads, on the construction areas working on daily basis and many others. We see poverty all around us, in fact every third person in India is poor.

India has the largest population of poor which is the main reason of our less growth. The reasons of such huge poverty can be unemployment, Illiteracy, size of families and many other.

Apart from these reasons poverty is seen due to Vulnerability and Social exclusion which

describes the greater probability of backward classes among the poor. These poor people or the people from the backward classes are excluded socially from facilities , benefits and opportunities.

In India poverty can be measured through the poverty line based on income and consumption patterns.

India has used various poverty elimination programmes for the reduction in poverty.





**WHAT  
EVER YOU**  
decide to do  
**MAKE SURE IT**  
Makes You Happy



# HAVMOR ICE CREAM

## - is it worth to INVEST?

By Sameer Kumar

The Ahmedabad-grounded business started in 1944, and after lots of ups and campo in the life of Mr Chona, they eventually have set up everything in Gujarat.

# Havmor

## ICE CREAM

Most of the ice cream brands have diversified their product in the Indian request because of the warm temperature, and that's the critical success for the frozen and goodies ice cream expansion.

The proprietor Mr. Chona gives significance to the three crucial factors, probity, goddess, and cleanliness, which was latterly to come the successful Mantra for the havmor Ice Cream brand. People started noticing it; that's why the brand is getting bigger and more important. The current range of havmor products are available in further than 14 requests in India with the first networks, including beaneries, celebrate parlours, and caffe chain. Havmor ice cream has more than 160 comprehensive range products in the shop, including Ice Cream flavours, sundries, ready to eat products, and real kulfis. All ice creams are produced with unalloyed milk and the finest ingredients. However, there are 232 outlets presently performing in India and 1 in Dubai.

Havmor Ice Cream brand is known for its unique taste that's why original people love indeed foreign peoples also love the taste of ice cream, And, now the brand has expanded their request from ice cream parlour to eatery and exchange. The brand is presently working with the giant player in the entertainment orders like Gaana and Amazon to offer a one- time subscription plan on some products when you buy from the havmor shop. Havmor is an Indian grounded brand, and it offers a ballot occasion for the investors within budget. Let's look into the details.

One of the most famous brands in the ice cream segment now offers a ballot for the interested one, but before you can enrol for the business cooperation, make sure to assay the position you have chosen for the shop (the company has n't started anything related to the shop position, but the marketable shop is a must) and the needed area. For the ballot, the area needed up to 600 to 800 square bases and must be commercially possessed or rented. The minimal cost of investment is 10 to 20 lakhs. (The price might be different/ change so far the accurate detail you need to communicate the company's office staff)

The company keeps 2 of kingliness freights from the overall budget. (The price might be different/ change so far the accurate detail you need to communicate with the company's office staff). Still, also havmor ice cream is one of them, which is so far dependable and cost-effective, If You're looking to invest in the Ice Cream brand. Investing in the ballot business isn't easy; you have to be ready with enormous capital.

# MY DEAR MOTHER

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By Sunil Yadav

To one who bears the sweetest name, and adds lustre to the same, long life to her, for there's no other who takes the place of my dear mother. Thank you for the extraordinary things you have done for me, even when it was hard or seemed impossible. Thank you for showing me the power of a mother's love.



# YOGA FOR MODERN CITY LIFE

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By Riya Gupta



Yoga is an ancient art that connects the mind and body. It is an exercise that we perform by balancing the elements of our bodies. In addition, it helps us meditate and relax. Moreover, yoga helps us keep control of our bodies as well as mind. It is a great channel for releasing our stress and anxiety. Yoga gained popularity gradually and is now spread in all regions of the world. It unites people in harmony and peace. Furthermore, yoga helps in sharpening our mind and improving our intelligence. We can achieve a higher level of concentration through yoga and also learn how to steady our emotions. It connects us to nature like never before



and enhances our social well-being. In addition, you can develop self-discipline and self-awareness from yoga if practiced regularly. You will gain a sense of power once you do it consistently and help you lead a healthy life free from any problems. Anyone can practice yoga no matter what your age is or whichever religion you follow. 21st of June is celebrated as International Day of Yoga where people are made aware of the benefits of yoga. Yoga is a great gift to mankind which helps us keep better and maintain our health. You also develop a higher patience level when you practice yoga which also helps in keeping the negative thoughts away. You get great mental clarity and better understanding. In short, yoga has several benefits. Everyone must practice it to keep their health maintained and also benefit from it. It is the secret to living a healthy and long life without the use of any artificial means like medicines or any other shortcuts of any kind.

# STUDENTS' ACHIEVEMENTS

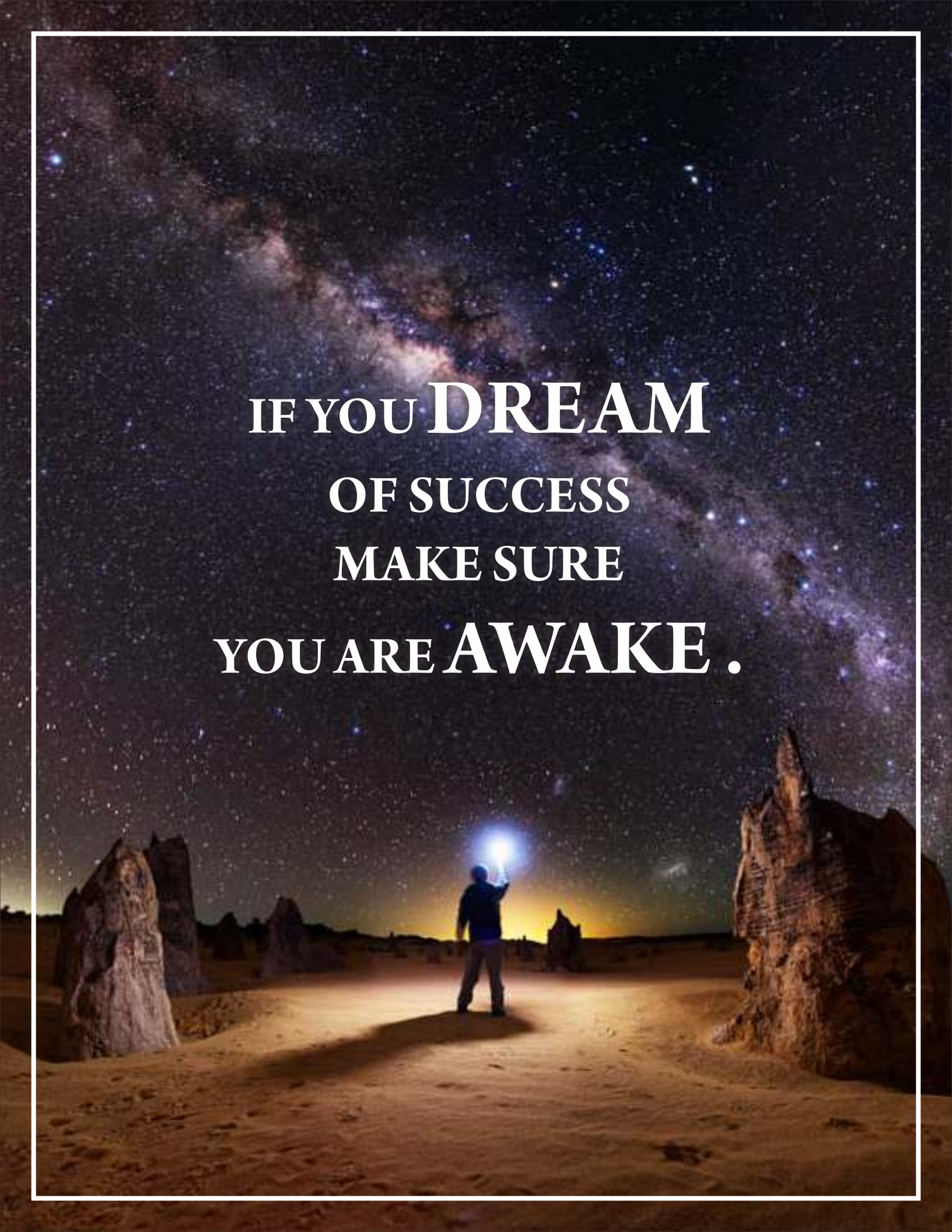
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## Business Analytics Club-"Quizee Bee Buzz" on 8th December, 2021

The Business Analytics Club of JIMS, Kalkaji organized an Intra-campus quiz named 'Quizee Bee Buzz' on 8th Dec 2021. A total of 30 Teams participated in the event. The Event was Coordinated by Ankita Dang, Vice President, Rajshree, Secretary and Manas Tikkha, Marketing Head of BA club. The Event was conducted in the Offline mode. The welcome address was given by the Club Head, Ms. Palak Gupta, Assistant Professor, JIMS, Kalkaji who was also the jury of all rounds. The event started at 10 am with Yashi Dass and Shivangi Aggarwal as the anchors. The event consisted of 3 rounds: the First round was MCQ Quiz, the second round was the Audio/Visual round and the third round was Rapid fire. First position was secured by Prachi Sharma & Komal Mittal of team Lady Rangers, PGDM B 2021-23, second team was Akshit Bansal & Shoaib Khan of team Newbies, PGDM B 2021-23 and third team was Samrat Singh Chauhan & Aakash Shrivastava from team ABCD, PGDM (IB) 2021-23.

## Inter Campus Debate Competition on 26th November, 2021

PGDM Students, batch 2021-2023: Rajshree and Divyanshu Gusain won Second Position and Rs. 500 in Inter Campus Debate Competition on "Constitutional Liberties, Freedoms and Rights in the context of National Security" organized by JIMS Vasant Kunj. A fierce battle of words was fought on the various mechanisms of defense that are expended by the country. The Constitution guarantees liberty, rights and freedom to all citizens yet safety is a cause of concern. This was well worded in the communication of thoughts and led to winning this war of words. We proudly congratulate the winners!

A person stands in a desert landscape at night, holding a flashlight that illuminates the sand. The sky is filled with stars and the Milky Way galaxy. The scene is framed by a white border.

IF YOU **DREAM**  
OF SUCCESS  
MAKE SURE  
YOU ARE **AWAKE** .

## **Split Hair 2021**

Moneytech, Finance Club of JIMS, Kalkaji organized Split Hair, 2021, an Inter College event. The seminar was conducted online by resource persons Mr. Mohit Malhotra, Assistant Manager from CONCOR Ltd. & Dr. Swati Narula, Assistant Professor, Finance, VIPS. The event was taken part in by approximately 10 teams from different colleges all over India. It was organized to put the financial knowledge of participants to test through a round of open-ended questions and an impromptu presentation on the same where the participants were cross questioned by the judges. 1st position was scored by Srushti Mehta & Shubham Surse from Symbiosis Institute of International Business, Pune, 2nd position by Yashi Das & Prabhat Kumar Deshwal from Jagannath International Management School, Kalkaji and finally the 3rd position was given to Lingeswaran R & Sanjay Kumar Gupta from National Institute of Industrial Engineering, Mumbai.

## **E-Week 2021**

E – Week 2021 was organized by E – Cell & JIMS Kalkaji from 23rd November 2021 to 25th November 2021. Students from various colleges both national and international participated in this event. The aim of this event was to explore the latest skills in every student and excellence in the business context. There were 6 events conducted during E-week- Case Coded, Stock Mock, Quizard, Green Market King, Documentary, Business Plan. Winners were awarded certificates and cash prizes. The highlight of the E-Week was "Entrepreneurial Talk" by our Guest of Honour Mr. Ashish Agarwal, Managing Director, Haldiram Ethnic Foods Pvt. Ltd.

## **HR Quiz Bonanza on 18th November, 2021**

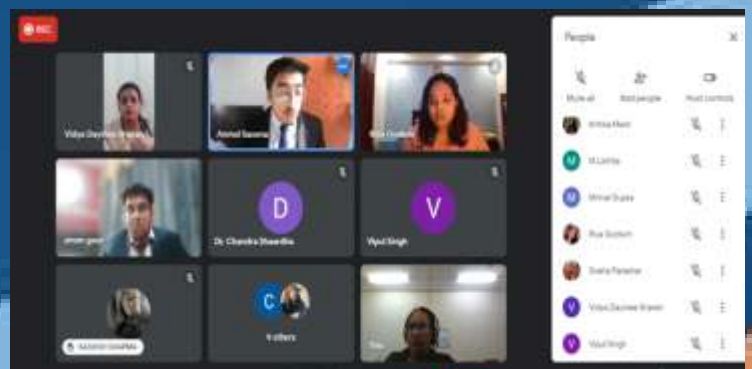
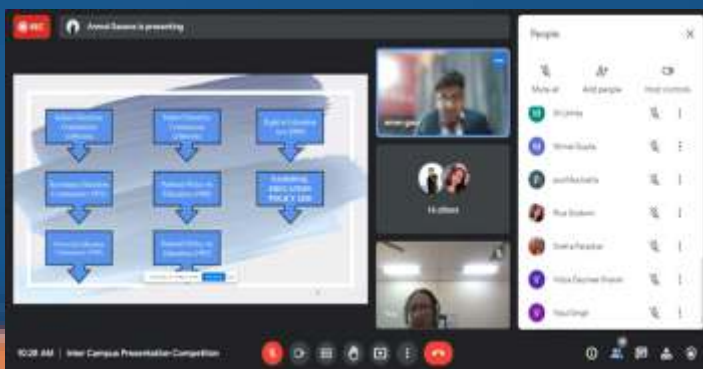
To enhance HR knowledge and skills and help students compete together and get familiar with the actual quiz environment, HR Club of JIMS, Kalkaji organized Quiz Bonanza on 18th November, 2021. ). This event was conducted in offline mode with 30 teams. Navya Singh and Kartik Dogra won 1st position and Prashant Sharma and Mahima got the 2nd position.

# MEME Marketing on 17th November, 2021

Marketing Club of JIMS, Kalkaji organized "Meme marketing" on 17th November, 2021. It was basically a humorous and intellectual meme designing competition to enhance marketing skills and creativity skills and help students observe fun element and use it to attract audience. The participants were assigned with a random industry sector as per chosen from multiple chits. Then they were given 30 mins to create a meme on the same. The participants had to present their meme to the jury with a valid justification. First position was won by team 'Marketers'—Yashi Das and Prajwal Pratap Singh. Second position was won by team Memes for Life- Raja Kumar and Dipesh Lunthi and third position was won by team 'NIMKI'- Nikita Murjani and Mallika Maini.

# Inter Campus Presentation Competition on 2nd Nov, 2021

Education is fundamental for achieving full human potential, developing an equitable and just society, and promoting national development. The global education development agenda reflected in the Goal 4 (SDG4) of the 2030 Agenda for Sustainable Development, adopted by India in 2015 - seeks to "ensure inclusive and equitable quality education and promote lifelong learning opportunities for all" by 2030. In view of the above our students: Anmol Saxena, PGDM Student batch 2020-2022 and Aman Gaur, PGDM (IB) student batch 2021-2023 won First Position in the Inter Campus Presentation Competition organized on November 2, 2021. Their excellent presentation with the most contemporary and relevant insights were most appreciated by the panel of judges. We are proud of them and wish them more success in future!

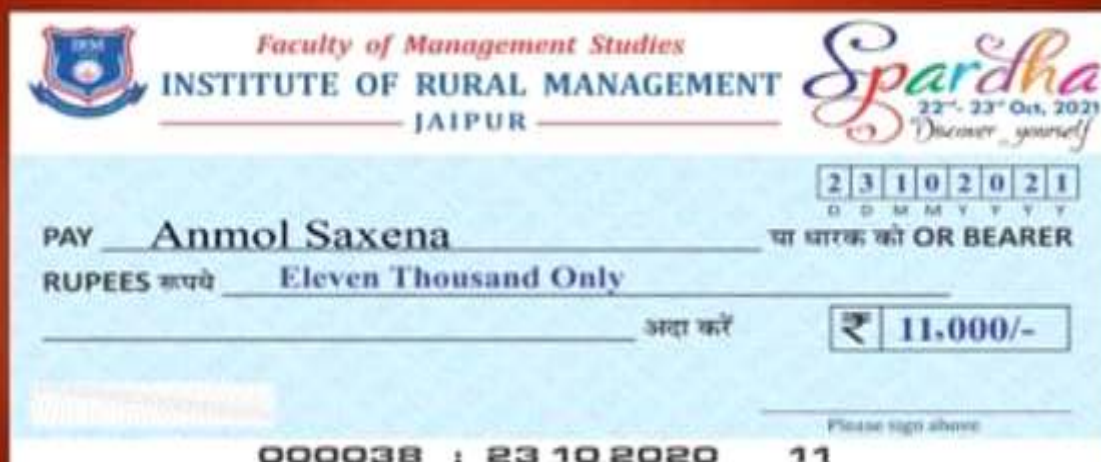


# "Spardha 2021" on 22nd October 2021

Anmol Saxena, PGDM student of batch 2020-2022 secured First position "Spardha 2021" - 19th Annual National Level Summer Project Presentation Competition on 22nd October 2021 by FMS, Institute of Rural Management, Jaipur.



## Winner



Designed by Vecteezy



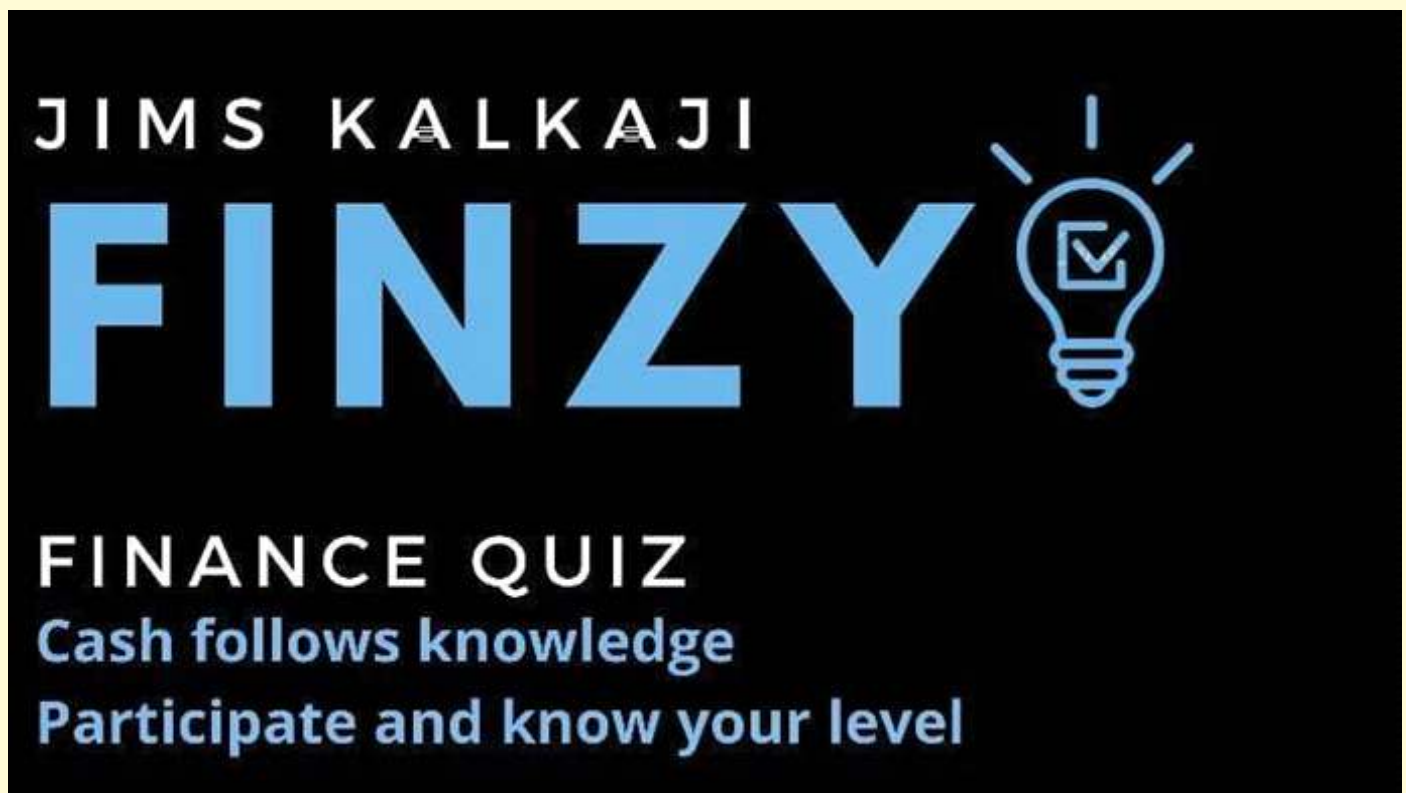
**DO SOMETHING  
TODAY THAT  
YOUR FUTURE  
SELF WILL**

**THANKU TOU FOR.**

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# Quiz Competition "Finzy Finance Quiz" on 14th October, 2021

Finance Club of JIMS, Kalkaji organized a Quiz Competition on October 14 2021. There were total 17 teams, and each group consisted of two members. The quiz took place in two rounds. Both rounds were quick fire. The participating team vied with each other to win the competition. All the participants were with equal caliber and potential but in the end, some stood out shining brighter than the others. From the first round, three teams qualified for the second round and eventually competition was won by Sunil Yadav of PGDM (IB) 2021-23 and Nikita Murjani of PGDM 2021-23.



# "Jeet Ki Udaan"-Online Inter-Institutional SIP Competition" on 8th October, 2021

Anmol Saxena, PGDM student of batch 2020-2022 secured First position in "Jeet Ki Udaan"-Online Inter-Institutional SIP Competition" organized by School of Business, Galgotias University on Friday, October 8, 2021.



# COMQUEST 2021

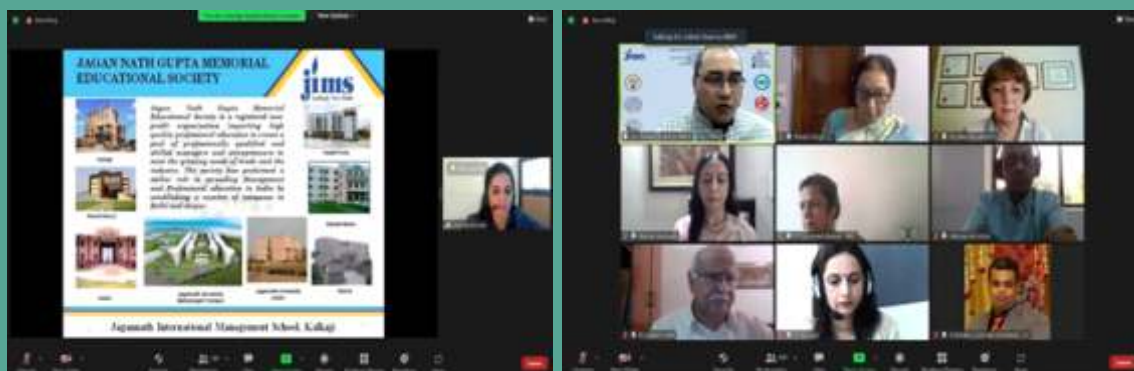
JIMS Kalkaji organized a Collaborative Business Management Quiz "COMQUEST-2021" in association with Jesus and Mary College (JMC) University of Delhi on Friday, 1st October 2021. The quiz provided a unique opportunity to measure the budding professional knowledge and awareness level on current issues and recent developments in the corporate world. This was a unique initiative of promoting application of knowledge among the students and nurturing them as global leaders. Academicians from institutions of international repute graced the event with their benign presence. Dr. Reena Marwah - Associate Professor, Jesus and Mary College, Dr. Ashok Sharma, Director, JIMS Kalkaji, Dr. (Cdr.) Satish Seth, Advisor, JIMS Kalkaji, Dr. Sandra Joseph, Principal, Jesus and Mary College, The Guest of Honor- Brigitte Wuethrich, Director, Swiss Kalpvriksh Education LLP, Chief Guest- Mr. Ajit Motwani, Senior Director Advancement, ISB, Dr. Preeti Singh, Quiz Coordinator, Mr. Vikram Achanta, Quiz Master, Dr. Amit Gupta, Chairman JIMS, Dr. Savita Rastogi, Head, Commerce Department, Jesus and Mary College. These were the esteemed guests of the event.

Mr. Vikram Achanta, Quiz Master came up with brilliant questions and certainly students were mind blown with it. Also, his level of energy is what needs to be praised. Participants as well as attendees were highly involved in the kind of questions being asked. Questions were majorly based on current issues and recent developments in the corporate world. Students were really astounded by the questions and were fully engaged in the event. Quizzing started with 400 teams but 100 teams could make it to the Preliminary Round, and amongst those 100 teams, only 9 teams were shortlisted for the final round. From those 9 teams, the winners of the Comquest were as follows:

First Position by team Mavericks-Jatin Soni

Second Position by team The One-Two Punch- Sujit Ray & Ambarish Jha

Third Position by team Caveat Attemptor- Pratyush Goel & Jyotesh Singh



## Inter Campus Quiz Competition on 28th September, 2021

PGDM Department of JIMS Kalkaji organized Inter Campus Quiz Competition on September 28, 2021. An Inter Campus Quiz was organized to check on the pace and acumen of the students. Various interesting rounds on Current Affairs, Science, Marketing, Finance, etc. amused both the participants and audience. Enthusiasm of the students was highly appreciative. Team from JIMS Kalkaji won the first prize with Manas Wats (BBA III M), Pratush Jaiswal (PGDM (IB) and Hridika (B.Com III M) won First Position while team from VK-1 Campus inclusive of Girik Arora, Sudhanshu panthri and Atul kadyan won Second Position, Team of GN campus comprising Vaishnavi Singh, Anshuma Ela and Sambhal Vatsa won Third Position while team from VK 2 of Abhishek, Utkarsh and Aryan won Fourth Position. The participants found the quiz and its pattern with various rules per event as most interesting.



# ECO Club Poster Making & Best out of Waste Competition on 17th September, 2021

As a part of the various initiatives to observe World Ozone Day, the Eco Club of Jagannath International Management School, Kalkaji organized Poster Making & Best out of waste competition on 17 September 2021 from 3:30 pm onwards on Zoom online meeting platform. 37 students from PGDM & PGDM(IB) participated enthusiastically in the competitions organized. Entries of the participants based on the Ozone theme were presented in the meeting and following results were announced. Winners are as follows-

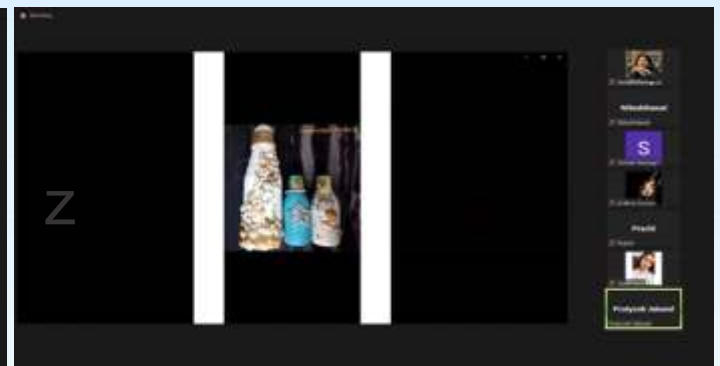
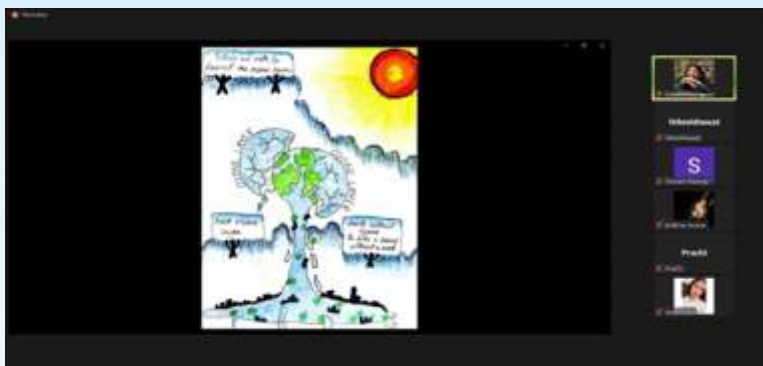
## **POSTER MAKING:**

Kritika (Ist)- B.COM(H) 2020-2023  
Manas ( IInd)-PGDM(IB) 2021-2023  
Hritik (IIIrd) –PGDM 2021-2023

## **BEST OUT OF WASTE:**

Komal (Ist) PGDM 2021-2023  
Manas (IInd ) PGDM(IB) 2021-2023  
Ankita (IIIrd) PGDM 2021-2023

Overall the response for the event was overwhelming and the week to observe World Ozone Day gave us the message to protect the Mother Earth and nature. Shared below are few of the screenshots from the event.



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**START** WHERE  
YOU ARE.  
USE WHAT YOU  
HAVE.  
DO WHAT YOU  
**CAN.**

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## "Vataayan"-Inter Institute SIP Competition on 15th September, 2021

Anmol Saxena, PGDM student of batch 2020-2022

secured Third position in Vataayan-Inter Institute

SIP Competition organized by IMS Ghaziabad on September 15, 2021. His insights that he had garnered during his internship at Asian Paints made him accumulate and record details of the work which is carried out at the bottom-of-the pyramid in marketing. Several aspects of segmentation, targeting and positioning were learnt and presented.

We take pride in this achievement of our industrious student who won trophy, certificate and a cash prize of Rs. 2000.

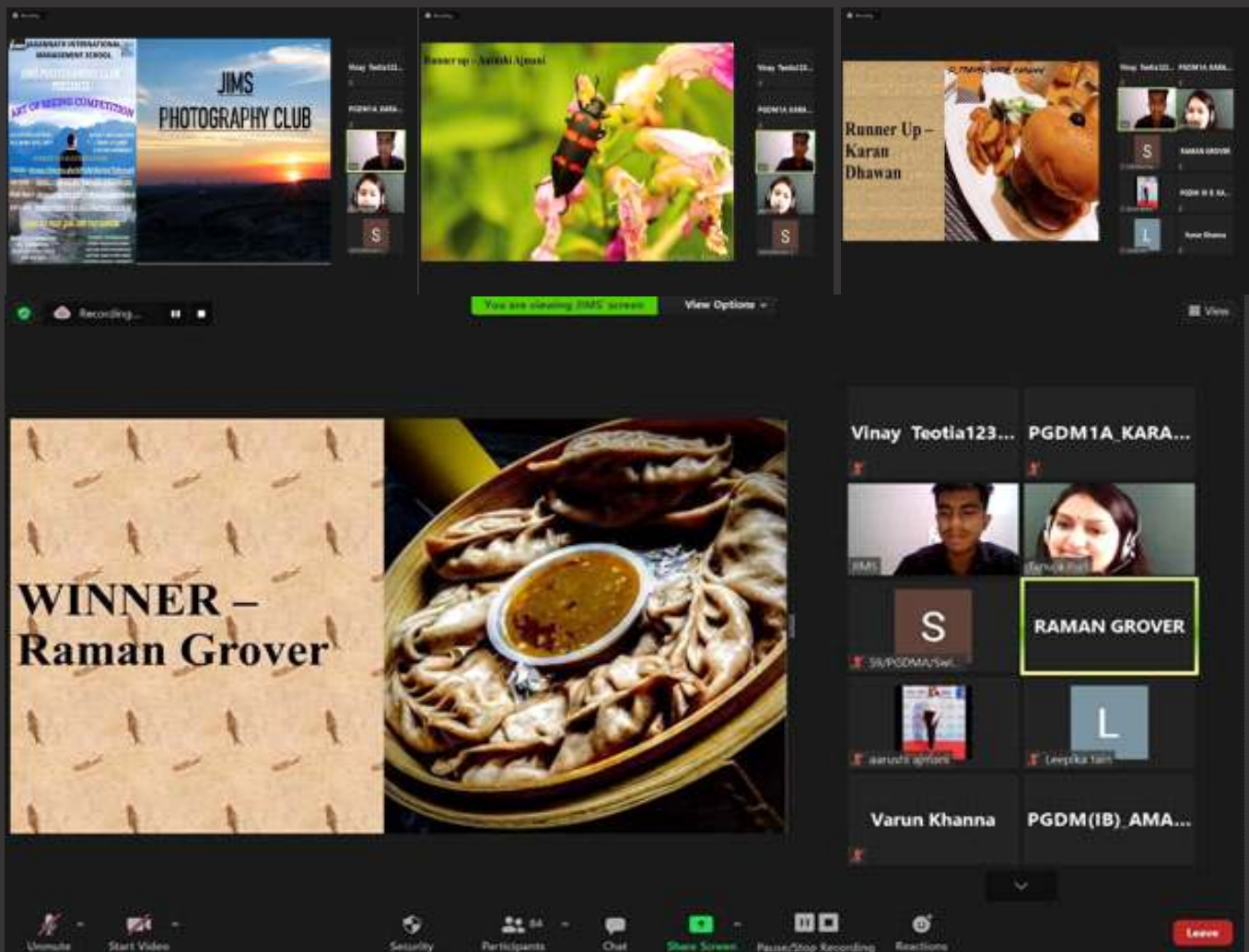




# Art of seeing –Photography competition on 7th April, 2021

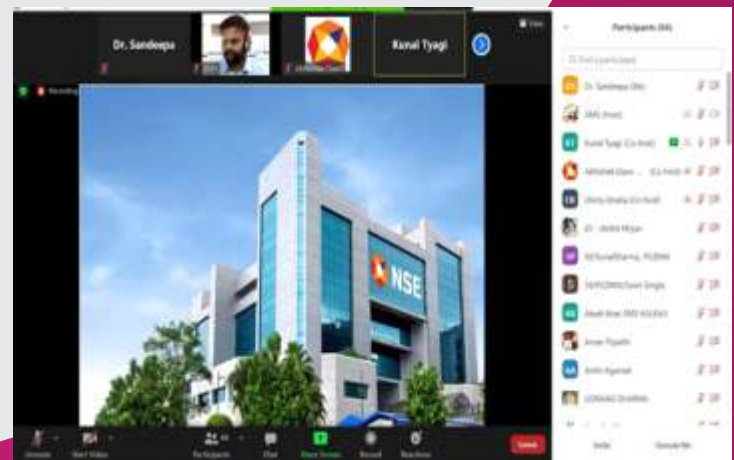
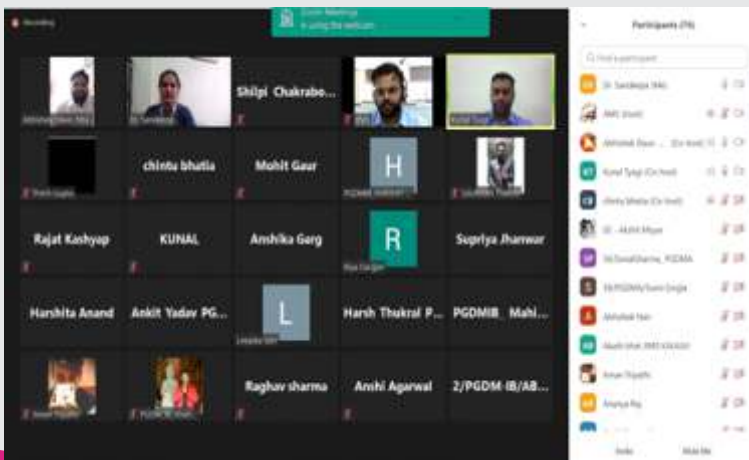
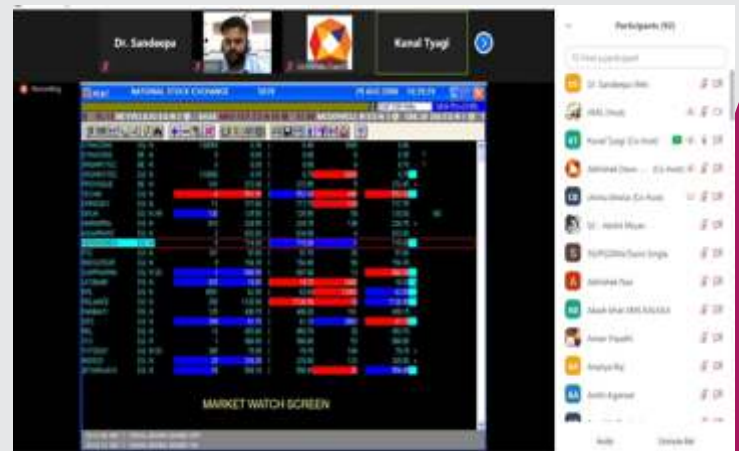
The photography club of JIMS, Kalkaji organized a photography competition-"THE ART OF SEEING" on 7 April 2021. The judges of the event were Ms. Sanyogita Choudhary, Assistant Professor, JIMS Vasant Kunj and Mr. Anish Saxena, Assistant Professor, JIMS Vasant Kunj of the BJMC Department. Collectively 52 entries were received for 4 themes:

1. FOOD PHOTOGRAPHY-12 entries capturing delicacies, traditional dishes, foods, drinks, beverages, 2. NATURE PHOTOGRAPHY-15 entries capturing flora and fauna, 3. PORTRAIT PHOTOGRAPHY-11 entries capturing portrait shots of living persons, 4. SKYLINE PHOTOGRAPHY- 14 entries capturing artificial horizons, made of buildings and towers jutting up and down into the sky above. E certificates of appreciation were provided to the winners. PGDM & PGDM (IB) 2020-22 students, Aarushi Ajmani won 1st Position in Portrait category and 2nd Position in Nature category. In Food category, Raman Grover won 1st position and Karan Dhawan 2nd position.



# Finance Club - NCFM Session on 24th March, 2021

It has been the endeavour of MoneyTech - The Finance Club of JIMS Kalkaji, to spread knowledge about financial markets as widely as possible. As part of this endeavour, this event was organized under which students were provided with in-depth knowledge about the 'NSE Academy's Certification in Financial Markets (NCFM)'. In this session, the students learn about stock exchange structure, its operations, products traded on it and so on. They also learn about NCFM certification which not only expands their knowledge base, but also improves their career prospects. Eminent speakers were Mr. Abhishek Dave, Chief Manager NSE India, and Mr. Kunal Tyagi NSE India.

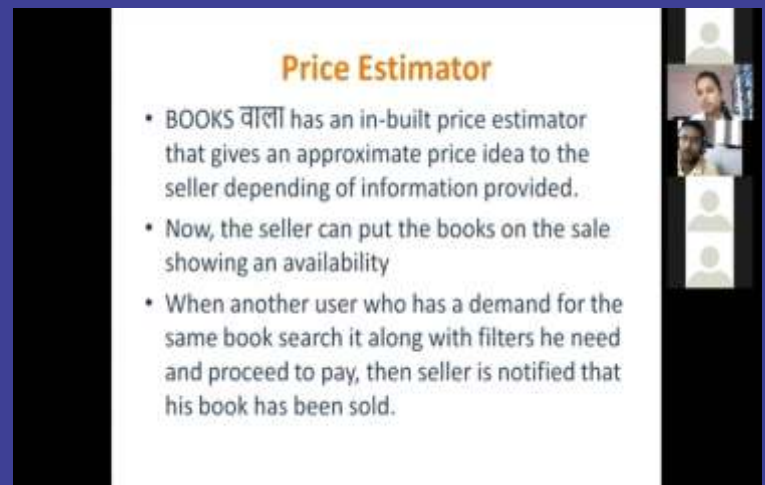


# IDEATE 2021 on 26th March, 2021

The Entrepreneurship Cell of JIMS Kalkaji organized the Ideate competition on 26th March, 2021. The event provided an opportunity to the budding entrepreneur to come up with their business ideas that could bring a substantial change in the existing market and bridge any of the existing gaps in the society. Participation was received from several colleges and universities where enthralling ideas were showcased in front of the honorable jury consisting of two very eminent personalities, Dr. Shadab Mobin and Mr. Pallab Mitra. The jury not only tested the ideas on litmus of reality but also guided the entrepreneurial minds in a direction where they could achieve victory. We had with us many varied ideas through presentations including online book repair and selling shop, gift gallery, stock market classes, etc to name a few. Towards the end of the event the judges announced the winner. The prize was bagged by Ms. Khushi Gupta of JC Bose University of Science and Technology for her commendable idea.

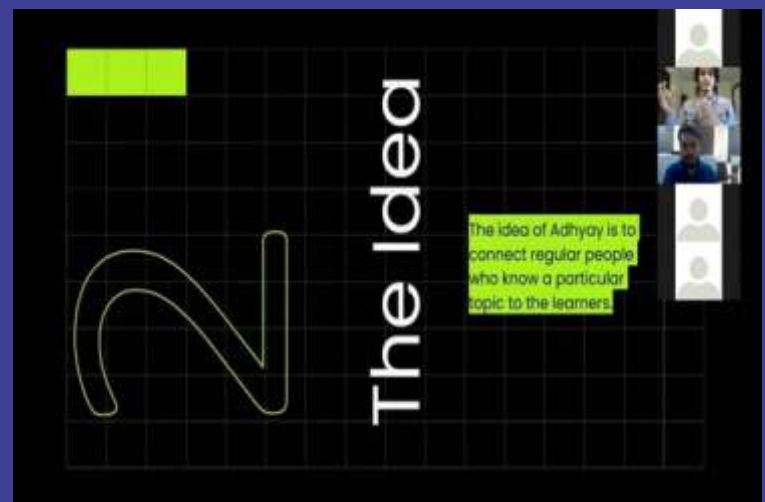
### Price Estimator

- BOOKS वाला has an in-built price estimator that gives an approximate price idea to the seller depending of information provided.
- Now, the seller can put the books on the sale showing an availability
- When another user who has a demand for the same book search it along with filters he need and proceed to pay, then seller is notified that his book has been sold.



### The Idea

The idea of Adhyay is to connect regular people who know a particular topic to the learners.



### Our Products

Everything being online, we provide digital posters to the customers. With breaking the cliché materialistic gifting convention, we have come up with virtual and unique gifting services as to hand made portraits and paintings along with content in authentic Hindi poetry.



# MARKATHON 2021

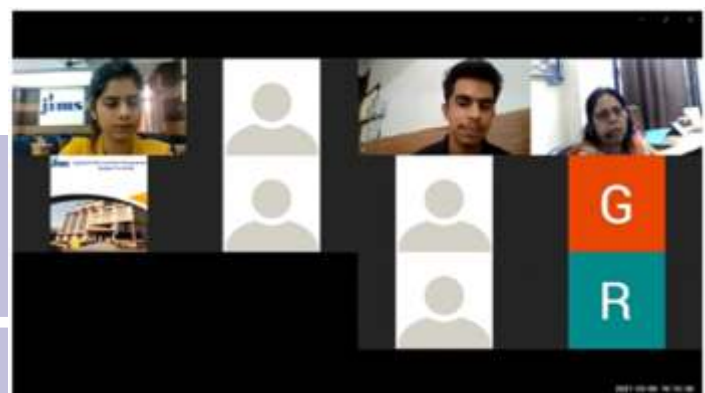
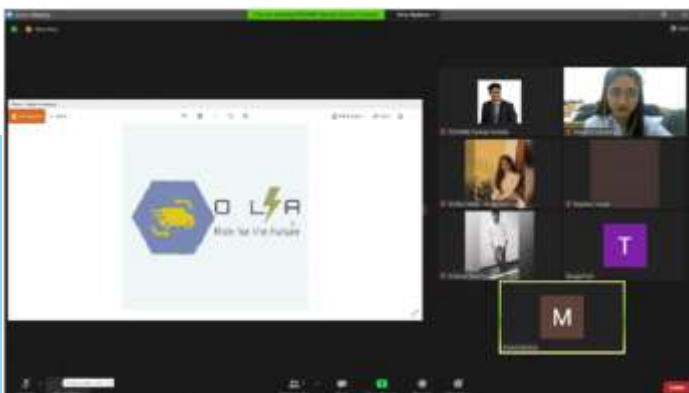
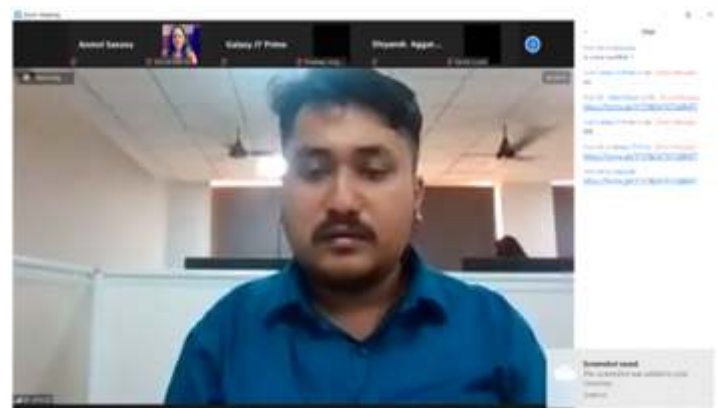
JIMS Kalkaji organized another mind boggling event "THE MARKATHON 2021!!!" on 9th & 10th March, 2021. Just like every year, this year too entries were received from PAN India basis giving students the competitive advantage.

## The winners were-

A. IPL- Anubhav Dureja 6/PGDMA/KJ/2020 – 2nd position and Vaibhav Singh 61/PGDMA/KJ/2020 - 3rd position

B. Kabaadi Bazar-Gorang Sharma 83/PGDMA/KJ/2020- 1st position

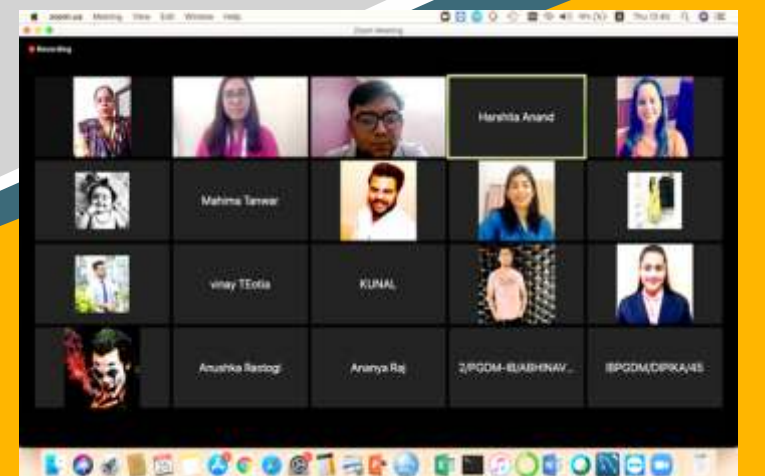
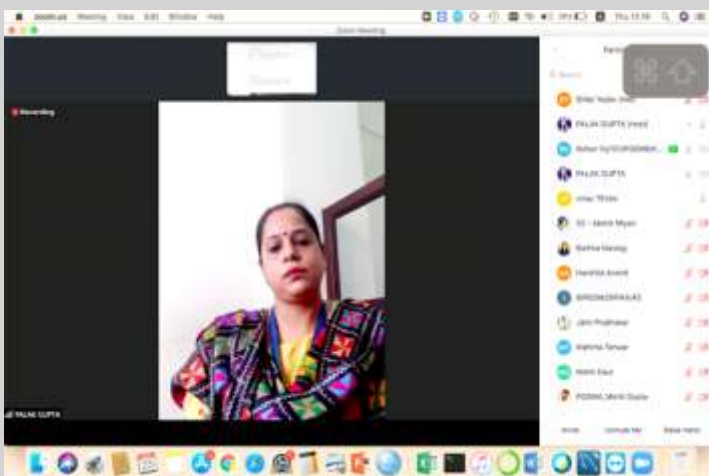
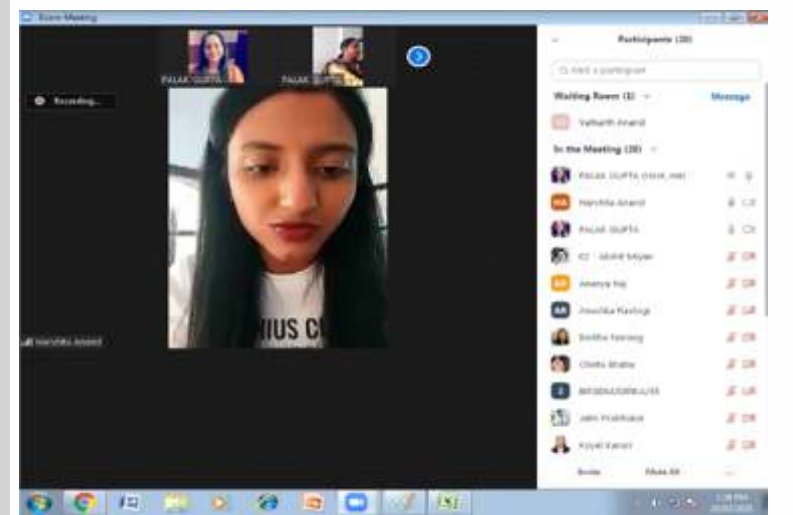
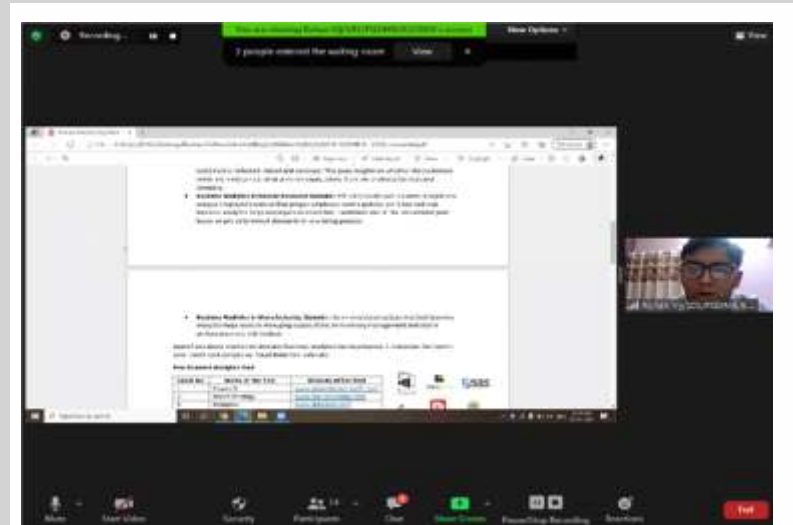
C. Face-off Challenge- Isha Kushwaha 20/PGDMA/KJ/2020- 1st position and Anand Gupta 7/PGDM-2020(IB)- 2nd position



You Are  
Capable Of  
Amazing  
Things

# Data Science Club-Blog Writing Competition on "Business Analytics" on 25th March, 2021

JIMS, Kalkaji Data Science Club organized Blog Writing Competition on "Business Analytics" on 25th March, 2021 for PG and UG students. The event was coordinated by Ms. Palak Gupta, Assistant Professor, JIMS, Kalkaji. Many entries were received in which the blogs had good insights on the current and future scope of Business Analytics. Topics highlighted covered facets on cloud computing, business intelligence, big data, analytical tools for strategic, tactical and operational decisions and functionalities in efficient and real time manner. First position was secured by Rohan Vij, PGDM 2019-21, second position by Harshita Anand, PGDM (IB) 2020-22 and third position by Amisha Khandelwal, B.Com (H).



# JIMS Kalkaji-SSCBS National Debate Competition 2021

About 250 participants joined the National Debate Competition organized by JIMS Kalkaji and Shaheed Sukhdev College of Business Studies, Delhi University on the topic: 'Big Data Analytics: A Threat to Democratic Decision Making' on February 24, 2021. 42 teams came forward from various colleges of repute. Preliminary rounds with ten teams and eleven were conducted on four Google Meet links out of which two teams from all the four links were selected as the best among all. The 8 teams further contested and were judged upon by Dr. Priya Gupta, Associate Professor, JNU and Mr. Rahul Kakkar, Legal and Taxation Strategist, Co-Founder and Director, Akconsis. The following teams won the event:

\*Best Speaker\*- Sudeep Krishna- Jamia Milia Islamia won Rs. 5000

\*First\*- Priyanshu Chauhan & Sudeep Krishna- Jamia Milia Islamia won Rs. 15000

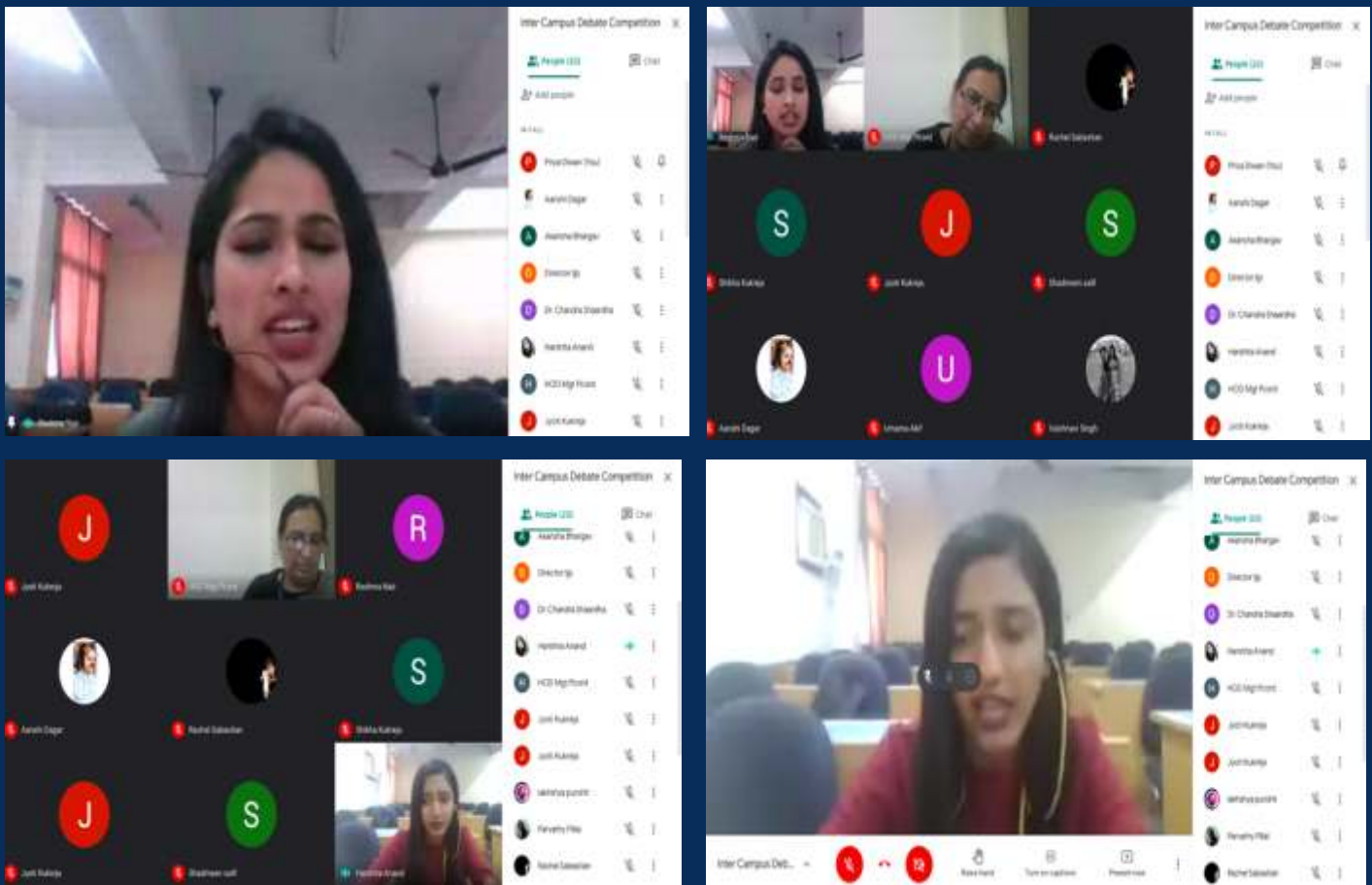
\*Second\*-Shreya Kumari- Patna Women's College, Maaheen Faisal- LSR won Rs. 10000

\*Third\*- Dhairya Gupta & Pranjal Jain- Shaheed Sukhdev College of Business Studies won Rs. 8000



# Inter Campus Debate Competition on 22nd February, 2021

Harshita Anand, PGDM (IB) batch 2020-2022 won the Inter Campus Debate Competition on the topic: 'Online shopping has more benefits and convenience as compared to offline shopping' on February 22, 2021. She spoke on comprehensively on the topic and made a strong proposition towards the online shopping which is





# Arth Kshetra, 2021- The Financial Battle Field on 18th & 19th January, 2021

MoneyTech, the Finance club of JIMS Kalkaji organized ArthKshetra, 2021- The Financial BattleField on 18.01.2021- 19.01.2021. Various events like MoneyHolics- Show the Leader in you, FinMaze- Assemble Finance In Your Mind, FinTalk- War Of Words, TradeOnLine- Virtual Stock Market and ArthKshetra Finale – Clash Of Clans were organized online. Students from various colleges like Symbiosis, Narsee Monjee, Indian Institute of Forest Management, Rajdhani College Delhi University, Delhi Technical University and many more took active participation. The event was a great success. Arjun Kapil from PGDM 2020-22 won 1st prize and Ankit Yadav from PGDM (IB) 2020-22 won 2nd prize and they were awarded cash prize of Rs. 2,000 and Rs. 1,000 respectively.



# FACULTY EDITOR



*Ms. Jyoti Kukreja*

*A communication coach par excellence with 12 rich years of experience and expertise. A professionally committed person with meticulous eye, most valued for her innovative teaching and inspirational skills and as a motivational speaker*

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*Riya Gupta*

*Passionate and always keen on learning new things, does the assigned work with full dedication.*



*Ruchika Tiwari*

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