

AN ANNUAL MAGAZINE
BY THE STUDENTS OF PGDM



ELDORADO 2020

EXPLORING NEW HORIZONS...

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EDITORIAL

This year began with a promise but has sprung more challenges than smiles. The unprecedented nature of challenges has made many sit back and wonder the causes and the implications of these. Thinkers, experts, institutions and States across the world have significantly delved into discussions and debates. Nation states have even blamed one another for being a bigger contributor to the natural fury that dictates our lives in the present.

The coronavirus challenge has laid the foundation for a new World Order. Economic interdependence among nations is at logger heads with self-sustenance (being hailed for the safety of non-economic dimensions of life). At an individual level, a new 'order for living' is expected to emerge. A new arrangement of social interaction may rule the times to come.

As the future awaits us, we must remind ourselves to learn from the past and not let economic aspects alone overshadow our thoughts, behaviour and actions. This reminder rings loudly in the present issue of Eldorado, the students' magazine.

Divided into six sections, the magazine is a worthy compilation by the students of PGDM, PGDM IB and PGDM RM. 'Life is what happens' is the opening section that touches the larger facets of life, ranging from inner peace to relationships to dreams - fulfilled and those in the waiting... The section on 'Knowledge, Information, Learning,' is straight out of inputs gained from the managerial courses. The third section, 'Usual and beyond,' is an assorted packet with ideas on music, stress management and inspiration from the late Kobe Bryant. Facts don't lie and rightly so; this section has factual details on several things including AI, Brexit and Venezuela. The next section is a collection of beautiful poems - some heart-warming and others heart-wrenching. Some of our students have a remarkable artistic creativity. This has been showcased as the 'Creative canvas' towards the end.

I invite you to take a journey through this edition of Eldorado - from words to art.

Dr. Deepti Kakar
Professor, Department of Management/PGDM

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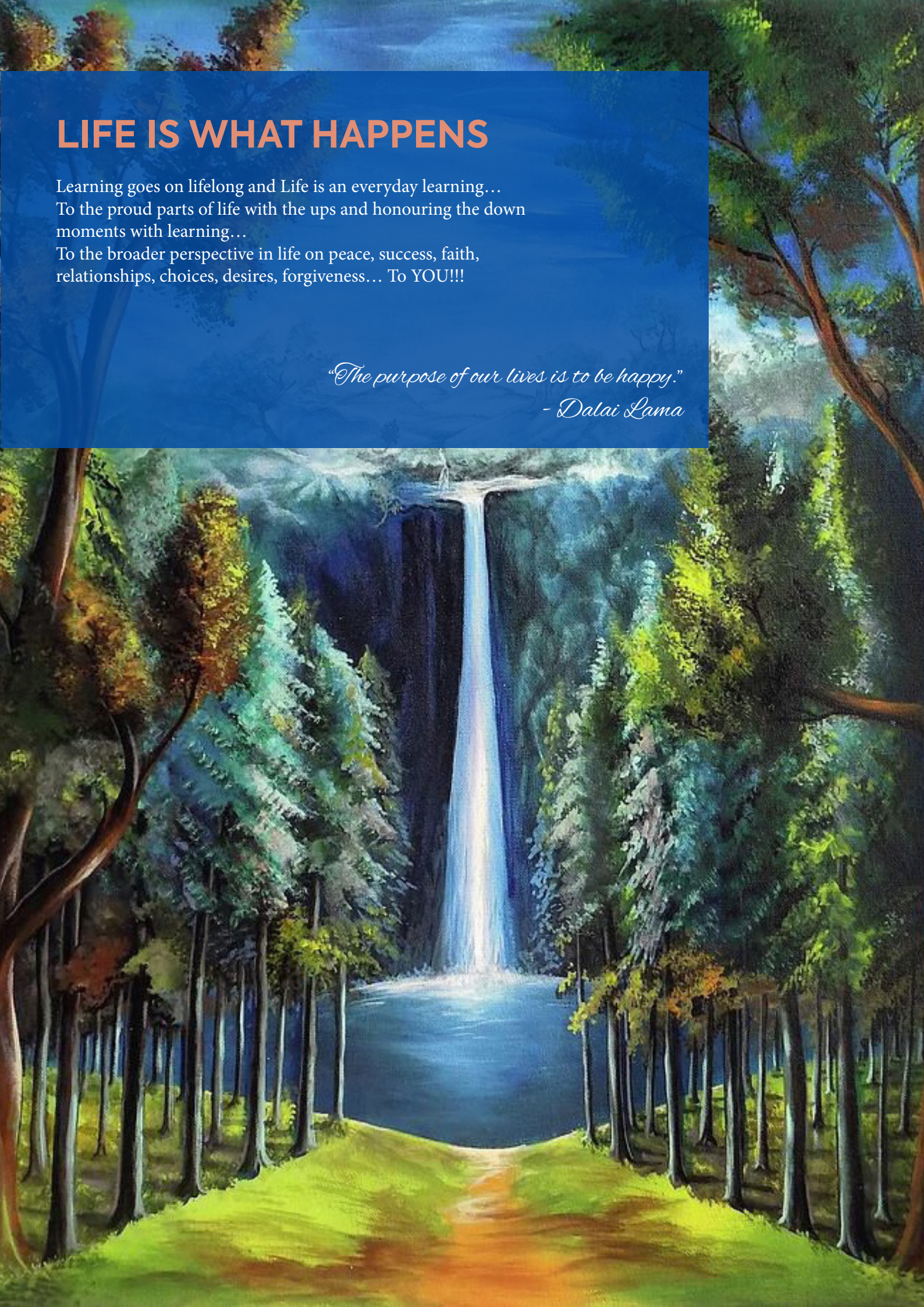
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LIFE IS WHAT HAPPENS

Learning goes on lifelong and Life is an everyday learning...
To the proud parts of life with the ups and honouring the down
moments with learning...
To the broader perspective in life on peace, success, faith,
relationships, choices, desires, forgiveness... To YOU!!!

"The purpose of our lives is to be happy."
- Dalai Lama



THE ART OF COMPARISON

Once Theodore Roosevelt said “Comparison is the thief of joy”.

We are always busy doing comparison, from comparing our salaries, resumes, size of our cars to size of our bank balances. We from our childhood are being programmed to always compare ourselves with others. Each person we come across, we assign him a position in our life, either we consider him/her above us or below us. We try to figure out if that person is better than us not.

What aggravates our habit of comparison even further is 24*7 access to social media that again and again makes us realize that someone is living a life better than us, which may not be always true because what people share on social media are few best moments they might have enjoyed. It doesn't mean that they don't have other insecurities or problems in life to deal with.

It is important to understand that we should not compare our chapter one to someone else's chapter ten. Life gives an equally fair chance to everyone, it depends on our attitude and perception that what we do with that golden chance.

Comparing ourselves with others may also bring about a sense of insecurity or inferiority complex in our minds that indirectly affects our confidence and initiates pessimist thoughts in our minds.

The only best possible way to overcome this habit of comparison with others is, that we compare what we were yesterday to what we are today i.e. the only comparison we should ever do is comparison with ourselves. This self-comparison can surely help us in self-improvement and development. Always and always have faith in yourself and believe yourself.

Remember, YOU ARE AWESOME...YOU ARE ONE OF A KIND because by comparing ourselves with others we are actually insulting ourselves.

- Shivam
PGDM (2019-21)

THE INNER PEACE

There was a life within us
And there was a world of our own.
We kept believing in oblivion
Happy enough, with the love we were shown!

Today I talked to my walls
They hear me saying things I rarely say out loud!
I was venting it out with what I had within me,
Which was less of sorrow yet more like the storm and less like the calm sea!
It is not always about materialistic things, which I need, and desire!
It was more of the inner peace which was stuck somewhere within
And was set on fire!
Yet the love I am receiving is a blessing in disguise,
And the bliss I am getting is what would suffice!

- Abhishek Sharma
PGDM-IB (2019-21)

THE SUCCESSFUL PERSON

All of us have different definitions for the word “success”. It means different for different individual. For a few, it may mean earning a lot of money and for some it means earning the fame and respect from the society. But what does success mean in its real sense. Though it cannot be defined as the same for everyone, but what makes the success most fulfilling is the happiness. Happiness is often overlooked or at times not even considered.

For the human beings, no amount of money is enough, our needs keep on increasing simultaneously with an increase in income, in fact even before that. But in that race, we often forget why we started earning in the first place? Are we earning just to satisfy our own greed or are we earning just to support our family and to live a jolly lifestyle? The work life nowadays is very hectic where there’s no time to even analyse our own work life. What gets ignored in this race is the basic reason of our start. A family doesn’t only require money through which all the luxuries can be afforded but also the time together. And in today’s time where both the partners are working it becomes even more necessary to set one’s priority right. Money sure is really important and so is to have a growing career. But what defines a successful person is the fact that he/she knows where they are heading and are aware of what they actually want.

Thus, a successful person is the one who is aware of what he wants and works for it in the right way.

- Karan Sharma
PGDM (2019-21)

WHERE WAS YOUR FAITH GONE?

You stood there alone, thinking about what went wrong
He stood near you, waiting to see you strong
You got everything that happened against your will to ask him
He just had all the worldly love to show you
Where was the faith gone?

You got yourself distant from everyone
Thinking just about “Why me?”
You talked to the moon, you talked to the stars
You talked to the sea and the flowers
No answer came by and you blamed your stars
Where was your faith gone?

He got your back, he smiled from up there
Waiting to see you smile back seeing there
Everytime he proved, gave you strength to fight that all
“Why me” was just another time here
Where was your faith gone?

In times of happiness he stood there waiting
When you came to him after celebrating
The first to be blamed became last to be graced
Still he smiles seeing you giggle
Where was your faith gone?

Day follows after night, pressure makes the diamond shine
Struggle increases the value of success
You stand never alone, he’s there to catch when you fall
When you cried whole day long
Where was your faith gone?

We look for unconditional love whole way long
When we all have one from that lord!
He was there when you smiled and never left when you cried
Hard work pays off in the end, knowledge never leaves your hand
Do good and good will come to you in the end
This time shall pass leaving a story for you to solace friends
The faith may waver for a term
But will remain in the heart lifelong...

- Shivangini Malhotra
PGDM (2019-21)

THE BEST RELATIONSHIPS

What strikes your mind when you hear the word “relationship”? Our generation on just hearing the word relate it with the relationship one has with their girlfriend/ boyfriend... but it's not so! Relationship is how we are related with the individuals in your life. We share a relationship with our grandparents, parents, siblings, cousins, friends and even with our acquaintances.

We've often heard for girls being said that she's a daughter, sister, wife, daughter in law and mother and how each role demands differently from her! But what is overlooked is the role of a boy as a son, brother, husband, son in law and father. This happens as women were in past more confined to family responsibility and household chores while men were the sole bread earners and didn't used to be involved as much. Today if the role of women has changed and diversified so does men's role has changed where they've become more responsible and understanding for each role they play.

Each role requires a different us, each situation requires our understanding. What remains the same in all the relationships is 100% effort from our end and understanding for each other's reaction and behaviour. It just requires the care for one another, a feeling to stand by and will to care.

What kills a relationship are the expectations where we expect the other person to act as we want and not let them be themselves. You are extrovert and your friend is introvert, you expecting your friend to talk to everyone you do and he/she expecting you to talk to just them are both wrong. And what we overlook is the fact that if we're trying so hard to stay friends with them then they're doing it too.

The best relationship can certainly not be defined in words, it can be felt but most of all it isn't received from heaven above, it is made.... It takes two individuals to work for it, to make it what feels like home and no formality. Where your silence is understood without explaining and so is your anger at times. Humans are bound to react and some days are tough but the test for the relationships lies on those days where the strength of the relationship is tested. You can either have an argument or simply listen to the other person and understand their situations. Similarly on the quiet days you can either keep pin pointing the silence or change the topic, go for an ice-cream spree and discuss the things later.

We need to share with people the smiles, the laughs, the best moments, the craziness, the madness, the foolishness, the ambitions, the dreams and so be there in the tough times, the pain as well as the sorrows. And also we need to give them space as well as forgiveness at times!!

- Shivangini Malhotra
PGDM (2019-21)

I WISHED TO DO THAT

Ohh!! I wished to do that,
But nevertheless had to choose this!!
I was forced by the hard times,
I had to draw the thin line!!
Right or wrong is what you see,
And oh! I see you didn't foresee!!
I tried to fix the shattered pieces,
But this is the mess I created!!
I had the choice to make,
And made the one that destroyed me!!

- Khushboo Singhal
PGDM (2019-21)

WHY GETTING LOST IS THE BEST ADVICE SOMEONE COULD GIVE YOU!!!

In your age, you gotta do this!!... You're a girl, you gotta be polite!!... You're a boy, you can't cry!!..... Imagine it's all gone! There're no expectations from you, you don't have to behave a certain way, no set boundaries on how expressive you should be, no boundaries on your emotions, no judgement on whatever you do! Life would be too different, too good, too soothing and as much fun with less drama. Just you doing your thing, making decisions as per your own thinking. This is what life would be if we really got lost.

But for that are we really required to literally get lost? No! It just requires for you to do the best as per your thinking and not caring for what people will say. People will have something to say no matter what, you'll always be judged for what you wear, eat or do... but it shouldn't matter because behind every step you take you thought of it to the core.

There lies one more face to it...stopping yourself from judging others. Getting lost starts from you stopping yourself from judging people because we never know what someone is going through, what makes them take a certain decision? We'll never come across someone just like us, people will be different in one way or another but just don't judge anyone...like flowers, let people bloom as they want to, as they are meant to be!

In life there's no wrong or right, it's just different point of views. None of the two people against each other are wrong and you can never choose one to be right...they're just different! And different people needs to be valued equally. People need to be treasured in their true self. But it doesn't mean we don't have to change, we need to decide for ourselves and learn and get inspired from smallest of things and youngest of people around because good needs to be taken from all around.

Hence, getting lost is the best advice someone can get. Get lost in your own world, rule your world and along with it value and treasure the people in it. Love everyone as they are and don't expect them to change. Stay a child at heart, make everyone around happy and act mature when time requires.

- Shivangini Malhotra
PGDM (2019-21)

CALL OF DECEASED

Beyond the beautiful realm of dreams,
I heard the voice of the faded.
Cold, chilly voices beyond the veil
Muffling the call of the dead.
The victims of the cruel acts,
Arising from their deep slumber.
The haunted, gloomy look upon their faces,
Brimming with a desire to express their fear...
Fear on their faces,
Made me somewhat bold.
To fulfill the desire of the deceased
Waiting for something to be told...
"Cruelty of the past,
Still reverberating amongst the people.
Greed, Envy, Treachery
Existing still amidst the mingle.
Evil deeds of the past

Are yet to be resolved,
The negativity amongst the people
Has greatly evolved."
The outcome of the words spoken,
Was remorse deep within me.
With shame and grief I wondered,
"Am i living life truly?"
Such distracted I was
In the Draught of the Living Dead.
The scene aroused me
And I fell from my bed.
Thus the life succeeding,
Was never a peaceful one of mine.
With the same query,
Again and again crossing my mind.
"Past was rotten, present is futile
The future is coming, can we make it worthwhile??"

- Sachin Sinha
PGDM (2018-20)

THE ART OF GETTING WHAT YOU WANT

The art with the help of which you can get all the things you want in life. There is no one in the world who doesn't want anything, everyone has their own wants depending on their personal factors but there are only few people who can get everything they want to have in their life. So, if some of people can get what they want..... Why not you?... This means it's possible to get what you want but for that you need to work upon various things that you become that much capable of getting everything you desire.... So, the key to achieve your wants first thing required is hard work.

Work in silence that your success makes the noise. Once you will become successful everything will come to you on its own, you don't need to beg for the things. Success is not always in terms of money that if you earn a lot then only you will be called successful. Success could be achieving your dreams like making a unique identity in the society by serving them. Also, to be a successful person one need to work on their improvement areas so that if in any case they face any kind of challenge in their life they can face them by using the strengths. So, know your strength work on them to make them stronger, know your weaknesses and convert them into strength, know the opportunities and get the first mover advantage and then look for the threats in the positive manner so that you can overcome those challenges in most efficient manner.

The market is all about the wants of the customers i.e. satisfying the wants of customer in most effective way that you can satisfy your needs of getting higher profits, market share, customer base.

So, to fulfil the want to be the best company in the market you need to work as per the wants of the customers. Homework of market research is required to be done so that you can serve the market as per their needs. As the market is dynamic, companies are required to be open to the changes prevailing in the market so as to beat the competition for the survival in the market. Not only domestic competition but also global competition is affecting the demands in the market.

A marketer is the person who work as per the wants of the market so as to fulfil his personal wants of getting higher pay, increments, promotions, incentives, recognition, etc. Every person possesses different needs and wants and the work of the marketer is to know the different wants of the customers and serving them accordingly so as to motivate them to buy more from them on regular basis.

Its marketing which brings in revenue to the firm, which generates demand for the products of the company by making people know about their existence.

Art is the thing which an individual practice throughout his life to have expertise in that.....and from birth everyone has want. Also, some of the wants also get achieved, so, it means from our birth only we get the art of getting things done but to get all the wants to be achieved we need to work hard...

- Khushi Bansal
PGDM (2019-21)

THIS IS TO YOU

THIS IS TO “YOU”

The “YOU” that had a rough week. The “YOU” that always seems under worst of storms. The YOU that think is not enough, the YOU that feels invisible. The YOU that is always there for everyone but has no back support. The YOU that is under constant pressure. The YOU who don’t even know how long You can hold on. The YOU that doesn’t believe in happy endings because none happened. The YOU who trust easily but has now lost faith.

THE YOU THAT ALWAYS BLAMES YOURSELF WHEN ANYTHING GOES WRONG...

This is to you.

Hey !!

“You” are incredible. ‘You’ don’t know how beautiful the world is because of ‘YOU’...

Yes You are awesome! You make this little world more wonderful. You have soo much potential and almost everything left to do. You are lasting. You are forever kind of a soul. You have time . You are future. You are a priority.

Do “you” know what you are capable of?

You are capable of amazing things!

YOU ARE AN AMAZING THING!

People come and go ...

We play an important part in their lives,

They play damn important part in our only life,

But remember the word “part”!!

No one is forever

NOTHING is always

Not even those hard days,

Not even any problem,

Forever and always is a myth,

Destiny is a good cover to hide our worst failures under the sympathetic emotions,

But when we’ll wake up to the realities of life we’ll realize,

It’s only us that we are left with,

So we get that it’s only “YOU” WHO MATTER!

AND IT’S ONLY “YOU” WHO SHOULD MATTER AND IT’S ONLY “YOU ” WHO CAN KEEP “YOU ” HAPPY

“YOU ARE CAPABLE OF AMAZING THINGS !

“YOU are an AMAZING THING!

LOOK AT YOURSELF, think of all the times you acted as a SAVIOR for YOUR OWNSELF.

Things will get better when “You” start thinking “NOTHING CAN STOP ME NOW! NOT EVEN ME!”

Don’t worry if everything seems unclear because maybe it’s a foggy morning but “YOU” should know that the SUN SHINES no matter WHAT!!

Better things are coming your way, so just hold on for some time please...

BECAUSE I KNOW “YOU” CAN DO IT.

YES YOU CAN!

EFFECT OF FORGIVENESS ON WELL BEING

According to Shelly Gable and Jonathan Haidt (2005), “Positive psychology is the study of conditions and processes that contribute to the flourishing or optimal functioning of people, groups and institutions.

Forgiveness

Forgiveness is a process (or a result) that involves change in emotions and/or attitude regarding an offender for a given circumstance. Forgiveness is an intentional and voluntary process originated from deliberate decision to forgive. It is a willful, reasoned, intrapsychic process undertaken by the victim, irrespective of the offender. Forgiveness involves reduction in negative response to offence, also may lead to an increase in positive response. In end-total, it can be defined as an absence of ill-will. Forgiveness includes dimensions which involves variety of targets (e.g. self, others, communities & god) and methods (e.g. feelings, offering and seeking etc.).

McCullough (2008) related forgiveness as a set of motivational changes whereby an organism becomes a.) decreasingly motivated to retaliate against an offending relationship partner, b.) decreasingly motivated to avoid the offender, and c.) motivated by goodwill for, and a desire to reconcile with the offender, despite the offender's harmful actions.

Psychologist Everett Worthington, a pioneer researcher in the field of forgiveness, constructed a 5-step model to facilitate the process of forgiveness. The 5-step process called REACH has yielded a positive result.

In REACH

- R is for recall, remembering the hurt that was done to you
- E is for empathize, trying to understand the viewpoint of the person who wronged you.
- A is for altruism, thinking of the time when someone forgave you, and offering the gift of forgiveness to the person who hurt you.
- C is for committing publicly forgiving the person who wronged you.
- H is for holding on, not forgetting the hurt, but reminding yourself that you made a choice to forgive.

Well Being

Well Being is a dynamic concept that includes subjective, social and psychological dimensions as well as health-related behaviors. Well-being is a multi-faceted concept. It is often thought of as one of the hallmarks of the liberal arts experiencing, resulting from educational encounters that both guide students in search for meaning and direction in life and help them realize their true potential. The two important ingredients in Psychological well-being are subjective happy feelings brought on by something we enjoy and the feeling that what we are doing with our lives has some meaning and purpose

KNOWLEDGE, INFORMATION, LEARNING

To earn the best interest, invest in knowledge.
Polishing the gems and bringing out the best in them,
increasing their knowledge and help forming views !!

*Knowledge is power.
Information is liberating.
Education is the premise of progress,
in every society, in every family*

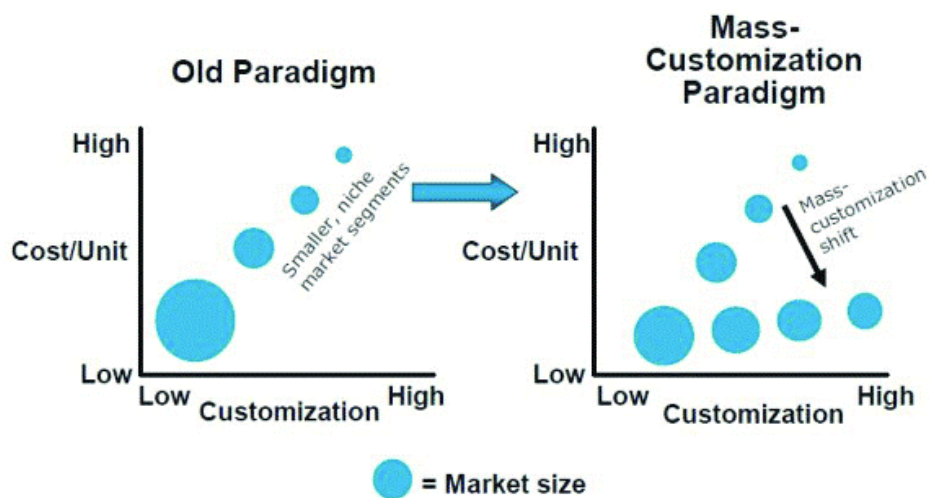
- Kofi Annan



ALIGNING MASS CUSTOMIZATION WITH CORPORATE STRATEGY

In today's contemporary world where businesses are evolving and advancing every day, mass customization strategy promises customers individually customized products at a price of mass-produced items. A widely embraced business concept, customer driven companies have adopted mass customization in order to provide the customers with outstanding service and unique value.

Mass customization is a manufacturing and marketing technique that makes the use of readily available and flexible manufacturing systems and information technology to produce custom output at low unit costs. A good or service is modified to satisfy a specific need of the consumer group. The customization can range from simple to complex as a customer gets the chance to design the product in a certain manner and add some attributes to the designing of the product while keeping the costs closer to that of the mass-produced products.



This new frontier in the business segment acts as a combination of personalization and flexibility of custom-made products that takes the mass production and manufacturing to another level. A technique that is used by the businesses to produce a wide array of products to cater the needs of different markets, preferences and requirements. It has transformed the manner and ability of the companies to design, produce and deliver a variety of affordable goods and services in a short span of time. A real-world example to explain the concept of mass customization is furniture companies. They allow the customers to choose from different options of various components or features. The tailoring of product might include different kinds of fabrics, furniture legs or other pieces and some additional attributes that the customer wants in the furniture.

Mass customization is a tactic that accelerates the business's objective of comprehending the needs and demands of the customers. A corporate strategy is a plan of the organization that encloses corporate actions as well as the objectives while gaining a competitive advantage. While framing their corporate strategy, the companies are obliged to understand the customer's needs, preferences and requirements. In today's times companies face a lot of obstacles to achieve a strategic position and to differentiate themselves from the other firms as there exists an intense competition and low profit margins due to saturated markets. In such a scenario mass customization acts as a broad stratagem to tackle the market challenges and simultaneously help the firm in gaining a competitive advantage. This approach gives the company an opportunity to escalate their profit margin and satisfy the customer's demands in an effective way. For a business to adopt mass customization strategy it is necessary that the managers do a proper analysis of their business and then accordingly commit to the mass customization technique. The key idea behind the mass customization strategy is to earn profit from the fact that different customer needs have to be catered and this is in accordance with one of the corporate objectives i.e. profit maximisation.

A successful and effectual mass customization strategy is the one that is not seen as a separate corporate strategy which attempts to replace the production and distribution systems but as a set of organizational competencies that can complement existing system and can be encompassed in the overall corporate strategy. The major organizational capabilities that the corporate needs to develop are the ability to identify the product characteristics along which the customers demand a change, the ability to employ and combine existing organizational and value chain resources and the ability to assist the customers in deciding and finding solutions to their own needs. Development of these organizational capabilities allow the firm to create a design tool so that customers can easily articulate what they want and simultaneously the organization can develop a solution space catering to individual needs. Automation plays a fundamental role in creating a process design that will handle the customized needs of the consumers. The crucial part here is that the corporate has to make sure that in the process of offering variations to the customers there should not be any kind of breakdown in the firm's operations or supply chain.

The key to low cost, efficient and high-volume customization is modularity. By adopting the approach of modularity, the corporates can consider the operational processes as segments that are connected to a particular source of variability according to the customer's requirements. For example, if we think of Lego building bricks, we can build with it anything we want because there is a large number and variety of modules in different shapes, colours and sizes and then there is a simple and elegant process of snapping them together. The same concept is followed in the case of operations. The firm needs to understand the individual needs and then serve them by aptly integrating the process segments so that tailored solutions can be delivered. The ultimate aim of the corporate should be of creating a unique customer experience as mass customization does not imply everything for everybody but rather doing exactly what each one needs.

Although firms face a lot of challenges while implementing mass customization as their corporate strategy, the improvements in technology have effectively helped the organizations in the development of strategy. Mass customization is not only about creating variations and increasing the number of choices for the customers but it also acts as a platform upon which corporate strategy can be created and it is one of the major contributors to success as it makes the firm capable of gaining a long-lasting competitive advantage. There is no particular technique for mass customization.

**-Avneet Kaur Grover
PGDM-IB (2019-21)**

DIGITAL MARKETING

“Being digital is a key to being global”

It's one of the best arts of marketing. As we are in a technology environment. It is the way of advertising delivered through digital channels like phone apps, Display advertising or any new digital channels. It has reduced human power in marketing. Digital marketing.

It is the most affordable media to promote the product. In India many industries and new start-ups are investing in digital marketing channels instead of spending lakhs n getting the add printed in the newspaper.

If we see one of the channels of digital marketing Social media it has almost covered entire globe. To market your product there is no limitation of boundaries. But company have to make their advertisement more attractive and influencing.

We've witnessed how the orientation of marketing has evolved over the time from the Production Concept focusing on high production efficiency and mass distribution to societal marketing concept where it was identified that complying with social objectives along with identifying and satisfying customer's needs is necessary. Market is dynamic and hence evolving the marketing concepts and philosophies while identifying the needs and wants is necessary. Consumer today is educated and far more aware than how they were used to be. Marketing has always been about connecting with the right audience at the right place on the right time.

Internet has become a necessity nowadays and people no more see it as a luxury. Almost everyone has a mobile with internet access in it. There has been a shift from watching television to hooking up on Netflix and other web series offering platforms. Also, billboards are actually and can be used by almost every marketer where a mass chunk of audience is targeted but digital marketing has a sort of narrow focus where the age group and interests of the audiences indulging in the advertising can be approximated.

INDIA is running towards Digitalization. So, the future of digital marketing in India is bright.

- Sudhanshu Kathuria
PGDM (2019-21)

SEARCH ENGINE OPTIMISATION

Influencers are key to success?

SEO (Search Engine Optimisation) is used by everyone whether it's a small, large or gigantic organisation. According to reports around 90% of the website traffic originates from search engine.

There are high chances of converting the visitors to the customers by using SEO, so, what should a company do to get to the top?

Many of us believe that for great SEO results the company needs to connect with their target audience but today this can't be achieved without influencers i.e. influencer marketing. It's so because influencers are the only one that connects with the audience on social media and also the audience believes them. A company doesn't benefit if its information is shared by someone very known i.e. celebrities but with the content creators (bloggers, journalist etc). Their followers believe them because they create their own content without any biasness. This content create links which drives traffic on your site which drives SEO, so, it makes sense to use an influencer relationship management.

Along with influencer marketing you need to combine some other tactics as well for better results. The company should focus on good keywords. Good keywords research brings a huge volume to your website and a phrase that people are looking for and it's important to your target audience.

Next, we should look for a person who can add to our content like an expert which will eventually add value to our content and this could bring a ton of traffic over time.

-Tushar Kohli
PGDM (2019-21)

ROLE OF FINANCE MANAGER IN MODERN ENTERPRISES

Financial Management is more than procurement of funds. In a modern enterprise, a finance manager occupies a key position. Being one of the dynamic members of the corporate managerial team, his role has become more and more pervasive and significant in solving complex managerial problems. Thus, he is the one who is concerned not only with the raising of funds for the enterprise but he is also connected intimately even with the production, marketing and other functions in an enterprise. It is he, who takes all the decisions to continuously review and control the commitment or the re-commitment of the funds for the new or the ongoing projects.

His functions are not only confined to raising funds (his traditional function) but these days he plays quite an active role of an overall advisor also. Due to recent developments in the socio-economic and political scenario throughout the world, he is placed in the central position in the organization. He assumes responsibility for shaping the fortune of the enterprise by using the funds in the most efficient manner. His decisions affect the size, profitability, growth, risk, and also the survival of the enterprise.

The finance manager has a task entirely different from that of an accountant as he is responsible to manage all the funds rather than just keeping the records of the transactions. Some of the important decisions regarding finance are:

- Estimating the requirements of funds
- Decision regarding capital structure
- Investment decisions
- Dividend decisions
- Allocation of funds to all departments of the organization
- Cash management

His other functions include:

- Evaluating financial performance of the enterprise in terms of both profit and wealth maximization from time to time.
- Efficiently dealing with those providing funds to the enterprise, that are, banks, financial institutions, shareholders, etc.
- Keeping a watch over the stock market quotations and behavior of company's share prices.

A finance manager, as other members of the corporate team cannot be averse to the fast developments around him and has to take note of the changes in order to take relevant steps in view of the dynamic changes in business circumstances.

**-Sonam Gupta
PGDM (2019-21)**

ROLE OF INDIAN TELEVISION ADVERTISEMENTS IN CLASSIFYING BASIC LIFE SKILLS AS GENDER ROLES

It's a known fact that television in India has a humongous reach & power to impact the masses. From the elderly people to young kids, everyone has easy access to television thus making it the most popular medium of mass communication & also the favorite choice of brands to market their products.

Over the past few decades, Indian advertisements have been successfully winning our hearts because of intelligent Emotional Marketing they indulge into. Whether it is Nirma's 'Hema, Rekha, Jaya aur Sushma' or Colgate's 'Maa ka bharosa' or Surf's Daag achche hain, these catchy slogans are stuck in our minds as they've established an emotional connect with us.

However, all this time what we've failed to notice is how these advertisements clearly classify basic life skills such as washing clothes, cleaning utensils, preparing & serving food to guests, driving cars & many more as specific gender roles since majority of the ads show only one particular gender performing these roles.

For example, Surf Excel, Tide & Wheel which are some of the leading detergent brands in our country have always shown women that is, a mother or a wife removing all kinds of nasty dirt from the clothes.

Big brands like LG, Whirlpool and Samsung have shown women holding the responsibility of using washing machines to clean the clothes just like advertisements for spices that always show women cooking mouth watering food using spices from a particular brand & advertisements for liquid dishwasher that always show women washing the dishes!

Similarly, if we talk about automobile segment, according to the Indian marketers the perfect family road trip is one where the father driving the car, mother is in the front passenger seat and kids as usual are enjoying at the back seat.

Not just that, according to them, if you're a man then you're automatically responsible for changing bulbs, depositing bills, investing money for daughter's marriage, gifting expensive diamond rings to your wife even if she makes a living and many more things!

It is rightly said that a child's mind is like delicate & soft clay which is very easy to mould. However, once the clay gets hardened it becomes tremendously difficult & in some cases impossible to change its shape.

When a naive child grows up watching not one but every second advert showing one specific gender doing a particular job or duty, he/she tends to start believing that only that gender has the onus to perform that duty. Hence it is of paramount importance to understand the repercussions of what is being telecasted. This is the reason why the concept of women being housewives or homemakers is absolutely normal but the concept of a man being a 'House Husband' seems absurd and senseless to many.

However, looking at a little brighter side, it is amazing to witness how some brands have actually taken the initiative of breaking such stereotypes such as Ariel, a highly popular detergent by Procter & Gamble that raised a serious question through its 'Share the Load' initiative in 2019 on upbringing of children & emphasized on how parents should relook at the way they raise their sons so that they can be equal partners in household chores when they grow up. Even Pril, a highly popular liquid dishwasher along with Colors channel started the campaign 'Modern Day Relationship' that shows Gurmeet & Debina Chaudhary, two famous faces in the Indian television & film industry sharing the responsibilities of washing utensils and cooking food for each other. The oppression faced by women in the patriarchal setup of the society in the olden days is not unknown to us, some examples being Sati practice, Dowry system, Veil system, Child marriage etc. Women had no say in any decision regarding their own lives, were not permitted to step outside the house to work & were treated as mere puppets at the hands of the male members of the family.

But this is the 21st century and women are no longer bound by the irrational whims & fancies of men, at least in the developed parts of the country where just like men, most women, if not all, have access to education, have the freedom to choose their profession, have financial responsibilities in the family & are visible in positions of power & leadership in organizations. Yet, the idea of a 'Modern Woman' in the minds of most people is one who excels at balancing professional & household responsibilities while on the other hand, the idea of a 'Modern Man' doesn't pay any heed to him being responsible for doing any of the household chores.

It's high time that the advertisement industry as a whole should start working towards gender equality & changing the mindsets of people regarding the division of duties and responsibilities in a family; after all it's one of the most influential means of mass communication.

**-Vanshika Mendiratta
PGDM-IB (2019-21)**

PERCEPTION

*"People see what they want to see and what people want to see isn't always the truth."
-Roberto Bolano*

The basic ideology behind this wonderful statement given by Roberto Bolano is PERCEPTION.

So what is perception? Perception is a process by which individual select, organize environment stimuli and interpret them to provide meaningful experience. And how you are able to select, organize and intercept information starts this perceptual process. People generally pay attention to some and ignore others; it is because of the perception they have in their mind regarding other person. How we communicate with people gets affected because of the perception we have made regarding the other person. How an individual think can affect the perceptions about others. People generally communicate with people who have same thoughts like those of them. It is because of the perception they have made in their minds regarding the persons. Perception is not just what our minds and sense tell us to do. It is something that we cannot control. Appearance plays a huge role in how we perceive someone to be. For example, a boy who is well dressed, brings our mind to think that this man is from a good family and might be earning well, the specifics do not hold much value but the point speaks about how we judge, or 'perceive' something.

The judgments are not only just for people, it is also for the objects and the other people's thoughts as well. When walking down the street, our eyes wander, many things and the objects they see are immediately deemed safe, unsafe, fun, not fun, etc. Thoughts are similar, we do not believe someone's thoughts are the same as our own, we think differently. Perception is unique to each individual. People do not perceive things same as what their neighbours do and vice versa. Perception is something that is developed over a lifespan. It is something that happens thousands of times in a day and we don't even realize it, and it just happened without any awareness or intentions. For example - the brain need not be told that it is hungry, or it is cold outside. India being a diverse country has people with different personalities, behaviour and thoughts and the perceptions they made about others. Let us ponder upon how perception starts. It involves various stages -



Perceptual Process

The different stages are –

1. Receiving

Initially person collects all the information and receive it through the senses.

2. Selecting

After receiving the information person start selecting what he or she has to select.

3. Organizing

To make the data easy to understand it is important to organize it in a proper manner.

4. Interpreting

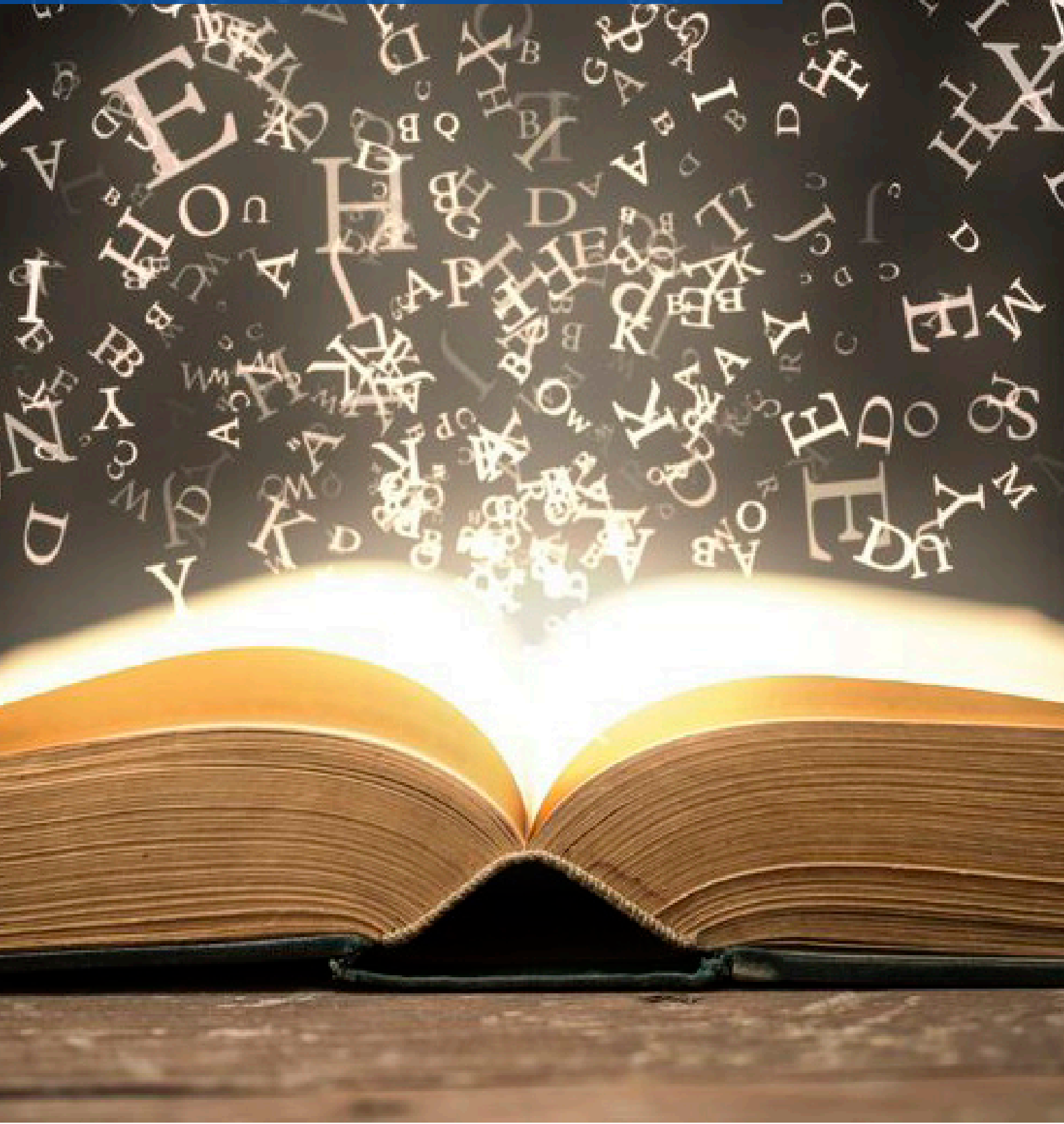
Interpreting the information collected become necessary because it finally give a meaning that can be categorize well.

**- Muskan Mittal
PGDM (2019-21)**

USUAL AND BEYOND

The difference between fiction and reality? Fiction has to make sense.

"Fiction - and poetry and drama - cleanse the doors of perception"
- Ursula Le Guin



A SONG FOR EVERY MOOD

Now if you grew upon music like I did, you would love this piece, and if you are a fan of music that is generally considered too old for your age, then there is something in store for you as well. All in all, this is basically my love letter to Rock & Roll, and everything in between.

“We Believe that anything that is worth doing is also worth overdoing” -Steven Tyler, lead vocalist of Aerosmith
“The Beatles are bigger than Jesus” – John Lennon, founder, multi-instrumentalist for The Beatles, Plastic Ono Band, Humanitarian

Rock & Roll started right around the mid-1950s and by the time John F Kennedy became the president of the United States, it was everywhere.

Chuck Berry is often touted as the father of Rock & Roll, but Elvis Presley is the King.
The death of Buddy Holly, later termed as The Day the Music Died by Don Mclean’s song American Pie, added to the lore of the genre.

When the Fab Four, John, Paul, George and Ringo combined to form what is now known as The Beatles, Rock & Roll had become just Rock, and the British Invasion took place, led by The Beatles and matched by The Rolling Stones, along with The Who, who are, by the way, music royalty as of now, always on the first row at the Grammys.

And since then, the legend has grown, with new artists coming every decade, like Aerosmith in the 70s, Pink Floyd in the 80s, Nirvana in the 90s and Arctic Monkeys more recently.

So, without further ado, here are my song suggestions for a couple moods we go through as students:

Happy

- ‘Happy’ by The Rolling Stones (Album: Exile on the Main St.)
- ‘I Feel Fine’ by The Beatles (Album: A Hard Day’s Night)
- ‘Ramble On’ by Led Zeppelin (Album: Led Zeppelin II)

Sad

- ‘Yesterday’ by The Beatles/Paul McCartney (Album: Help!)
- ‘All Tomorrow’s Parties’ by The Velvet Underground & Nico (Album: The Velvet Underground & Nico)
- ‘As Tears Go By’ by The Rolling Stones (Album: December’s Children)

Uplifting

- ‘The Kids are Alright’ by The Who (Album: My Generation)
- ‘Crosstown Traffic’ by The Jimi Hendrix Experience (Album: Electric Ladyland)
- ‘Kashmir’ by Led Zeppelin (Album: Physical Graffiti)

Motivational

- ‘Eye of the Tiger’ by Survivor (Album: Rocky IV Soundtrack)
- ‘We Will Rock You/We Are the Champions’ by Queen (Album: News of the World)
- ‘God Only Knows’ by The Beach Boys (Album: Stack-O-Tracks)

-Akash Verma
PGDM (2018-20)

THE 4 AM ROUTINE

Earlier this year, Basketball legend Kobe Bryant lost his life in an unfortunate helicopter crash which killed him, his 13-year-old daughter and seven others.

Kobe Bryant is undoubtedly one of the greatest names in sport, let alone basketball. He stood for dedication, hard work and perseverance and constantly among the greatest and most determined athletes of this generation as well as all time.

One of his many off court qualities was the ability to inspire other players to become great and do great things. But becoming great, as Kobe himself said a number of times, is not an overnight process, it takes time, constant effort and perseverance. One of his great advices is the 4 AM Routine, which simply means starting as early as 4 AM in the day in order to ensure you work more than your rivals and competitors.

As a student and scholar, our job is to be, simply put, the best scholar or student we can be, and for that to happen, we have to study, as much as we can, and as often as we can.

Now imagine you have a month off, and you are studying for something very important, let's say an entrance exam. Now, you wake up at 10 in the morning, get fresh, and start studying at 12, you study for a couple of hours, 12 to 2 and then you sit back, have breakfast, relax, whatever. Then you start again in the evening, say at 6, you go for a good three hours, and study from 6 to 9. Now, that is 5 hours of work you are doing, but sadly, that is also the amount of work your rivals and competitors are doing as well.

And until and unless you have a talent of grasping information quicker than your rivals, you are on the same page, or perhaps even behind.

Now, imagine this, you wake up at 4, and study from 4 to 6, then sit back, have breakfast, relax for two hours. Then you get back at it again, from 8 to 10, then go back, relax, have a light brunch, and then you are back at it again, from 12 to 2, then again, you go back, relax, have lunch, enjoy some music for a couple of hours, and yes, then you get back at it again, this time 4 to 6, then take a short break for an hour and then you get back and do it again from 7 to 9. Now this is 10 hours of work you have put in, in the same day.

And if you make this a routine, the separation between you and your competitors and peers would increase, and no matter how good they are at grasping, how good their mentors are and how much effort they put in during the summer break, they cannot match you, and that is not some fad, its common sense. By the end of three or four years, they would be 5 years behind in terms of progress.

Start early, finish well.

PS – This article is inspired from a motivational video by Kobe Bryant, and serves as tribute to one of the greatest sporting minds lost way too early.

- Akash Verma
PGDM (2018-20)

HOW TO DEAL WITH STRESS: THE 10 STEPS TO KILL THE “S” PROBLEM!!

Stress is inevitable. It walks in and out of our lives on a regular basis. And it can easily walk all over us unless we take action. To tackle stress-related problems, one has to realize that stress is built by our own actions and is not an alien coming from outside. For example: Stress arriving from excessive workload is a self-made problem caused by ill-management of time and resources available to do the work, its nothing but a problem created by oneself.

Here, I bring you the list of 10 simple steps which you could follow and reduce the amount of stress you feel.

1. Figure out where the stress is coming from.
2. Consider what you can control—and work on that.
3. Do what you love.
4. Manage your time well.
5. Find out ways to relieve stress.
6. Pick off the negotiable from your plate.
7. Are you leaving yourself extra vulnerable to stress?
8. Preserve good boundaries.
9. Realize there's a difference between worrying and caring.
10. Embrace mistakes.

To tackle any problem, the very first thing is to identify the source of that very problem. As simple as it may seem, identifying the thing that stresses you out can be difficult at times. A stressed out person becomes critical of everything around him, making an illusion that everything around him is adding to his/her stress, which cannot be true in any case.

So, here's a simple tip for the problem that will make this step easier: Instead of feeling like you're flailing day to day, identify what you're actually stressed about. Is it a specific project at work, an upcoming exam, a dispute with your boss, a heap of laundry, a fight with your family?

Tip: Don't compromise with Rest.

Tip: Learn to say No, in a polite way.

Sometimes, our mindset can boost stress, so a small issue mushrooms into a pile of problems. We continue worrying, somehow thinking that this is a productive — or at least inevitable — response to stress.

Tip: Differentiate between caring and worrying.

Another mindset that can exacerbate stress is perfectionism. Trying to be mistake-free and essentially spending your days walking on eggshells is exhausting and anxiety-provoking. Talk about putting pressure on yourself! So, this is the last tip: Perfectionism is impossible and not human, anyway.

Do the aforementioned things and keep the stress away. Live life like its meant to be, enjoyable and carefree. After all, it's just life and it's not at all seriousness overloaded.

- Akash Verma
PGDM (2018-20)

STRANGE WAYS

Once in a while, slow down and enjoy simple pleasures of life. Nature is just so empowering and needs to be preserved in the purest form along with all its creatures.

*"It's not whether animals will survive; it's whether man has the will to save them."
-Anthony Douglas Williams*



THE FURRY ANGELS OF GOD

Lord, Oh Lord!
 Thy creatures die in pain
 Terror of fire with little hope for rain!
 Help thy children, for they must survive.
 The evil we created, takes away their lives.
 We fail to nurture nature, and so it must punish.
 Thou must make us suffer,
 your luminous anguish.

Prayers to Australian Wildfire.

Rest in peace, furry angels of God.

- Kalyani Kohli
 PGDM (2019-21)

DANCE

Always before;
 And after any war
 I am here to make people smile;
 And during crisis unite.
 Once gone will forever be gone ;
 Save me before high tone.
 U love me when u want to,
 And dump me with anger and ignorance too
 I am peace
 And, in a great danger !!

Down the lane; I went that day
 My eyes were searching for a new way.
 Chasing the sound of laughter ,
 That came from a place where happiness fled.,
 A sweet smile was what I saw,
 Our destination was same,
 But she knows the way
 And I do not !
 Peace and calm on her face
 Was all that index showed with grace.

When simple task becomes more of a burden,
 And hill you climb seems to be a mountain,
 Remember you are stronger than u think
 If one door closes let it do so
 But find another to grow
 Skip one beat if getting confused
 Or before any decision, have a fuse

Just keep that witty smile on your face
 And move forward with a strong pace

We are a family -
 So next time when one is down
 Let your hand pull him out
 Just you and me
 We will make a sunny day.
 Peace is an emotion
 With which we are blessed,
 Our paths may be different
 But the destination is same
 In a world full of jealousy and terrorism
 U need to be Gandhi of this era

Life is a fare
 And we are all here
 For
 Dance ; sing along; eat ; and opportunities do grab
 But do it fair
 Develop a feeling of living
 But don't forget we are humans
 And start giving.

Now peace will say
 When u smile at me
 Ah! At last! The world seems alright.

- Renuka Sharma
 PGDM (2019-21)

THE FIRST TIME WHEN I SAW YOU...

I still remember when you entered our home five years back. It was a hot, sunny day and we all wanted to sip on some cold water.

You saw me, took three step backwards and I thought you don't like me, and that you're going away. But then you approached me. Came and sat next to me, sniffed my hand and licked my fingers. Your tail started wagging nervously and I was sure you liked me.

From the day of our awkward first meeting to the day I held you last, and till my last day here, you will be the most important being in my life. You're no less than family, you're no less than a child. How I wish you could stay with us a little longer. I miss your cling, your bark and your smell.

I hope you're happy, where you are, and having the time of your life.

You changed my life, you made me realize that animals are pure, voiceless beings who just want to be safe and be loved. Thank you for this.

Missing you, Gabbar, now and always.

**- Kalyani Kohli
PGDM (2019-21)**

THE LOVE IN THEIR EYES...

Have you ever petted a dog? Or any other stray animal? Have you ever called him a good boy? Or her, a good girl? Have you ever fed them with your own hand? Or hesitated to move when your pet fell asleep on your arm or lap? Does your voice change when you talk to them? Do you go all 'whosh my good boii' with them? If yes, you, madam or sir, are an angel sent by God, to take care of her little fur babies.

Loving an animal doesn't necessarily mean that you must own one. Feeding strays, putting jackets on them on cold winters nights, or generally preferring to say Hi to them over hoomans are signs that you do care.

The way they expose their bellies for some tickling and love in their eyes when they get familiarised with your smell and intention, is a pure, unconditional reflection of who they are. Just little (or big) fluff balls of love. I see my universe in those shiny, bright puppy eyes. Do you see it too?

**-Kalyani Kohli
PGDM (2019-21)**

FACTS DON'T LIE

General Knowledge is the king of all the knowledge. Being aware of your surroundings, what is going on around the globe, in all aspects helps making views and bring out the confidence in you to put your views forward. Knowledge gives birth to the confidence in you.

*Liberty cannot be preserved without general knowledge
among the people.
- John Adams*



WES-FLU-ENZA: THE HINDSIGHT OF THE WESTERN INFLUENCE

The western influence is a terminology relevant to every so called “modern individual” or the “Binge Watcher”, courtesy the advent of Netflix. We have come a long way to being called devout of the western culture to actually assimilating it. So, basically, we are the walking western pseudo bots, still true to their Indian heritage.

Now, how do we put it? It all started with the apparels, with the folks of the yesteryears donning the very same style which made the Beatles famous, and then switching over to the punk looks, inspired by the popular punk bands of the time. And we have come today to making westernization mainstream, but then again, what is it that still keeps the western propaganda, still enticing?

Shifting our focus to the streaming industry, it has made the youths of today way more accepting than the yesteryears of the ages ago. Perspectives may say it has yielded more of the con than the pros. But we say otherwise. F.R.I.E.N.D.S going cult is a good symbolism of the westernization with new folks going gaga over the concept of roommates and hangouts. And also people are less frenzied in case of any mishaps.

The other aspect that gets ignored is that people are more sympathetic and empathetic of the culture of one country or the other, courtesy the portrayal of various cultures via shows events etc. This has helped eradicate the racism a tad bit, or at least has made folks a bit more tolerable to it. One other aspect that gets completely ignored is that animated works are no longer undermined, courtesy Marvel and Excelsior (Stan Lee). And the patron in the Wesfluenza mission has always been music. The Beatles set a trend, as emulated by the Bollywood legends and commoners, which was then followed by MJ, who set a trend of his own, with the Moonwalk becoming a cult move. As for the present times, the front runners are individuals and groups, which include icons like Avril Lavigne, Backstreet Boys, Blink 182, and Green Day amongst many others. The other assertive elements are games, stand ups, fests of the white kind, and others.

Now, many may argue about the adversity that the wesflu has carried along with it. A blunt nature, irresponsibility, lack of mutual respect, eradication of virtues and ethics; are some of the many issues that the traditionalists believe is prevalent. And it can't exactly be denied, because it pops up in one place or the other, irrespective of the scenario, amongst the folks of today.

So, what I believe is that since this current wesfluenza hasn't been given its due time to justify its existence, it needs to be persevered with, because everything takes time, even for the polished yield to present itself. In the immortal words of dynamic MJ, “One day, you might look up and see me playing the game at 50. Don't laugh. Never say never, because limits, like fears, are often just an illusion” which signifies that our rigidity is often an illusion.

- Sachin Sinha
PGDM (2018-20)

THE ERA OF ARTIFICIAL INTELLIGENCE

Today, technology is moving at a fast pace and every time it is coming up with something which is beyond the human vision. The emergence of complex yet innovative technologies has changed the whole outlook of the world. Gone are the days when we used to pen down the grocery list or things to do. We have smart devices to do that. Almost everything has been changed from manual processes to automated ones. 'Hey Siri. Set an alarm for 6 am.' Yes sure. Alarm has been set for 6 am'. Have you ever wondered that a phone can talk to us? What is that and how is that? This is something which is a rise of a new era of ARTIFICIAL INTELLIGENCE.

WHAT IS ARTIFICIAL INTELLIGENCE (AI)

AI is integration of human intelligence with machines and program them to think and act like humans. It is a wider concept of computer science which is concerned to invent smart machines which are capable of performing tasks that require human intelligence. One best thing about AI is that it ensures greater chances to accomplish the desired objectives with maximum accuracy with minimum deviations. AI works more rationally in order to have effective problem solving and analysis. Several algorithms are the driving force behind AI that forms a multidimensional structure for it. AI is something which is based on a technology in which human's thinking and responding ability is adapted by machines so that they can execute tasks easily. The basic objectives of AI comprise of learning, reasoning and perception.

CATEGORISATION OF ARTIFICIAL INTELLIGENCE

AI can be classified into two different categories that are WEAK AI and STRONG AI.

WEAK AI are the systems designed to carry out a particular job. The algorithms and programs are designed in a such a way so that a particular task is focused. It can be a video game for cricket or the very famous Amazon Alexa which provides voice assistance to the person. Similar to it, there are personal assistance in the smartphones we use such as Apple's Siri or Google Assistance. These all are designed for to provide personal assistance. They work according to what we ask them to do.

STRONG AI are the systems that carry on those tasks where human intelligence is required. This AI is more complex and complicated as they are programmed for problem solving and analysis without any person involved. This type of AI are present in several areas such as hospitals operating rooms where the operations are conducted with the help of voice assistance. YES, IT ACTUALLY HAPPENS... human mind is integrated with the technology for accurate results and to minimise the risk while performing surgeries.

APPLICATIONS OF ARTIFICIAL INTELLIGENCE

The applications for AI are endless. This new phase of technology is widely accepted by different fields. Whether it is manufacturing sector, financial sector, e-commerce or healthcare sector. Who thought that we don't need drivers to drive a car? The concept of self-driving cars is one of the most powerful and innovative vision in the field of artificial intelligence. It possesses human intelligence to analyse the driving patterns and drive in an effective way. Not only for convenience, but this is solving purpose for reducing down the chances of road accidents. AI are also used by financial sectors to detect and take necessary actions against fraudulent and misconduct of financial services such as bank transfers, plastic money, digital payments etc. The emergence of chat bots has solved the purpose to communicate to the companies where automated replies are programmed to solve the customer grievances.

These are just few and many more like these technologies are invented and programmed everyday which is taking the world a step ahead towards innovation and diversification in the field of Information and Technology.

**-Sarthak Sharma
PGDM (2019-21)**

DATA SECURITY: A NECESSITY

In today's world, Internet has become an integral part of our life. Almost throughout the day, we are mostly connected to the internet through various devices – smart phones, computers, laptops etc. What is the first thing we do after waking up in the morning? Most of us probably check our Smartphone - we have so many things to flip through, our social media apps, entertainment apps and various other apps as well. We share a great amount of information of various aspects of our life on all these apps that are connected to the internet. We do most of our work on our devices which are also connected to internet. Besides, we also pay our bills concerning our day-to-day life through various payments applications using internet. In brief, a lot of our information is shared and is recorded on internet for several purposes.

Internet makes our lives easy and convenient and it would not be wrong to say that it is nearly impossible to imagine our life without it but like every other thing, it is not free from flaws. The data we share on internet willingly or unwillingly is of utmost importance, it contains each and every information of our daily activities online. This data is not only about our activities but it is also about our interests. In simple words, it is all the information about us, our identity, and our family - that is, what we do, what we like and what we wish to do next. Though that data is our personal details but still it is common to see that it is stolen, misused and at times we become the victims of financial frauds as well. As the monthly subscription charges of internet has considerably been reduced, the number of the internet users in India has increased manifold in India as well as in the world. And with the rise in the number of the internet users, more and more data is available on the internet. At times, this data is being misused in every possible manner like from the data relating to the financial status of an individual to the data of health of the people is being exploited by companies for their benefits which is not only unethical but also illegal. An example of misuse of data is alleged manipulation of voters during the general elections by a firm. A firm named Cambridge Analytica was accused of manipulating the data of voters in the 2014 general elections in India which created a lot of hue and cry among the masses.

There are lot of Dos and Don'ts while using the internet in our day-to-day life. Our nationalized Banks and several other reputed companies also issue alerts for the general public so that they don't become victims of online frauds. Even though the governments of various countries including India are making concerted efforts in this direction but still there is a lot to be done in this field. People should also be cautious while using internet and especially the applications on their devices.

-Akhil Verma
PGDM (2019-21)

STORY OF CUB NOT THE TIGER

I rode my way to the woods hoping for a shelter there,
There lived a cub, he seemed nice, I swear....

I put my faith and followed my way,
Just in hope to get a warm ray.....

I put lots in line, just for the light,
Within me, I believed I put up a great fight...

The cub rose to be a tiger, one of its kind
The thought of danger never crossed my mind...

I vested my all, without looking back,
Little did I know, all I will be left with is an empty
stack....

The tiger ate me without thinking twice,
I smiled on my fate but never let my blood turn to
ice.....

Despite my brain which looked so hard,
My heart is smooth and easily scarred...

For the tiger who scratched my soul instead,
I will not be left anymore dead....

I will continue my rail in the afterlife coming by,
For me it was the end of an era, hence justified....

With the hope of solicitation I moved,
Continued doing what my heart approved...

I hold the courage to bend the fate,
And was born to rule, though others hate.....

I wish to be constant, like the sun giving warmth to
others,
For the cub, not the tiger lives long and I will be there
for him, undercover....

- Jyoti Jha
PGDM (2019-21)

VENEZUELA: A COUNTRY WITH RICHEST NATURAL RESOURCES

Oil is the life blood of every nation which is proven by the fact of how rich some countries are, like Dubai and Saudi Arabia. Their big oil reserves made them rich. But you may be surprised by reading that these countries do not have the largest oil reserves, infact its Venezuela who has the largest oil reserve in the world, still the poverty rate is 90% there, GDP of Dubai is US \$102.67 billion but the GDP of Venezuela is \$98,437 million, the difference in GDP is huge, but what is the reason?

The reason is the political crises in Venezuela. During the presidency of Hugo Chávez, the quality of life for Venezuelans improved (according to a UN Index), poverty was cut more than 20 percent, his Missions entailed the construction of thousands of free medical clinics for the poor, and the enactment of food and housing subsidies. But the economic difficulties started with the populist policies of overspending and price controls which proved to be unsustainable. After Chávez's death in 2013 (from cancer), Nicolás Maduro became president, he continued Chávez's policies leading the country into hyperinflation of 800% by the year 2016. Maduro became president after defeating his opponent Henrique Capriles Radonski by a 1.5% margin. The opposition gained majority in National Assembly, later Maduro allies filled a complaint in 'Supreme Tribunal of Justice', the highest court in Venezuela after which Maduro disavowed the National Assembly in 2017 leading to the 2017 Venezuelan constitutional crisis, and formed Constituent Assembly with members loyal only to him, following this the opposition boycotted the elections and by default Maduro became president with complete majority. In 2018 Maduro proponed the election by 4 months and banned various political parties from even participating in the election and Maduro became the president, for which internal and external bodies like Lima Group (excluding Mexico), the United States, and the OAS- the organization of American states said that Maduro was not a legitimate leader this pressure was increased and the new National Assembly of Venezuela was sworn in on 5 January 2019. The presidential crises finally came to an end in May 2018 when new National Assembly declared the result of 2018 elections invalid and National Assembly president Juan Guaidó became the acting president. Though this was not the end of crises but it still stabilized the people a bit.

Venezuela has seen a number of protests throughout president Maduro's dictatorship, in 2014 alone the country saw 6,369 protests and in 2018 the number of protests was around 12000. Throughout this whole mess general public suffered a lot, unemployment reached 44% in 2019. A UN report estimated in March 2019 that 94% of Venezuelans live in poverty, and that one quarter of Venezuelans need some form of humanitarian assistance. Venezuela imported more than 70% of their food and Al Jazeera reported that middle-class adults began picking through rubbish bins for scraps due to lack of food. The health care came down drastically by early 2015, only 35% of hospital beds were available and 50% of operating rooms could not function due to the lack of resources, there was a 68% shortage of surgical supplies and a 70% shortage of medicines in Venezuelan pharmacies. In 2016, infant mortality increased 30% in one year, and maternal mortality increased 65% in one year. In May 2019, the Central Bank of Venezuela released economic data for the first time since 2015, according to this release; the inflation of Venezuela was 274% in 2016, 863% in 2017 and 130,060% in 2018. I know the numbers are shocking but they are the reality.

- Mandeep Kaur
PGDM (2019-21)

PASSION OVER MONEY

The name football, whenever read aloud, brings about in our minds the loud cheers of those crazy fans supporting their favorite clubs, teams; the agony when their clubs lose, the ecstasy when their beloved team lifts a trophy. Yes indeed, football is the most followed game round the world, and to some extent, has become a religion too. And what makes it even more endearing to the fans is the passion associated with the game, the determination of the underdogs to overthrow the favorites, the rise of the unknown, and all. But this beautiful game was threatened of being robbed of its flair and class, as the teams built with extensive riches were taking away all the glories. But the recent triumphs in the football fraternity have gone to prove once again that, no matter how many the riches in a team, it's the passion that ultimately leads you to glory.

This season was sure an enthralling one like the previous one. But with a twist. Unlike the previous one, where the rich and the mighty prevailed, say Man City winning the Premier League and Chelsea surprisingly claiming the Champions League (I don't take anything away from them, just that they were assembled very costly), this season has seen the lost passion being restored in the football fraternity. As can be seen from the recent triumph of Wigan Athletic in the FA Cup, where they overwhelmed the challenge of the mighty Manchester City or the victory of the less fancied Atletico Madrid over Real Madrid in the Copa Del Rey, the passion of the victors inspired them to overhaul these rich juggernauts. Even the finalists of the UEFA Champions League this season are fine examples; Borussia Dortmund and Bayern Munich. One may argue that Bayern should not be included in this list, as they are one of the consistent heavyweights in Europe, but one thing that should be brought to the notice of all is that they are nowhere near the financial might of either Man City Or Los Blanco's, or very recently, PSG(Paris Saint German). The reason for their consistency is a proper youth system, management of the available funds in a shrewd manner, and most importantly the players are imbued with a passion to overcome any opponent, and consequently the emerging players are also influenced by it. Thus they are consistent on a regular basis. But Dortmund has been the prime example this season when we think about passionate teams and clubs. Working on a shoestring budget, they have been achieving honours for the past two-three seasons comprehensively, winning the Bundesliga twice and the German cup once. On a funny note, the valuation of the entire Dortmund team defeating Madrid is less than that of Andy Carroll, the much hyped but out of form England striker, plying his trade in West Ham United. The recent success of Dortmund overshadows their earlier plight when they were battling relegation and were in a poor financial condition. But the introduction of the enigmatic Jurgen Klopp changed the whole scenario of the Bundesliga outfit. From relegation strugglers they have been transformed to one of the elite and mightiest teams of Europe. Quite unacceptable, isn't it? So what could have done the trick for Dortmund, even when they were producing some world class young talents?? It was the self belief; the passion to win that was imbued in them by Klopp, which restored parity, drawing them out of financial crisis and most importantly, instilled in them the winning mentality. So there you are now, Dortmund on the pinnacle of winning the greatest prize European football has to offer, the UEFA Champions League. Klopp's legacy will forever live in the heart of Dortmund fans, if he manages to deliver the coveted Champions League trophy to them. Well that was from the Bundesliga, which would appear a sort of fairytale to most of us. Now the question that would arise in our minds is that what happened to EPL, the most hallowed league around the world? Did it witness the same sort of rise of some long forgotten team? Well to an extent, it did. The victories of Swansea and Wigan in the League Cup and FA Cup respectively were no mere stroke of fortune that some deserved team lost due to luck playing against them. It was a tale of sheer dedication, zeal and most importantly, the "passion" to win that inspired them to overcome all odds and defeat even against the mightiest of teams. Seemed like a fairytale, didn't it?? Well for Swansea it was one, but unfortunately for Wigan, it wasn't to be so. The FA Cup champs were relegated to the Championships, owing to their poor run in the league. But their path to FA Cup glory has been an inspiration to the rest of the clubs, and I do hope they bounce back strongly from their setbacks. And the credentials for the success of both the clubs should also be given to their managers, along with the players, administration, staff and the other constituents of the clubs. Although they are far from being called "great managers", they have in them the traits to become one. Leading the lowly and unheralded clubs to glories is not one easy job, when you have a tight budget in your hand and players who are not used to winning frequently. To motivate and inspire them is one tough job, and the respective managers should be applauded for it. And who can say, they might even turn the fortunes of their clubs, and turn them into a force to be reckoned with. And history has enough evidence to showcase it. Take the Manchester United legends, Sir Matt Busby and Sir Alex Ferguson for instance.

The former brought the club into prominence in the European stage, when the legendary “Busby Babes” swept away with the then European Cup, and hence establishing themselves as one of Europe’s elites from being an unknown entity in the football fraternity. And the latter, Sir Alex Ferguson, when appointed with the job, first prevented the team from tarnishing its image as one of the top clubs, and then laid the foundation of one of the most longest and successful eras of the English Premier League. The legend is now retiring delivering yet another Premier League title to the club and their beloved fans, thus going down in the history books as the most successful manager of the Premier League era, and also one of the successful managers to have ever graced the game.

In the past we have seen that stability in the managerial and staff roles was an integral factor in building a successful club and achieving the desired results for a longer duration. But the stability has vanquished from most of the clubs in the present scenario. So they do achieve success now, but for a shorter duration. In the long term race, they lag behind, as is the situation with most of the clubs now. So it becomes very difficult to imbibe in the players the passion, that winning mentality, that feeling of joy, ecstasy when they achieve their goals; owing to the constant managerial changes and staff changes, too. And that too happens because of the lure of the money, riches, perks associated with the next job as manager. So it results in the further degradation of the beautiful game. So what can be done to prevent it from degrading any further? The talent, flair, beauty, excitement is still going very strong; but it has been the misuse of the money that has been the cause to the declination of the game’s followers, passion and ethics. So instead of using the money for frequent changes in the club’s body, it should be invested to assure the long-term success of the club. As a result, the competitiveness would evolve to a higher level, the flair, beauty will be restored, and most importantly, the passion and the desire to win, not only for the money, but for the pride, honour and the glory associated with the win, will be restored. And thus, the game “FOOTBALL” will further strengthen its claim as the most beautiful and the most popular game amongst the lot.

- Sachin Sinha
PGDM (2018-20)

BREXIT: REASONS & IMPACT

Brexit

The Britain has left European Union on 31 January, 2020 after a lot of delay because of the differences of opinion of all the political parties on the withdrawal deal. Moreover, Brexit was one of the major issues of the election campaign in England in which Boris Johnson emerged as winner because of his clear views on the Brexit and the deal with European Union.

Brexit is made up of two words “Britain” and “exit”. In simple words, it means Britain is leaving the European Union.

Reasons behind Brexit

1. The first and the most important reason behind Brexit is the huge number of people coming to UK from other European countries which are not financially strong. This migration of people to UK was actually creating problems for native job seekers as the number of opportunities available to them was decreasing.
2. The second reason is fiscal policy of Britain which was influenced by the other countries of Europe. The people of United Kingdom were feeling that they have to bear the financial burden of other European countries as well.
3. Lastly, it is also believed that the government of United Kingdom was unhappy with the European Union as they failed to pursue China to open its market for European Companies in the true sense.

Impact of Brexit on India

There are more than 800 Indian firms operating in United Kingdom so, Brexit is definitely going to affect their business. It will increase the cost for the business because of discontinuation of free flow of goods and services among Britain and other European countries.

Britain is India's first choice as the door to Europe but now, after the Brexit, India will lose this advantage which will eventually affect the Indian Businesses as cost of exports will rise because of the tariffs that might be imposed by the European Union on Britain.

According to opinion of some specialist and analysts, Brexit is good for highly educated skilled workers from India as they would be able to go to Britain easily but this statement doesn't appear to be right as one of the major reasons of Brexit was immigration of people to Britain from other European countries and therefore, it doesn't seem to be feasible.

Though the Britain has left the European Union, no new changes would be implemented for one year which will give enough time to the companies to prepare their strategy to deal with Brexit.

Thus, to see the actual effects of Brexit on India we will have to wait for its proper implementation.

- Akhil Verma
PGDM (2019-21)

A fountain pen with a large, brown, feather-like nib is positioned vertically on the left side of the image. The nib is resting on a stack of several books. The books are stacked horizontally, with their spines facing right. The pen's body is a dark, polished metal, and the nib is a lighter, golden-brown color. The background is dark, making the pen and books stand out.

SENSITIVE RHYTHMS

To all the beautiful women, you're all you need, you can do everything. It all comes down to equality, men can do everything too... The idea is to shine as human and help each other! Be you, stand for yourself, help everyone in need!

Specially mentioning Mothers who do everything so effortlessly, so beautifully and just inspire us. Our life is easier with and because of them. Love them, value them, pamper them!

Fathers somewhere do not get the mentions they deserve... Strict for a reason, works whole life to make you sleep well, to fulfil your wishes! Less expressive but full of love... Love them too, value them too and pamper them too!

It's our chance now... They gave their all :)

*You are more powerful than you know; you are beautiful
just as you are"*
- Melissa Etheridge

PURE LOVE

We talk of love, true love, pure love!
Do we know what exactly that is... maybe... maybe not!
But one thing is for sure....

- If a person puts you first before everything and everyone!
- If a person forgives you for the blunders you've made... even to the limits of the pain you put them through... and still cares about you!
- If a person builds you up with their broken pieces!
- If a person works to bring peace in you... even when there's a storm going on within them!
- If a person gives their share of joy to you... without letting you know that they don't get it enough!
- If a person accepts you and wants you in spite of all your imperfections and always gives you every bit of the thing, they have... without asking anything in return!

Then it takes herculean strength and unfathomable love to do so.

And I think this is the purest form of love which I've got it through my mother... **A hell of a wonder woman.**

- Shefali Jain
PGDM (2019-21)

JUSTICE FOR MY SCARS

That house was dark enough to kill me
Every corner has experienced the pain.
I entered through that door, thinking of our bright
future, dressed in white.
But soon unplanned things happened.

Those stairs know how one feels on falling
Maybe when I fell, they too felt the same.
Not once, but a hundred times
They became the witness of my pain.

That wall got coloured once in a three month
Not from paint, but from my blood.
A wet cloth was needed to clean it up
And I always ended up in stitches.

That bath tub hardly knew it could kill a person
Until my head was forced into it.
Some of the water came out of it
And some got into my body.

I hid under that bed to save myself from the demon
inside him
He dragged me harshly.
When we live with a person, we even know what their
things feel like
Yes, I can still feel the touch of his belt.

I tried a lot to make that relationship a success
I picked up every piece and built it again.
But every time, it shattered more.
For me, he was 'everything' but for him I was just a
'thing'.

What would one do when a knife is heading forward
to tear you apart?
Maybe everything to save his life.
That's what I did; everything to save myself from my
'everything'.
I never wanted to kill him; I was his wife.

He killed my soul
And I killed his body.
Now, I'm still in pain
And he is in peace.
I know, I was asked to defend myself.
But all I could do is admit what I did.
Whatever happening to me is maybe fault in my stars.
But now, all I want is, justice for my scars.

(This is a courtroom scene wherein a lady is asked to
defend herself.
She is accused of killing her husband.)

- Nikita Dhyani
PGDM (2019-21)

DEAR MAA

Dear Maa,
 Your little daughter has grown up now;
 Being aware of all those things she should know
 some-how;
 Perhaps the world is dressed in disguised;
 “Be careful beta” that’s what you whispered in my
 mind
 When I was little you cared for me
 And that’s how we walked through all thick & thin
 With all smiles & shiny eyes
 You embraced my every failure without being an-
 noyed;
 It’s because of your teachings today, I know when to
 try & when to cry;
 I rocked all those roads knowing that you are there by

WITH THE SUNSHINE IN HER EYES

With the sunshine in her eyes
 And some warmth in her smile
 She carries the world on her shoulders
 She is that the unwanted girl child.
 Sometimes she was killed
 Before stepping into this world
 Sometimes she was mourned at
 This wee little girl.
 When she was just about one
 She was shunned almost by everyone
 And then when she turned to two
 She was crying out her blues.
 Ignored, bruised, unwanted
 When she was only three, four and five
 What was the reason
 But for only that she was a girl child.
 And then when she turned to six, seven and eight
 It was too late to change her fate
 And then when she turned to nine and ten
 She was already a little woman.

my side;
 That’s when the past revived
 When we were walking together through that shady
 side.
 I saw you stumbling down the lane;
 Your eyes were glittery; body was pale;
 But without any trace of this on your face,
 I can still see how you tried to match my pace.
 That’s how we painted that beautiful piece (together
 that night).
 Holding each other’s hand but in your lead,
 This time I’ll walk side by side with you, I told my
 Maa
 That’s when she walked down the road with all that
 pride!!!

- Palak Narang
 PGDM (2019-21)

Caring, nurturing her smaller siblings
 Feeding them with a wholesome meal
 And for herself the leftovers she was eating
 Life had given her a very rough deal.
 That was her destiny
 In her own home
 In this crowded world
 She had to fight on her own.
 A step into another world
 Does not make a difference
 It’s just a second call in life
 As somebody’s daughter in law, mother or wife.
 I too am a girl child
 But I’ve my parents to thank
 Who treated me with no difference
 Supported me to be free and frank
 Today I can reach for the stars too
 I hope the message is clear to all of you...

- Muskan Singhal
 PGDM-IB (2019-21)

THE BIRD STORY

“ The time has passed ; a decade or two,
And it brought new opportunities.
While others were whiling away their time,
I was working on myself.

As I started flying, a dust storm came in my way.
Returning was no option, so I decided to go against
and face it.
Yes, I did tremble, and the storm shook me from
inside.
But the fact is, I got through.

Now I could see a clear sky;
But it is never always as it seems.
Still little and fragile, I had to face the big kites.
They were enormous, but I was ‘small’ enough to
make way through the woods.

Finally, I reached the pond.
That water was what I longed for.
I lived that achievement for a moment
And could finally feel some wind beneath my wings”

Suddenly my little daughter interrupted, ‘Mom, you
narrate the bird story so well.’
I had nothing to say but smile and nod.
Her eyes were twinkling, and I could see a little bird
inside.
Then a question came, ‘What will happen next with
the birdy, Mom?’
I replied, “As the time will pass; maybe another dec-
ade or two,
It will bring new opportunities.
While others will while away their time,
I will work on myself; for another me.”

- Nikita Dhyani
PGDM (2019-21)

WHAT IS TRUE LOVE?

True Love is when
Her love is unconditional & transcendent.
Her arms are more comforting than anyone else’s.
Her eyes are as beautiful as any magic.
Her touch heals every pain.
Her smile minimizes every trouble.
When she never stops loving you and accepts your flaws. She constantly forgives for your mistakes. She is the
one that can understand you even if you don’t speak.

She puts you before herself and sacrifices her food, health and happiness for you. Only she knows the mean-
ing of unconditional love. She is God, she is MOM.

- Krishna Dev Chaddar
PGDM (2019-21)

TO YOU,

Things 'YOU' need to remember....
There is fire in my soul
Anger in my blood
Smoke in my eyes
Lava on my tongue
Armor in my bones
Heart made of steel
Everything made of atom
You better not be afraid of anything which seems
tough as they see
There's fury in my action
And my actions are loud
They are their best
Yet I am proud
They must be jealous
And so, should they be

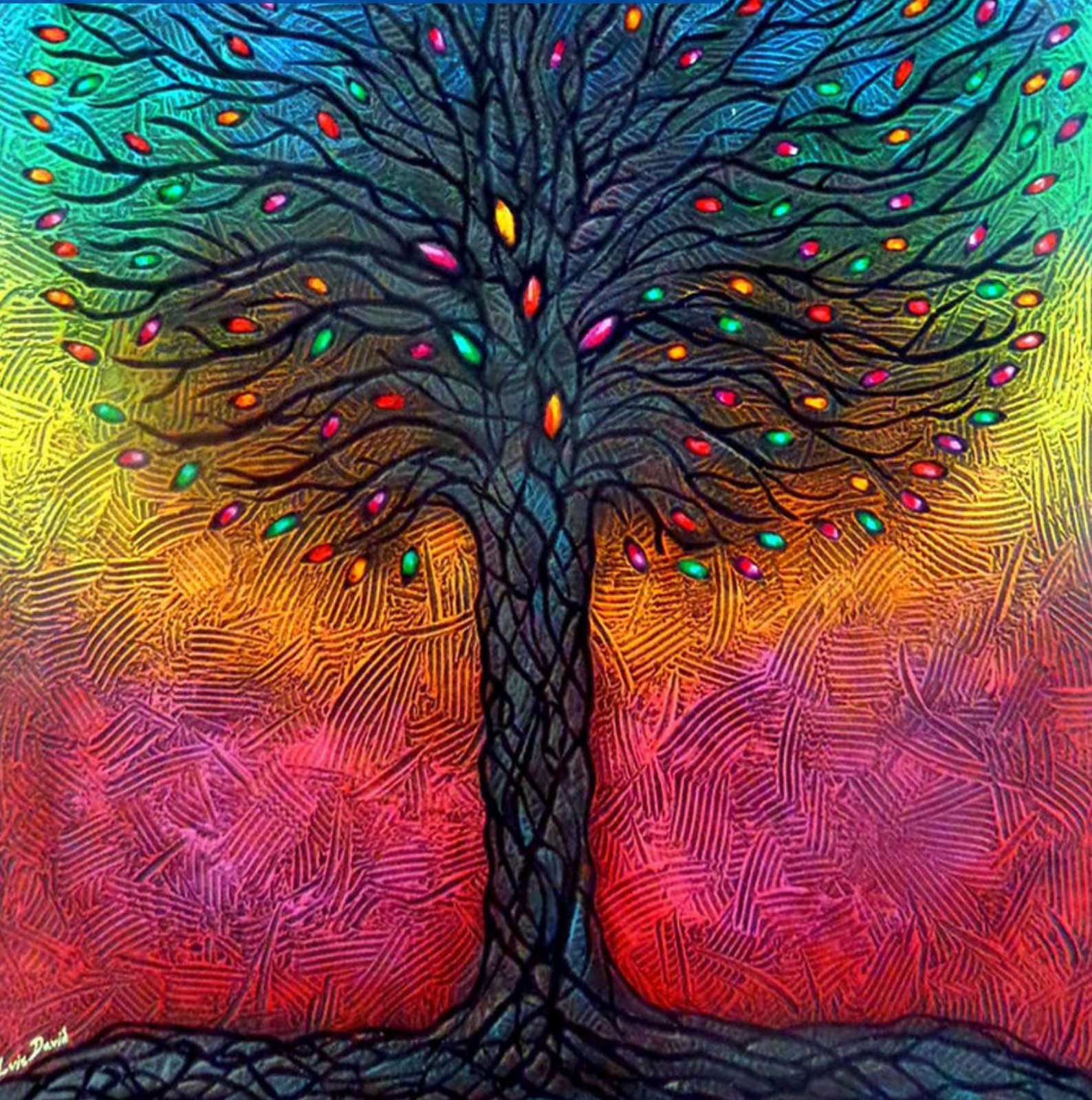
I am beautiful in my own world
In which they can't get in
Paradise and Heaven both are mine
And they left with Hell which I believe still is better
than those houses of lies
They miss me
But for them I am a dream
Dream full of loud colours
Still dark for them when they reach
Just like a butterfly
Hard to catch
Beautiful to see
But Holas, "I am out of reach!!!"

**- Palak Narang
PGDM (2019-21)**

CREATIVE CANVAS

Art speaks where words are unable to speak!!!

Art is something that makes you breathe with a different kind of happiness
- Anni Albers



Luigi David



- Tina Goyal
PGDM-IB (2018-20)



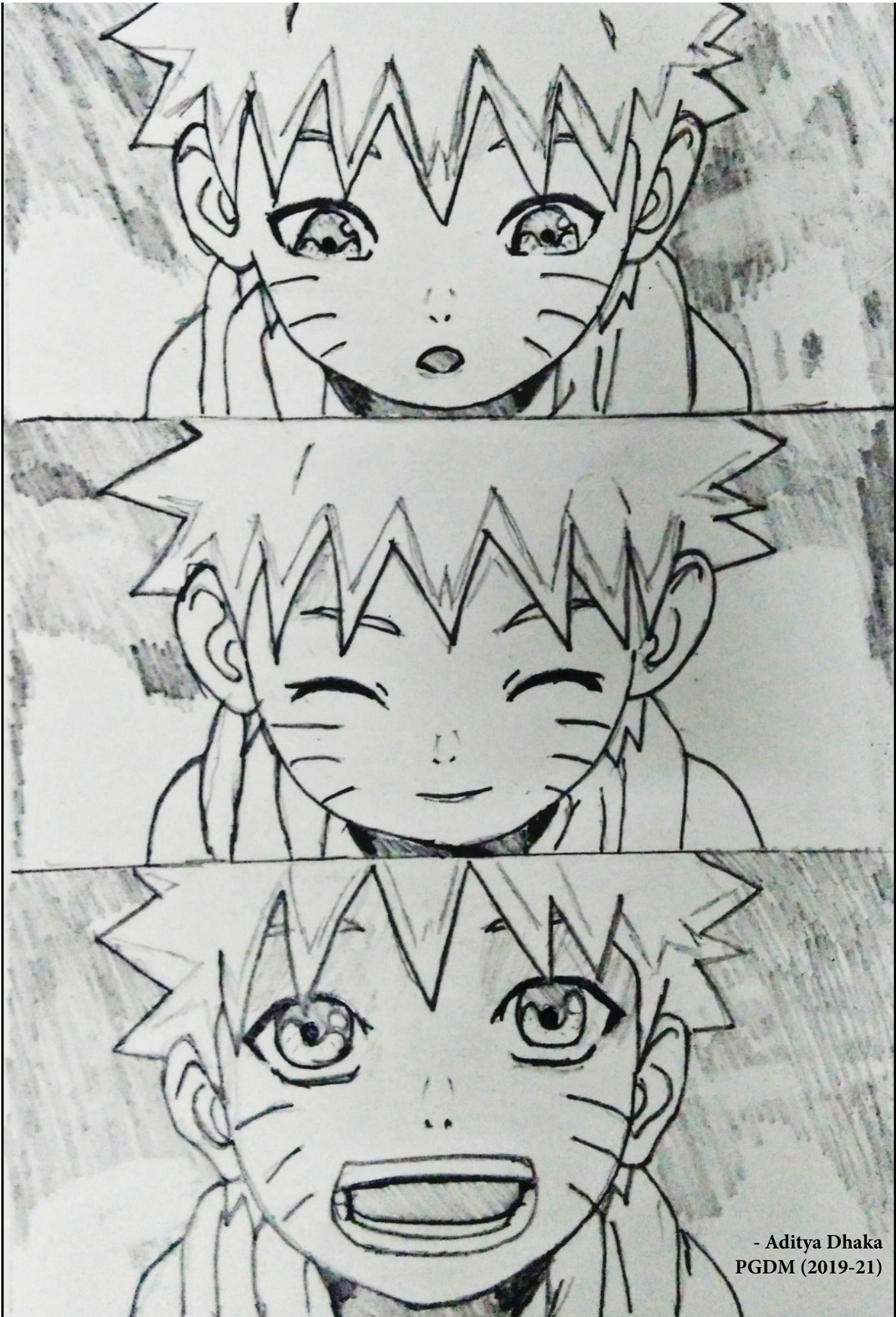
- Akanksha Jatana
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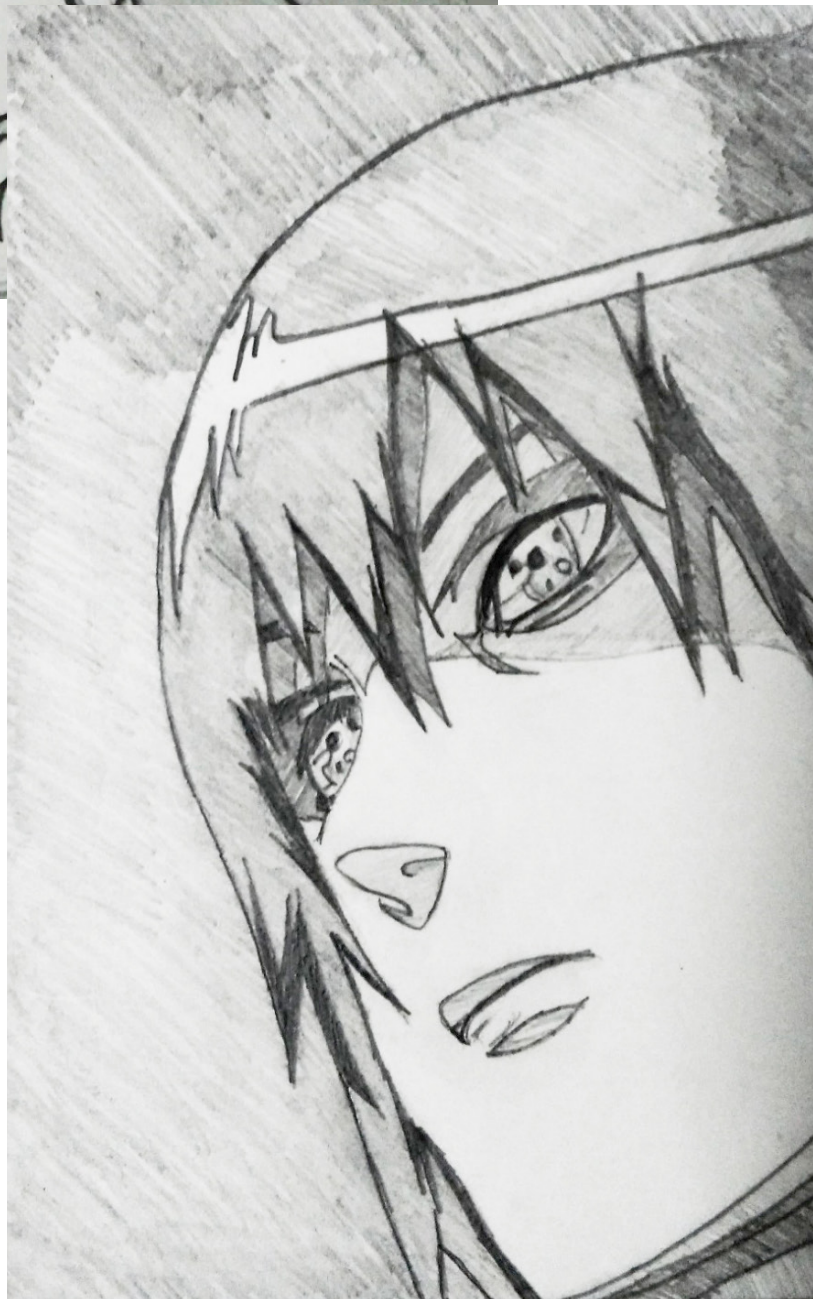
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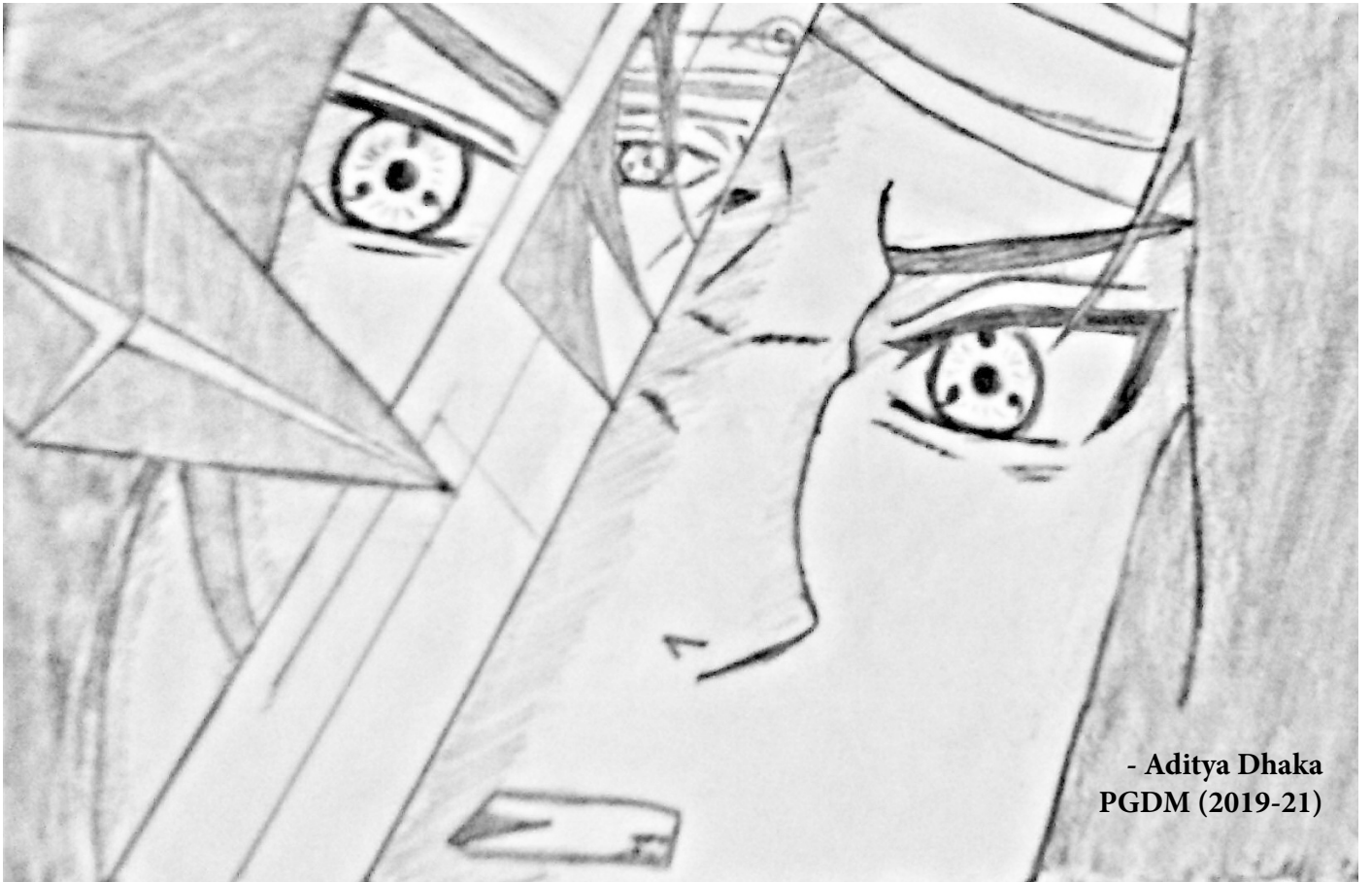
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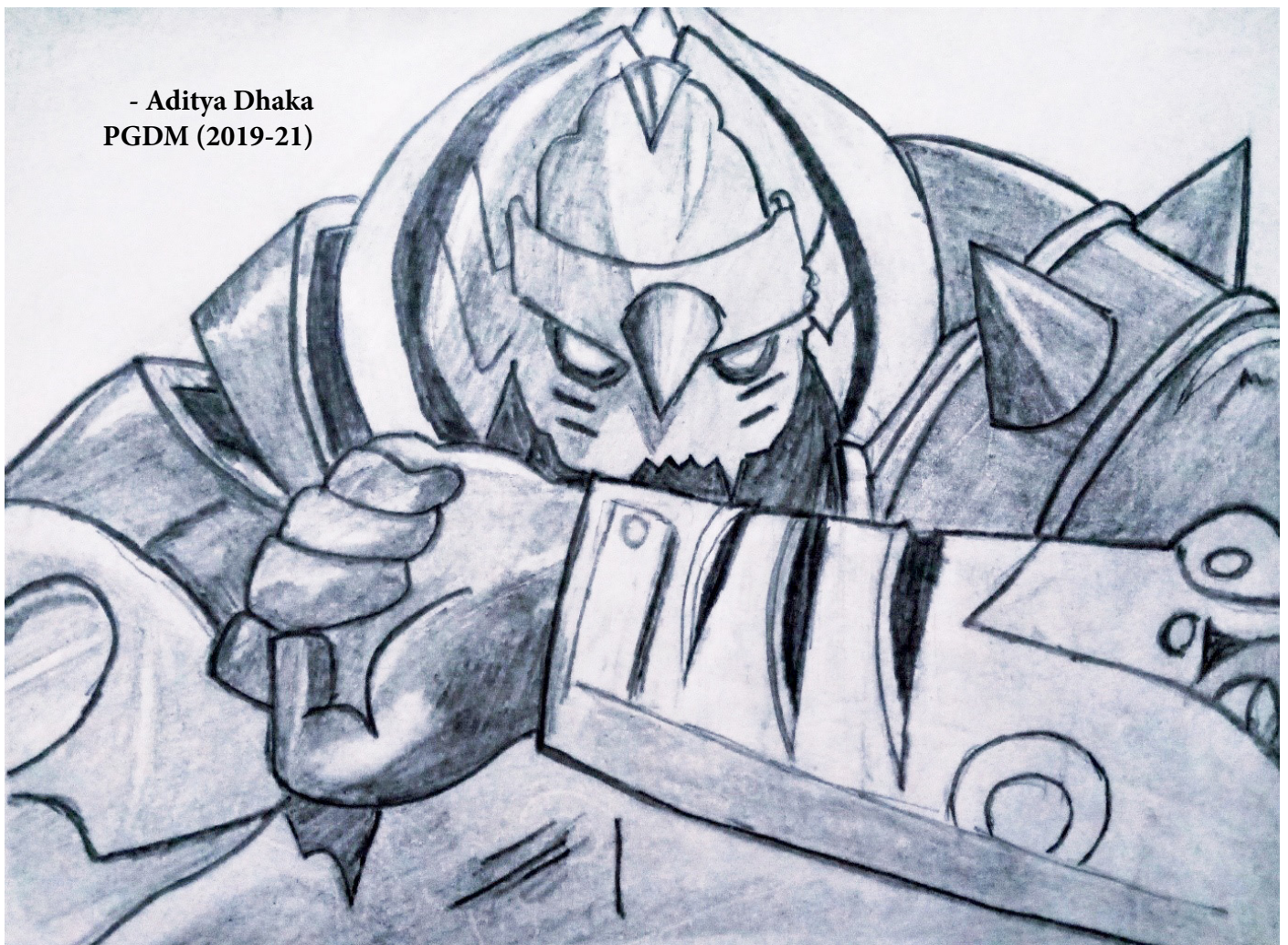
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- Aditya Dhaka
PGDM (2019-21)





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