

NEWSLETTER

PGDM BATCH (2019-21) TRIMESTER I

JIMS family warmly welcomed the new students - the batch of PGDM (2019-21) on July 2, 2019 in the College Auditorium which was packed with enthusiastic fresher-students, parents, faculty and staff members.

The orientation session began with a floral tribute to Late Sh. Jagannath Guptaji, followed by Saraswati Vandana to invoke Goddess Saraswati, the bestower of knowledge. Thereafter, in a highly inspiration address by Dr J K Goyal, Advisor, JIMS, Rohini he urged the students to make the best use of the two years of the PGDM program and learn a lot in order to develop skills and personality of a global manager. Guest of Honour, Mrs Deepshikha Anand, Founder SpeakIn motivated the students for a new beginning and shared her journey & experiences. She shared insightful stories and narrations to make students ready for the Corporate World.



In her address Dr Pratima Daipuria, Dean PGDM program, welcomed the students and shared various facets of the PGDM course along with innovative pedagogy. She encouraged the students



to come out of their comfort zones and explore student life to the fullest by actively participating in curricular, co- curricular and extra – curricular activities and develop the right skill, knowledge and attitude and be corporate and future ready.

Program came to an end with a vote of thanks by Dr Deepti Kakar, Professor, JIMS and later on students mingled with faculty and peers over high tea.



WORKSHOP ON ELEVATE–TEAM BUILDING PROGRAM

PGDM department organised a workshop on “Elevate–Team Building Program” on 9th July 2019 in College Auditorium. Nobody is as smart as all of us; this was hence proved when Mr Yuvraj Shekhawat, Learning & Development Specialist of Pristine Xperia Pvt Ltd and Mr Krishan Deshwal, Facilitator of Pristine Xperia Pvt Ltd started the activity session having participants stand in a circle, facing inward and holding hands challenged the whole group to “turn the circle inside out” without letting go of anyone’s hands. To find the solution everyone worked together cooperatively. We could only get into our initial positions. When all of us worked as a team furthermore the batch of 54 was divided into three equal teams with one leader to each team. The leaders were given to instruct their teams with around 10 activities and a time limit of 20 minutes to each team. The students were thereby asked to name our teams, draw our major interests and goals for our country and represent the same with a war cry following the march past. The last activity was a blindfold game wherein students were supposed to cross the hurdles guided by the leader while other people kept on distracting them. The main motive of this activity was to direct students that “Beware of the snakes” i.e. no matter how much people distracts you from goals you must listen to people who are standing by you crossing those hurdles. In the end students were given an evaluation form of what they learnt and what all one needs to improve in oneself. The activity was concluded with a group picture and gave lessons for life that a group becomes a team when each member is sure enough of himself to praise the skills of others and grow together.



INSTITUTION’S INNOVATION COUNCIL ORGANISED SESSION ON MY ENTREPRENEURIAL JOURNEY

A session on ‘My Entrepreneurial Journey’ was organized on Saturday – 20th July, 2019 by IIC, JIMS, Rohini. The participants were first year students of PGDM batch (2019-21). The speaker for the session was Mr. Hardeep Malik, Entrepreneur and Managing Director, Omnibulls Pvt Ltd. He has done B.Tech from IIT, Mandi, is NISM certified stock market research analyst and a mutual fund distributor. He is also a Junior Portfolio Manager at Flexus Enterprises. Omnibulls Pvt Ltd was started to spread investing wisdom among the recent graduates and young employees in India to make them financially independent and also guide them through stress-free wealth building. Firm conducts investing workshops, recommend customized mutual funds and advice on personal finances.



Session started with the welcome of speaker by Dr. Pratima Daipuria, Dean-Management, JIMS. Later Mr. Hardeep Malik discussed his career journey, his motivation for entrepreneurial venture and his current venture.

He talked about the life goals and objectives that students are supposed to achieve. Later, Mr. Malik gave a brief introduction to the Stock market and mutual funds. He also briefed the students on personal investment planning and ways of doing it.



At the end, Q&A session was held in which students raised lots of queries related to startup and finance sector. Session concluded with a vote of thanks and presentation of memento to the speaker.

Session was well organized by the members of Institution's Innovation Council and was highly appreciated by the participants.



JAL SHAKTI ABHIYAAN BY GOVERNMENT OF INDIA

Jal Diwas was celebrated as a part of Jal Shakti Abhiyaan by Government of India on Monday, July 22, 2019 in JIMS, Sector-5, Rohini. It is important to raise awareness about the importance of water because many of us fail to realise it. According to NITI Aayog, many metropolitan cities will not have any ground water by 2020. This issue needs to be raised as much as possible, and steps must be taken to ensure that water is treated properly and is not being wasted.



The event was successfully organised by PGDM students, where many students took part in activities like Poetry Recitation, Poster Making and Nukkad Naatak to raise awareness of the increasing problem of water crisis in our country.

All the rounds of competitions were judged by Dr. Avijit Chakravarty and Dr. Deepti Kakar in the presence of Dr. J.K. Goyal, Dr. Pooja Jain, Dr. Pratima Daipuria.



Winners were given cash prizes along with certificates whereas every participant was given a certificate of participation.

INDUSTRIAL VISIT TO MOON BEVERAGES LIMITED (COCA COLA) FOR PGDM BATCH (2019-21)

Industrial Visit to Moon Beverages Ltd. was organised by JIMS, Rohini on July 24, 2019 for PGDM Batch (2019-21) Sec B students.

The visit mainly focussed on three aspects: a) Introduction (Manufacturing Process); b) Heritage of the Company; c) CSR (Corporate Social Responsibility)

First part of visit consisted of introduction about the company and the manufacturing process of Coca Cola wherein students were shown the process of making and packing varieties of different Coca Cola drinks.

Second part of visit consisted of briefing about the Heritage where students were shown original bottles since the starting of the company till the currently designed bottle.

The reason for developing new shapes of bottles to fight piracy and duplicity of the product. This was also promoted by Aamir Khan in his ad by saying “thanda matlab Coca Cola”.



Last part of Industrial visit concluded by sharing about the Corporate Social Responsibility, where Coca Cola has sponsored Veer (in partnership with Being Human), Support my School and also gives back 148% of the water back to the society instead of the 100% that it takes. Coca Cola also works with NGOs to help People with Disabilities to become employable.



Coca Cola has LIMCA BOOK OF RECORDS that contains record breaking entries of India. Not only this, Coca Cola also promotes drinking the beverage in winters by introducing the picture of Santa Claus in its ads. Recently Coca Cola started Coke Studio in Brazil, Pakistan and India. Looking forward for such more informative industrial visit.



GUEST SESSION ON “HOW POSITIVITY EFFECTS COMMUNICATION”

PGDM department organized a guest session on “How Positivity effects communication” for PGDM Batch (2019-21) by Ms. Priya Bhatnagar, a certified life coach and trainer with an experience of over 12 years in the field of Personality Development and Human Resources in various companies.

The session started with the impact of communication by taking perspective where it was stated that it takes 3 minutes to judge a person based on his/her perception and a person who talks positive things is more likable than a person who always criticizes everything.

After this, the speaker discussed fear and from where it originates. It was discussed that most of the times fear arises during the early days of our lives. Speaker took the live example of her about the fear of water and how she is still petrified with the thought of swimming even in a two feet deep pool. Fear is something which is either related to the past or with people's influence. Fear is something that hides our potential. When people say they can't do something, they are hiding their potential and restricting themselves from doing it.

Then students talked about appreciation, which is an art of turning negative words into positive. Replacement of words must be done in such a manner that it should sound positive and cheerful. The topic of our conscious and subconscious mind was also touched upon. It was said that our subconscious mind has the power to remember everything and it does, when it likes something and our conscious mind remembers things that may or may not be of our liking.

The session concluded with the same activity that is stated above and on how to cope with stress and anxiety by not dwelling into the past or not becoming too much anxious about the future and living in the present peacefully.

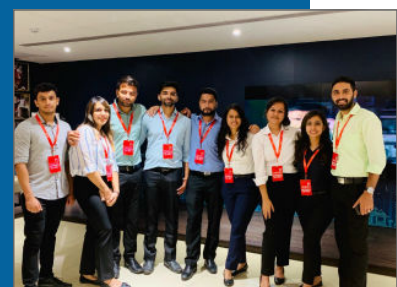


INDUSTRIAL VISIT TO MOON BEVERAGES PVT LTD. FOR PGDM BATCH(2019-21)

PJIMS organised an industrial visit to Coca-Cola happiness factory for PGDM batch (2019-21) sec C students on 2nd Aug 2019.

The Visit Begun with the introduction of Happiness Factory Coca Cola by Saurabh Singh, Marketing Manager of Coca Cola. The happiness Factory is a concept developed by Coca-Cola themed museum along with the product lines. Students were shown entire operational process of Coca-Cola product range (Limca, Mazaa, Kinley Water, Minute Maid, Coca-Cola Zero, Fanta) in bottles and cans of various sizes. The students were informed that the factory produces 600 cold drink cans and 240 Mazaa and Minute-Maid bottles per minute.

The visit showcased the growth of Coca-Cola and its product range since 1886. The other part of the visit highlighted various CSR activities undertaken by Coca-Cola. Students were thrilled by playing X-box games and listening to Coke Studio music. So it was a great learning experience for the students.



JIMS ROHINI PGDM DEPARTMENT ORGANISED BEATS & THRILLS

PGDM department organised an event called “Beats & Thrills” on 3rd August 2019 for PGDM Batch (2019-21) students that reinforced the concept of team building, Consensus-ad-idem and individual talent.

The students performance made everyone cheerful and entertained as they got opportunity to interact with other section students which helps them to mingle among themselves. The students gave mesmerising performances in form of dance, poetry, drama, mimicry etc that made the environment lively, competitive and energetic. In the end

Dr Pratima Daipuria, PGDM Dean awarded Cash prizes to the winners and all the participants were provided with the participation certificates.

Over all it was a memorable event for students.



ARTIFICIAL INTELLIGENCE AND ITS IMPACT ON FINANCIAL SERVICES

JIMS Rohini organised a guest session on "Artificial Intelligence and its impact on Financial Services" on 10th August, 2019 attended by PGDM Batch (2018-20) Finance Major students. The session was delivered by the resource person, Mr. Aditya Tiwari, a Freelance consultant. He is currently conducting research & training assignments in Fintech Regulations & Policy with 18 years of diversified experience in the field of mergers and acquisitions, joint ventures, finance technology, real estate laws and advisory

It was a great and an interactive session. He briefed the students about Artificial Intelligence, Block Chain, Cloud computing and the emerging role of AI in financial services. From driverless vehicles to virtual assistants like Alexa and Siri, AI has become a part of everyday life. Now AI is having a significant impact on financial services – from algorithmic stock trading applications, to credit card fraud detection and so-called “robo-advisors” providing investment advice.

He also engaged students by conducting activities wherein the students were divided into 7-8 groups and students were given some pain points and each group had to identify solutions to those problems and the topic was "How AI can increase the scale and efficiency of retail lending". Students came up with some really good ideas. He, then, conducted another activity where the groups were shuffled and another statement was given saying "What happens if Amazon decides if it starts lending" to which each group had to present their thoughts on 5 parameters: Market analysis, Norms, Technology, Rules and regulations, and Restrictions. He listened to each group and appreciated their ideas, meanwhile, gave his valuable suggestions to reshape the ideas, which was indeed very helpful.

The session was marked to an end by presenting a memento to the resource person as a mark of remembrance.



AN ACTIVITY GOLMAAL - A TALE OF SCAMS

Investofin, Finance Club, JIMS Rohini organised an activity named “Golmaal- A Tale of Scams” on 10th August, 2019 in the auditorium of the institute. The students across all verticals participated in the activity depicting the core to mantle of the financial fraud through plays and skits under the vigilance of Mr. N P Singh. Some peculiar cases namely Vijay Mallya, Nirav Modi, Chanda Kochhar were the highlights of the event. The idea behind organising such activity was to sensitize the students on the various fronts of frauds and scams like how frauds prevail in economy, what is related financial jargon, which reputed organisations are engaged and what is the present scenario of such cases. The activity was judged by esteemed faculty Dr. Navneet Joshi and Mr. Himanshu Goel who further motivated the students through their words. At the end top three teams were awarded with prizes. Participating certificates were distributed and audience enjoyed chocolates by answering correct questions on finance.

LITERARY SOCIETY OF JIMS ORGANISED AN EVENT THE AUGUST MONTH OF AUGUST

The literary society of JIMS, EXPRESSION organized an event on 17.08.19 for the academic year 2019-20. The event was named “The August month of August”, organized in the Seminar Hall of Block B. The event was judged by the up and coming author Ms. Hitarthi Wadhwa from DY Patil University, Pune.

The event started from 1:45 pm on the aforementioned date, and was followed by three intriguing rounds of literary extravaganza. The first round was “Portrayal”, where the participants had to enact on the theme, which was primarily in the line of Management, humor and patriotism. The participants enthralled the audience with their wonderful acting and wonderful one liners. The second round was the “Cook it Up”, where the participants had to come up with something creative, on the line of a story, poems, science fiction or anything similar. And the third round was the “Freedom from Evils”. The participants had to speak on any social evil, and they were judged based on their content, confidence and similar attributes. The event ended around 3.30 pm, where the team of Nikita Dhyani and Aditi Sharma from PGDM-A and the team of Khushboo Gupta and Shivani Bhatt, again from PGDM-A were adjudged the best teams, because of their vociferous speaking and quality portrayal of their ideas. Overall, the event was a success, which is good news for a society still in its second year.



GUEST SESSION BECOMING FUTURE READY: HUMAN5.0

PGDM department organized a guest session on “Becoming future ready: Human 5.0 for PGDM batch (2019-21) students on 23rd August 2019 in Auditorium , B Bldg

The session focused on the evolution of Human resources and their current role in business environment. It highlighted how technology has changed our lifestyle and how the boundaries of our professional domains would look in future. He exchanged views on not only the changing job roles but also the redundant profiles in future.

The evolution of society from hunter based – agrarian- industrial- information based and its implications with respect to changing roles of managers were also highlighted. He focused on the Fintech sector and its upcoming role in world scenario.

The speaker provided insights on life in both developed and developing countries and how they would revolutionize the global standards in the next ten years. The upcoming global trends technologies, and importance of entrepreneurial competencies, were also highlighted.



MARKETING CLUB -“MARQUEST ORGANISED AD -O- MANIA

Marketing club of JIMS, “MARQUEST” organised AD -O- MANIA, a platform to compete for the best Ad campaign. The event was held on August 27, 2019 and was organised to welcome innovative ideas for marketing communication from 1st year PGDM students. 11 teams from all verticals PGDM, PGDM IB and PGDM RM, participated in the event comprising 2-4 members in each team. In the first round, Teams described their selected products on an A4 sized sheet including the explanation of other 3P's of marketing. In the second round top 5 teams were selected on the basis of various parameters - presentation skills, innovation in idea conceptualisation, product name chosen and their relation with 3P's of marketing. In the second round selected teams had to promote their products using a PPT/JINGLE/VIDEO.

The activity aimed at achieving learning outcomes like campaigning and branding. Audience participated at the event with oozing enthusiasm. They learnt about the practical aspects of about 4Ps of marketing. They also learnt the art of team work and importance of presentation in marketing. The winners at the event were- Srishti Kumari, Khushi Bansal, Anushi Ishika Gupta and 2nd prize Anant Vashishta, Apurva Khandelwal, Suraj Pratap Singh, Sahidul Islam and runner up were Kajal, Ankita Mahajan, Bhavana NS and Prachi Goyal.



MOCK GD SESSION FOR PGDM BATCH (2018-20)

As a part of placement preparation, PGDM department organised Mock GD on 29th Aug & 2nd Sept 2019 for the students of Batch 2018-20. At JIMS Rohini, efforts are made to prepare students for Corporate life by enhancing their communication and interpersonal skills through mock sessions and ensure that the students are trained on effective GD skills for enhancing their Corporate readiness. Each group consisted of 10-11 students while the panel comprised of three panelists. A quick overview on GD process was explained by the panel. The group was provided with the case lets, on the basis of which each student had to present his/her views and the panelist recorded the observation. Once the discussion ended, overall observation along with an individual feedback were shared by the panel to individual students. The panel also focused on group behaviour and gave recommendation on polishing individual conduct. All-embracing, Mock GD Session gave every student a scheme that identified the areas that need attention so the students work accordingly.

Contemporary Case titles on which GD were conducted included Retailing|Why Ikea is tweaking its India Strategy , Women are most powerful influencers, yet marketers don't represent them adequately and appropriately etc. It was a great skill enhancing activity for the students.



SAMANVAY-THE HR CLUB ORGANISED CARPE DIEM

Samanvay'-The HR Club at JIMS organized the most awaited activity in this trimester namely 'Carpe Diem' meaning -'Seize the Day' for PGDM Batch (2019-2021) on 31st August, 2019 under the guidance of Dr. Neelam Dhall. The event saw a huge participation wherein total 16 teams participated across all the PGDM verticals.

The event comprised of two team based activities. The first activity i.e. 'Pin the Balloon' primarily focussed on the role of non-verbal communication in teamwork. The activity required each team member to pass on a message to the other member solely through his/her body language & gestures. This message had to be conveyed starting from one end of the team to another and on the basis of the message received by the last team member, a particular type & colour of balloon was to be pinned & burst in the minimum possible time. The unique feature of this activity was that the team members could not communicate verbally to each other.

The second activity, namely - 'Crossing the Explosive Stretch', highlighted the importance of coordination amongst team members, out-of-the-box thinking and time management for effective team functioning. As part of this activity, team members had to cross an explosive stretch together by stepping on the footmats which was the only safe zone provided to them. The activity was quite challenging as stringent rules had to be followed by the team members while crossing the given stretch in shortest possible time. A panel comprising of two faculty members namely- Dr. Neha Shukla and Dr. Neelam Dhall judged the team performances. Based on evaluation of team performances in both the activities, winners were declared. Cash prizes were awarded to the first, second and third teams.

The event was thoroughly enjoyed by students as they appeared totally euphoric and the entire arena resonated with their energy & excitement all around. Overall, it was a great learning experience for budding managers at JIMS as they gained practical insights on significance of coordinated efforts, non-verbal communication, out-of-the-box thinking and time management for effective teamwork.



TEACHERS DAY 2019

Exuberance and happiness filled the auditorium of JIMS Rohini Sector-5 on 5th September 2019 to mark the occasion of Teacher's Day. The prodigious and talented students of the institute kept the audience enthralled with their captivating singing, dance and skit performances.

The Cultural Club organised exciting games to tickle the funny bone of the teachers in which every teacher had to pick a chit and recite a famous Bollywood dialogue. From 'Babu Moshai, Zindagi badi honi chahiye lambi nahi' to 'Mogambo Khush Hua' they had it all!

What made the audience roar with laughter was the Saaree Draping game where in the popular male faculty members had to drape sarees on the male students as quickly as possible. Dr Navneet Joshi was the winner of this game.

Finally, Dr N.P Singh & Dr Bhupender Soam took everyone on a retro ride with their melodious singing of the songs of the 70's & 80's. The celebration ended with the delicious cake cutting ceremony.



SEMINAR ON 'SOCIETY AND ENTERPRISE - CREATING A SUSTAINABLE ECO-SYSTEM

JIMS Rohini organized a seminar entitled 'Society and Enterprise -- Creating a Sustainable Eco-system' on 7th September 2019 for PGDM Batch (2019-21)

As part of the inaugural session, Dr KK Upadhyay, formerly with FICCI, talked about the importance of Corporate Social Responsibility (CSR) in the present economic scenario. He also emphasized that CSR is now becoming an important business vertical that can also provide employment opportunities to young Management graduates.

Dr Upadhyay's session was followed by an inspiring story of a young change-maker, Tasneem Fatima, who is a wheelchair basketball champion. After an accident, Tasneem got paralyzed but she fought her disability and eventually went on to become a basketball player.

This was followed by an energetic panel discussion on 'The Youth as Change-makers.' Panelists who took part in the discussion were Ms Anjali Pandey from Saambhavi, Ms Namita Chaudhury from Choti Si Khushi, Ms Sheetal Agarwal from Clounselors and Mr Monis Shamsi from You Can Foundation.

The panelists agreed that the youth can play a very positive role in today's society as change-makers. However, they must follow their passion and not do something just because others are also doing it. In other words, they must be empowered to make their own choices in life.



CULTURAL CLUB ORGANIZED FRESHER'S PARTY 2K19 FOR PGDM, PGDM-IB AND PGDM-RM

The cultural club organised Fresher's Party of PGDM, PGDM (RM) and PGDM (IB) for the batch 2019-21 on Saturday 14th September, 2019 at Green Lounge Fusion, B-6, GT Karnal Road. Fresher's party is the occasion when senior students welcome their juniors. The party manifested students' energy and enthusiasm at its best. The occasion was graced with the presence of the Director, Deans, Faculty and Staff members. Also the excitement reached a joyful high as performances were made by freshers. Mr and Ms Fresher's event was also conducted wherein boys and girls from all the three verticals of PG participated with full zeal. They showed their talents through their dance and singing performances. Mr Arjun (PGDM) won the title of Mr Fresher 2019 and Ms Yashika (RM) won the title of Ms Fresher 2019. Some other titles like Ms beautiful and Mr Handsome were also announced. The event was concluded with DJ jam session. The magic in the air plucked the chords of the pulsating rhythmic hearts and created bond for the years to come.

Overall this Trimester was filled with enthusiasm and full of energy as seniors welcome their juniors and renowned the new batch for carry forward the JIMS legacy. On the other hand for first year students they have entered the phase where they will give their 100% in becoming good managers and polish their skill set.



Editorial Team

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