

THE COMMUNIQUÉ

WEEKLY NEWSLETTER BY PGDM(B) BATCH 2020-22

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MESSAGE BY THE EDITORIAL TEAM

Life teaches us a lot. But yet some lessons are left unlearned.

Here we bring you another issue of the newsletter by students of Section-B of PGDM, a bit different yet same from other issues.

This issue will take you through the learnings of the greatest philosopher of all times, The Lord Buddha, some news about the nation and the globe, awareness on Domestic Violence and the trending fashion.

Not to forget we also have a creative corner with a good poem about life and some amazing artwork.

We have also included a special corner to mention the hidden talents of the section.

Have a Happy Reading....!!!

The mind is everything.
What you think, You become.

THE LORD



ARTICLE BY:

Varsh Mittal



The LORD,

The Buddha (also known as Siddhartha Gotama or Siddhārtha Gautama) was a philosopher, mendicant, meditator, spiritual teacher, and religious leader who lived in Ancient India (c. 5th to 4th century BCE). He is revered as the founder of the world religion of Buddhism, and worshipped by most Buddhist schools as the Enlightened One who has transcended Karma and escaped the cycle of birth and rebirth. Buddha, which means "Awakened One" or "Enlightened One".

The lessons of Gautama Buddha can be applied to nearly every facet of our lives. No matter where you came from or what you have experienced, we all have room to grow and evolve as people. When we remain conscious of our thoughts and embrace our winding journey, we open the doors to bigger and brighter experiences.

1) "Three things cannot be long hidden: the sun, the moon, and the truth."

The truth cannot be hidden from those who seek it. No matter what life throws at you or what manipulations you have to deal with from others, eventually the true nature of a situation will always be revealed. This is particularly important in today's sensationalized information age. We need to see reality for what it is, rather than be manipulated by people with agendas.

Take a step back, think for yourself and observe situations and circumstances before making an opinion about what is the truth.

2) "There is no path to happiness: happiness is the path."

The old cliché that life is about the journey; not the destination holds a lot of truth. Don't live your life in anticipation of the result.

Instead, embrace the joys and heartaches along the way to find out what it truly means to be living. Remember, we only get a life once, so may as well make the most of it!

3) "In the sky, there is no distinction of east and west; people create distinctions out of their minds and then believe them to be true."

Buddha emphasized within his teachings that we are all one. Segregation and separation are a construct of mankind, but in the eyes of the universe, we are all equal and worthy of love and happiness.



4) "You will not be punished for your anger; you will be punished by your anger."

Holding onto a grudge does nothing to the person that you are angry at. Instead, it simply consumes your mind and steals your joy.

All emotions have their place, but the best thing you can do to move forward is to let go of the negativity. It's also more fruitful to focus on kindness and being of service to others. Anger and resentment can cast a dark shadow around your mind to the point that it embezzles your life.

5) "We are shaped by our thoughts; we become what we think. When the mind is pure, joy follows like a shadow that never leaves."

Our thoughts create our reality, and this idea is a common thread throughout many spiritual cultures. What you focus on in life is what you will continue to see. If you only acknowledge the darkness, it is hard to see the light. There's also no point holding grudges and letting your heart sink in anger. In order to be peaceful and happy we need to let go of such negativity and not dwell on it.

6) "Believe nothing, no matter where you read it, or who said it, no matter if I have said it, unless it agrees with your reason and your common sense."

Buddha's message is simply to learn to think for yourself. We all have a lens that we perceive reality through, but only you can decide what is true for your life. Just because something is popular, does not make it right.

7) "You only lose what you cling to."

Many of Buddha's teachings are based upon the concept of attachment. There is no need to fear loss if we remove our emotional attachment from it. Unconditional love and joy come from fully accepting the experience, even if it is short-lived.

8) "Meditate... do not delay, lest you later regret it."

Meditation is a powerful technique in quieting your mind and reclaiming your focus.

Research has found that meditation almost certainly does sharpen your attention and increase your resilience to stress.

The question is, how do you meditate?

Begin your meditation by focusing on your breath, on the sensations of inhaling and exhaling. There are many things you can focus on while meditating—a mantra, a flame, an image—but the breath is one of the most fundamental.

IIT-Madras shuts down after 104 students test Covid positive in past 2 weeks



The Indian Institute of Technology-Madras here has been hit by the coronavirus outbreak with over 100 people, a majority of them students, testing positive for the contagion, a top health official said on 14th December 2020. A total of 104 students and others have contracted the disease and all were doing well in a hospital, Tamil Nadu Health Secretary J Radhakrishnan said, allaying fears of further spread of the 444 samples lifted till date, 104 have tested positive for COVID-19, he said, adding from December 1 to 12, samples from the institute turning positive steadily increased from a few to 33 specimens.

After remaining closed for more than 8 months due to the novel coronavirus pandemic, the famous Marina Beach in Chennai, Tamil Nadu, re-opened for public.

People were seen flocking the beach after it was re-opened and large crowds were also visible during the day.

In its earlier notification before the start of the month of december, the state government had announced a slew of coronavirus-related relaxations on the state for December.



Covid-19: Chennai's Marina Beach re-opens for public after 8-month gap

Oaktree, Piramal, Adani submit revised bids for DHFL



In the latest round of bidding for assets of Dewan Housing Finance Corporation Ltd (DHFL), three of the four bidders submitted revised offers to acquire the entire business of the troubled mortgage financier, according to two people aware of the matter.

Oaktree Capital has bid ₹32,700 crore, While Piramal has offered ₹32,350 crore and Adani ₹29,860 crore to buy the entire portfolio of DHFL. SC Lowy, the fourth bidder, has made no changes to its offer.



Travel firms witness spike in bookings for Christmas, New Year holidays

Apart from Goa, Lonavala, Mahabaleshwar, Pondicherry, Coorg, Shimla, Manali, and Darjeeling continue to be top destinations for the winter holiday season. As 2020 draws to a close, travel firms are witnessing 25-30% increase in bookings both for air travel and accommodations -- for holidays during the Christmas and New Year.

Destinations close to dwelling city is top priority but travelers have started booking for domestic as well as international destinations which require air travel, albeit short haul. To boost travelers' confidence, MakeMyTrip has partnered AirAsia India and Indian Hotels Company Ltd, that runs the Taj group of hotels, to launch its special bubble holiday to Goa for Christmas. The curated package includes prior covid-testing, sanitized cabs for transfers, charter flights with middle row vacant and luxury stays at Taj properties.

FRANCE LAW AGAINST ISLAM

The French Cabinet recently presented a draft law that targets “Radical Islamism”. The law aims to envisage range of measures that includes school education reforms to make sure Muslim children do not drop out of school. It aims to provide strict controls on preachers and mosques.



MOUNTAIN EVEREST GROWS BY A METRE

The foreign ministers of China and Nepal recently certified the elevation of Mt Everest at 8,848.86 metres above sea level. The Survey of India, in 1954 determined the height of Mount Everest as 8848 metres. This was accepted worldwide except China. The new height is 86 centimetres higher than the height of the Mountain recognised since 1954. The countries China and Nepal jointly declaring the height of the peak says that there are long-standing differences in opinion about the mountain's height has come to an end.



UK IS THE FIRST COUNTRY TO LAUNCH COVID-19 VACCINE

The United Kingdom has become the first country to roll out the covid-19 vaccine in the world. The British government recently rolled out the covid-19 vaccine developed by Pfizer and BioTech. More than 70 Hospital hubs in the United Kingdom are to vaccinate people over 80 years. The vaccine is to be provided as two injections within a time gap of 21 days.



ISRAEL AND BHUTAN ESTABLISH DIPLOMATIC TIES



Bhutan and Israel established formal ties on December 12, 2020, with a formal ceremony in New Delhi where the Ambassadors of both countries to India exchanged agreements. The two nations agreed to work closely on water management, agriculture, health care and other areas. The agreement opened the path to greater cooperation and further strengthen relation between Israel and the South Asian kingdom.



Australia vs India: "No Pressure" On Ajinkya Rahane As Captain In Virat Kohli's Absence

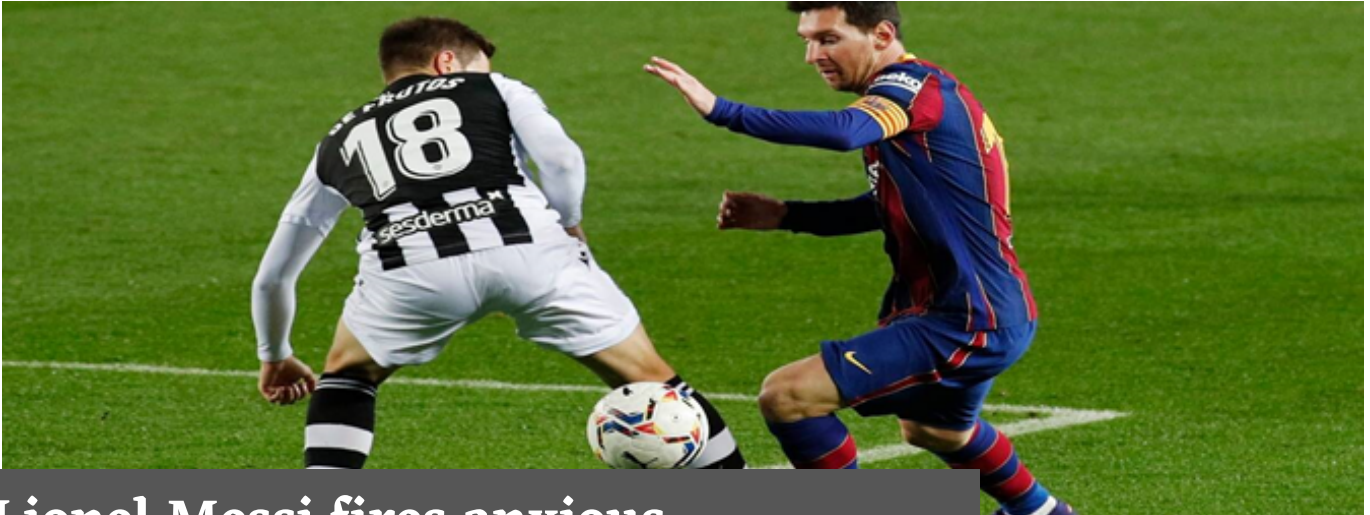
Ajinkya Rahane will have the difficult task of leading the Indian cricket team in the final three Tests in Australia. Rahane will have big shoes to fill with Virat Kohli returning home after the end of the first Test in Adelaide, having been given a paternity leave by the Board of Control for Cricket in India (BCCI). There is no real pressure on Ajinkya Rahane, because both the times that he has led the team, he has won. He led against Australia at Dharamshala and India won. He led against Afghanistan and India won. So, as far as his captaincy is concerned, there is going to be no pressure because he knows at the moment he is only the stand-in captain for the three Test matches.



Roger Federer hints at retirement, reveals Australian Open 2021 plans at Switzerland sports awards

Roger Federer has created a disturbance in the tennis fraternity by hinting at retirement during a sports awards ceremony in Switzerland. Before signing off Roger Federer spoke about the possibility of him not returning to the court in 2021.

Roger Federer underwent knee surgery and he is still recovering from the knee surgeries that cut short his 2020. After receiving the award for the best Switzerland sportsperson of the last 75 years Roger Federer said that "if that was it" then that would have been an incredible ending for him at these Sports Awards. He also said he is not 100 percent fit yet and working on his recovery to give the Australian Open 2021 a shot.



Lionel Messi fires anxious Barcelona to victory over Levante

Lionel Messi dragged a nervous Barcelona to a 1-0 win at home to Levante in La Liga on Sunday to cool tensions after a disorganised week at the Catalan club. The win lifted Barcelona up to eighth in the standings on 17 points after 11 games, closing the gap with leaders Real Sociedad and second-placed Atletico Madrid to nine points. Barca had dominated the game but failed to keep their self-possession in front of goal until Messi latched on to a through ball from Frenkie de Jong and thumped it in off the far post in the 76th minute.

Max Verstappen ends F1 season with processional win in Abu Dhabi



Max Verstappen brought the curtain down on the 2020 Formula One season with a lights to flag cruise to victory on Sunday in Abu Dhabi Grand Prix. Max Verstappen led every lap of what turned out to be a processional race in his Red Bull to cross the line 15.9 seconds ahead of Mercedes pair Valtteri Bottas and Lewis Hamilton. Verstappen's victory denied Hamilton a 12th win of the season which would have made 2020 his most successful year yet with the Briton never having won more than 11 races in a single campaign.



Round-the-clock RTGS facility from midnight tonight

The Real Time Gross Settlement System for high-value transactions will become available round-the-clock, making India one of the few countries in the world to operate the system 24X7.

The RBI had announced that RTGS will be available round-the-clock on all days of the year.

India will become one of the few countries in the world to operate its RTGS system round-the-clock throughout the year.

ICICI Lombard sees strong demand for health and motor insurance products

ICICI Lombard General Insurance Company, the largest private insurer in the country, sees strong growth in the health and auto insurance segments in the backdrop of the COVID-19 pandemic, which has heightened the need for health insurance and demand for personal mobility as people avoid public transport at least in the near term.



**“Success is not final; failure is not fatal: it is the courage to continue that counts.”
– Winston Churchill**



Samsung to invest Rs 4,825 cr in India; to move display production unit from China

South Korean smartphone giant Samsung will make an investment of Rs 4,825 crore in India. The company will relocate its mobile and IT display production unit from China to Uttar Pradesh. This first high-technique project of the multinational major that is being set up in India. The spokesperson said the country will become the third in the world to have such a unit.

In a first, BSNL launches world's largest NB-IoT to benefit traditional sector

This new 'Made in India' solution, which is indigenously developed by Skylo, will connect with BSNL's satellite ground infrastructure. With this solution, India will now have access to a ubiquitous fabric of connectivity for millions of yet unconnected machines, sensors and industrial IoT devices. This connectivity layer will complement smartphone-centric mobile and Wi - Fi networks, and bring online new applications for the first time.



**"There's no shortage of remarkable ideas,
what's missing is the will to execute them."
– Seth Godin**



IN FRAME:

PRIYA AGGARWAL

DOMESTIC VIOLENCE

by Priya Aggarwal

Abuse manipulates and twists every natural sense of trust and feelings . It is completely unimaginable to feel an ounce of trauma that has been caused to the one who survived the abuse . The person can't afford to feel the full range of feelings in her body . And this fact is devastating but true, it is completely unstoppable as the abuse is going on and on , survivors are not victimized instead they are perpetrated like they only wanted this to happen. In its broadest sense, domestic violence also involves violence against children, teenagers, parents, or the elderly. It takes a number of forms, including physical, verbal, emotional, economic, religious, reproductive, and sexual abuse, which can range from subtle, coercive forms to marital rape and to violent physical abuse such as choking, beating, female genital mutilation, and acid throwing that results in disfigurement or death. This should be stop , we all have to raise our voice for this .. there's one famous quote **“one believe things because one has been conditioned to believe them”**.



STITCHING TOGETHER ART, SCIENCE AND FASHION!

This outfit is inspired by the optical phenomena that occurs inside the crystal lattice and the creative assemble is the reflection of the research and visually powerful design language. Be it the effortless translation of the polarization of light onto different surface, manipulation of multiple fabrics and to add on to that the monochromatic scheme all these plays out perfectly to render a stimulating visual experience.



BY: PRIYA AGGARWAL

THE POEM CORNER

P O E M B Y :

MIANTHAN
MOHAN
SAINI

किस हद तक भागूं सपनों के पीछे, ये कोई नहीं बताता,
पर मेरे सपनों की हद बताने वाले खूब मिले।

क्या है जिंदगी? क्यूँ जीना है, ये कोई नहीं सिखाता,
पर जीने के सलीके सिखाने वाले खूब मिले।

खामोश रह कर दो पल, कोई किसी का हाल नहीं सुनता,
बस अपनी तकलीफों का शोर मचाने वाले खूब मिले।

दिल में रखे ज़ज्बात, साफ साफ कोई नहीं कहता,
पर लफ़्ज़ों के जाल बिछाने वाले खूब मिले।

शहर की सड़कों को घरों के कचरे से कोई नहीं बचाता,
पर गंदगी में, अपने कपड़ें बचाने वाले खूब मिले।

हाथ पकड़, सहारा दे कर, ज़मीन से इन्हें कोई नहीं उठाता,
कुचल कर कमज़ोर को, आगे जाने वाले खूब मिले।

The Creative Corner



DRAWINGS BY :



RUPJILI
KROPI

TALENT OF THE CLASS

Everything in this world has rhythm,
Everything dances...



Sana Sourya
Dancer



Muskan Pathak
Professional Kathak Dancer

Poetry is ordinary language raised to the Nth power...

Anjali Rawat- Poet



Manthan Mohan- Poet



TALENT OF THE CLASS

Blending is my cardio...

Priya Aggarwal- MakeUp Artist



Life is a song! Sing it...

Vaishali Matta- Singer



The blunders are all there on the board, waiting to be made

Shikhar Aggarwal- Chess Player



The principles of true art is not to portray, but to evoke

Rupjili Kropi- Artist





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