



THE JOURNEY BEGINS...

Online Orientation program for PGDM Batch (2020-22) on 4th Aug 2020

You can't go back and change the Beginning, but you can start where you are and change The Ending!

The orientation program for the PGDM batch (2020-22) was conducted through the online platform of Zoom. It started with a warm welcome to the fresh batch of PGDM students and a brief introduction by Dr. Neha Shukla, Associate Professor, JIMS..

Dr. Pooja Jain, Director JIMS shared her views on the role of youth and plethora of opportunities available to explore and create their own space in the corporate sector. She also emphasized the importance of good citizenship behavior and its impact on our future lives.

The welcome address was followed by the blessings from Dr. JK Goyal, Mentor JIMS. His enlightening words on the current scenario and how to adapt for a better future were motivating and thought provoking.

The enthusiastic groups of students were then addressed by Dr. Anil Kumar Misra, Chief Human Resource Officer, Magicbricks. He shared his valuable experience from different industrial domains with the new batch. He also highlighted job roles that would be in vogue and few that would presumably become redundant. The students interacted with Mr. Mishra regarding what would the future scenario look like post the pandemic and how to prepare oneself and be corporate ready. The session concluded with the address by Dr Pratima Daipuria, Dean PGDM Program who shared nuggets of wisdom on how to find meaningfulness in life through purpose, passion and perseverance.



Message by the Dean

Adversity has the effect of eliciting talents which, in prosperous circumstances, would have lain dormant
-Horace

Dear Readers,

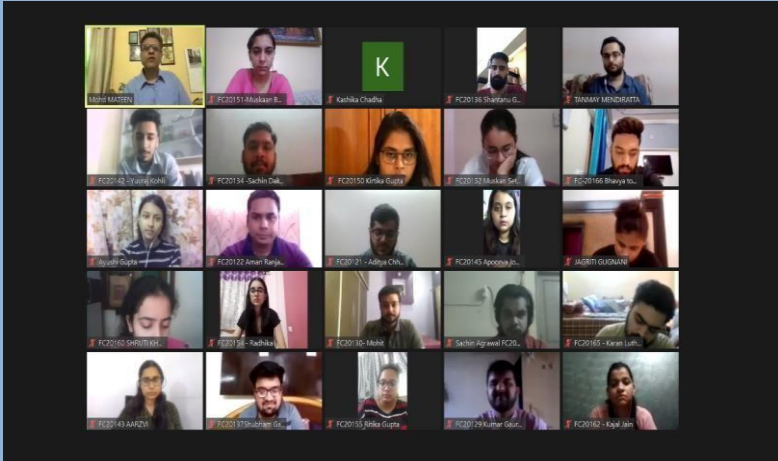
With great pleasure, I like this opportunity to announce weekly newsletter by students of PGDM Batch (20-22) to stay connected during Covid -19 pandemic. As most of them dearly miss campus life and the opportunity to meet colleagues and faculty, the new normal of online learning and meeting has opened doors for numerous creative avenues which erstwhile were not possible. The seamless connectivity of anytime anywhere has empowered them with better decision-making skills. I am delighted to hear their creative thought provoking ideas on making life engaging and connected through ever evolving online ways.

Congratulations to the editorial team and class representatives for taking this responsibility.
Happy Learning.

Dr Pratima Daipuria
Dean PGDM Program

Activities in JIMS

The aura of our surroundings gets more activated when we discover more fantabulous effects of it. And at JIMS, we define it as clubs. It's been 25 days at JIMS and it already excites me to share with you the engrossing activities of our Marquest- where there was Brandquest in which we had to take a product and define its brand name, tagline and TVC and Investofin- which had a quiz and meme-omania.. These 25 days have been amazing and absorbing and desperately waiting to explore more in the coming 2 years.



Pandemic: not a word to use lightly

A novel strain of corona virus was first detected in December 2019 in Wuhan, a city in China. And now it has gone spread over around 200 countries and territories across the Globe

Corona-virus belongs to the family of single stranded RNA virus known as Corona-virus, a common type of virus which effects mammals, birds and reptiles

WHO characterized it as a pandemic on 11th March 2020?

In Humans, it commonly causes mild infections, similar to cold, fever and accounts for 10-30% of upper respiratory tract infection in adults. India experienced its first case on 30th January 2020 in the state of Kerala. The affected had a travel history from Wuhan, china.

Psychological Effects of COVID-19 Infection-

~~This is commonly one of the most frequent~~ psychological reaction to pandemics. Several existing studies demonstrated that those who have been exposed to the risk of infection may develop pervasive fears about their health, worries to infect others and fear infecting family members. Jeong *et al.* reported that these individuals are more vulnerable than others to manifest worries if they experienced physical symptoms potentially linked to the infection and fear that symptoms are directly associated to actively having the infection even several months after the exposure. Other studies reported that pregnant women and individuals with young children are the most at risk to develop the fear of becoming infected or transmitting the virus.

How Contagious?

Increasing number of confirmed diagnoses, including in health care professions, has indicated that person to person spread of Covid-19 is occurring. The preliminary reproduction number is currently estimated to be between 1.4 to 2.5 meaning that each infected individual could infect between 1.4 and 2.5 people.

Corona virus affects the respiratory tract, common presenting symptoms include fever and dry cough, sore throat, headache, severe acute respiratory syndrome, kidney failure and death.

NANIMA KE NUSKE

- Wake up early in the morning and have a glass of warmwater
- Have ginger,cinnamon and cardamom tea it boosts your immunity system, relieve nausea and relieve menstrual discomfort.
- Regular chai(Tea) made with Tulsi(Holy Basil, one or two leaves). The herbal tea boost energy and helps strengthening immune system.



Vaccine?

Russia was the first country that announced it has registered the world's vaccine to combat COVID-19. Russia got a head start because of MERS(MIDDLEAST RESPIRATORY SYNDROME) vaccine was actually ready and COVID- 19 is 80% similar to MERS.

Kirill Dmitriyev the CEO of the Russian Direct Investment Fund said in an interview that the vaccine will be available to India also.

The vaccine has received a registration certificate from the Russian Ministry of Health on August 11.

According to Russian President Vladimir Putin all the volunteers are feeling well and no side effects were observed.

But still some countries like Germany, has expressed skepticism about the vaccine Breakthrough asking for details on quality, efficacy and safety of the vaccine.



Contribution to PM Care.

Contribution to PM Cares	Amount (Rs* crore)
Private companies	5,565
Private companies employees	25
Foreign entities	16.2
Public companies	3,249
Public companies employees	1,191.40
Political contribution/MP Funds	412
Other contributions	39.5
Individuals	107
Total Count	10,606

Effect on various sectors-

Educational Sector- While E- learning is still its nascent stages, students and teachers at these institutions have the technology and the wherewithal to use video conferencing, email and other technologies to continue their learning experiences, but still the educational sector is the worst hit. It represents the interruption to the learning journey. Widespread job and income loss along with economic insecurity among families are likely to also increase child labour, sexual exploitation.

Automobile sector- The automobile industry was badly affected witnessing the worst ever slump in sales. Domestic sales of passenger vehicle stumbled 51% year on year to 143,014 units in March.

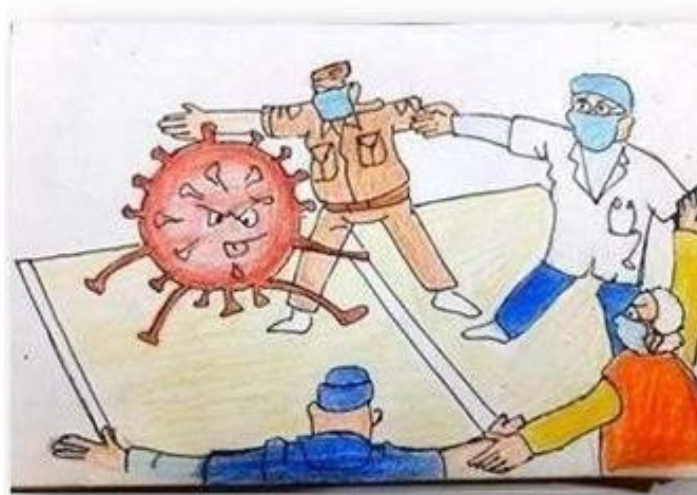
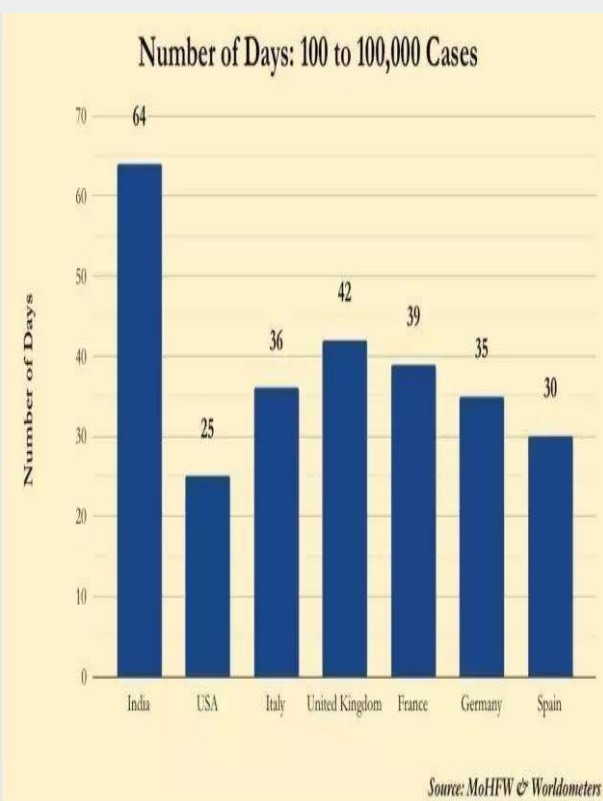
Tourism- The impact on travel is 6-7 times greater than 9/11 attacks, Says Roger Dow, President &CEO of the US travel association

E-learning at JIMS:

The beginning is the most important part of the work and JIMS has also begun it online boarding for PGDM program from 4th August, 2020 with a great orientation program addressed by faculty, director and various chief guest.

Despite of all the circumstances, the online classes are organized successfully by the JIMS faculty and management and they made sure that nothing could hamper our learning and our classes.

Learning Management System (LMS) access has been provided to all the students to facilitate their learning and comfort. Zoom link of online classes for students. The online classes are running successfully on ZOOM app. Moreover, apart from studies, the clubs are also selecting students online and now the online activities are also organized every week.



Drawing by: Shailvi Singh



From Byju's to Dream 11- Unicorns take lead as Team India, IPL sponsors.

India Inc has made way for the unicorns to grab the IPL 2020 Sponsorship rights for 13th edition after a dramatic exit of the Chinese sponsor Vivo.

Key highlights -

Dream 11 has grabbed the title sponsorship rights of IPL 2020.

Buju's and unacademy were the other unicorns to place bids.

Dream 11 will sponsor the IPL for one year in absence of vivo.

The big ticket names from India Inc, including Tata sons, didnt participate in bidding process for the title sponsorship of IPL 2020 to be held at United Arab Emirates (UAE). Many names like Pepsi Co, had earlier made exit from IPL in 2015.

So, the Fantasy sports platform, Dream 11, has managed to grab the title sponsorship rights from Rs. 222 crores, leaving byju's and unacademy behind.

HARLEY-DAVIDSON MAY EXIT INDIA

One of the most legendary and beloved brand Harley-Davidson, that survived the great depression along with just two other motorcycles, is likely to pack up from India, following its "rewire" strategy. The reasons cited include weak sales and a lack of visibility for future demand..



ZOMATO INTRODUCES PERIOD LEAVE FOR WOMEN

While making a room for biological needs and stepping up for a more inclusive culture, Zomato-the food services app has introduced 10 days period leave for women (including transgenders). The step may be hailed as a welcome tool to reduce the stigma and taboo attached

Indore wins cleanest city

Survey of sanitation in over 4000 cities were carried out over 28days earlier in this year.

For the consecutive fourth year in a row, Indore has been ranked as the cleanest city in the country amongst the cities with over 1 lakh population.

Being the cleanest city it had had a deep impact on health, livelihoods, quality of life as well as behaviour in this pandemic. The swatch Bharat abhiyaan launched in 2014, then the waste processing was 18% which now increased to 66%. Now, to make it more clean further targets would be in making city open defecation free which would include 100% sludge management and zero dumping of waste in the open.

Kamala Harris accepts Historic V-P Nomination

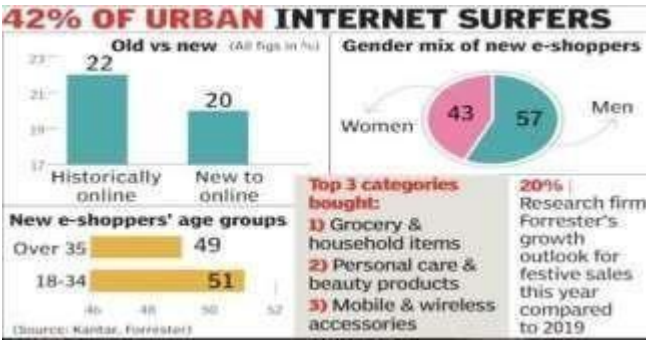
Kamala Harris, the first black woman and an Indian descent to be nominated on a major political party ticket in U. S History, as vice president candidate of the Democratic Party.

As a U.S senator, Ms. Harris had, earlier this year, introduced legislation to examine and respond to the race dimensions of the covid-19 burden. Just like this virus has no eyes and just exactly we humans treat each other.

She had very well explained the importance of voting. Main agenda which she listed was : the protection of abortion rights, pay equality and guarantee to safe and affordable child care.

E-shoppers double amid pandemic to 42% of urban active internet users.

The consumer base of e-commerce shoppers has doubled to 42% of urban active internet users in India over the last three months (amid the Covid-19 pandemic), according to a study by consulting firm Kantar. Nearly 50% of these are new users of e-commerce coming from tier-1 and 2. While e-commerce sales have surpassed pre-Covid levels due to the pandemic leading people to order their requirements online from their homes, the lockdown has also resulted in fewer avenues for consumers to spend money on. E-commerce is encouraging for e-tailers who have started preparations for the Diwali festive sale during the pandemic going on.



Delhi police to set up 'IT cell' to flag 'unlawful content' on social media as pilot project

As part of a pilot project, the Delhi Police are planning to set up an “IT cell” to flag “unlawful content” on social media that may have the potential to disrupt the law-and-order situation, officials said on Saturday. They said the project will start once they receive an approval from the ministry of home affairs (MHA) but for now, they have been allocated Rs 25 lakh for it. The officer added that his aim is to flag unlawful content on social media, which may cause communal disharmony or affect the law-and-order situation, and take appropriate action against it.



CSK Star Suresh Raina Out Of IPL 2020, Returns To India Due To "Personal Reasons"

CSK star Suresh Raina has returned to India and will not be available for IPL 2020 that begins in the UAE on September 19. Chennai Super Kings' Suresh Raina has returned to India due to personal reasons and will miss the entire IPL 2020 season. Chennai Super Kings offers complete support to Suresh and his family during this time. Raina has been an integral part of the the CSK team from the very beginning and his departure will come as a massive blow to the side. CSK have been beset by problems even before the tournament has started.CSK's preparations for the upcoming Indian Premier League hit a snag after it emerged that a bowler and some staff members of the franchise tested positive for Covid-19.

Activists against raising age of marriage for women.

In the Independence Day speech, Prime Minister Narendra Modi has mentioned about the committee, which is working on change in the marital age of women from 18 to 21, but it is criticized by many activists, as they feel it will increase in parental backlash against young adults, who marry against the wishes of their parents or elope, which will lead to criminalization of sexual activity.Even Women’s Right experts also argue that child marriage has been a decline, and therefore there is no rationale to raise the age of marriage.

Opinion- According to my opinion, there is no rationale in raising the age of marriage, as earlier when in 1978, marriage age was set-up, then the main motto was to curb population and, on the fertility,, but according to the data, mentioned on the site, it has already been declined. So, now the focus should be on schooling and access to job-opportunities to delay the age of marriage and address poverty to prevent under age-marriage and fight malnutrition.

NRDC to help develop skill colleges in state.

An Online deal was sealed on 25th August,2020 between APSSDC and NRDC, after many rounds of talks between them. The APSSDC (Andhra Pradesh State Skill Development Corporation) has reached an understanding with the NRDC (National Research Development Corporation) to set up innovation, incubation and production centers in the proposed skill colleges in the state. The Corporation officials said these centers would impart skill training to students to make them more employable. The NRDC would not help pool funds for the start-ups, but will use the funds for the incubation centers. Opinion- According to my point of view, this is the good initiative taken by APSSDC as it’s a today’s need for the students to take practical knowledge, from the college level.

RBI Calls for deep-seated, wide ranging reforms for sustainable growth.

The RBI on 25th August, 2020 made a strong case for deep-seated and wide ranging reforms to regain losses and return(which had occurred due to this pandemic)to the path of sustainable economic growth. Opinion-The life after pandemic will not be the same,and these reforms are much needed for RBI, I.e- factor and product markets, the financial markets, legal architecture and the financial sector, international competitiveness would be needed to regain potential losses andreturn to the economy to the normal path, as India’s potential output canundergo a structural downshift as the recovery driven by stimulus and regulatory easing gets unwound in a post -pandemic scenario.

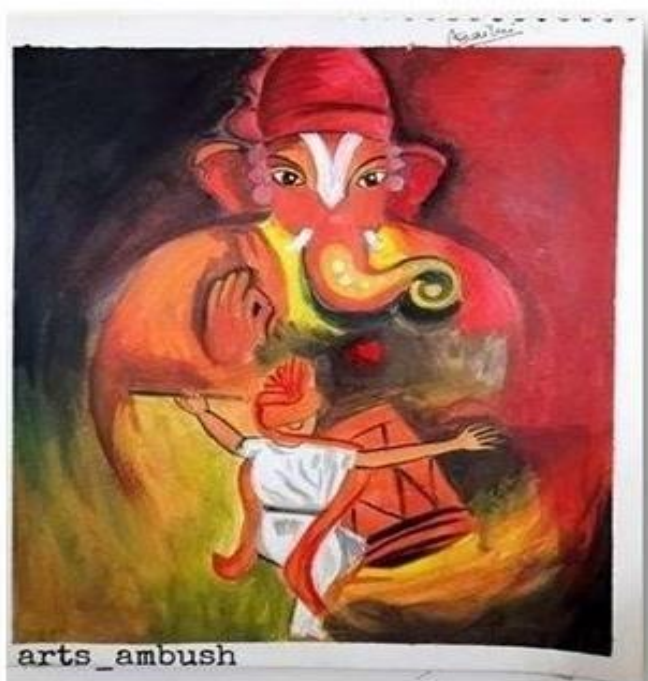
These reforms are very much needed because this pandemic loss are not same as that of the losses occurring in global - financial crises.

RIL to buy future stores for Rs.24713 crore

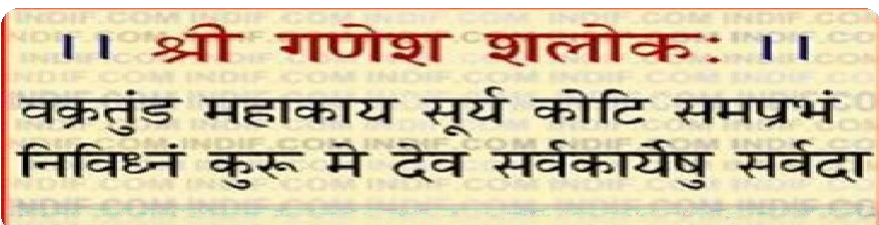
Reliance Industries Limited retail unit is set to add significant muscle to its business after it announced an agreement to acquire the retail and Wholesale and logistics and warehousing business of the Future Group for Rs 24713 crore the transaction will bring into Reliance Retail fold the Future Group's brands across segments, including apparel and general merchandise it will help Future Group to pare its debt burden and will focus instead on the manufacturing and distribution of FMCG goods and integrated fashion sourcing. : Source the hindu

“Creador”

Happy Birthday: Gannu Uncle!!



Drawing by: Shailvi Singh



Stopping religious activities alone is strange, says top court.

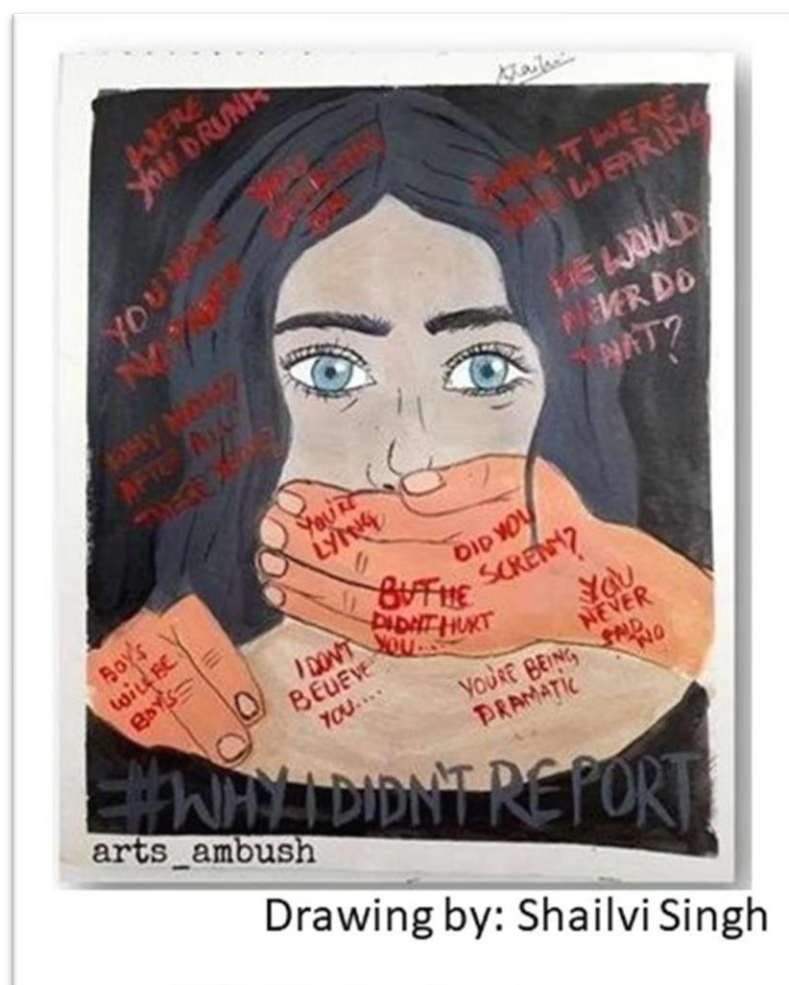
It was "strange" that the State governments were opening up activities involving economic interests but were citing the COVID-19 pandemic when it came to religious activities, the Supreme Court said on Friday. A three-judge Bench, led by Chief Justice of India Sharad A. Bobde, said this while allowing a plea by Shri Parshwatilak Shwetamber Murtipujak Tapagacch Jain Trust to keep temples at Dadar, Byculla and Chembur in Mumbai open for prayers on August 22 and 23 for the Paryushan festival, subject to COVID-19 preventive norms . . . We find it strange that they are willing to allow activities involving economic interests, but if it involves religion, they cite COVID to say they cannot open," Chief Justice Bobde remarked orally. The observation was triggered by a submission made by senior advocate Dushyant Dave questioning the policy of the States in opening malJs, saloons and liquor shops. If the Centre was allowing religious congregations, how could worshippers at these Jain temples be denied their right ro offer prayers. Mr. Dave asked. The Trusr was seeking permission for a congregation of Destroyer of evil: Pandemic- themed Ganesha idols kept for sale at the Poornpuhar showroom in Chennai on the eve of Vinayaka Chaturthi festival on Friday. • R. RAGu five at a time up to 250 people a day. "If it is only five people, we do not mind going beyond Jain community and allowing the same for Hindu Muslim and other communi: ties too," the Chief Justice said at one point. Alanning rise S~nior advocate A.M. Singhvi, for Maharashtra, said the number of pandemic cases in the State had seen an alarming rise . He said if Jains were allowed by the court, how could the State prevent other religions from congregating. The Ganesh Chaturthi festiv· al was also about to start. "If this is allowed , the floodgates will open". Mr. Singhvi struck a cautionary note. But the court said a blan· ket ban on religious ~onregations could not be tnStltUt· ed. Chief Justice Bobde referred to how the court allowed the Jagannath Rath Yatra to be held in Odisha in June amidst strict restrictions. The court made it clear that its order to allow worshippers access to the specU:· ic Jain temples in Mumbai did not, by default, extend to other temples. rrusrs or olher faiths. The court sa id its permission would nor act as a precedent for allowing congregations during Ganesh c haturthi. Those _wo~I? be considered on an mdJVIdual basis by the Maharashtr J State Disaste r Man~enwnt Authority, it clarifwJ . . .

Source:TheHindu

VIOLENCE AGAINST WOMEN

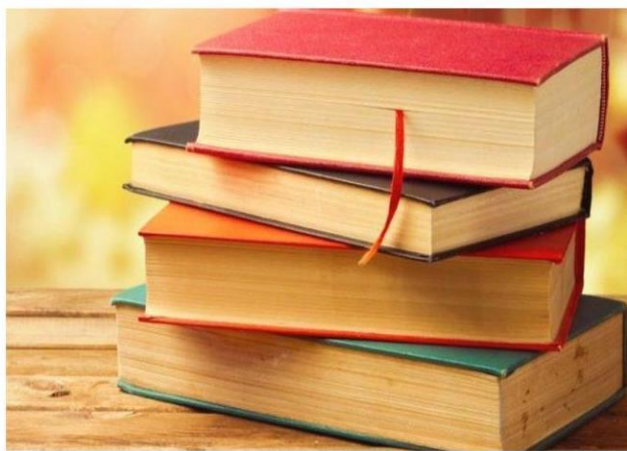
- Violence against women – particularly intimate partner violence and sexual violence – is a major public health problem and a violation of women's humanrights.
- Global estimates published by WHO indicate that about 1 in 3 (35%) of women worldwide have experienced either physical and/or sexual intimate partner violence or non-partner sexual violence in their lifetime.
- Most of this violence is intimate partner violence. Worldwide,almost one third (30%) of women who have been in a relationship report that they have experienced some form of physical and/or sexual violence by their intimate partner in theirlifetime.
- Globally, as many as 38% of murders of women are committed by a male intimate partner.
- Violence can negatively affect women’s physical, mental, sexual, and reproductive health, and may increase the risk of acquiring HIV in some settings.
- Men are more likely to perpetrate violence if they have low education, a history of child maltreatment, exposure to domestic violence against their mothers, harmful use of alcohol, unequal gender norms including attitudes accepting of violence, and a sense of entitlement over women.

Source: WHO



Drawing by: Shailvi Singh

BOOK REVIEW



The 7 Habits of Highly Effective People

1. Be proactive

Pro activity has a lot to do with a person’s “circle of influence”. What you can control, what you can influence.

2. Begin with the end in Mind

Be clear about your goals. Visualize the outcome of your goals and actions as clearly and accurately as possible before taking action

3 Put First Things First

Putting first things first means prioritizing. The important things — the things which bring you closer to your final goals — are taken care of first.

4. Think Win/Win

There is enough for everyone, and it is much better to work towards a “win-win” situation

5. Seek First to Understand, Then to be Understood

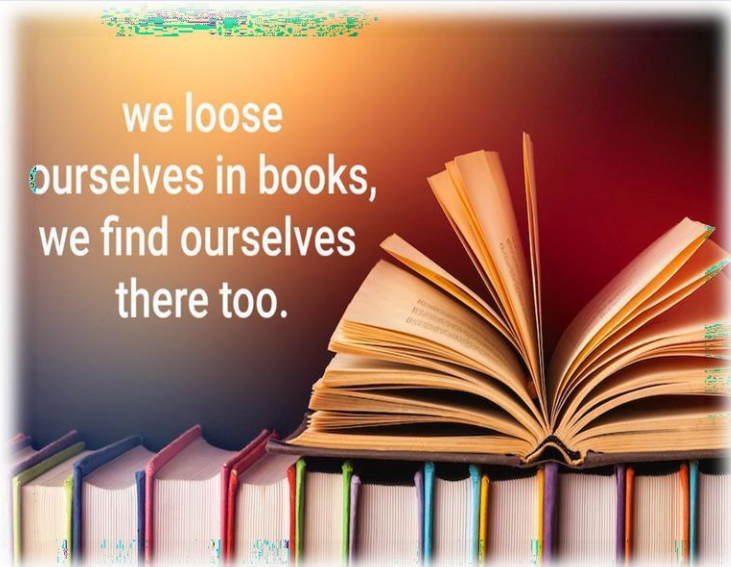
Concentrate first on understanding the other person and then put energy into being understood

6. Synergize

Synergy means that two heads are better than one

7. Sharpen the Saw

Sharpen your saw means improving the greatest asset you have, yourself.



Animal Farm-by George Orwell

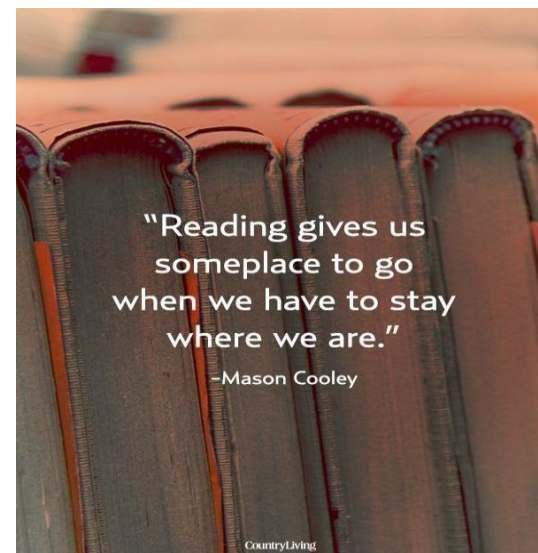
All animals are equal but some are more equal than others"

The classic allegory is a fantastic collection of the prevailing domineering of the political and social structure in our lives.

It is symbolic of corruption, deception, apathy and superiority. The book is a phenomenal work in showcasing the flaws of communist system.

It is about gaining power through your acquaintances and then pushing them to a new low.

The story has the capability to arouse people against the unjust systems of power working against them. It can motivate one to have the control of power and shifting the onus of power on all rather than the elected few. It is an incredible tale of power sharing that can be read by



Marketing Strategies

In Psychological pricing retail prices are often expressed as just-below numbers: numbers that are just a little less than a number, e.g. 99 rupees or 298 rupees.

There is evidence that customers tend to perceive just-below prices or odd prices as being lower than they actually are. Thus, prices such as rupees 999 may to some degree be associated with spending 900 rather than 1000.

Using reward schedules: Companies give loyalty cards to customers so that when they come to buy next time, they get extra discount. This makes customers loyal to the company.

Companies are making CSR activities as part of their marketing and branding strategies.

Cause Related Marketing (CRM) activities by major firms include tactics such as offering a percentage to price paid to certain cause, offering support to the cause etc.

Proctor and gamble uses marketing campaigns where certain amount of money is donated to child education project when one of its products is purchased.

Editorial Team:

Dr. Pratima Daipuria
(Dean PGDM)
Ms. Shikha Gupta
(PGDM Coordinator)

Student Editorial Team PGDM Batch (2020-2022) Section-C

Aarzvi
Rakesh Raman
Himani Jain
Jhanvi Prurthi
Shailvi Singh
Karan Luthra
Apoorva Johari
Sakshi Arora
Muskaan Bhatia(CR)
Shruti Khandelwal(CR)

THANK YOU

We Value your Feedback:
Pgdmoffice@jimsindia.org