

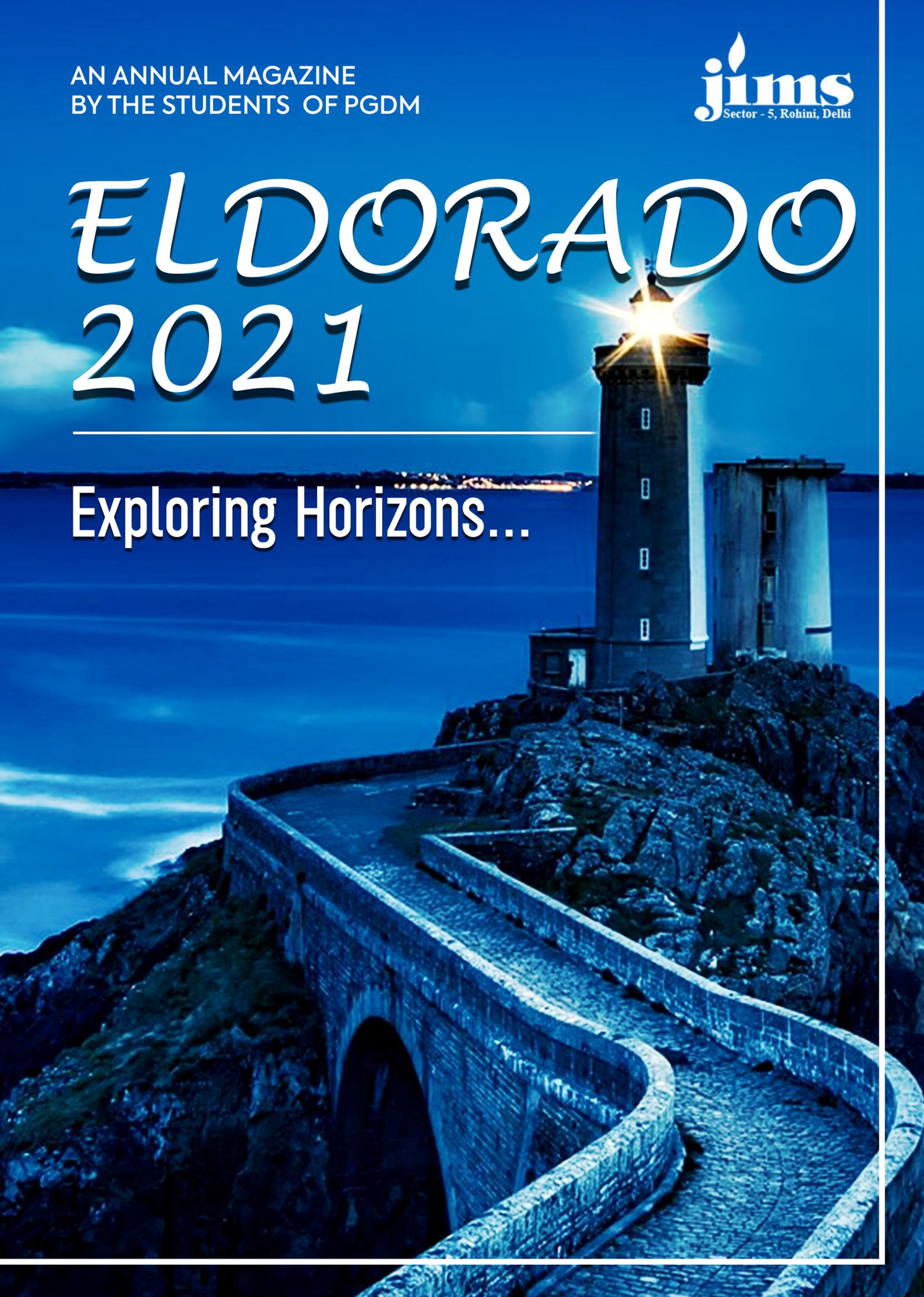
AN ANNUAL MAGAZINE  
BY THE STUDENTS OF PGDM

**jims**  
Sector - 5, Rohini, Delhi

# ELDORADO 2021

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Exploring Horizons...



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# EDITORIAL

Though the fear and hurt imposed by the Coronavirus pandemic is yet to be over, humankind continues its forward journey. What makes it possible is an unrelenting hope for a better tomorrow. With this optimistic view, several Indian cities and towns have unlocked themselves and are running fast to overcome the lost time and work. But caution should not be abandoned as normalcy is getting re-defined...

With all possible safety precautions, the Olympic Games 2020 recently held at Tokyo were a grand show of hard work and perseverance - every sport, every participant, every tear, every smile, every win and every loss had a hidden story; a story worth reading and probably re-living for the sports aspirants. As India celebrated the winners and all Olympic players alike, the unique respect for the sportspersons has been renewed.

Respecting the diverse thoughts of our PGDM students, Eldorado 2021 is here!

A magazine by the students, of the students and for the students, it compiles some management applications in the opening section, 'Management library' and is followed by a section on contrasting life experiences in 'The sweet hyphens.' Opinions flow in the third section, 'Unveiling the veil' while poetry rings in the next section, 'Poetic euphoria.' In the last section, 'Vivid reflections' the artists amongst our students have poured out their imagination with pencils and colours. Also there are some beautiful capturings by camera.

As I invite all the readers to plunge into the ensuing pages, the forward journey continues...  
Best wishes.

**Dr. Deepti Kakar**

Professor, Department of Management - PGDM

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## VIVID REFLECTIONS

# MANAGEMENT LIBRARY



## ENTERING TO THE WORLD OF DIGITAL MARKETING

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*By Arpita Gupta PGDM Section- A*

Today we are living in the digital world and going online is very important for every business as it not only saves time but also helps in expanding the business. Today we see that every sector including retail, healthcare, banking, automobile, FMCG, and now even the politicians are going for digital marketing.

But it's a myth in the minds of many local businesses that only large businesses and firms can do digital marketing which is not true. Any local business too can enter the world of digital marketing. All they need to follow some simple steps which will help their business to boost, helps in building relationships on social network, find new customers and keeping the existing customers.

Let's understand the process with the help of an example of Parul, a small bakery owner. Her specialty is baking cookies and cakes. One day she thought of how to increase her sales and she decided to go for digital platform. She firstly got her business registered with online local directories and then she made her own website and also created a social media page on Facebook and Google+ which in starting was not getting any major increase in her sales. So, she thought of doing online advertising of her business via different social media platforms which helped people to become aware of her business and attracted new customers too and soon she started getting more orders for her bakery items.

She has also developed her mobile app so that it becomes easy for customers to place order. She has also kept an eye on her competitors in the market and also tries to provide the best to her customers' satisfaction. Her motive was not only to increase sales but she started interacting with her customers and asking for their preferences and also reverting back to them in best possible way.

She gradually increased the variety of the cookies, cakes (cakes, cupcakes, muffins, brownies, and pastries), breads and patties having variety. She also updated the new lists on her website as well along with relevant and precise content and add pictures too as it makes the product more lucrative to the consumer.

She has also provided her contact details and map for her bakery store for the customers who wants to visit personally or else she provides home- delivery. She uses different analytics tools to measure her success and bring improvement in the areas wherever necessary.

So, if one walks on the steps as taken by Parul then they too can increase their sales using digital marketing. Also, one needs to keep in mind that he should reach out to the right people at the right time and delivering the right message. One should be able to engage the customers and motivate them to take action by spending efficiently so that you get an appropriate return on your investment.

## AMUL VERSUS PETA CONTROVERSY

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*Compiled by Arnav Shreyas PGDM Section B*

What happened recently- The People for the Ethical Treatment of Animals (PETA), an American animal rights organization, urged Amul India to switch over to producing vegan milk instead of dairy milk, as a response to changes happening in the market.

Vegan milk vs cow milk - Vegan milk (it's not actually allowed to call itself milk in many geographies and is even abortively marketed as 'mylk' in the US) is primarily made of a few varieties that are always changing - Almond milk, Soy milk and Coconut milk are the predominant varieties.

What peta says- The ongoing Covid-19 pandemic has made people more aware of the link between diseases and zoonotic viruses, claimed PETA. Amul should make use of the 45,000 diverse plant species available in the country and capitalise on the emerging market for vegan goods, it suggested.

Amul had previously published some advertisements "in public interest" on March 24 stating "plant-based dairy analogue products like soya beverages are not milk". In response, PETA, Beauty Without Cruelty (BWC), and Sharan India filed complaints with the Advertising Standards Council of India (ASCI), stating the claims made in the advertisement were false.

ASCI deemed the advertisement to be correct and dismissed all three complaints.



## BRAND EQUITY

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Compiled by Sakshi Vig PGDM Section A

*“Branding demands commitment; commitment to continual reinvention”*  
– Richard Branson

Brand equity refers to the total value of the brand as a separate asset. It is the aggregate of assets and liabilities attached to the brand name and symbol which results in the relationship customers have with the brand.

Brand equity is often reflected in the way customers see, feel, and act towards the brand. The effect of this intangible asset is also visible in the financial books as the market share, prices, demand, and profitability.

For Example, even after months of the ban on its flagship noodles in India, the product saw a great demand when it was relaunched in market. Maggi is one of the best examples to show how a strong brand equity can help a company cope up with anything in the market.

The fundamental brand elements that need to be evaluated to develop a full view of existing brand equity and identify gaps or opportunities for improvement include:

### Awareness

Have you heard people referring themselves as “Apple people,” or “Nike people?”

This is what brand awareness can do for a brand: embed itself into consumer lifestyles and purchase habits so that they don’t have to think twice before becoming a customer — time and time again. Failing to track and measure brand awareness creates a significant blind spot and a lack of baseline data to inform even the most basic brand decisions.

Actions for addressing weak brand awareness:

- Clarify your brand value proposition and ensure your messaging is aligned to your core audiences. Directly validate and test that your value proposition through a combination of testing and the use of relevant qualitative and quantitative research methods.
- Invest adequately to develop and enhance your brand. Evaluate your brand spending and media strategy relative to competitors and industry norms.

### Sentiment

Sentiment is simply the positive, negative neutral view of your brand without additional context.

It is essential for Brand managers to know whether prospects and customers have positive, negative or neutral feelings about your brand. This could be captured through social media, custom brand tracking, third-party research firms and data providers. Sentiment tracking can help you overcome a negative

perception and improve your overall brand communication.

*Actions for addressing weak sentiment:*

- Identify what may be driving negative brand sentiment and if the negative sentiment is originating disproportionately from specific audiences. Clarity on the source of sentiment issues provides a tangible target for focused efforts to shift sentiment.
- Address those areas driving the negative sentiment. This may include misunderstanding of product or service attributes, customer experience issues or other factors. Addressing issues may involve shifts in messaging, improvements to products or operational adjustments.

## Perception

Brand perception incorporates a multitude of areas that touch upon the brand's customer interactions. From product development and packaging to public relations and social engagement, brand perception is a top-level measuring stick of a product's visual presence, goodwill, and emotional character. A nuanced, in-depth understanding of brand perception can provide the color and perspective to shape overall strategy as well as messaging and narrative. It requires a significant ongoing investment and organizational commitment.

*Actions for addressing weak perception:*

- Commit to ongoing brand tracker research to surface a more detailed understanding of customer attitudes about your brand.
- Gather customer insights from other functions such as product marketing, customer service, sales and other areas to build a more robust view of brand perceptions.

## Perceived Differentiation

Differentiation is simply how your brand is better or different than alternatives.

Core to assessing the health of a brand and where its strengths may lie is understanding the perceived differentiation of a brand. Perception about differentiation is an explicit area of insight that plays an important role in the positioning of products and services and the evolution of brands over time. Knowing how customers see your brand relative to alternatives is indispensable for marketing leaders. Lacking this requisite insight could mean missing opportunities, being depositioned by competitors or being out of sync with customer desires.

*Actions for addressing weak perceived differentiation:*

- Clarify where you lack differentiation, specifically looking for where customers may desire certain attributes or capabilities.
- Direct resources to addressing the perception issue, whether that's related to fixing an underlying product or service issue or improving messaging or engagement strategies.

## Experience

Brand experience is the aggregate of experiences of the customer with the product offered and the brand overall. It includes pre-sale, sale, and post-sale experiences with the brand along with the experiences with the product offered. Customers with good brand experiences will certainly consider the brand superior over others and will prefer it over other brands.

### Actions for addressing weak brand experience:

- Understand your customer behavior, personality and in what ways are they shopping, interacting, and communicating with your brand?
- Build cohesive Brand Experience across channels for seamless customer journey by listening to your customers and resolving all block points in each stage of that journey.

Measuring and improving Brand Equity in an ongoing process which requires Marketing Leaders to understand the customer by constantly listening to them and adapt to the changing needs, perception, sentiments. Providing seamless and differentiating experience to customer is necessary part of maintaining Brand Equity. A positive brand equity helps the company to maintain superiority over its competitors and expand its product lines, whereas a negative brand equity could hurt the current product lines under the brand and have a long-lasting negative effect on the brand positioning.

**Source:** <https://www.feedough.com/brand-equity/>



## ROLE OF DIGITAL MARKETING IN POLITICS

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*Compiled by Anshuman PGDM Section A*

When Donald J Trump won the US Presidential election in 2016, one of his first statements was, 'social media helped me win!' Even Google said Trump "won the election in the search." Although Trump was always 'a darling' of social media due to his controversial lifestyle, quotes and his popular TV show 'The Apprentice', nobody even thought that his digital marketing media presence could be so compelling that it can win him the presidency!

Now that's the power of digital marketing. Nowadays, a simple post on Facebook, a beautiful picture on Instagram, some quirky Twitter post can do wonders for the candidates who are going to compete in an election.

There are Political Marketing Tactics That Really Works like:

- **Developing a narrative:** The most important aspect of any political campaign is the narrative. The narrative is the story behind a candidate – their history, their beliefs, their personality and all of the traits and characteristics that make them worth voting for.
- **Social media marketing:** social media is one of the most effective platforms for raising awareness of political issues, encouraging people to vote, and promoting political candidates. Since social media is primarily used by young people, it's a great platform for energizing a voter demographic that's typically uninterested in mainstream politics.
- **Negative campaigning:** Winning an election requires your candidate getting more votes than their closest competitor. There are two ways to achieve this: bring attention to the good things your candidate will do, and bring attention to the bad things their competitor will do. Negative campaigning is a form of political marketing that focuses on convincing voters not to vote for your candidate's competitor. The most well-known form of negative campaign is the attack advertisement – ads that talk about a candidate's record of dodgy dealings, their questionable history or their political failures.
- **Direct mail marketing:** Although social media and television are the best platforms for connecting with the younger generation of voters, many people still respond very well to old-fashioned direct mail marketing. Brochures, leaflets, short form manifestos and other direct mail documents are all excellent tools for persuading people in a particular geographical area to vote for a certain candidate, party or policy.
- **Media and public relations:** old media platforms such as television and radio attract massive audiences, making them valuable tools in any political marketing platform. Being able to organize radio and TV appearances is one of the most important tasks of any political marketer. Connecting with media insiders might seem difficult, but it's surprisingly easy once you start thinking of media companies as groups of individuals instead of monolithic entities. Digital Marketing in Politics also have advantages like:
  - A better understanding is established between the electoral candidate and the citizen, turning them into potential voters.

- As the number of the people making use of social networks, mobile phones, search engines, mobile phones, and e-mails, etc., has been on the rise, the use of digital marketing tools helps target specifically required and wider audiences.

- Digital marketing allows the politicians to interact with the voters without approaching the journalists and the traditional media.

- The use of social media in digital marketing for the politicians should not be taken lightly. It helps in multiple ways as listed below:

1. Social media helps target a massive audience.

2. Free to create an account to kick start.

3. Easy to edit campaign if required.

4. The result is traceable and measurable.

5. Easy to reach out to targeted audiences.

6. Flexible for personified campaigns.

7. Easy to get direct responses from the audience.

8. Free to interact with the audience and get their response to the campaign. There are certain disadvantages of Digital Marketing in politics too:

- Social media is not for truth but for projections and nothing is social about it. A politician may use it to manipulate public opinion by using paid trolls for promoting false claims, stories etc and creating in fancy in public mind. Degrading opposition etc.

- Similarly, it can be a nightmare to fight the image which can be destroyed on this media. It will be extremely hard for such politician to remove this maligned image and may take forever

For political organizations looking to reach potential voters digital targeting can't be ignored. Only through effective public policies and enforceable best practices can we ensure that digital technology enhances democratic institutions, without undermining their fundamental goals.

**Source:** <https://www.obiyainfotech.com/benefits-of-digital-marketing-for-politicians/>

## CONTENT CONSUMPTION PATTERN BEFORE AND AFTER COVID-19

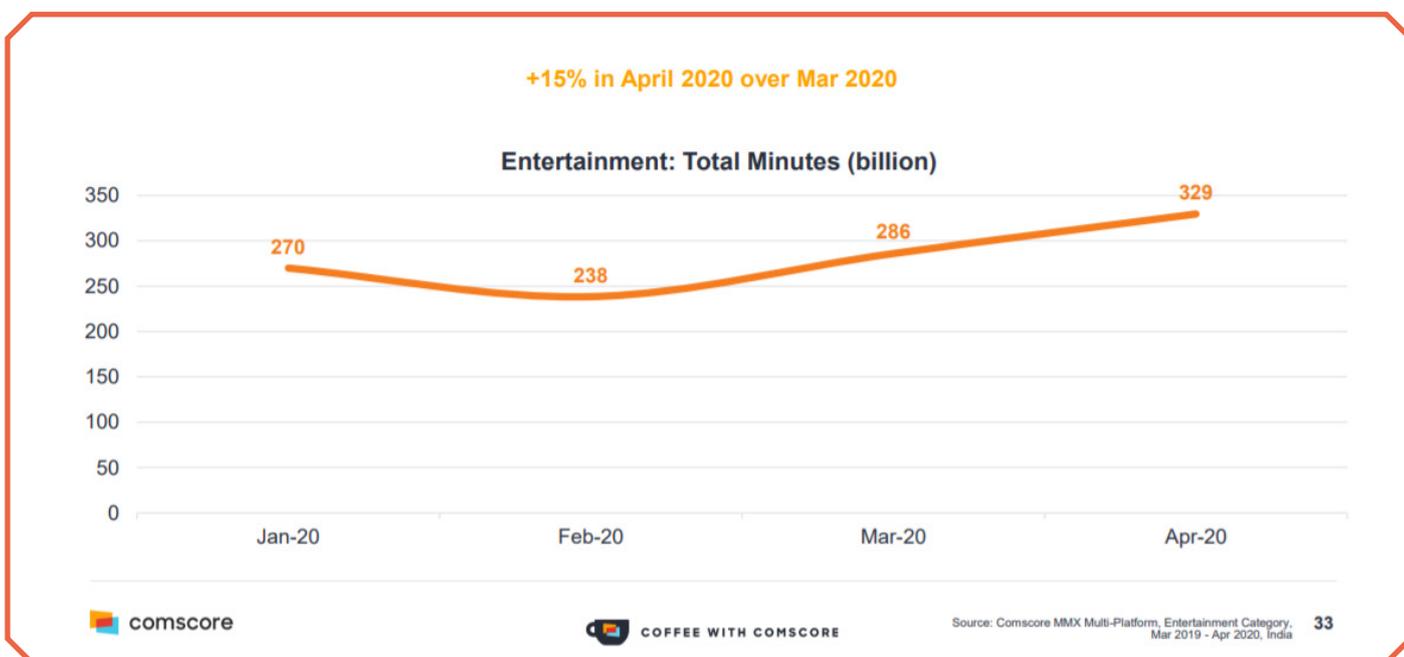
Compiled by Vinit Ranjan PDGM Section A

In the era of high volume of content consumption where everything is eventually resulting in digital space, this lockdown crisis has witnessed an escalation in internet usage across the globe. Amidst the COVID-19, the government announced different phases of lockdown to put a halt to this global health pandemic. The lockdown completely changed the diaspora of people as their outdoor lives came to a standstill. Change in private spaces, health challenges, work-related issues, education concerns can be considered as those spheres which were majorly impacted during this time of crisis. Moreover, this collective isolation of people somehow coerced them to engage themselves through entertainment mediums which lead to a rise in usage of the internet vastly on a global scale. The overall internet usage rose to 80% in the present scenario.

### SHIFT IN CONTENT PATTERN

India witnessed a rise of 25% in people viewing content minimum for 4 hours as per the records maintained by MICA's Center for Media and Entertainment Studies. The onset of lockdown encouraged people to change their content consumption patterns. The study affirms that before the announcement of lockdown, nearly 57% of people invested less than two hours of their content viewing, whereas 32.7% spent 2-4 hours, and likewise the rest 7.5 % consumed 4-6 hours over the content on a day-to-day basis. However, the commencement of lockdown observed a spike in 25% (from 7.5% to 31.5%) of those who consumed 4 hours over the content on daily basis.

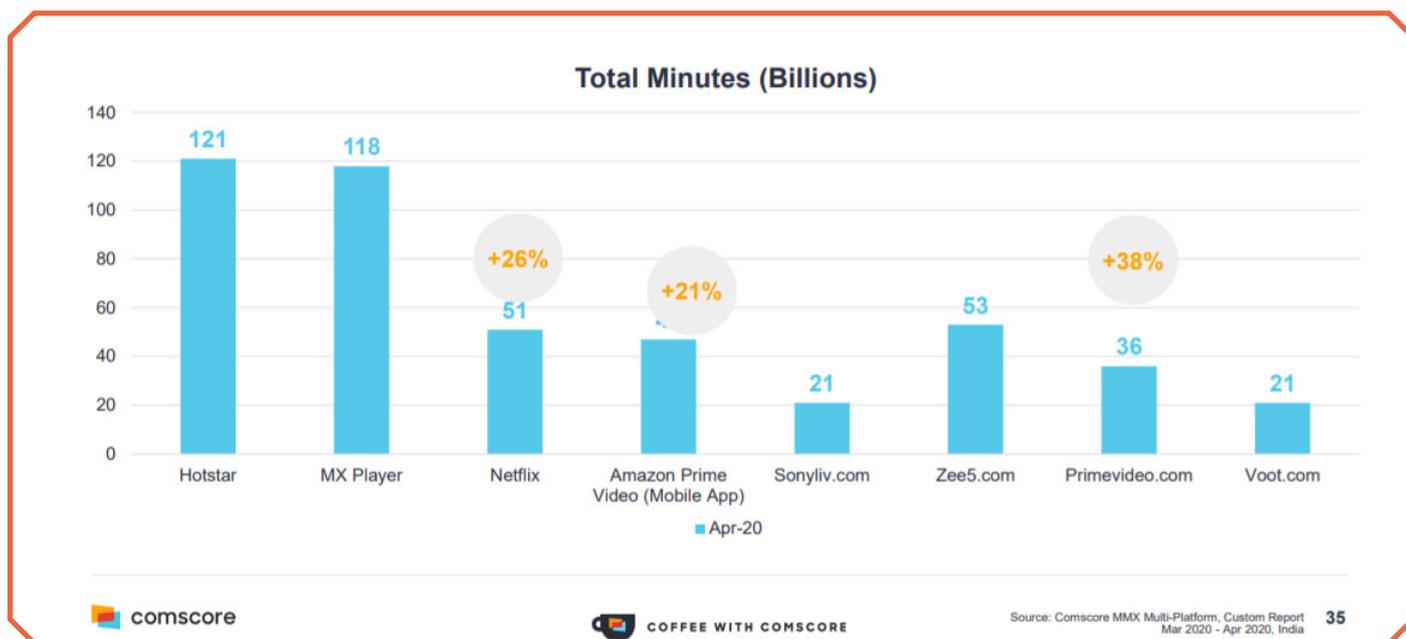
### ENTERTAINMENT SITES WITNESS SURGE IN ENGAGEMENT



In the initial phase of lockdown, the telecasting of mythological serials such as Ramayana and Mahabharat lead to a high record of 51 million viewers. After a while, the overall viewers declined gradually when the reruns of Ramayana ended on 18th April. Furthermore, this eventually led to a shift from DTH (Direct to

Home television services) to OTT (Over-The- Top Media Services). This drift represents that the number of VOD (video-on-demand) users turned out to be at 96 % and, the time spent per week was calculated at 219 minutes on VOD. OTT platforms such as Zee5India HBO Now, Showtime, observed a steep increase in premium subscription by 100%,90%,78% respectively. Furthermore, Netflix marked its presence by an increase of 47% of subscribers.

## SELECT VOD PLATFORMS



Generally, people require instant gratification when they get bored and want to use their phones for a couple of seconds. This falls under the concept of “micro boredom” which essentially led to an increase in UGC content such as Instagram Facebook and WhatsApp by 40% in usage respectively. However, the steep gain in content consumption during the pandemic has paved changes in behavior simultaneously for both the content consumers and in sphere market strategizes.

## IMPACT ON MARKET CAMPAIGNS AND STRATEGIES

### Introducing a paywall strategy: A way to online monetization of content

The pandemic adversely impacted the market strategies for a varied number of contents. The newspaper sector was at a good pace before this crisis when the economy was going well. Though, the current situation coerced the sector to view a 33% reduction in Adex this fiscal year as reported by Media Partners Asia Forecast. In order to survive in the market, newspapers came up with the idea to implement “paywalls”. Paywalls essentially restrict the online users from availing specific website content till the time they pay a certain amount for the same. The restrictions can be of varying degrees. Moreover, the Times of India’ e-paper version went behind a paywall for amount Rs. 199 every month. Since various newspapers such as The Hindu and Business Standard went behind the strategy of paywalls a long time back, but the lockdown led to a substantial increase in the number of subscribers. This strategy has been implemented not only to monetize the online newspaper content but rather to ensure the authenticity of such portals.

Recently, before the commencement of the major event IPL (Indian Premier League) the amalgamation of Disney and Hotstar declared to put the live matches behind the system of a paywall at Rs.399 for 12 months and for Disney and Hotstar premium at Rs. 1499 for 12 months. This will be exclusively available to existing and new subscribers for the same. Thereby, the lockdown has seen the vogue of OTT consumption with a spike rise in the subscriber base of Hotstar. The decision not to reduce the premium for the same was concrete because the viewership of IPL on OTT platforms has observed a yearly increase and, around 300 million subscribers are there to witness the live IPL matches.

## **NEW INITIATIVES OF TELECOM INDUSTRIES**

The pandemic has affected the telecom industry in many ways; the major ones could categorize into two-folds. Firstly, the requisite demand for broadband amid the COVID-19 increased because of other purposes such as for online classes for college and school students, work from home and entertainment activities from home .etc. Moreover, Comcast, a kind of internet service provider reported a 212% increase in video conferencing. Secondly, Video meets ,for example, over 200 million zoom meets have been recorded on a regular basis.

In response to these changes in the industry, understanding and interpreting customer behavior is the ultimate procedure for the functioning of any plan. Thus, the usage of data has become very essential during this time for multiple purposes. Airtel started an initiative with PepsiCo India to provide 2 GB of Airtel Data to their customers for the purchase of Lay's, Kurkure, Uncle Chips and Dorito packs. Average mobile data consumption has spiked up to 40% per user on Airtel's network.

## **A WAY FORWARD**

The global OTT market is estimated to gain revenue of \$438.5 billion by 2026 as per the reports of Research Dive. Overall, a digital subscription is expected to increase because of giving priority to OTT platforms as compared to others. However, it is an indispensable fact to acknowledge that the consumer is the king. So, the best version of content needs to be served in lieu to receive better outcomes and witness new changes.

## **TOP FOUR DIGITAL MARKETING TRENDS OF 2021**

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*Compiled by Sana Sourya PGDM Section B*

In today's, marketing era there is everything need to be digitize and based upon artificial intelligence .these are the top demands of today's competitive market that will help to boost business and at same time using technology to your business will lessen the time in making mistakes or errors ,this will help to approach fastly to consumers and of their interest .this will also reduce the time involved in only one steps as marketers can look to different works at a same time which will save time as well as thrive this age of innovation.so, here are some digital marketing trends of 2021:

### **1) ARTIFICIAL INTELLIGENCE:**

AI is the heart of global business - using robots to read license plates, report suspicious activity and data is

collected to report the owner. AI is the biggest commercial opportunity for the companies, industries and nations over the few decades as this allows to obtain or sustain a competitive advantage. AI analyzes the consumer behaviour and search pattern and also collects data from social media platforms to understand the needs of customers. Now in many areas AI is being used such as; product recommendation, email personalization-commerce transaction, content creation and basic communication in any shopping or online serving platform.

## 2) CHATBOTS:

AI based technology uses instant messaging to chat in real time with customers or site visitors 24\*7. Chat bots have served about 85% of customers by 2020. Many customers prefer using chatbots to save their time and to get quick response. As they can see the buying history and payment of the customer history in quick response. Voice chat-bots are also used in some apps to track location or GPS.

## 3) CONVERSATIONAL MARKETING:

Research reports that 82% of the customers want instant response so, conversational marketing facilitates one to one, real time connections between marketers and customers unlike traditional marketing. The main aim of conversational marketing is to take feedback from the customers and enhance users experience through these feedback that help in creating higher loyalty.

## 4) PERSONALIZATION:

personalizing everything is in trend today.as, every customer need everything to be personalized that make their work hassle free whether it be in content, products, emails or more.as many customers are annoyed with the coming ads in middle of the page so they want to make it personalized .90% of the customers finds personalization more appealing. Some of the successful companies using personalization are Cadbury, Starbucks, Netflix and amazon etc.

## EVOLUTION OF PROGRAMMING LANGUAGE

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*Compiled by Shikhar Aggarwal, PGDM Section B*

Programming Language is indeed the fundamental unit of today's tech world. It is considered as the set of commands and instructions that we give to the machines to perform a particular task.

In the computer world, we have about 500+ programming languages with their own syntax and features. And if you type who's the father of the computer, then the search engine will show you the result as to Charles Babbage but the father of the computer didn't write the first code. It was Ada Lovelace who had written the first-ever computer programming language and the year was 1883.

### 1883: The Journey starts from here...!!

In the early days, Charles Babbage had made the device, but he was confused about how to give instructions to the machine, and then Ada Lovelace wrote the instructions for the analytical engine.

The device was made by Charles Babbage and the code was written by Ada Lovelace for computing Bernoulli's number.

First time in history that the capability of computer devices was judged.

### **1949: Assembly Language**

It is a type of low-level language.

It mainly consists of instructions (kind of symbols) that only machines could understand.

In today's time also assembly language is used in real-time programs such as simulation flight navigation systems and medical equipment e.g. – Fly-by-wire (FBW) systems.

It is also used to create computer viruses.

### **1952: Autocode**

Developed by Alick Glennie.

The first compiled computer programming language.

COBOL and FORTRAN are the languages referred to as Autocode.

### **1957: FORTRAN**

Developers are John Backus and IBM.

It was designed for numeric computation and scientific computing.

Software for NASA probes voyager-1 (space probe) and voyager-2 (space probe) was originally written in FORTRAN 5.

### **1958: ALGOL**

ALGOL stands for ALGOrithmic Language.

The initial phase of the most popular programming languages of C, C++, and JAVA.

It was also the first language implementing the nested function and has a simple syntax than FORTRAN.

The first programming language to have a code block like "begin" that indicates that your program has started and "end" means you have ended your code.

### **1959: COBOL**

It stands for Common Business-Oriented Language.

In 1997, 80% of the world's business ran on Cobol.

The US internal revenue service scrambled its path to COBOL-based IMF (individual master file) in order to pay the tens of millions of payments mandated by the coronavirus aid, relief, and economic security.

### **1964: BASIC**

It stands for beginner's All-purpose symbolic instruction code.

In 1991 Microsoft released Visual Basic, an updated version of Basic

The first microcomputer version of Basic was co-written by Bill Gates, Paul Allen, and Monte Davidoff for their newly-formed company, Microsoft.

### 1972: C

It is a general-purpose, procedural programming language and the most popular programming language till now.

All the code that was previously written in assembly language gets replaced by the C language like operating system, kernel, and many other applications.

It can be used in implementing an operating system, embedded system, and also on the website using the Common Gateway Interface (CGI).

C is the mother of almost all higher-level programming languages like C#, D, Go, Java, JavaScript, Limbo, LPC, Perl, PHP, Python, and Unix's C shell.

Other programming languages came into existence with more power. These are listed below: -

YEAR OF RELEASE	PROGRAMMING LANGUAGES
1972	SQL
1978	MATLAB
1983	Objective-C, C++
1990	Haskell
1991	Python
1995	JAVA, PHP, JavaScript
2000	C#
2009	GO
2011	Kotlin



## WHY IS INVESTING IMPORTANT?

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*Compiled by Mansi Dasani PGDM Section B*

Investing is something which is worth buying because it may be profitable or useful in the future. Technically, anything that generates a return is an “investment”. This means even your savings account generating 1% interest is an “investment”.

However, when most people talk about investing, they are referring to higher return investments like mutual funds, ETFs, and stocks. One of the ways investments like stocks, bonds, and ETFs provide income is by way of a dividend. This is an amount paid to shareholders simply for holding the investment. Because many investments pay monthly, quarterly, or annual distributions, you can enjoy a passive income that ultimately could replace your paycheck.

Main reasons you should consider investing :-

### **Pension and retirement savings**

Focusing on today and the requirements of the day is important, however these requirements will never end they will only increase with time and will also grow as you grow

### **Let your money work**

Focus on your future requirements and you will know where and how to invest. If you do not have the right knowledge of investments, take the help of an advisor.

### **Meet your financial goals**

To build your wealth correctly for your future requirements you need to study the market properly and work towards the same; in case you have no knowledge about investments you must seek advice.

Secure your families future along with yours. You never know when will you need money and for what reason, the future is not seen to anyone. Hence all you can do is save money, yes savings are extremely important. In case anything goes wrong and you are in desperate need of money you can withdraw your money from the market and use it for the emergency

Hence, it is extremely important to understand why you need to and why you should save; however, saving needs to be done the right way that is by investing your money in the market via stocks, bonds, debentures, insurances and mutual funds.

(Ref: <https://www.educba.com/the-importance-of-investments/>)

## GDP RECOVERY AFTER LOCKDOWN

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*Compiled by Shivam Nandan PGDM Section B*

Economies across the world plunged into deep contractions in the April-June quarter of 2020. For India, the fall in real GDP (Gross Domestic Product) in the quarter was the record lowest at 23.9 percent, with the Reserve Bank of India (RBI) calling it “historic technical recession”.

The contraction continued in the second quarter at -7.5 percent. If this “technical” recession persists in the third quarter of this fiscal year, it could turn into a full-fledged recession – the fourth since independence, first since liberalization, and possibly the worst in history.

Even before the pandemic, the economy was already slowing down, with deficiencies evident in both consumption and investment demand. Unlike some other countries, consumption and investment have been the main drivers of growth in India in recent times.

Though export contributed in earlier versions of India’s growth story, in the immediate aftermath of the pandemic its efficacy to boost growth needs to be closely observed.

In 2021, the United Nations sees the Indian economy recovering by 7.3 percent this calendar year after a coronavirus-driven fall of 9.6 per cent last year. The UN’s World Economic Situation and Prospects 2021 report released on Monday said that “despite drastic fiscal and monetary stimulus” India’s GDP fell because of lockdowns and other containment efforts that “slashed domestic consumption without halting the spread of the disease.” India’s GDP growth was forecast to dip in 2022 calendar year to 5.9 percent, according to the report.

China, where the Covid-19 pandemic started and spread bring the rest of the world to its knees, was the only major economy to have grown last year, registering a 2.4 percent increase last and is forecast to grow by 7.2 percent this year and by 5.8 per cent next year, according to the report.

The global economy shrank by 4.3 percent last year and is forecast to grow by 4.7 percent this year and 5.9 percent the next.

UN’s Chief Economist Elliot Harris said, “The depth and severity of the unprecedented crisis foreshadows a slow and painful recovery.” He warned against the temptation to impose excessive fiscal austerity while the world recovers from the pandemic. “As we step into a long recovery phase with the roll out of the vaccines against Covid-19, we need to start boosting longer-term investments that chart the path toward a more resilient recovery,” he said.

He said that the world now needed “a redefined debt sustainability framework, universal social protection schemes, and an accelerated transition to the green economy.” The World Bank earlier this month forecast India’s economy to fall by 9.6 per cent during the current financial year but recover by 5.4 per cent next financial year if there is wide vaccination against the disease and it is contained.

Compared to this, according to the UN estimates made on a fiscal basis for India, its economy was estimated

to fall by only 5.7 per cent in 2020-21 and increase by 7 per cent in 2021-22 and 5.6 per cent in 2022-23.

**Source:** <https://www.orfonline.org/research/post-pandemic-economic-recovery-seven-priorities-india/>  
<https://mies-lawcollege.com/the-economic-situation-after-recovery/>



# THE SWEET HYPHENS



## THE UNTOLD STORY

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*By Priya Aggarwal PGDM Section B*

Living in a world where we find freshness in food, sweetness in drinks and purity in water comes a wide range of skincare products that are organic in nature. The idea of working around and trying Home Remedies often told by dadi maa and maa made me feel like delivering the same to other people. Some simple ubtan, edible oils, and a recipe handed down over generations were performing better than most of the modern beauty products.

Surprise turned to passion, a search for the best ingredients, endless experiments to get the quantities just right, sleepless nights over books learning age-old secrets of beauty and finally nurturing that artistic streak to make a soap that looked as good as it worked.

As this lockdown gave me a lot of time to see my inner self and what I actually want my life to be so here was my little contribution to society. What started as soaps for self, turned to soaps for friends and family and soon to a close group of clients who fell in love with what we offered. My company name is Valeria which means strong and brave and the products turned out to be a game-changer as the love and support shown from people side were phenomenal. This is the only thing that kept me going in the first place.



## LESSONS I LEARNED IN MY LATE TEENS AND EARLY 20s

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*By Aarushi Grover PGDM Section B*

A self-reflection of a few things I have experienced in the last few years. As I turn 23 in few months, also in few months, will be entering into a corporate world, end of student life, college days will be over and hence, time of behaving and acting in ways that resemble mature professionals rather than being immature and naïve, time of becoming self-dependent and many other responsibilities are awaiting ahead so I realized it would be an opportune time to look back at the years gone by where I encountered myriad of emotions and walked into some unknown paths.

I would love to share key life lessons I have learned in my late teens and early twenties.

How others judge us is not our concern. We will not satisfy everybody in any case. I spent my teenage years and early twenties stressing over other's opinion and what they said about me. But, further down the road, I understood that it could possibly influence me in the event that I permitted it to. What others say or consider us is an impression of them—their qualities, assumptions, instabilities, and principles—and has nothing or very little to do with us.

Say NO when you don't feel like it. I've spent my whole life as of now saying yes to things even though when I don't like it just for the sake of others happiness. But, seriously, just don't do this. Secure your space, time, energy and spend them on things that lift you up. Life is excessively short to simply accept circumstances for what they are and attempting to fulfil everybody aside from yourself. Know your needs, and then decline the offer pleasantly. If those individuals care about you, they will understand.

Your Mental Health is very important. I've been an introvert all my life which definitely has demolished my mental health. It sometimes led to dark nights of noiseless cries and no sleep, with that shy heart caged behind the bars of insecurity and fear. Remember, you are not always going to be happy. You will not get up each day feeling motivated and inspired. There will be days when you'll feel like crap. There will be days you will not be glad about your life. And that is absolutely OKAY! This is why you need to maintain a good relationship with your mental well-being. Visit a therapist, take a break if it will help you feel better about yourself. Your mental health is important as your physical well-being.

Invest less time looking at the screen. At the point when you are old and grey and think back on your life, you're not going to regret not watching every season or episode of Game of Thrones (great show, however), or miss doing some activity on your social media accounts. Instead, you will wish you invested more time and energy with individuals you do and doing things you're enthusiastic about. Get outside and invest time with individuals you care about and be available with them. Don't only record your life, be available to encounter it.

Loving ourselves is difficult. It's hard to make sure to love ourselves when we are attempting to sort out what our identity is. It might sound cliché, however, tell yourself that you love yourself. I wish to improve myself a lot in this part. Regardless of whether others don't, make sure to adore yourself first. Life is short, spend it on

loving yourself regardless of who you are and how you look.

You just can't force friendships. I have the feeling that life and along, the various relations change complex after a specific age or time. We love flaunting and cherish our numerous friends. As we grow up, every one of those friends transforms into mere acquaintances. We begin running towards our life and career.

You will meet different kinds of friends in all stages of life but literally, you just can't force friendship or a bond with each one of them. Some of them will stick, some may not and it's nobody's fault, it's life. People will come and go and that's okay!

Social media is just an illusion. It associates us with the world greatly. However, it is inherently toxic. We're at a point in life where we are stuck to post only the positive sides of our lives. And we constantly compare ourselves to others. The less time you spend on social networking sites, the better off you'll be.

Odds are that when I'll be turning forty, I'll look at these lessons from my late teens and early twenties and think that I had no clue about life or whatsoever. And that's fine. The only constant is a change. I can't wait to see what my late twenties and thirties will teach me and what person I will become by that time.

## **PANDEMIC CONVEYED US THE IMPORTANCE OF GREEN ENVIRONMENT**

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*By Riya Garg PGDM Section B*

As the evolution in technology was taking place, the life of a human was getting faster and faster, people running around for the work, roads were filled with cars, more and more factories and people migrating from small towns to cities for work. We must agree, even though our lives were getting faster but there were a lot of things that we were neglecting.

Yes, our mother earth got neglected during this evolution from being fast to fastest. In an urge to become developed we kept on making innovations, but that development affected our mother earth which led to air pollution, forest fires and we don't know what else our mother earth had gone through. We tend to celebrate Environment Day once in a year but is it enough? Isn't this something that we should celebrate every day? Efforts were made to protect the environment or let's say an effort was made in where development can take place without the environment getting affected. But the efforts were not enough, continuous crowding of people, cars, factoring and buildings kept on taking place.

But a day came when mother earth wasn't able to take this anymore and was so damaged that she wanted all humans to stop.

The wish of mother earth was granted, a virus known to be coronavirus or Covid-19 hit the world. A virus that could spread from one person to another and the virus has the ability to enter from one person to more than 100 persons around the infected person. As the virus kept on spreading, a day came when everything was

halted, as lockdowns were imposed in most of the cities as social distancing was the solution for this virus. A sudden silence around the world, everyone locked up at their homes in the hope that things will be fine after a month but this wasn't something that was going to happen the conditions were not getting better instead, they were getting worse, as the virus continued affecting lot of people around the world. The worse part was that there wasn't any cure for this virus, it can't be stopped by any medicine led to innovation of the vaccine, but this wasn't something easy to do.

So, the work on vaccination started but the spread of virus was taking place which led to the extension of the lockdown. But this extension didn't go well as people wanted to return to their hometowns or let's say the villages from where they have moved from and the ones living in other countries were trying to go back to their families. The diseases like depression and anxiety started rising.

But Covid-19 helped our mother earth to heal. Yes, the nature started reviving as if talk about India, animals which were on the verge of becoming extinct were saved during this lockdown as flamingos were observed in Mumbai during the lockdown, the pollution in the air went down as during the period of lockdown, the transportation was halted which became boom for the air, even the pollution levels of water were reduced.

As the days went by, there was something that people started pondering about, which was about the nature. A guilt was seen among humans as many saw this virus as a punishment for neglecting the mother earth.

The feel of open air, the rainbow, the snow in the mountains and the greenery around was something that people have observed during this pandemic. Cities have appeared to be dangerous as the most of the covid-19 cases were founded in these cities.

People moved to small towns, even though there isn't much development.

We must admit that humans have hurted the nature but the Covid-19 has healed the nature. But this won't last long as people are returning to their routines which means the same things that we were doing earlier affecting our mother earth. The question is what can be done?

It can't be a permanent solution but it is kind of a win-win situation as by this environment will be benefitted and humans can develop a new hobby of gardening. A way in which we can engage in activities that will benefit both the nature and the humans. Gardening is exciting hobby that one can have especially in the lockdown as lot of clips in which they were showing their kitchen gardens. This is the best example of developing gardening as a hobby as people do terrace farming where they set up their kitchen garden or a garden with full of flowers or garden mix of flowers and vegetables.

Let's us all just give it try and take it as a role that we are playing to protect our mother earth.

## BEHIND CLOSED DOORS

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*By Aarzvi, PGDM Section C*

Life takes its turns. Sometimes those are in favour of what we want, sometimes not. But sometimes they create history. Leaving behind the geographies and chemistries of covid pandemic, I would like to talk about its physiological existence, its social aura and psychological inhabitations.

The first wave had reached India months back, with announcements of a complete shutdown in place. The effect of virus was cascading. People approached it with different attitudes. Some portraying a casual attitude towards it, while others horrified. But, most of the people were accepting the fact that they needed to stay indoors. There was a silent ruffle everywhere. Negatives and negatives surrounding everyone. A period of extreme uncertainty. There were worries about livelihood, someone was sobbing about the missed opportunities, some wished to reach their homes as soon as possible in an anticipation to breathe their last breath with families. It was haywire. What seemed apparent on the surface was just a tiny bit of ocean.

While all this was going on, it was necessary for the people to sort out how they wanted to spend this indefinite period of time. With numbers soaring every day, of both cases and casualties, it was necessary to step back, and disconnect with the world.

Corona kept us all home and gave us the opportunity to stay with ourselves. It gave us ample amount of opportunity to understand, what belongs to us, what we have inherited and what we have to mend and lend. It brought with itself time, to reflect upon our blessings and overpower them with the past mistakes and bad memories. Our long-lost family reunions told us the need for many more. Those picturesque albums opened up. The floral memories unearthed. The games of ludo and carom boards gave us one more chance to live the lost childhood. Those ageing lines on our parents faces became visible and also their changing landscape of expectations. Friends on the other side of phone line were more transparent. Instagram proved a good friend and a bad enemy; it explained the peripherals of social being and the loopholes in our friendships.

Significantly my thought process became more intense. I readied to a more pragmatic, more eventful and a more happening journey. Books and diaries opened up, with more to read and listen to, and less to talk. I had inputs to get. I had perceptions to make. The verandas and balconies became better companions. My walls, were the storytellers, I heard them more, they heard me more. well, what did not change was- nothing. When the curbs started lifting up, everything was back.

With another wave coming, I am again prepared to face it, in my “home”-behind the closed doors.

## DELIBERATE SLOWNESS, LASTING RESULTS

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*By Blesson Varghese, PGDM SECTION C*

We all have come across such deceptive words like, lose twenty KGs in one week, learn to speak English in three months, double your income, and deliverance from bad habits in week. All these phrases sound really good to your ears and soothing for your heart.

No doubt the world is moving really fast and therefore we are somewhere forced to move faster but that doesn't mean we ought to build a house without laying a proper foundation. House without a proper foundation cannot stand the rain and storm, and great will be the fall for it. What I mean here is, if we try to skip the in-between process in order to reach heights faster, we can certainly fall down before the due time. Some people got success at 21, some got success without even having good education, some started really late but lasted in the market till last breath, some got success at 15 but did not know how to handle that success and got stumbled.

Some things take time and should take time for it to last longer than others. Deliberate slowness produces lasting quality same as refinement of gold, once gold comes out of the fire furnace it becomes that much radiant to watch. I believe everyone has their own way to explore the things and every right to take their own time for doing the same. Patience should never be underrated and remember perseverance produces the good fruits and personal development.

“People tend to overestimate what they will accomplish in one year, but underestimate what they will accomplish in five.” –Steve Pavlina

Everyone is on time and even you are on time. It's just that, some things linger in order to produce lasting results, so leave the worries behind and learn the process rather than skipping the process and more than anything else, I urge you to stay in the race like the tortoise which defeated the hare.

“For everything there is a season, a time for every activity under heaven.  
A time to sow and a time to reap.” – BOOK OF ECCLESIASTES

## KARAN'S EXPERIENCE

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*By Karan Luthra PGDM Section C*

Lockdown gave me the requisite time to turn my hobbies into passion. And move towards perfectness. This was indeed for the first time in my life that I felt that special belongingness to what I cook and serve. I felt that interconnectedness with cooking and felt completeness in what I do.





**UNVEILING  
THE VEIL**

## INTERNATIONAL WOMEN'S DAY NOT MEANT FOR DISCOUNT ON GIRLY PRODUCTS

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*By Ritika Kumar PGDM Section A*

Recently we all have celebrated international women's day by gifting chocolates, and teddies and by availing special offers on women's day but wait! Do women really want chocolates and gifts? Women's day was not meant for all this, it was started as the labour movement in 1908 where 15000 women march through city of New York demanding better pay, shorter working hours and right to vote.

In 1909, Socialist Party of America declared 1st National Women's Day. In 1917, women protested in Russia demanding bread and peace and in 1977 UN officials recognized 8th march as international women's day and the day was meant to create awareness about women's issues, challenges faced by them. So many years has passed but still women around the world are fighting for their rights in this patriarchal society and mentality. In some countries they do not have sexual and reproductive rights, 19 million women lives in country that prohibit abortion, motherhood is forced on them and the ugliest part is there is no exception even in case of rape. Data suggest 6 women are killed every hour by men, 137 women are killed every day by partner or family members.

45% women in West Asia and North America are victims of sexual or domestic violence, 38% in South Asia, 27%. In Latin America ,22% in West Europe are facing issues of violence. Right to live and right to live on our own terms, right to education, right to equality are the battles that they are fighting even today. In India when a girl is born, family prefers to save for her marriage, in countries like Pakistan girls are being attacked for going to schools, in Afghanistan 51000 girls were forced out of schools, in Mali girls were sexually abused for not adhering to dress code forced



armed forces, in Somali girls were kidnapped from schools to become wives of Al-Shabab. Child marriage is still prevalent in countries like India, Pakistan and Bangladesh. Participation of Females in Parliament is less than 25% around the world. How will we have a policy for women if women don't have a say in politics? Nothing is paid to them for domestic work, the ratio of promotion between Man and Women is low, they are paid less for the same job done by Man. We are in the 21st century but still we women are fighting for the basic right to live, the right to choose. So, from now onwards if anyone wants to celebrate women's day then try to help them by spreading awareness and knowledge about women's equality, fight with them against restrictive laws, help them live their life on their own terms.

## DOWRY SYSTEM AND ITS CONSEQUENCES

---

*By Arpita Gupta PGDM Section- A*

While all the developed countries are proud of their technological advancement (and why they shouldn't be!!!!), we still believe ourselves to be a part of the richest and varied 'CULTURE'. There is no doubt about it but there are some practices in the name of 'Culture' which are a disgrace to our great culture. 'DOWRY' is one of them.

A law against giving or taking dowry very much exists on paper, but still everyday newspapers are inked with numerous cases of harassment, torture and bride-burning for dowry. Arranged marriages have become a source of making money. Bride-grooms are openly sold in the market.

There is a misunderstanding among the people. A lot of our 'High-class and Educated' families think that all these things (DOWRY) are a part of poor and middle-class families. According to them they only believe in exchanging 'GIFTS' and that is not 'DOWRY' (this is their logic!!!). And, we should not go on the small term 'GIFTS' because they are not so small. Only things they demand are 'Diamond Bracelets' for the groom, a car which is capable of showing their wealth and I-Phones and tablets are the new entries nowadays.

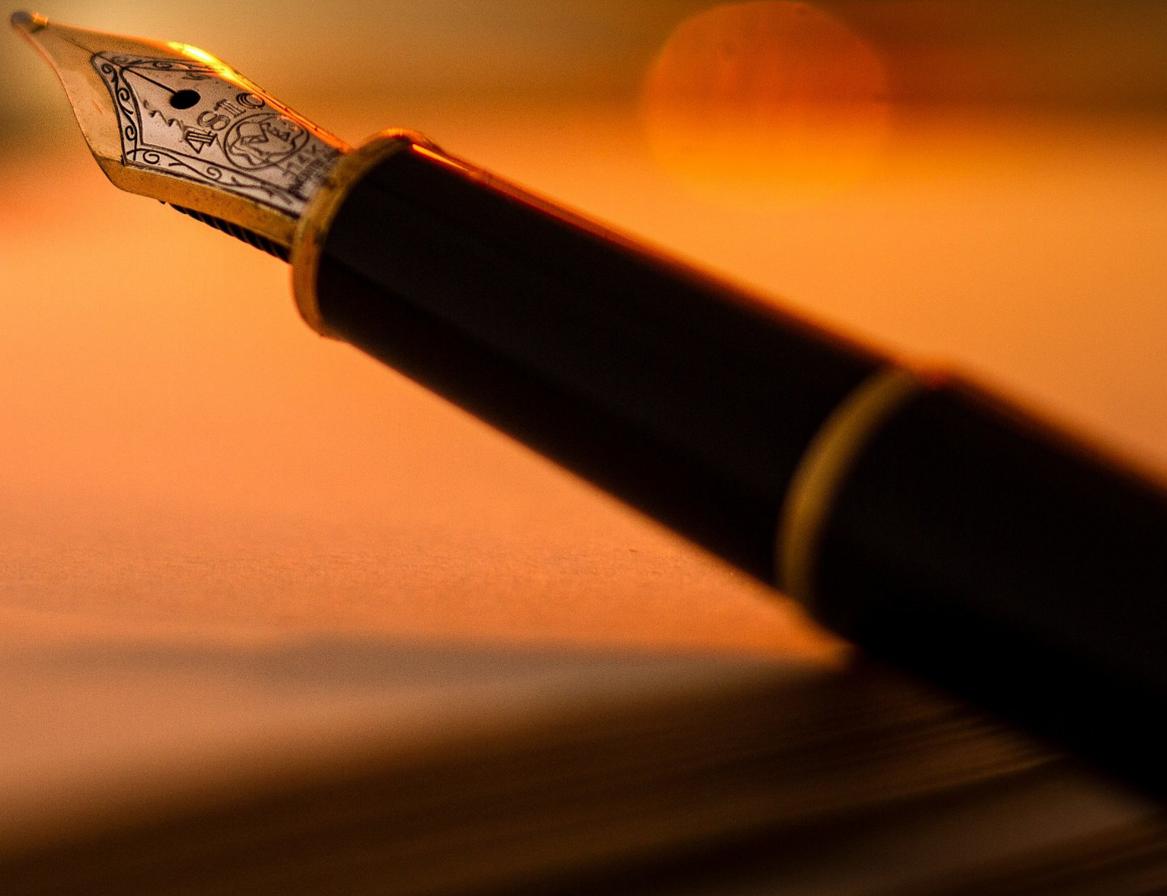


The plight of poor people is miserable. If a daughter is born, the whole family is plunged into gloom. Dowry is also a major cause of 'female foeticide' because the long and agonizing worry of marrying off the daughter starts even before her birth.

BUT this is just the one side of the coin. The other side is even stranger. 'DOWRY' has also become a major source of 'Black mailing'. Sometimes if the bride's wishes and demands are not fulfilled then a complaint is made under the sections 304B and 498A of the Indian Penal Code with the title of 'DOWRY AND HARASSMENT' and our helpless police have to perform their duty.

Well, the problem is not the 'DOWRY SYSTEM'. The problem is with the mindsets and thinking of the people which should be updated (like we update any software when a new version is available). Just depending on the government and the laws will not serve any purpose. It is 'WE' only who can bring the change in the society especially the 'YOUNG BRIGADE'.

# POETIC EUPHORIA



## FAITH

---

*By Aditya PGDM Section B*

Everybody falls sometimes  
Got to find the strength to rise  
From the ashes, and  
Make a new beginning  
Anyone can feel the ache  
You think it's more than you can take  
But you are stronger,  
Stronger than you know  
Don't you give up now  
The sun will soon be shining  
You got to face the clouds  
To find the silver lining  
I've seen dreams that move the mountains  
Hope that doesn't ever end  
Even when the sky is falling  
I've seen miracles just happen  
Silent prayers get answered  
Broken hearts become brand new  
That's what Faith can do!!!!

## I WANT TO LIVE IN A PLACE

---

*By Aditya PGDM Section B*

I want to live in a place  
Where everything slows no race  
Where everybody is chilling  
Nobody fighting no killing  
Where grass is greener on my own side  
Peace delivered to my bed side  
Where everybody has a good night  
Nobody's heavy, everybody's light

## TRUE DELIGHT

---

*By Vaishali Matta, PGDM Section B*

Someone who became my first friend  
Lead my path and made my ways amend  
When I first opened my eyes  
I saw that face of glittering smiles

Every action bestowed sacrifice  
Any gratitude would not suffice  
My confidante as I choose to call  
I am always picked up whenever I fall

Rainy seasons, be it blooming days  
Nightmares or fairy tales.  
Those balls behind the window enlarged to see that  
face  
Only to admire how strong is that base

How aesthetically, everything falls in place  
As God sent his child to grace  
That celestial being in all times  
Whom I laud for the angelic styles

There is everything I want to treasure  
For all of love, I can't measure  
Wish I could make my heart a path to walk  
Only to serve that one round the clock

An awe-inspiring and a braud  
Because no less than and next to God. Every moment  
is to cherish  
When she becomes a true merish

Of stars bright and moon tonight  
My immense pleasure to unveil and cite  
So, cling together to know upright  
Because the person for whom I write  
Is my "mother", "my delight".

## MY WAY OUT

---

*By Aarzvi, PGDM Section C*

Plethora of phrases,  
Magnified hidden scars,  
Unoccupied beliefs,  
All struggling in the dark.

A painful ache,  
In an unknown place,

Canvas of gloom,  
In the periphery of hate.

Horrifying palace,  
Of stiffs and screens,  
Handicapped thoughts,  
A cause celebre'.

I lie here alone,  
None by my side,  
Holily surfing  
My way out.

## IF THINGS FALL APART

---

*By Shruti Khandelwal, PGDM Section C*

His eyes like the ocean, so full of life  
His hair like a messy confusion to survive.

Walking amidst the snow I saw his face,  
Blue eyes and black hair with a lot of grace.  
They say Greek gods no more exist  
I say, I saw one and it's hard to resist.

So I completed the kora,  
I was engaged in,  
And swiftly turned around to feel his aura  
Because his mere reflection was so fascinating  
That I could hardly keep myself awaiting.

And woof... I realized  
No sign of that epitome existed from start  
All I hear is 'if things fall apart'.

## SEE-SAW

---

*By Jagriti Gugnani PGDM, Section C*

See-saw!!

Whenever I look at see saw,

I cannot stop myself from relating my real life with it.

Just like see\_saw there are always ups and downs in our lives.

sometimes our happiness is on upper side and sometimes sadness

but what we want is, happiness side of this see saw rode to stay up forever

But we forget sadness and sorrow has their own learnings,

infact, I believe, a person learns better in his bad times.

This is also what this pandemic did to me.

Now you will be amazed to hear this,

but we all are so busy in crying and yelling that we have actually forgotten

what this pandemic has given

## UNBORN

---

*By Ritika Kumari, PGDM Section A*

I was unborn I was unwanted

As I was the girl, they took me for granted.

My heart was full of sadness

And my future was full of darkness

I took birth and wanted to roam around the earth but something was planned They tied me with the chain

And Me crying in pain

No one heard my voice

And eventually I had to be quiet as I had no choice.

I the unwanted child

Was in no hope of life

But the God wanted me to suffer

And so I survived

They gave me life

And made me walk on the knife

Now I wish for death

And give up on my breath.

## THE SEARCH

---

*By Vaishali Matta, PGDM Section B*

I went up the hill  
But I could not find you still  
I searched under the ground  
You were nowhere to be found  
I asked the birds in the sky  
If they had seen you passby  
They politely said a 'no'  
Your abode they did not know  
I went looking in the sea  
There also it disappointed me

No sign of you in the sea bed  
They had no idea the whales said  
I took up the pursuit in the town  
Combed it upside down  
To a forsaken village I went  
When I could not even find a scent  
Whereby I sat before you  
I contemplate what to do  
Suddenly I heard a voice say  
'Child you want to know the way?'  
Then search in your own heart  
For I am in your body, its part  
My search was over

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---

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And made me walk on the knife  
Now I wish for death  
And give up on my breath.

## INTROSPECTION

---

*By Karishma Satija, PGDM Section A*

What if, what not ,Why not I don't  
Comes with a lot of queries  
Confusion dilemmas series  
Why can't this world has my vision  
Of seeing myself , Of being me all the time  
This world would be a better place  
If everyone had got their way  
Of conquering themselves, Of achieving the dreams

They dreamt of they dream of!  
Hundreds of road taken , And ten not  
Which to travel and which to not!  
A war in the mind , A want of the heart  
Unsettlement of wrong and right  
A war that never ends, A war that never mends  
If wrong path chosen ,Kept your heart broken  
Listen to your heart , Listen to the soul  
Keep up the head high  
Just keep the spirits high  
Take the steering of your life  
In your hands , Its your life!





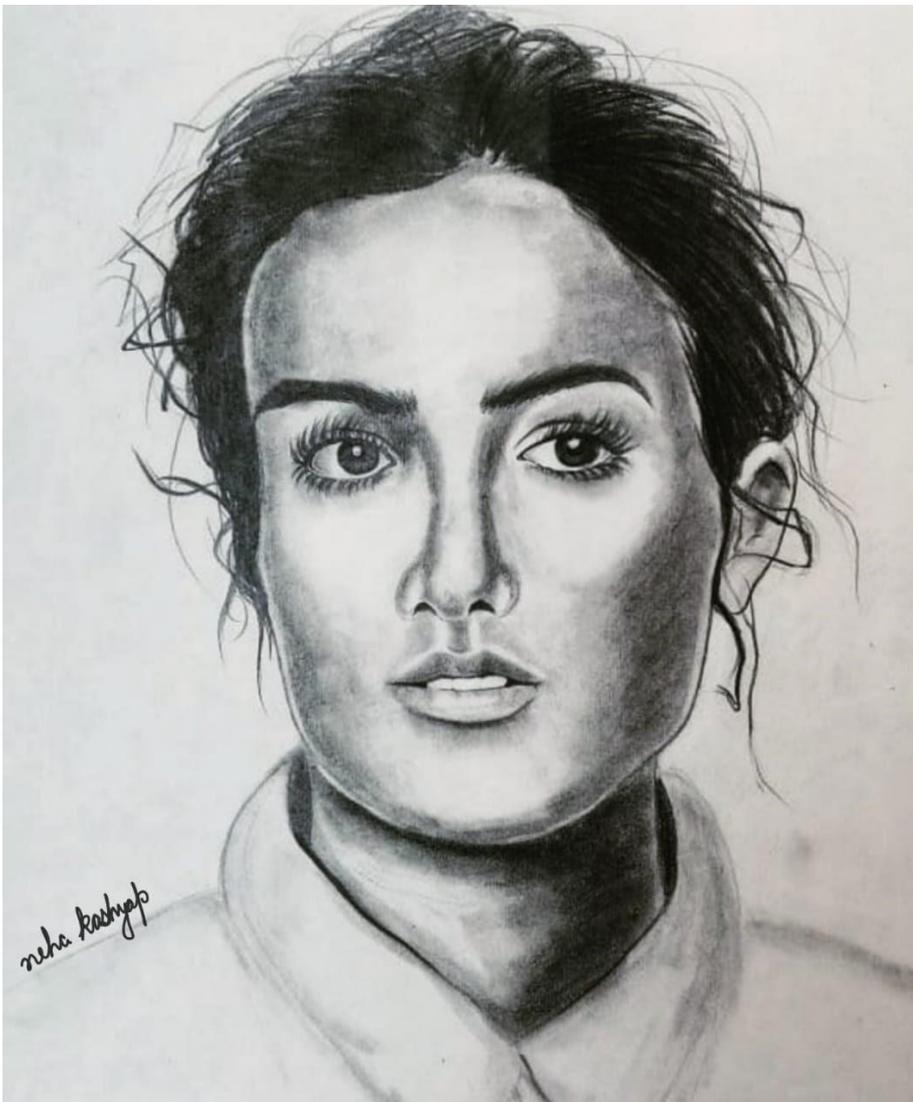
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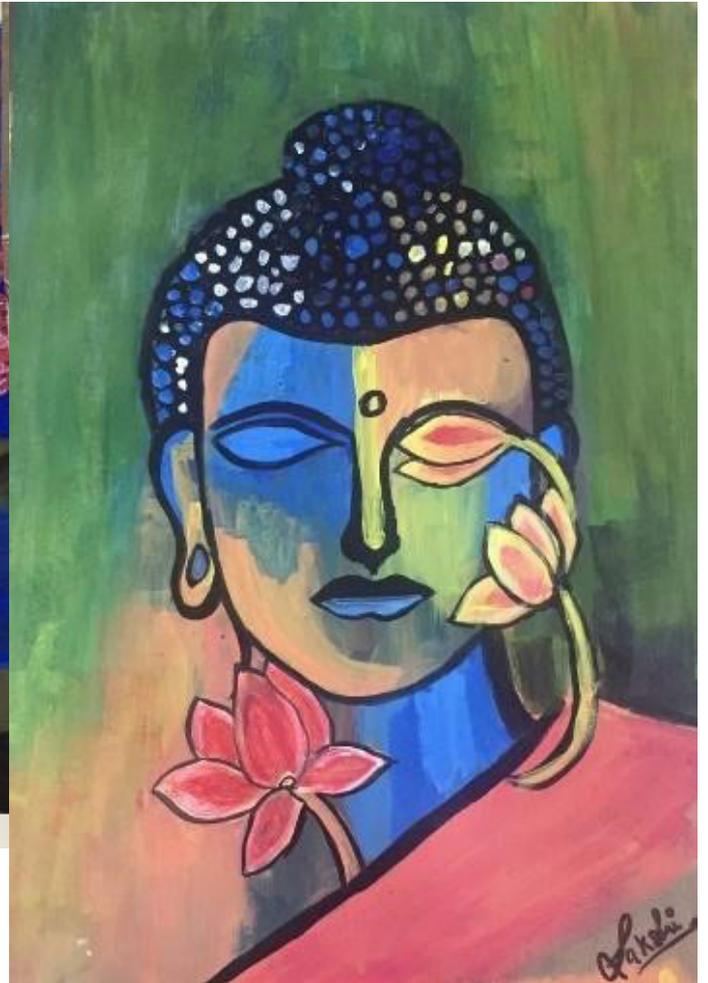


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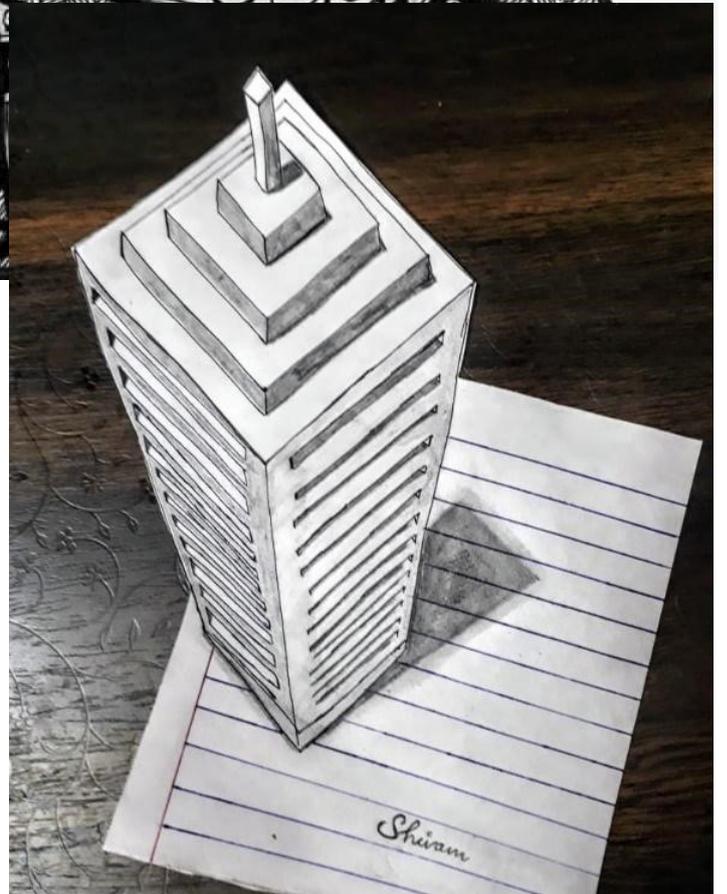


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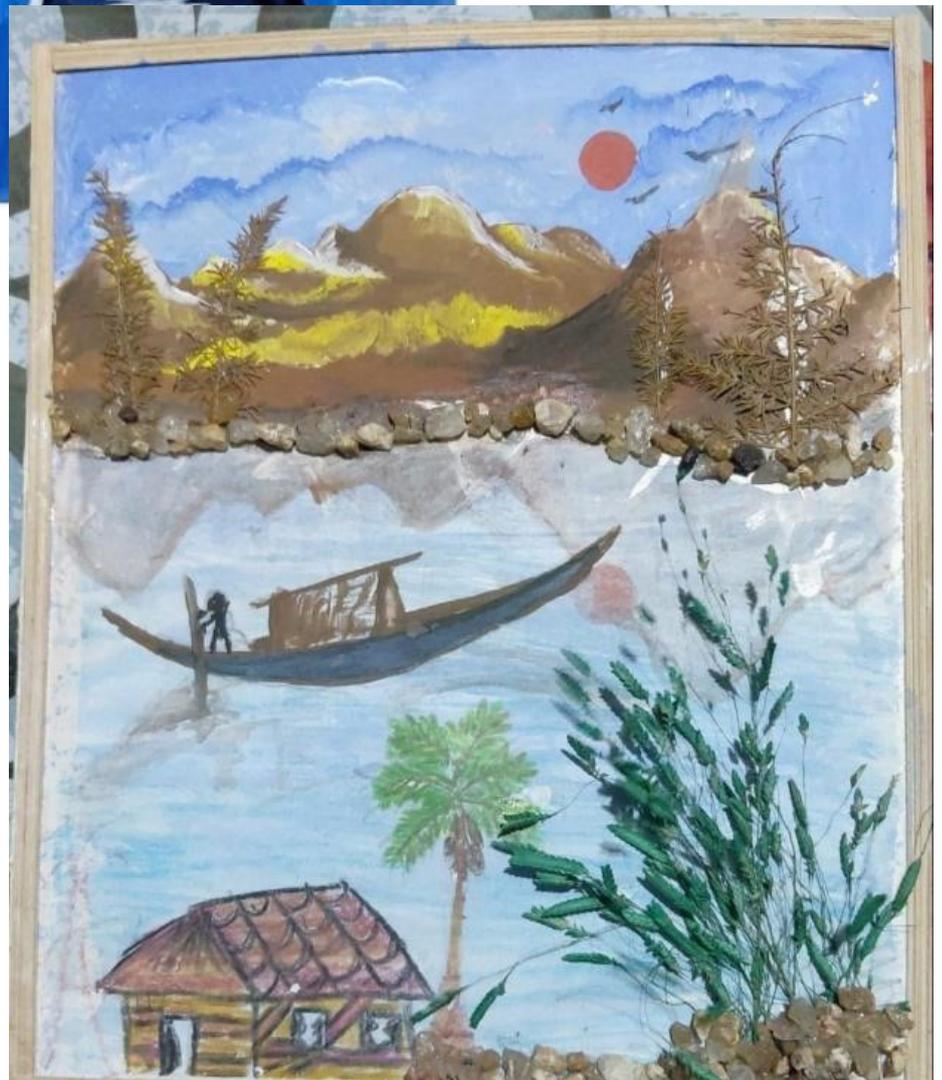


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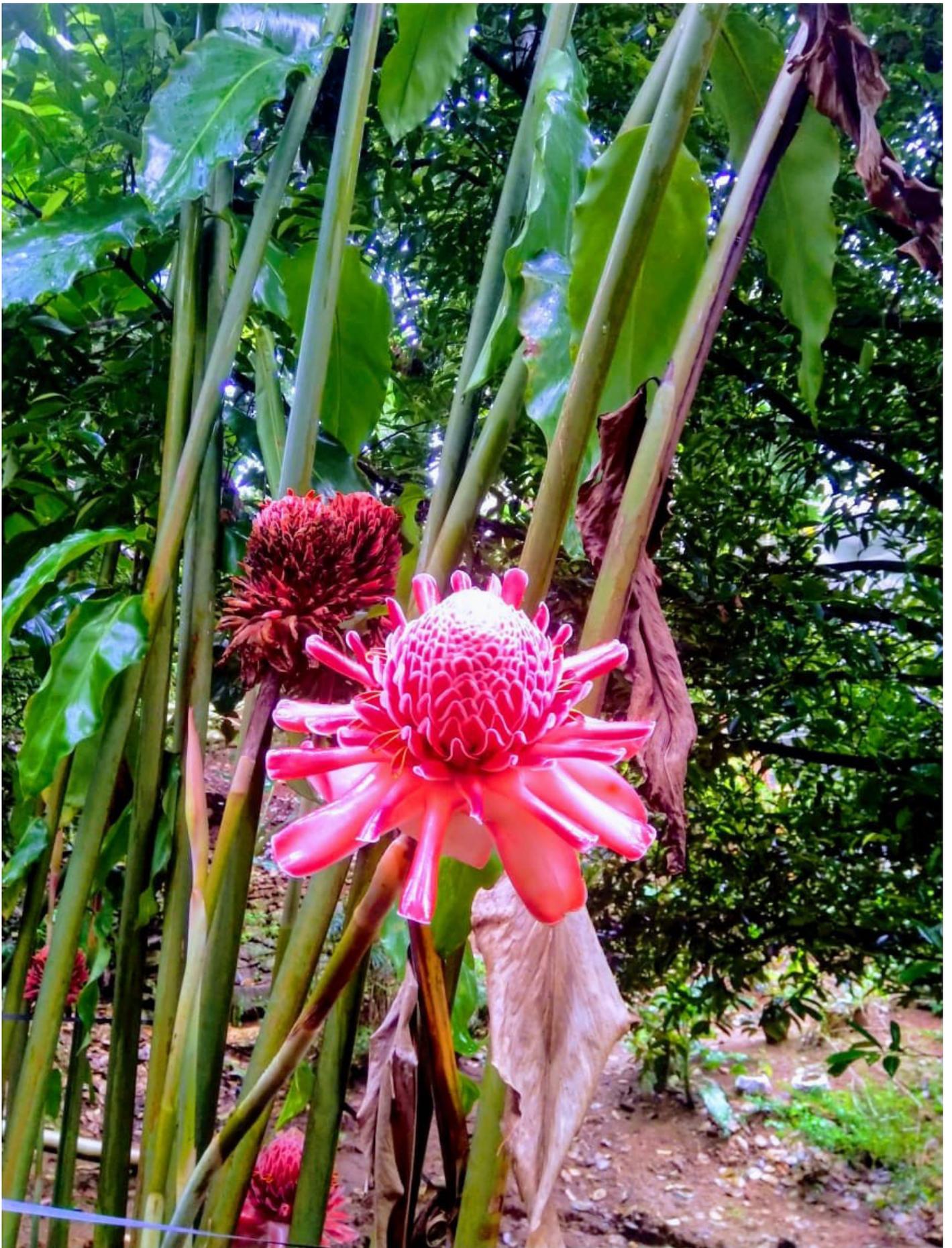
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Sana Sourya, PGDM Section B



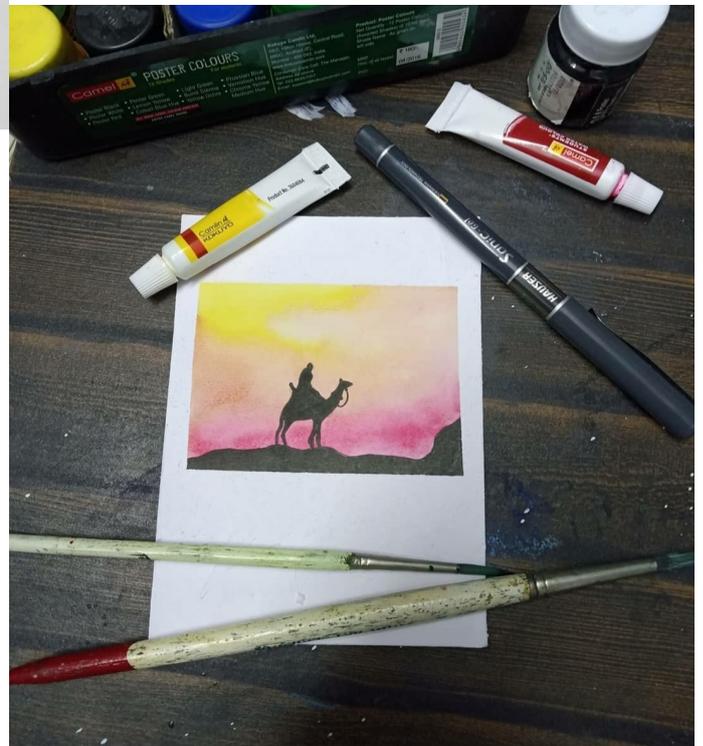
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