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*A CREATIVE PURSUIT BY MANAGEMENT UNDERGRADUATES*

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THE GAME CHANGER

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THE UNICORN'S HUB

**METaverse**  
THE VIRTUAL WORLD

**LGBTQ**  
BORN THIS WAY



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# Contents

01. Dean's message	1
02. Editorial team	2
04. Taliban Rule on Afghanistan	5
05. Change in Mindset	6-7
06. Revolution of Cryptocurrency	8-9
08. Explosion of Unicorns (2021)	11-12

## 03. NEP 2020 National Education Policy

## 07. Journey of a student of JIMS

## 12. Why Networking is important in Business ?

## 16. COVID19 After Effects

## 17. Have we stepped into digital World ?

## 20. News

09. India at 75-Atmanirbhar Bharat	13-14
10. Role of Marketing in company's Success	15-16
11. Struggle of Minorities	17
13. Rise of Gig Economy	20
14. 8 ways to be an Effective Leader	21-22
15. Atmanirbhar Bharat	23
18. Born This Way	27-28
19. Undiscovered & Unexplored	29-30

## 21. Student Achievements



# Dean's Message

As a Management Institute, we believe our job is not to tell, explain, and demonstrate but to inspire our students to excel and be leaders in whatever they do. JIMS aims to be the bedrock for leadership and initiative. We challenge the students to think beyond boundaries and work beyond their comfort zones, encouraging innovation, creating and honing their analytic skills by emphasizing the practical and applied aspects of theoretical knowledge.

At JIMS, we lay tremendous stress on the inculcation of ethics, values and good governance skills in the students. Corporate Management and Community Service form an integral part of the Management Culture we teach at JIMS. We believe that holistic development should be the goal of business schools rather than creating islets and silos of knowledge in various disciplines of management studies.

The aim has been to publish the management magazine to highlight the Department of Management Studies as a center for total quality education through holistic development. The emphasis in its decade-long existence has been on the various domains which mainly include-

- Self Enhancement and Inculcation of Ethics & Values
- Maximizing Potential & Leadership Skills
- Conscious Participation in Larger Systems & Nation Building through Community Service & Corporate Social Responsibility
- Empowerment through Participatory Power
- Transparent & Good Governance

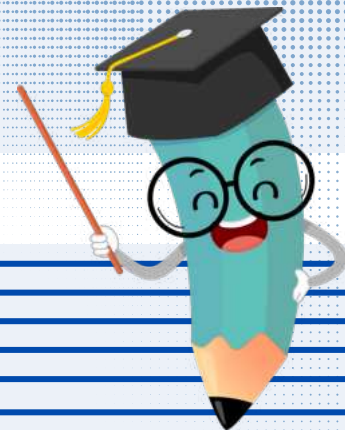
**'We must remember that as professors we don't teach a subject, we teach a person.'**



**- Dr. Praveen Arora**



# Editorial Team



Faculty Incharge



**Dr. Parminder  
Bajaj  
( Professor,JIMS)**

Editor & Writer



**Utkarsh Verma**



**Shashank Gupta**

Designer & Editor

Content Writers



**Sanjana  
Roy**



**Ujjwal Goel**



**Shyna  
Gupta**



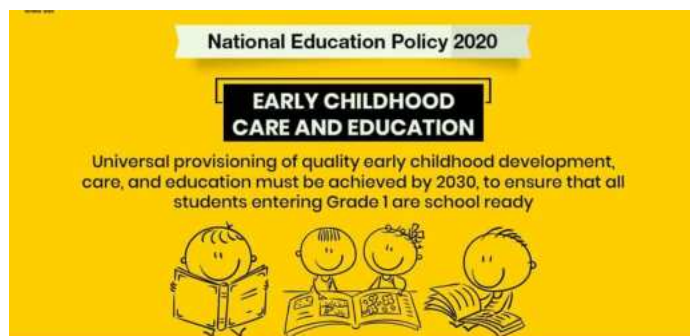
**Paras Jain**

# "NATIONAL EDUCATION POLICY 2020"

Education, a necessity 50 years ago, a necessity now, stays unchanged even in this hyper-competitive, mercilessly ambitious, and dynamic times. The books, theories and topics that were covered 50 years ago in schools are still being taught without a modest change. The failure to new techniques and topics by the government makes schools and universities unrealistic.

But as Einstein quotes "Change is not merely necessary to life, it is ultimately life," becomes the root for an introduction in another education policy by PM Narendra Modi after a period of prolonged 34 years.

The National Education Policy 2020 was launched on 29th July 2020 to implement a pragmatic pursuit in the virtual vineyards of the youth.



Some of the sights into this untapped policy are listed below:

- The policy aims at increasing higher education GER to 50% by 2035.
- As per the policy document, the Centre and the states will work together to increase public investment in the Education sector to reach the targeted budget of 6% of GDP at the earliest.
- Moreso, the policy is based on five fundamental pillars.

In words of union minister Jitendra Singh "The two-fold objective of the National Education Policy (NEP) 2020 is to correct past anomalies and introduce contemporary provisions that are in keeping with the present global trends". Well, this quote undoubtedly satisfies the intention behind this policy which is to transform the education system into a more skill-based learning, wherein the pupils will not only gain exposure in more distinct ways but also be enthusiastic to seek more.

Furthermore, The NEP 2020 aims in moulding the rigid patterns in school and higher education:

- The policy transforms a lot of traditional ideas like the usual 10+2 schooling structure is changed to a 5+3+3+4 structure with 12 years of schooling and 3 years of Anganwadi/ Pre-schooling.
- The rigid division between different streams is now successfully uprooted.
- Vocational Education will start from Class 6 with Internships.
- The policy advocates increased use of technology.
- Teaching up to at least Grade 5 must be done in the native language.
- NEP 2020 emphasizes the setting up of Gender Inclusion Fund, Special Education Zones for disadvantaged regions and groups.

As quoted by Elizabeth Warren "Good education is a foundation for a better future." Thus, these changes will not only help in keeping the pillars of affordability, accessibility and quality firm but also make them deeply muddled into the grounds of refinement for the coming years, by equipping the imminent youth with the herbs of resilience, practicality, receptiveness, and an ardency to succeed.

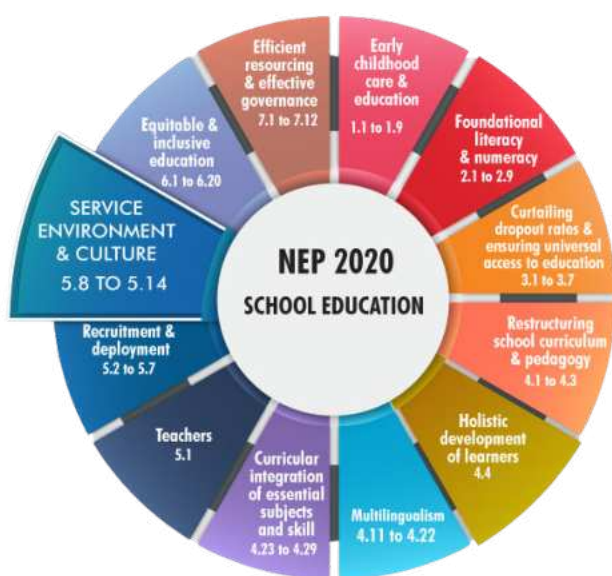


- Yukti Gupta



A smart and futuristic education policy is essential for a country at all levels because education leads to progress of all kinds. Different countries adopt different education systems based on their traditions and culture.

In 2020, the government of India announced its New Education Policy (NEP). The NEP 2020 aims to transform India into a vibrant knowledge society and global knowledge superpower by making both school and college education more flexible, multidisciplinary, holistic, and suited to the 21st century needs.



Coming to the policy, A large body of research shows that improvements in early childhood and primary education pay off far more in later life than in secondary school or higher education. With stress on Early Childhood Care and Education, the 10+2 structure of the school curriculum is to be replaced by a 5+3+3+4 curriculum structure corresponding to ages 3-8, 8-11, 11-14, and 14-18 years, respectively.

The NEP 2020 envisions a shift from summative assessment to regular and formative assessment, which is more competency-based, promotes learning and development, tests high-order skills such as analysis, critical thinking, and conceptual clarity.

- Emphasis on mother tongue till class 5
- Activity-based learning below class 2
- Introduction of subjects between classes 3 to 5
- Coding & internships in class 6
- Multi-disciplinary, flexible choice of subjects in classes 9 to 12

**National Education Policy (NEP) 2020**

Moreover, It focuses on equal promotion of art, science, physical education, and extracurricular activities.

The policy has also emphasized native language as the medium of instruction till Grade 5. Under this new policy, no language will be forced on any student. Moreover, The policy aims at achieving an all-inclusive Undergraduate education with a flexible curriculum, integration of vocational education, creative combinations of subjects, and multiple entries and exit points with appropriate certification.

NEP 2020 also needs a path for the blossoming youth where they will not only inhale the newly-minted experiences but also rise by their own competencies. Furthermore, If we talk about the torrent of destitution that was flooded across the world, the impact on education weigh more than any field. In response to this, a broad set of recommendations for promoting online education to ensure preparedness with alternative modes of quality education was also included.

The Centre and the States will work together to increase the public investment in the Education sector to reach 6% of GDP at the earliest.

The first full year after the release of the new National Education Policy (NEP) 2020 on 29 July 2020 has been a mixed bag with respect to the implementation efforts. It intends to establish a comprehensive framework that will bring sweeping changes to the Indian education system.

- Parth Agarwal



# "TALIBAN RULE IN AFGHANISTAN-IMPACT ON INDIA"

The so-called Islamic Fundamentalists also known as 'Taliban' are back in power in Afghanistan in August, this has led to an insurgency against the US-backed administration in Kabul.

The uncertainty in political conditions in Afghanistan has clouded the pathway to economic recovery becoming an obstacle for the traders and small businesses in India who have been trading with Afghanistan since past so many years.

Known as "the land of dry fruits and spices", Afghanistan has been the major exporter of Dry Fruits and Spices to India. In addition to this, it has been tremendously holding a crucial position in India's network of trade and diplomatic relationships. But the taut establishment of Taliban Regime has imposed a severe threat on India to continue its trade relationship with Afghanistan.

As a result, the strong ties of these two nations are carpeting down with a tumbling fold.

Furthermore, if we are to press breaks and steer our way to "Infrastructure", India has always had a keen interest in Afghanistan's strategic location and its regional connectivity, ultimately becoming the reason of why the country is central to India's New Silk Road too.



India has also been a part of funding several community-level projects such as:

- Contributing to power infrastructure.
- Healthcare
- Power
- Telecommunication
- Transportation plans

Moreso, A large number of health centres are provided by India in border provinces of Afghanistan to develop transportation facilities in various Afghan cities, whereas India has also favoured the country with four hundred buses and two hundred minibuses.

But if I am to sprinkle the views, I will undoubtedly put the word that "India is diligently showing a deep engagement in Afghanistan" But the question is: Are these developments of any use to the Afghan People?

India is uncertain and is having a second thought due to the Taliban returning to power. However there are no restrictions announced from the side of the "Taliban Government" regarding the trade and diplomatic ties but still keeping in mind the current situation, it is not easy to imagine how India can maintain the economic ties it built with Afghanistan.

Therefore, as the pivotal changes in foreign policy would certainly affect trade relations, but at this significant stage, India would have to step up.

At last, they must make its stance on the Taliban government clear and concise to secure a better future for Indian companies and investments.



- Pihu Mahapatra





# CHOOSING A CAREER - DECIDING THE PATH OF SUCCESS

Career is a very important thing in one's life. Whatever career path you choose to follow, it will impact your life greatly. Your career will define your status in a society in addition to your lifestyle. In other words, your career will determine your social circle and relationships. Therefore, it is extremely important to choose the correct career path. The process of choosing our own career path was one of the biggest decision in our life it is the process of defining what we want to become in the future but as students, we need to define what career are we going to choose as early as possible. From a very young age, we aspire to be something or the other. While someone aims to be a doctor, some wish to become a painter. Our career choices depend on a lot of things. Many people choose a career path based on what a parent does for a living or the fact they are good at a particular subject. Being a good fit for a career or job is not about academic or technical abilities, you also need to have the right personality type learning preferences and enjoy the type of environment that goes on the job or career that you're going to choose. Chopath as you can see one of our goals is to help them to set their life goals as we notice elements of your career path may change due to circumstances in an overall period of time, having an overall professional idea that has an objective which will guide you and help you to make critical decisions with much clearer state of mind.



Therefore, the problem should be faced and resolved as early as possible. It is better if one decides at the school stage itself what career one is going to adopt in future. But the school-going students are quite young, inexperienced and raw to take a right decision.

They cannot be the best judge in the matter. What are needed are proper guidance, counselling, advice, vocational training, encouragement and orientation. And parents, teachers, professional guides and counsellors should help them. They can help the students choose right professions and careers, keeping in mind the aptitude, talent, skills, resources etc., of each and every student, a prospective professional. This will also go a long way in solving the problem of unemployment and proper development of our human resources. Life has become all the more complex and competitive. There is a keen struggle and competition in the world of careers and professions. And only the fittest will survive. After finishing their school and college education or training, the young students are baffled as to which profession to choose. They find themselves groping in the dark. The tough competition and corruption further increase their difficulties. A young man or woman may possess sufficient training, education, orientation and aptitude for a particular job or position and yet he or she may not get it because of various problems. When you choose a career path, you position yourself to look far into the future at your ultimate objectives. This can guide you choose positions that you want to achieve an overall income that you want to earn. It can also help to guide you in building your personal and professional networks in the industry in which you're interested in choosing career path is the hardest we need to ensure that all of our decisions will be positive for the future Having long-term goals in place will help you stay focused on your ultimate career objectives, rather than moving aimlessly from job to job. One of our main goal for students is decision making on choosing the right career path we want to assure that all of us are making good and right decision on choosing what we want to become because a career is not just earning an income it is about pursuing the essence of our life.

- Yukta



# CHANGE OF MINDSET

You weren't created to consume resources, you were put on this earth to make contributions.

-Mother Teresa

Our earth is the combination of a wide number of resources having alternative uses. The environment is the one which encompasses the interaction of all living species, climate, weather and natural resources that affects human survival and economic activity. This environment is the home of many species, animals and the second human race i.e. the plants and the trees.

Trees play an important role in reducing erosion, moderating the climate and the survival of human beings and so on. But off the increasing human activity is causing environmental degradation, which is the deterioration of the environment not only in the form of deforestation but also in the form of extinction of wildlife and pollution.



You can call it an adverse effect of population or change in the mindset of the people towards their community or environment. With the boom in the population, we require more of everything. As a result forests have disappeared as every citizen needs a home to live and food to eat and other raw materials. Technology and industry can be blamed too for the emission of harmful gases, carbon emissions polluting air to the maximum extent. According to a forest survey of India, about 45% of India's land is degraded due to soil erosion, soil acidity, alkalinity and wind erosion.

The studies analyze data and come to a conclusion that the primary causes of environmental degradation in India are attributed to the rapid

growth of population in combination with economic development and overuse of natural resources.

According to World Bank estimates, between 1995 through 2010, India has made one of the fastest progress in the world, in addressing its environmental issues but still India has a long way to go to reach environmental quality similar to those enjoyed in developed countries.

Economic growth is an increase in the capacity of an economy to produce goods and services, compared from one period of time to another. It is the most important indicator of an economy. When an economy is producing beyond potential output, it might experience an increase in GDP. Governments play an important role in encouraging economic growth through their policies to encourage infrastructure, promote tourism, regulate social and economic mechanisms, etc.

Now the question is how to strike a perfect balance between economic growth and economic degradation? The first thing that clicks to one's mind is Sustainable Development. It means using resources in such a manner that the present generation can satisfy their needs without destroying the ability of future generations to satisfy their own needs. Economic efficiency and ecological sustainability reflect different understandings and requirements for natural and environmental resource management. Implementing recycling habits into our daily life is one of the most effective ways to help lessen landfill waste, conserve natural resources, save habitats, reduce pollution, cut down on energy consumption, and slow down global warming. It is important to note that resources are meant for one's need but not for one's greed.

At last but not the least, I would like to inform the concerned authorities that the bucket of people's patience has overflowed now. I hope my voice will pierce their deaf ears and they will look upon the degradation cycle and try to slow it down as soon as possible.

- Dhairya





# REVOLUTION OF CRYPTOCURRENCY

"If you don't believe it or don't get it, I don't have the time to try to convince you, sorry."

- Satoshi Nakamoto

A version of electronic cash that would allow payments to send directly from one party to another party without going through a financial institution. A key aspect of this message is that to understand Bitcoin, you need to put the time and effort in to learning on your own. Mistakes can easily be made by trusting unscrupulous actors.



Many people have misconceptions about what bitcoins actually are and believe that these are managed by a company and the owners of the company hold all the bitcoins and they are only selling them into the market. But that's not the case, they are decentralized, different people hold small amounts of bitcoins all around the globe, and obviously, there is no such company that runs bitcoins. Cryptocurrencies are purely digital. They have no physical form and only exist within a specific code of blockchain. Because of this many people believe that they shouldn't be worth anything but that's not how pricing works.

Cryptocurrencies are tradable assets much like stocks, securities, and so on. Their price is determined by how much interest there is in the market in buying them- that called demand and how much is available to buy that's supply.

The relationship between the two determines its price. When demand for bitcoins increases its prices also increase and when the demand falls its prices falls too, there is a cap on the number of bitcoins that can ever be circulated. Only 21 million bitcoins can ever be created, this wouldn't limit the currency as the transaction can be denominated in smaller sub-units or for bitcoins such as bits ..... Bitcoins are further denominated into smaller units if there is a need for it or new bitcoins can be mined up to the limit if the existing ones are exhausted. Its pricing also depends on the news, and what companies and investors are planning. For example, Elon Musk in march 2021 said that Tesla now will start to accept bitcoin as payment for cars, it created such a hype that people started purchasing bitcoins and its prices also started rising but what later happened in May 21 Musk said that they will not accept those coins due to technical issues and after this news that bitcoin which upon the announcement had gone up to 60000\$ fell to 30000\$. This dip is also referred to as Musk Dip.

In the Finance Budget 2022, crypto assets have been classified as virtual digital assets. The US treats crypto as it treats its houses or properties. UK treats crypto the way it taxes stocks. Both the countries treat it as an asset class and tax it differently based upon their existing rules and regulations. If we have a glance on the near future, every country will tax cryptos in some way or the other and that's necessary too. But the question here is why??? As more than 2 crore Indians have invested in cryptocurrency, because there were no rules earlier, people had no idea that's is safe or not.

Finance minister Nirmala Sitharaman announced the proposal declaring cryptocurrencies , non-fungible tokens and any other asset are under 'virtual digital assets' which are now subject to gains tax, which is similar to stocks in the equity market. The government has proposed a new tax regime for the taxpayers that has been divided into three different points.





The government made a clear cut guideline "Any income from transfer of virtual digital assets shall be taxed at the rate of 30%"

For instance, if one invests Rs 1,00,000 on a crypto, and sells it at Rs 1,25,000. The investor needs to pay the tax on the profit which is Rs 25,000 rather than paying tax on the total amount. Most importantly tax will be on the total income which means that if there is a loss it will be adjusted and the leftover amount will be used for 30% taxation. The government had demonstrated as "your profit my profit your loss your loss".

No deduction in respect of any expenditure or allowance shall be allowed while computing such income except the cost of acquisition"

This basically means that you cannot adjust any of your personal expenses except the cost of acquisition.

TDS will be imposed on payments for the transfer of crypto assets at the rate of 1% for transactions over a certain threshold.

TDS is tax deducted at source and who is the source, the source is whom from where the money is coming from that is the source of money. It's basically for the government to monitor the number of transactions taking place that would be returned or adjusted at the time of tax filing.

The move towards taxation by the Indian Government is a progressive step towards encouraging digitalization giving a boost to Digital India and its \$5 trillion economy vision. Last but not least investing in crypto assets is risky but also potentially extremely profitable. Cryptocurrency is a good investment if you want to gain direct exposure to the demand for digital currency. A safer but potentially less lucrative alternative is buying the stocks of companies with exposure to cryptocurrency. It is important before investing in bitcoin or other cryptocurrencies that you go in with your eyes open.



- Dhairya





# THE JOURNEY OF A STUDENT IN JIMS

- Knocking a new Dorm

When a vibrant yet conscious neophyte dives into the pond of unexpected opportunities, he first cuts through the waves of adaptation and tremendous transitions.

- The Dawn of Muddled Ambitions

The freshman year opens a journey of juggling new work, unfamiliar faces, overwhelming expectations, an exploration of the campus and many grating ropes yet to be climbed on. Well, the students sigh with solace as soon as they feel the warmth of the walls, residing in their mentor's shadow and eventually plunging into the waters of their competencies.



- The Moon of Rejuvenation

As soon as the students start feeling sheltered and the havoc of being newbies feels like a fad, the fiesta flips starts taking a troll where students participate in various co-curricular activities be it the Freshers, cultural and academic events, presentations, panel discussions, quizzes, etc wherein not only the monotone of consistent classes breaks but our blossoms learn to flourish even more rapidly through learning skills such as relationship-building.

- The Culture of Competencies

The moon of revival settles and the rays of daylight enter with an ardent assessment, examinations, rote-memorizing books, and injecting a zeal in students to step into another year with progression.

- The Perplexed Puddle Of Choices

The more a student gets receptive in his college journey, the more he has to narrow in terms of choosing a career. This stage is a wake-up call in the life of every student. Well, here the institution acts as a relieving tonic rather than being part of the competitive herd. The institution provides with numerous opportunities in terms of internships wherein the student can articulate his desires and gain maximum exposure.



# THE JOURNEY OF A STUDENT IN JIMS

## • Learning To Ascend The Rope

From the quote that “the more you sweat in field, the less you bleed in battle” certainly becomes a reminder for every dreamer and achiever. As the student is now close to attaining what he deserves, motivation acts as a survival dish for the same. We not as an institution but as a family garnish the dish and serve it to our students with discipline, right mindset and elimination of self-doubts being the key ingredients.

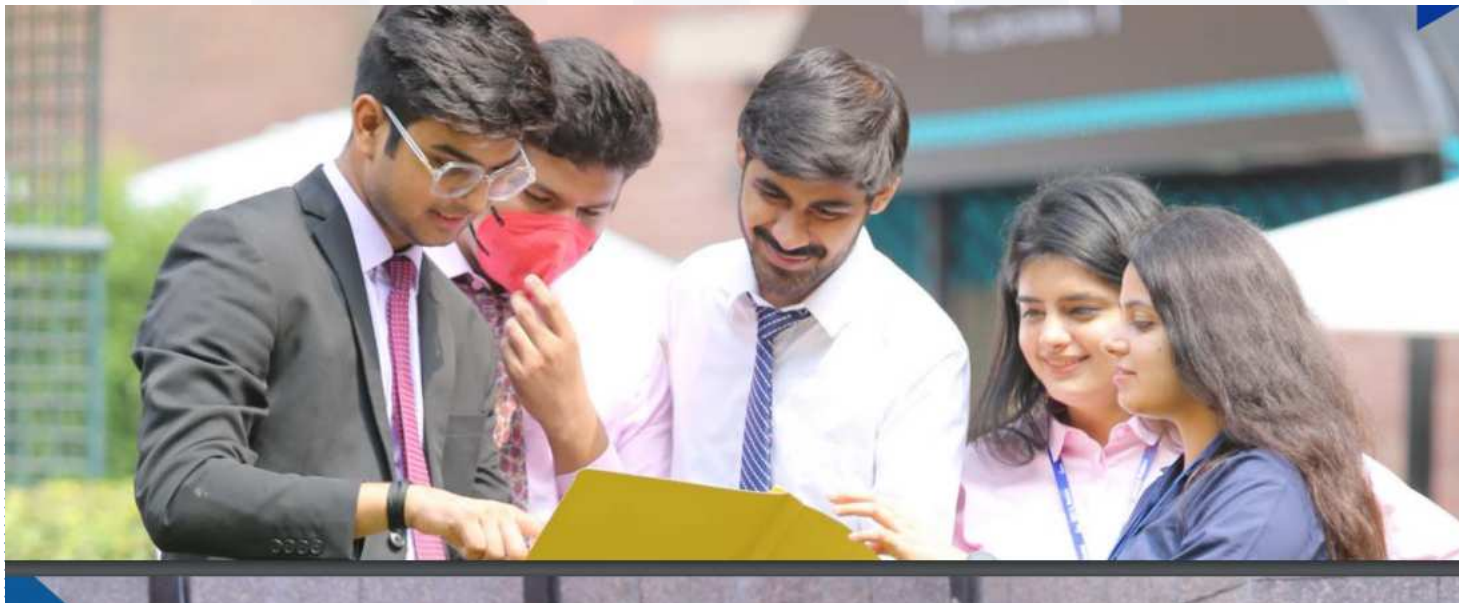
## • Procuring What You Deserve

The time is here, where our goodbyes are yet to be preserved.

At this stage we proudly announce that our students have now turned into gargantuan trees that only bear virtuous, ingenious, insightful and highly competent fruits.

DID YOU  
KNOW?

- 28 Years of Outstanding Academic Achievements
- Ranked Among Top 75 ELITE B-Schools of India as per NIRF Ranking Framework
- Accreditations Earned - AICTE, NAAC 'A' Grade, AIU, SAQS, NBA
- Experienced Faculty and Extensive Corporate Exposure
- Access to 300+ Recruiters for Placements on-campus





# EXPLOSION OF UNICORNS (2021)

**"If it was about an idea, it would never have happened. If it was about a dream, it would never have been fulfilled but if it was about aiming at a moon, I would have definitely hit a star"**

Each year a Kitesurfing enthusiast intentionally drowns himself in an ocean of unprecedented challenges, skepticism, and sweepstakes. But most importantly the promise that they commit to themselves is to thrive in the waters till they entail themselves in the famed cluster of sharks.



With dreams fixed on wheels in motion and bootstrapping their way to success, the Question that rises out of curiosity is 'What is the one crucial ingredient for my ticket to the hub of roaring entrepreneurs?' is it Speed, Agility, or Intelligence. Well, congruously quoted by Henry Ford that "Coming together is a beginning, staying together is a progress and working together is success" which is certainly the best answer to this stumbling block and that is Collaboration. The major reason why the emerging Indian startup ecosystem has evolved giving birth to privately held startup companies with a valuation of \$1billion which eventually is becoming the looming unicorns of the decade. From a handful that tries to wedge their foot in the door to some who rise from its ashes, the question that leaps is whether these explosions of Unicorns will be seen as a sign of growth or just a bubble waiting to blast?

## The Stimulation of Cascading Unicorns

Over the years India has seen a stampede rise in the number of startups which led to a massive impact on the subcontinent. To add on the intrigue, back in 2011 when USA had over 134 unicorns and China had around 83, India was just expanding its habitat. Some of the seeds were just sown with a vision to be dramatically rising in the upcoming years, where more than the human was evolving these unicorn offspring were coming under the Tiger gaze.

Well, some of the most gargantuan private startups that have evolved in the startup ecosystem and now constitute to the billion tech clubs are:

Zomato founded in the year 2008, earlier named as foodlit.com changed to foodiebay.com and eventually after 10 years of resilience and grapples the company was funded with \$759.6 million by its investors which now feeds to more than a 100 million people all over the nation.



Udaan founded in the year 2016, which was a B2B online marketplace founded by 3 Flipkart employees that aim to connect traders, wholesalers and retailers to help discover customers across India. This eventually evolved and was funded by big companies like DST and lightspeed with over \$869M of funding.



Byju's is a mobile app who had talented teachers on its platform and the only aim was to educate children to clear the common aptitude test (CAT). After some years, when it started focussing on other teachings, the company was funded with \$ 2.8 million which opened the gates of Unicorn circle.



OLA, a company whose idea was born from an incident- a story of a person who was kicked off in half a journey when the cab driver demanded more price than promised, this triggered the founder and he introduced the largest taxi hailing service which ended up into 250 cities across countries like India, New Zealand and UK. The consistent innovations lead to the evolution of electric vehicles by 2021. This new emergence attracted funds of over \$3.8 billion by companies like Flipkart, SoftBank and KIA.



PAYTM, founded by Vijay Shekhar Sharma who was known as the Iron Man of India as he struggled several years to retain the recognition and sustain its employees, but when in 2014 the wallet was introduced, Paytm had over 125 million users by the end of 2016. In 2017 when demonetization was introduced the users increase to 280 million bearing the competition of UPI players like Google Pay, still the investors didn't lose interest and Paytm ended up becoming the most popular platform for money transfer.



Well, seeing the cascading innovations with a stream of funds flowing in and overcoming arduous hindrances. The power of these young entrepreneurs have boomed in while giving India an indication that it cannot burst as a bubble, at the same time not giving talent and technology wings to take a flight off.

- Shyna





# INDIA AT 75 - A NATION MARCHING TOWARDS ATMANIRBHAR BHARAT

A pandemic -led economic crisis is bound to spare nobody. But, that doesn't mean it hits everyone equally hard. Is it let us know.....?

It has been an upside down start to the third decade of the century. COVID-19 has brought with many disruptions. The outbreak of coronavirus disease 2019 has created a global health crises that has had a deep impact on the way we perceive our world and our everyday lives. Not only the rate of infection and patterns of transmission threatens our sense of agency, but the safety measures put in a place to contain the spread of the virus also require social distancing by refraining from doing what is inherently human, which is to find comfort in the company of others.



This new era was marked by the war on terror. This war unlike, the World Wars or any other conventional wars, did not involve big bombs or the destruction of cities. Rather, it involved creating a perpetual fear in the hearts of the common man. Adding on to the problems of the governments, these wars could not be won by big bombs or guns as this pandemic is on a mission to strike fear into the hearts of people. The governments responded to such a changed scenario with a remarkably different approach of Atmanirbhar Bharat i.e a self reliant India. NITI Aayog has released 'Strategy for New India @ 75' document by replacing the five year plans with an aim to accelerate economic growth to 9-10%, make the country a \$4 trillion economy by 2022-23 and to achieve UN Sustainable Goals.

India has faced the covid-19 situation with a fortitude and a spirit of self reliance, that is evident in the fact that former production of PPE before March 2020, India today has created a capacity of producing 2 lakh PPE kits daily and is also growing steadily.

Additionally, India has demonstrated how it rises up to challenges and uncovers opportunities therein, as manifested in the re-purposing of various automobile sector industries to collaborate in the making of life-saving ventilators. The five pillars of Atmanirbhar Bharat focus on : Economy, Infrastructure, System, Vibrant Demography and Demand. These pillars aim at an economy that brings Quantum Jump rather than incremental change, an infrastructure that became the identity of modern India, a system that is driven by technology which can fulfill the dreams of the 21st century; a system not based on the policy of the past century. Our vibrant democracy is our strength in the world's largest democracy, our source of energy for self reliant India. The cycle of demand and supply chain in our economy is the strength that needs to be harnessed to its full potential.

The Modi government has tried to avoid labels of protectionism, but one can see presence of import-substitution policies in the government post covid-19 stimulus package. "India's 130 crore population is our strength and if they decide to not to buy foreign goods, India's economy will see a jump"- Home Minister Amit Shah. The government has assiduously tried to distance itself from perceptions of protectionism, emphasizing that objective of Atmanirbhar Bharat Abhiyan is to enhance exports.



For this a dual track approach is needed. The logic behind adopting a 'dual track' policy is primarily to increase foreign exchange. Foreign exchange — generated through exports — helps to pay for imported technology and equipment required to build capacity in import-substituting industries. Taiwan and China both promoted exports as a means of supplementing their ISI policies. In the absence of such export promotion, a horizontal ISI-only policy can negatively affect growth — as was seen in 1950s China — by suppressing consumption, thus disincentivizing people to work in the long-run, and making the country more reliant on imports. Furthermore, an ISI-only model can lead to an industrial system that is poorly competitive in the international market, and can result in high-cost producers that do not benefit domestic consumers. Therefore, India needs to maximize its export capacity, and aggressively boost export-driven industries. The government will then be able to use foreign capital generated from these exports for upskilling, technological upgradation and capacity building in sectors covered under its ISI policy.



of the strategic identification of sectors for implementing the ISI policy and a concomitant fillip to exports, they proved to be disastrous. If they are successful this time, India must learn from its own past and its peers. Only a limited and targeted import-substitution policy combined with aggressive export promotion can make Atmanirbhar Bharat a \$5-trillion economy.

“We walk together, we move together, we think together, we resolve together, and together we take the country forward ”

--- PM Narendra Modi

- Dhairya



However, this requires prior identification of specific sectors that will benefit from such an ISI policy. Inferring from China and Taiwan's case, the production of intermediate and finished goods in heavy industries should be prioritised. India had comprehensive import-substitution policies in place between 1947 and 1990 as well. But, in the absence



# ROLE OF MARKETING IN COMPANY'S SUCCESS

Marketing is the lifeblood of modern society. It has left its mark on the majority of the jobs and items we deal with on a daily basis. Marketing influences our morning cup of tea or coffee, the newspaper or magazine that we read, the breakfast that we eat, the bike or car that we drive, the mobile phone, and the laptop or personal computer that we use. Marketing is, in essence, an all-pervasive force.



## Marketing concepts

### Traditional Concept of Marketing

The essence of the traditional marketing concept lies in the following definition given by the American Marketing Association (AMA), which runs as follows:

"Marketing is the performance of business activities that direct the flow of goods and services from producer to consumer/user".

### Modern Concept of Marketing

Over the years, the idea of advertising has modified and it encompasses the desires and necessities of clients taking priority over promoting and distribution activities. The current idea of advertising is purchaser focused. By presenting items and offerings that fulfill clients' desires via a coordinated set of activities, a marketer additionally lets the employer attain its objectives.

## Key Concepts of Modern Marketing

### Customer needs, wants, requirements

The most basic concept underlying marketing is human needs. Needs are basic human needs such as food, housing, clothing, air, water, affection, and self-expression. Marketers do not create needs. They are a fundamental part of human composition.

### Customer Value and Satisfaction

Marketing success depends on customer value and customer satisfaction. Value is expressed in terms of the potential benefits of purchasing a product or service and the costs associated with acquiring that product or service. Customer satisfaction is expressed in terms of product perceived performance with respect to customer expectations.

### Exchange Relationships

Marketing involves mutually beneficial exchange relationships. Exchange is central to marketing. Exchange is the act of getting the desired object from someone by providing something in the exchange.





## Role of marketing in company's success

Marketing is important for a company because of the following:

### Source of Income

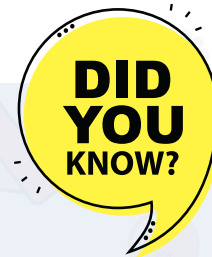
Marketing is the most important source of income for a company. All other activities of a company, such as manufacturing, human resources, accounting, finance, and R & D, consume only revenue. If marketing does not generate enough income to cover all costs and generate profits, the business cannot survive and grow.

### Foundation of enterprise sports

Marketing is the maximum vital hobby of an enterprise business enterprise in as plenty as that different sports derive their power from and revolve around this. Production, human resource, economics, studies and improvement, and all different sports are deliberate on the premise of income forecasts. The amount and great of manufacturing are without delay related with the marketplace necessities as pondered withinside the income orders. Manpower Planning, which determines the dimensions and greatness of human resources, is primarily based totally on manufacturing, advertising, and different organizational sports. One of the important determinants of economic making plans is the advertising hobby. Research and improvement attempts are undertaken with the intention of increasing, amongst different things, the advertising effectiveness of an enterprise business enterprise.

Marketing instructions have a tremendous scope. It offers now no longer the handiest items and offerings however entities consisting of ideas, events, experiences, persons, places, properties, establishments, and information. Marketing is relevant to industrial in addition to non-industrial establishments and happens now no longer handiest at nearby and countrywide levels, however at global/worldwide degree also. Marketing performs a completely vital position for businesses (supply of sales and basis of enterprise activities), customers (determinant of styles of consumption, satisfier of wishes and desires, and raiser of well known of living), and the society (bridges hole among manufacturing and consumption, creates big gainful employment opportunities, and brings approximately development countrywide earnings and balance in charge level).

- Shashank



## Marketing NEED OF AN HOUR

Content with relevant images get 94% more views

76% Of marketers cited ROI measurement as a top challenge for influencer marketing

4X as many consumers would rather watch a video then read to learn about a product

82% of consumer internet traffic will be video by 2021





# A STRUGGLE OF MINORITIES

A struggle of minorities that remained nothing but a shrug off"

The global phenomenon that has been an alarming news for decades has left people into a vicious spiral of endangerment.

From Mahatma Gandhi's warnings that we may leave the earth stripped bare like locusts, millions are in the whirlwind with a raw drive for survival.

Climate change has bought a long-term alteration in Earth's weather conditions with an accelerated exhaustion of our rich biodiversity, increase in the greenhouse gas emissions leading to the depletion of ozone layer , change in average temperature, erratic rainfall patterns , rise of sea levels and extreme droughts.

The momentous and dire impacts of climate change are being faced by the tribal communities due to their dependence and close relationship with the environment and it's resources for survival.

The intricate forces driven by the climate change forces tribes to mitigate from their ancestral lands to congested financial hubs where they face difficulty in being part of the mainstream. From agriculture to social impacts , Tribes grapple with the most demanding phase left over as the aftermath.

Arguably, Tribes are the ones who least harm the environment with using organic , potential and traditional methods, drawing a reverse effect of climate change are yet pitifully the worst hit in different forms.



In 2017, when a great havoc hovered over Odisha with failed crops and food crisis due to the cause of famine, the indigenous knowledge of the tribals gathered over generations saved them as they knew how to encompass diversity with growing food without harming nature, no use of fertilizers and rather using cultivation technique of coexisting cycle of creatures.

Irregular rainfall patterns also results in huge losses of crops with arsenic contamination and Tribes are faced with health issues due to consumption from unfiltered Paddy fields.

The seafarers who travel around different freshwater streams find trees chopped and have to reach deeper into the river to get their fish , with that only being their resource for survival and spiritual energy.

With bearing the agricultural impacts , the shock of social stress deepens the wound as tribes are not habituated to urban lives as they live in peace and serenity in the forests and rely on natural sources. Hereby, With mental trauma being a drastic repercussion of climate change , it also threatens life, subsistence, land rights, loss of traditional foods, future growth, cultural survivability and financial resources.

"Innovation is taking two things that already exist and putting them together".

With being intrinsic survivors and knowing how to pull up from the pit of hell , Tribes have an accumulation of traditional knowledge and acute sensitivities to the environment and when necessary adopt to these patterns such as:

- In times of flooding , villagers create floating vegetable gardens to protect their livelihoods.
- Bewar and penda forms of cultivation are rigorously practiced by the tribal farmers in untimely spell of rainfall.
- With experience of resource stewardship , tribals are the first to notice ecological processes caused by climate change.

- Shyna





# WHY IS NETWORKING IMPORTANT IN BUSINESS?

Networking means interacting with others, either personally or professionally, to develop your contacts that can help you in the future, if the need arises. Networking is very important because it can help your business and your career to grow. Your network can include:-

- Family and friends
- Colleagues
- Customer
- Superior
- Classmates
- Teachers and Professors

If you have a good network then that will enable you to utilize opportunities that you would never have found on your own.



How to build an effective network?

- The key to building a successful network is socializing. Whether you are attending a business event or a personal event, always make sure that you socialize with the people around you. Corporate events can give you good exposure to many important contacts that you might need in the future.
- You can start reaching out to your colleagues or even your family and friends who work in either

the same industry as you or some other industry. With the help of the recent technology and growing social media platforms, connecting with people is not at all a difficult task. It is important to stay connected with everyone because you never know whose help you might need later on.

- If one of your contacts need your help, then do everything in your power to help them. You need to remember that networking is all about mutual benefit.
- If you cannot offer the other person anything, then the other person also will not be able to help you when you need them.



*Networking*  
IS NECESSARY IN 20TH CENTURY





## What is the importance of networking?

- If you are a start up, then networking is your best chance to grow and expand your business. When you have the right network, finding new business leads can be very easy.
- If you are looking for a new job or a job in some other field then your contacts can be very useful. If one of your contacts knows about an opening in the organisation in which they are working, then they can recommend you for that job. They can even give you advice and reference letter which can enhance your possibilities while searching for a job.
- The more you talk to people to build your network, the more confident you will gain. Being confident not only helps in your business and career, but also in your life.
- When you have the right network then you get the opportunities and the resources that you would not have received in the first place on your own.

These opportunities and resources can make all the difference in your career and life.

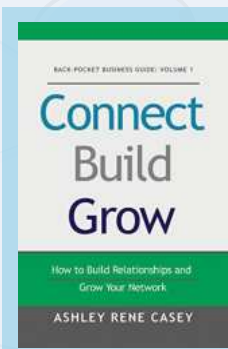
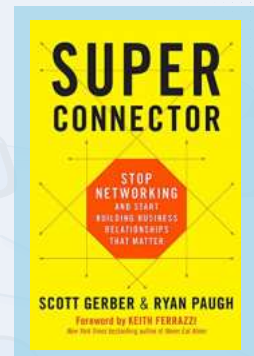
- Surabhi

## RECOMMENDED

# Books

## FOR EFFECTIVE LEADERSHIP

### Super Connector by Warren Bennis



### Connect Build Grow by Ashley Rene Casey

### Never Eat Alone by Keith Ferrazzi



# THE RISE OF GIG ECONOMY

After the world was crawled up in the brutal blankets of the COVID-19 pandemic, going to work became nothing but a distant memory.

The mob has always worked for gigs, but after seeing a substitute shadow behind the barbaric it seems as if people tend to opt for tech-enabled kinds of work. Well, this has started to boom a craze, a curiosity to create a work sphere comprising of freelancers, property rentals, delivery-ride sharing, crowdsourced workers, etc- "A gig economy" as the name we pronounce it.

From boiling a bunch of free-floating projects to part-time bits to eventually accepting that work shall be an availability wherever and in whichever form we aspire it to be, the danger hides in the fact that the easy rope never holds its grip for too long. So how do we tie the knots of this flexible environment?



## DON'T HIDE IN THE LONER BUSH

Being a herd of the gig economy is nothing but being like a firefighter, the irresistibility of "this has to get done now" can make us dive in the emotional big dippers. There might never be time to get the work when you need it, so the only solution to



breathe out the waters is "engagement" and "connections".

## PARTNER WITH YOURSELF

It's evident from this trend, that people tend to fall out of the business booze and tap the individuality button. You need to approach the gig like you own a small business.

## YOUR DEVOTION MATTERS

The hours, days and even seconds contributed forms an inherent part of your gig work. A schedule must be set in order to keep pace- a rough start and an end time each day could save your from hanging on the ball of fire.

Hence, it's proven that the regime must be a fundamental.

- Shyna



- According to Forbes magazine, the gig economy is expanding three times faster than the US workforce as a whole
- Delivery drivers or those who pick up food orders for online platforms such as Big Basket and Zomato have seen demand skyrocket as consumers obeying calls for quarantining have ordered food and supplies to their homes rather than venturing to physical stores.



# 8 WAYS TO BE AN EFFECTIVE LEADER

No team can function properly unless it has a great leader. It is the responsibility of the leader to make sure that he guides and motivates his team properly so that everyone can contribute efficiently toward the organizational goal. But being a leader is not easy. So here are a few ways that will help you become a great leader and lead your team towards success.



## Assessing their capabilities

You should know about the capabilities of your team members and give them work accordingly. As a team leader, you have to understand the team dynamics and the role of each and every person in the team.

## Build trust

It is really important to build trust with the members. "Only I can do any work perfectly" is the worst attitude of any team leader. You need to make sure that your team members trust each other because, without trust, your team won't be able to accomplish anything.

## Motivate your team

A motivated team will work wonders for the betterment of the organization. Praise your team members even for the smallest achievements

because when your team is motivated then their smaller achievements will definitely turn into bigger ones.

## Pay them well

An overworked and underpaid employee cannot do any good for you or your organization. If the employee is sure that all his efforts are not going down the drain then he will work for you wholeheartedly.

All work and no play make everyone a dull boy

Arrange some fun activities for your team or you could organize a little party for them. These activities not only energize your team but also make them feel united.

## Stop criticizing

As a team leader you have to accentuate your team's work. If the work is not up to the mark then instead of criticizing them, help them understand their fault and motivate them to do better otherwise you will end up degrading their confidence.



## Be a good listener

A great team leader should always listen to all the ideas and suggestions given by his team members. A great idea lost is a great opportunity lost. So always be a good listener.

## Admit your mistakes

Nobody in the world is free of errors. We all make mistakes. So, if you have done anything wrong, then there is no point in hiding it with your team. If you are honest with your team then your team members will also be honest with you and will respect you.

Being a good leader comes with many responsibilities and many duties. But if you do it right, then no one can stop you from getting all the success in the world!

- Surabhi

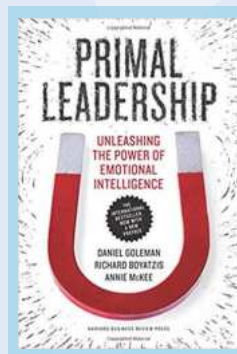
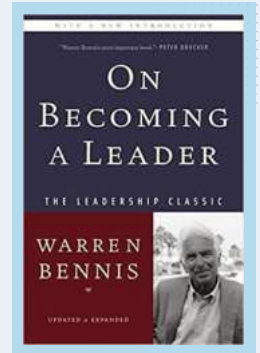


## RECOMMENDED

# Books

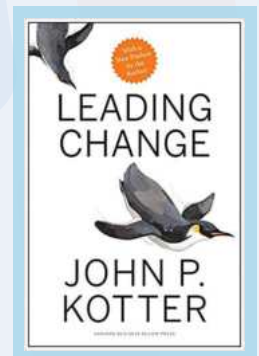
## FOR EFFECTIVE LEADERSHIP

### On Becoming a Leader by Warren Bennis



### Primal Leadership by Daniel Goleman

### Leading Change by John Kotter





# AATMANIRBHAR BHARAT

“Aatmanirbhar Bharat”, a term that speaks its own language by influencing a trillion of its native minds, screams its nation to become one and that is “self-reliant”.

Rightly quoted by Robin Williams; “Self-reliance is the key to a vigorous life, a man must look inwards to find his own answers” is certainly the best quote to pick when we start pouring in the strongest point in being self-reliant, India, our India as we continue to talk about.

When we trace the roots back of Aatmanirbhar Bharat, it started back in 1906 disguising as the Swadeshi movement which depicted the same message. Well, since then it has trodden a long journey. The journey of making INDIA vibrant demography with deep-rooted cultural values.

Since then, the slogan of “Make for the world” has been humming with the message that India will fill the demand of the world with the product of their own country.

Thus, reaching greater heights and motivating small enterprises to enter the private sector. Further, constructing a global platform for them and can only be achieved when Indians enter this global arena with the intention of believing in themselves and their country as well as accepting their strengths.

- Shyna

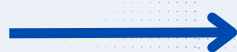


*Make In India*

Aatmanirbhar Bharat Abhiyan is the mission started by the Government of India on 13th May 2020, towards making India Self-reliant.

The Hon'ble Prime Minister, Shri Narendra Modi announced an economic package of INR 20 lakh crore as aid to support the country in the times of pandemic.

5 Components



Infrastructure      Demand  
Economy              Systems  
Vibrant Demography

# COVID 19- THE AFTER EFFECTS

**"No matter how much falls on us, we keep ploughing ahead because that's the only way to keep the roads clean".**

When covid-19 was declared a pandemic, people were crumbled overnight being completely unaware of the devastating repercussions of this highly contagious disease. With countries facing an economic slump and people caught up in imminent starvation, India's already stressed rural belt became a reservoir of pestilence and disease because of the cascading impacts of coronavirus.

Covid has bought a gradual ingress upon rural India by bringing in unprecedented challenges. Such as paralyzing the allied agriculture sector which consists of 1/2 of the rural workforce and due to lack of transport and non-availability of labor, farmers had to incur heavy losses and reduced production. The imposition of strict lockdown worsened the condition of migrants as they lost their jobs and savings were dwindling, this triggered massive reverse migration from urban to rural hamlets in desperate search of warmth undertaking a 1400 km walking journey sleeping near tracks, stations, and nearby villages and though the government has implemented various steps to curb the migration crisis yet there is an inequitable impact of the pandemic on people who survive on precarious livelihoods.



The Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA), 2005 covering over 708 districts is an Indian labour law that aims to guarantee the "Right to Work". It comes with the objectives to provide 100 days of wage sure

employment to unskilled workers, foster social security, creation of sustainable assets, upliftment of marginalised sectors and become a Big platform for the migrant workers by securing their livelihood. As the demand for work had been steadily rising, it soared in times of the pandemic where over 2.95 crore people have been offered work generating approx. 5 lakh assets and 34.56 crore person-days in states like Chhattisgarh, Odisha, Gujarat, Uttar Pradesh and Rajasthan. This has relieved the weaker sections from the financial crunch in the long distressed jolt by reducing migration in giving work to the small sized farmers and labourers, alleviating rural distress and uncertainty of income. Thus, MGNREGA is one of the major tools in post- COVID rural recovery of unemployment.



Another sector that has faced a colossal hit is Education. With already coping up with the dynamics and education still being a grappling factor in the rural areas, Covid has put a halt on this developing sector.

The schools adopted with the online education learning to evade any disruptions in the calendars. But the way to this system still has a lot of roadblocks as the rural areas are not fully equipped with the electronic devices, they lack familiarity with digital technology, less power supply and shortage of teachers., affecting nearly 1.6 billion learners in more than 190 countries and impacting up to 99 per cent in the underprivileged section. But to prevent the loss of academics, many urban educational institutes are making it convenient and



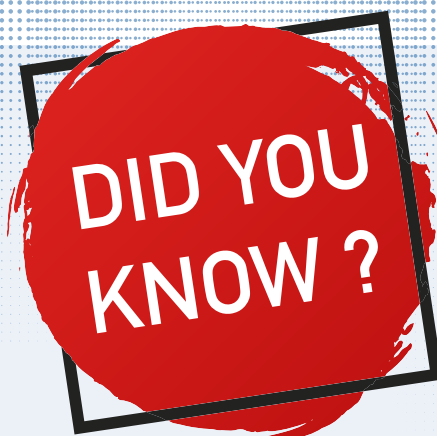
affordable for the children in rural areas by taking the necessary steps. Rural India is at a tipping point and COVID has led people to tussle with the provision of adequate health care. The shortage of doctors and only 2.5 beds for 10,000 people in states like Rajasthan and Uttar Pradesh with no transport convenience, weak surveillance system and poor coordination has disrupted the health services in the rural region making it the Hotbed for Covid.

To combat the situation; govt has taken steps for example, adopting the 3 tier system that is 30 beds COVID care Centre for mild cases, primary health centres, community health centres and sub-centres to continue to be the column for health. Therefore, This infrastructure planning is crucial to managing the pandemic in the outback.



The rising covid-19 and another devastating second wave at the peak have led to other Ruinous impacts as well. With shuttered schools, no guidance from teachers, isolation from friends and poverty adding as fuel to the fire. The cases of this poverty-stricken necessitation that is Child marriage have witnessed a dramatic spike in the prolonged pandemic with a 27% rise in Telangana, 80,000 children in over 16,00 homes in Tamil Nadu, and up to 25 million girls may be married in the next five years which was reported by Save the children.

Therefore, by Giving a radical overhaul to the ongoing pandemic situation it has caused widespread damage to the rural areas, and the major impacts have been suffered by the vulnerable groups. The situation is being looked upon meticulously by concentrated efforts of the government hoping to rebuild from the Depression.



- COVID-19 is the first pandemic since the 2009 swine flu (H1N1) pandemic. Unlike COVID-19, H1N1 mostly affected children and young adults.
- The COVID-19 pandemic pushed an additional 97 million people into extreme poverty in 2020, according to World Bank estimates.
- Experts estimate that the pandemic added an additional 83 to 132 million people to the ranks of the undernourished in 2020.
- More than 90% of the global student population has been affected by coronavirus-related school closures with only 12% of households in least developed countries having internet access at home.
- More than 9.1 billion vaccine doses have been administered around the world, including in the United States.

- Shyna Gupta

# HAVE WE STEPPED INTO THE DIGITAL WORLD OR STILL KNOCKING THE DOOR ?

Back in the '90s, when the talk of the town became a tech embryo, the "Internet", and everybody was still struggling to inhale the digital smog injected in the air, an American novelist predicted a "Virtual reality" wherein people would use digital avatars to work and play online, crisply pronounced as the "Metaverse".

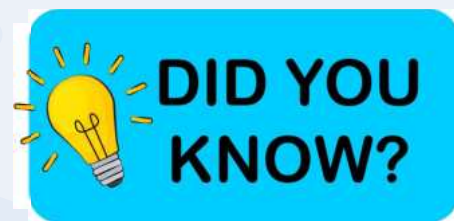
Well, the time is here. We are stepping into the dystopian future where we all are sipping the manipulative drips of virtual comfort. But the question that arises is "Will it instead manipulate our perception of reality?"



The pandemic has unmistakably proved to be a deprivation, be it for the loved ones or doomed all of us to spend the nights under a monotonous moon. The impact, however, has led all of us to treat human contact as just a "causality".

More so, intentionally dealing with digital dementia daily and making our blue screens an ideal place to spend time with. This has started to pose a brittle laugh on the faces and poured huge dollars into the pockets of tech giants where Zuckerberg tweets "Welcome to the next chapter of social connection". But the bitter truth is, that it is not really about the company building but ultimately about us, about the natural technological progression that will never stop, about us becoming mindless robots in a cog and our escape from the reality that we are born with.

Thus, it isn't really about jotting down the bones of the if's and why's that this meta will make everything better but a grim truth that we will now only be living in a "Imprisoned Reality".



- The Metaverse is a virtual world that 'mirrors' the real one.
- According to Bloomberg Intelligence analysts, Metaverse may become an \$800 billion market by 2024.
- There will be banks in the metaverse. Indeed, some of them are already present in the virtual worlds.
- There are also a couple of companies working on transferring human movements to the metaverse with the help of a treadmill.
- The term "metaverse" first appeared in a dystopian cyberpunk novel "Snow Crash" by Neal Stephenson.



# BORN THIS WAY

For ages, the collective consciousness of us humans has been constrained to think and act according to fixed notions based on our culture, religion, traditions, ethnicity, sex, gender roles, and so on. Any deviation from any of these takes a lot to be welcomed and respected in our society. And in this tug of war between our thoughts, perceptions, and perspectives, some sections of society turn out to be the worst victims of social exclusion, despise, prejudice, abuse, bullying, and discrimination.

One such community or section is that of the LGBT Community or the Lesbian Gay, Bisexual and Transgender Community. The pains, agony, and inhumane treatment that they have to go through due to their sexuality and gender roles are beyond any word or rationale explanation. Not only do their human rights are violated, but also their very existence is questioned. The root cause of all these lies in the prevalent misconceptions encircling the LGBT Community. There are a number of myths, which have led to the oppression of the LGBT community.



To start off it is often considered that the LGBT are mentally ill or being an LGBT is a mental disorder but how being an LGBT is a mental disorder?

It is just a sexual orientation of a person. It does not mean that the person is mentally ill or is suffering from a psychological disorder and needs treatment. It is just the way they were born and how they have evolved. Also, being LGBT is considered a bane and shame. There have been many instances in which the LGBT have to go through shaming, name-calling, abuse, and bullying. Till date they are considered as taboo in some regions and they are not imparted with their fair share of acceptance, respect, understanding, and rights.

Many people have even come up with a brilliant thought that LGBT is heredity. I mean seriously? How can it even be related? There are many parents who do not belong to LGBT but their kids have turned out to be one. So does that mean that now the parents are at fault? As it is, it was already difficult for those kids or adults to come out of the closet because of the societal pressure and family pressure. Now blaming their parents for how they turn out to be just increases their stress levels and they end up taking extreme steps to harm themselves in most of the cases.



It is also considered that same sex parents may not be able to take proper care of their children. They can potentially harm them and might not be able to play a significant role in the all-round development of their children. I have question for those people. Who are you to judge whether they can be good parents or not? Or are you scared that they might turn out to be better parents than you can ever be? There are many couples of same sex and are doing very well in the upbringing of their kids. One such example is of the famous "How I met your mother" actor, Mr. Neil Patrick Harris. He is an American actor, writer, producer, comedian, magician, and singer. And you know what more he is? He is gay. He came out of the closet saying- "I am happy to dispel any rumors or misconceptions and am quite proud to say that I am a very content gay man living my life to the fullest and feel most fortunate to be working with wonderful people in the business I love." Now Harris and his husband David Burtka are parents of twins they fathered via a surrogate mother. And they have been doing very well in upbringing their kids. I have a friend who was my senior in school. He came out of the closet last year. He declared it on social



media that yes, he is gay and he does not care if people hate him for being the way he is. He has learned to embrace his identity and people should start doing too. It was a good surprise when his parents came out in his support. They encouraged him and accepted him for him. They did not see him any different from their other kid. We need more people like him and parents like them to support their kids and make the lives of their kids not miserable.



We as the generation of today have to step up our game. Debunking the myths related to the realm of LGBT is imperative pertaining to their right towards a fulfilling and meaningful life, social inclusion, respect, and acceptance that they truly deserve. Cross-cutting through the myths is something that we can all do with certain changes in our own thinking, perception, perspectives, and outlook.

We need to start respecting the right to life of every human being, irrespective of their similarities and differences. Also, start empathizing with people on the spectrum of LGBT, try to put ourselves in their shoes, and understand their part of the world too. Life is too short to hate anyone, try to embrace your fellow beings, understand their emotions, strengths, abilities and outlook. You never know you would be standing beside the world's best human being!



**Lesbian, gay and bisexual people can be identified by certain mannerisms or physical characteristics - MYTH**

People who are lesbian, gay or bisexual come in as many different shapes, colors and sizes as do people who are heterosexual.

**Lesbian, gay and bisexual people of "flaunt" their sexuality when they talk about their partner, hold hands or kiss one another in public - MYTH**

These are activities that heterosexual couples do all the time. Due to homophobic reactions, some lesbian, gay and bisexual people are actually forced to hide their sexuality in public, not flaunt it.

**People who are lesbian, gay and bisexual work and live in only certain types of situations - MYTH**

LGB identified people belong to all ethnic and racial groups, are members of all religious communities, exhibit a range of mental and physical capabilities, and are of all ages.

**Sometimes oppression based on sexual orientation escalates into acts of physical violence - FACT**

In surveys of lesbian, gay and bisexual people, 52-87% have been verbally harassed, 21-27% have been pelted with objects, 13-38% have been chased or followed and 9-24% have been physically assaulted.

**- Ashutosh Sharma**



# UNDISCOVERED AND UNEXPLORED

It is often said that India is not a country but a continent. Starting from the summits of the Himalayas to the green lands of Kerala, the borders ring a range of landscapes, cultures, and people. Walking in the streets of any Indian city, you will encounter some of the world's great faiths, temple rituals been performed since ancient times, and domed mosques built before the Taj Mahal.



This is a time when the holiday bells are tolling, giving you a route to escape all the mess and rediscover yourself. Moreover, what better way to discover yourself than to explore unexplored places. I firmly believe that you should keep on discovering new places, and tread on the roads that are offbeat and not traveled by many. Many of you out there skip the offbeat and travelogues because of the obscure nature of these places and keep on traveling to the same places repeatedly. However, do you think Columbus would have been Columbus if he had stuck to taking the same journey every time he wanted to travel?

So, I present to you a list of some must-see places pan India, which I might like to add is on my hit list too. To start with, the places that are and always be a treat to your eyes. If you are a person who would rather visit small towns and launch yourself in the beauty of it and at the same time, be a part of the adventure that they have to offer then you should definitely opt for these places for your next vacation.

Starting with the quaint little town of Lonar in Maharashtra. It is huddled around the lake, which was formed due to a meteorite that hit this spot 52

thousands years ago. It is the only saltwater lake formed in basaltic rock in the world, making it a hot spot for scientific research. Interesting, isn't it?

Numerous temples surround the lake, most of which stand in ruins today, except for the temple of Daitya Sudan at the centre of the Lonar town, which was built in honour of Vishnu's victory over the giant Lonasur. It is a fine example of early Hindu architecture.

Next on the list is Maravanthe in Karnatka. It is a village and a beach near Kundapura. If you are a rider and you love going on long rides then you should definitely explore the roads leading to Maravanthe just for the pure bliss of it. It is paradise for the drivers. The view is beautiful with the sea on one-side and palm trees, green fields on the other. It sure is going to provide you the break that you have wanted to take for a long time.



Also if you want to experience fishing then you can even request the fishermen and for a nominal fee you can then accompany them to the sea the next morning from 4 a.m. till noon. Now if you are a fan of the rich history that our country has to offer then I believe you are truly going to love visiting Bundi, a town in Rajasthan best known for its old appeal.

It has changed names and hands several times in the centuries that are behind us, and what remains is the beautiful essence of the past. Taragarh Fort is one of city's most impressive structures. Adjacent to the Taragarh Fort is the Bundi Palace remarkable and noteworthy for its lavish traditional murals and frescoes. Also the Chitrashala is open for the general public. Another beautiful architecture is Sukh Mahal, a cream-coloured palace near a water bank.



Rudyard Kipling claims that the place inspired his novel, Kim, during his stay in that palace. Bundi definitely makes for a lovely unorthodox holiday, different from the likes of Ajmer, Jaipur, and Jaisalmer.

Last but not least is Bishnupur. A beautiful place in the Bankura district of West Bengal that everyone should explore front and back. To all those who find peace and happiness in quiet and quaint old towns, I beckon you to explore this little town. Stay here, walk around, and get to know its special terracotta temples as old as time and as precious as gems, which stand as a testimony of the exquisite craftsmanship of the artisans of the region. Appreciators of art come and buy terracotta figurines, Baluchari sarees and other neat handicrafts that Bishnupur specializes in. Every year in the last week of December the Bishnupur Mela is also hosted and a recent addition is the Bishnupur Utsab, held after the mela. It is a classical music and dance festival hosted in the recognition of the Bishnupur Gharana of music.

Just like these places, there still are many beautiful places that are underrated and India remains an utterly compelling destination. Intricate and worn, its distinctive luster casts a spell that few forget from the moment you set your feet here. Love it or hate it, India will shift the way you see the world.

- **Ayushi Bansal**

## UNDERRATED *Places*

- Ziro Valley - Arunachal Pradesh
- Champhai - Mizoram
- Dholavira - Gujarat
- Kaas Plateau - Satara
- Majuli - Assam
- Lepchajagat - West Bengal
- Valparai - Tamil Nadu
- Mandu - Madhya Pradesh
- Chaukori - Uttarakhand
- Bhimbetka Rock Shelters - Madhya Pradesh
- Bangaram Island - Lakshadweep
- Yousmarg - Jammu & Kashmir
- Tarkali - Maharashtra
- Lambasingi - Andhra Pradesh
- Osian - Rajasthan







# News



## NEW INDIA: THE FACTORY OF UNICORNS

India has already added eight new startups to the coveted \$1 billion valuation club in the first 40 days of 2022. Logistics startup XpressBees, which works with several e-commerce firms in the country, has more than tripled its valuation to \$1.2 billion in a new financing round to become the 8th Indian unicorn this year.

India's newest unicorns include Polygon (blockchain), ElasticRun (B2B e-commerce), Fractal (advanced analytics), LEAD (edtech), Darwinbox (HRtech), DealShare (social commerce), Livspace (home interior and renovation), and Xpressbees (logistics).

According to a PwC report, over 50 Indian startups have the potential to enter the unicorn club - startups valued at over \$1 billion each - this year. 2021 saw the emergence of 44 unicorns against a cumulative number of 33 unicorns from 2011 to 2020.

The country has overtaken the UK to "emerge as the third highest country in number of unicorns after the US and China which added 487 and 301 unicorns respectively in 2021".

**XPRESSBEES**  
delivering happiness

 **polygon**



DealShare

 **Filecoin**

 **ElasticRun**  
THINKING NETWORK

 **LEAD**



# INDIA TO GET OVER 100 NEW UNICORNS IN 2022

The unicorn wave in India is going strong, with the country adding almost one unicorn every five days in the first two months of 2022, HDFC Securities said in a report, adding that India is expected to get over 100 new unicorns in 2022.

The brokerage said that funding activity continues to be strong in 2022 as well, which will lead to the creation of a record number of unicorns, Business Today reported.

"This rapid unionization in India is attributable to increased digitization (accelerated by COVID-19), cheap data rates (led by Jio's disruption), high-speed internet availability (optic fiber and upcoming 5G technology), higher engagement on mobile applications (average hours spent on mobile per user grew 1.5x since 2019), brands shifting advertising budgets to digital platforms, and several people being involved in innovation and start-ups, led by the 'Atmanirbhar Bharat' vision," according to a business today report.

Calling 2021 as the "age of the unicorns", HDFC Securities said that an unprecedented jump in funding activity led to the creation of unicorns.

The total funds raised by the 42 unicorns in 2021 increased 11 times year-on-year (YoY) to \$12.8 billion, while valuations jumped 5x to \$89 billion. The total transaction value grew from \$16 billion in 2016 to \$66 billion in 2021, implying a CAGR of 33 per cent, dominated by venture capital (VC) and private equity (PE) investments.

The average deal size also increased significantly from \$8 million in 2016 to \$32 million in 2021, the report said. "The growth in transaction value reflects investor's confidence in India's growth story of being one of the fastest growing emerging market economies and can be attributed to large fundraising rounds (Flipkart/ Swiggy/ Dream11 closed large funding rounds of \$3.6/ \$1.25/ \$1.24 billion in 2021)," it added.

Among sectors, fintech and e-commerce accounted for about 50 per cent of total funds, while healthtech, media-tech, foodtech and edtech combined accounted for about 35 percent of total funds invested.





# ACQUISITIONS & MERGERS - THE NEW TREND?

According to a recent report by Bain & Company titled "India M&A: Acquiring to Transform", merger, and acquisition (M&A) activity in India was at an all-time high in 2021, driven mainly by first-time buyers. The Bain study reports that in 2021, India saw the finalization of 85 strategic deals valued over US\$75 million, out of which first-time buyers accounted for 80 percent of the volume.



The disruptions led by the Covid-19 pandemic further accelerated the acquisition trend in India, where companies have been opting for the acquisition route to secure higher rates of growth. The greater deal momentum is a result of buoyant cash reserves and the FDI inflows available with the corporate sector, coupled with low-interest rates and other favorable conditions. As per data by financial market tracker Refinitiv, M&A; As in India reached a three-year high after deals worth US\$90.4 billion were struck in the first nine months of 2021. The same data also revealed that the average deal value stood at US\$105 million till September 2021.

It is reported that while most acquisitions were led by first-time buyers, no mega-deal over US\$5 billion was struck in the year 2021, unlike the trend in 2016-19.



For the years 2020 and 2021, the percentage of first-time buyers has been the highest compared to the percentage for the years 2016 till 2019. In 2021, the nature of deals was broad based, including more mid-sized deals ranging from US\$500 million to US\$1 billion. Two-thirds of these deals finalized by insurgents are stock-plus-cash transactions.



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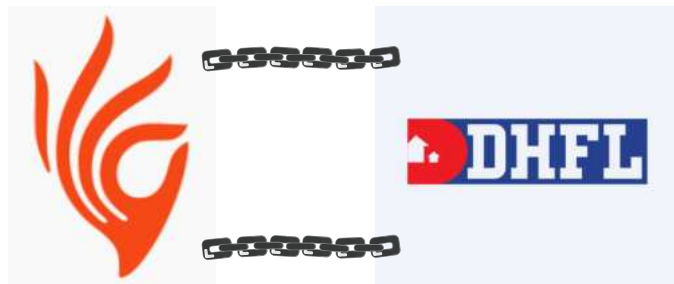
For Example -

PharmEasy acquires Thyrocare at US\$610 million: PharmEasy has become the first Indian start-up to acquire a publicly listed company Thyrocare, which runs a chain of diagnostic and preventive care laboratories. The acquisition will enable PharmEasy to build an end-to-end healthcare platform from a customer's point of view.



# TOP M&A DEALS IN INDIA IN 2021

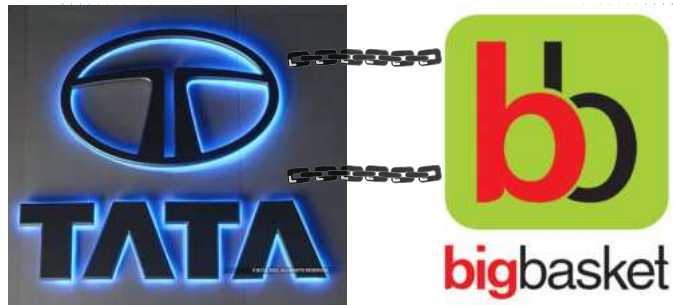
**Piramal Group acquires DHFL at US\$4.7 billion:** In 2021, Piramal Group completed the acquisition of Dewan Housing and Finance Limited (DHFL) for US\$4.7 billion, which includes a cash component and non-convertible debentures.



**Prosus acquires BillDesk for US\$4.7 billion:** The acquisition of Indian payments giant BillDesk by technology investors Prosus NV was the largest merger and acquisition deal in the Indian fintech industry. Prosus has its own Fintech business PayU. This acquisition will help PayU to become one of the leading online payments providers, globally, with presence in over 20 markets and increased total payments volume (TPV) of over US\$4 billion.



**Tata Digital acquires BigBasket:** In a bid to build its own SuperApp, Tata Digital acquired India's biggest groceries delivery company BigBasket.



**Adani Green Energy Limited (AGEL) acquires SB Energy India:** In May 2021, AGEL completed the acquisition of SB Energy Holdings Limited (SB Energy India) in an all-cash deal worth US\$3.5 billion. This is the largest acquisition in the renewable energy sector in India.



**A merger between Sony Picture Network India and Zee Entertainment Enterprises:** Both companies have entered into an exclusive, non-binding term sheet, in order to combine their linear networks, digital assets, production operations, and program libraries. The merged company would be a publicly listed company in India with Sony Pictures Entertainment holding the majority stake.

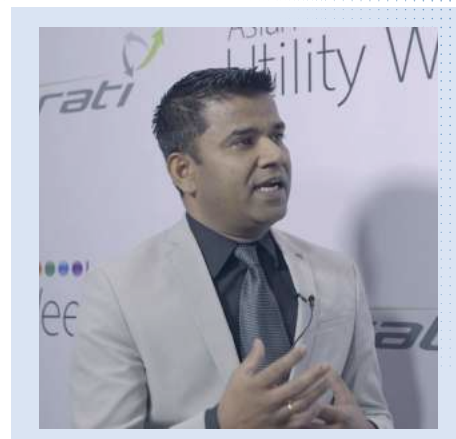




# TOP 10 CEOS OF THE YEAR 2021-22 BY THE INDIAN ALERT

## 1 Dr. Sukanta Kumar Jena

Dr. Sukanta Kumar Jena, CEO of Inovaantage, who is passionate about delivering unmatched values to the customers in the form of tailor made, tech powered, and pioneering solutions, Inovaantage specializes in verticals including electricity, telecom, transportation, and logistics.



## 2 Dr. Sridhar Peddireddy

Dr. Sridhar Peddireddy, a full-time Healthcare Administrator has become an entrepreneur, establishing two companies: Renova Hospitals and Ziva Fertility Center. Besides that, Dr. Sridhar is a philanthropist who founded the Sri Dharani Foundation, an NGO that helps poor people in the fields of health, education, and the environment.



## 3 Dr. Karan Goel

A multi-faceted personality, Dr. Karan Goel, CEO of KevaKaipo Industries is a connoisseur who has been conferred with numerous accolades and recognitions. Having faced acute losses at the initial step, this rising star knew no boundaries and the dominant position of Kevakaipo Industries at present is a clear picture of the hardships that this iron man faced and built up a massive empire.



## 4 Rania Lampou

Rania Lampou is the CEO of the Greek Astronomy and Space Company (Annex Salamis). She is also a Global Educator, STEM instructor, ICT teacher trainer, neuroeducation researcher, international keynote speaker, author of scientific books for kids and global peace ambassador in Greece.



5

**Abhishek Gupta**

An adept personality, who has a long-term vision for the Indian Direct Selling Industry, Abhishek Gupta who is CEO of Altos Enterprises Ltd is clearly the next youthful business leader of our generation.



6

**Dr. Huz**

Dr. Huz (Huzaifa Khorakiwala), CEO of Wockhardt Foundation has been recognized as a great humanitarian, who has received several prestigious awards and 13 Honorary Doctorates in his career spanning more than 25 years.



7

**Sanjay Mandavia**

Sanjay Mandavia, CEO of FLY Big India Pvt. Ltd a risk-taking business leader with over two decades of experience as a pilot and entrepreneur is always one step ahead of his peers in spotting business possibilities that can add incremental value to society.



8

**Sumeet Soni**

Founder - CEO of Zapbuild: Sumeet Soni leads one of the most prolific and esteemed IT conglomerates in India, having its base in the US and Singapore as well. As the CEO of Zapbuild and the originator of practically countless innovations, numerous product development projects, business development initiatives, strategic planning, digital marketing, and much more.





9

## Dr. Shweta Singh Founder

Dr. Shweta Singh, CEO of Ennoble IP & SheReal is a first-generation serial entrepreneur and a true epitome of diligence and poised lady. She is a rich amalgamation and affluence of technology, management and law.



10

## Mayur Nandan

Mayur Nandan, CEO of Ellora Constructions is a professional in the infrastructure industry, who found his passion in the field at a very young age. Awarded as the Most Trusted Construction company in Maharashtra in 2021, Ellora Constructions has been delivering quality projects and established itself as a well-known stalwart in the infrastructure industry.



**TOP 10 CEOs OF THE YEAR 2021-22**

presented by The Indian Alert

**DR. SUKANT KR. JENA**  
Inovaantage

**DR. SRIDHAR PEDDIREDDY**  
Renova Hospitals

**DR. KARAN GOEL**  
KevaKaipo Industries

**RANIA LAMPOU**  
Annex Salamis

**ABHISHEK GUPTA**  
Altos Enterprises Ltd.

**DR. HUZ**  
Wockhardt Foundation

**SANJIV MANDAVIA**  
Fly Big India Pvt. Ltd.

**SUMEET SONI**  
Zapbuild

**DR. SHWETA SINGH**  
Ennoble IP & SheReal

**MAYUR NANDAN**  
Ellora, Constructions



# INDIA BECOMES THE 3RD MOST DESIRABLE INVESTMENT DESTINATION

India ranks third among the most attractive investment destinations for technology transactions in the world. Modern India has had a strong focus on science and technology, realizing that it is a key element for economic growth. India is among the topmost countries in the world in the field of scientific research, positioned as one of the top five nations in the field of space exploration. The country has regularly undertaken space missions, including missions to the moon and the famed Polar Satellite Launch Vehicle (PSLV).

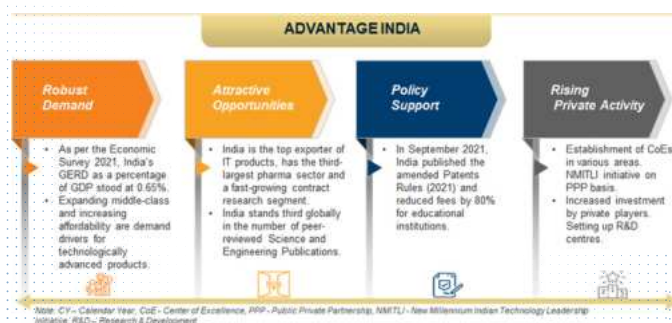
India is likely to take a leading role in launching satellites for the SAARC nations, generating revenue by offering its space facilities for use to other countries. As of November 2021, the number of universities in India stood at 1,019. India now ranks 46 among 50 countries in the Global Innovation Index (GII); this is an improvement from the 48th position in 2020. The Government is extensively promoting research parks technology business incubators (TBIs) and (RPs), which would promote innovative ideas till they become commercial ventures.

Artificial Intelligence (AI) in different fields.

Accenture offers a framework for assessing the economic effect of AI for selected G20 countries in its latest AI research studies and forecast that AI will raise India's annual growth rate by 1.3% points by 2035.

India ranked 46th in the Global Innovation Index for 2021. In the Bloomberg Innovation Index, 2021, India ranked 50th in terms of innovations. In South Asia, India is the only country to be represented on the index. India ranks 10th in the Global Cybersecurity Index 2020 that was launched by the International Telecommunication Union.

With support from the Government, considerable investment and development has been incurred in different sectors such as agriculture, healthcare, space research, and nuclear power through scientific research. For instance, India is gradually becoming self-reliant in nuclear technology.



India's National Artificial Intelligence Strategy prepared by NITI Aayog outlined a way forward to harness the potential of





# MAJOR INVESTMENTS & DEVELOPMENT OF 2021

- In November 2021, the Ministry of Science and Technology and the Ministry of Earth Sciences, in association with Vijnana Bharati (VIBHA), launched India International Science Festival 2021, a unique platform, with its theme being the celebration of creativity in science, technology, and innovation for a prosperous India.
- In November 2021, Atal Innovation Mission and Vigyan Prasar collaborated to drive synergies between Atal Tinkering Labs and Vigyan Prasar's unique platform, Engage With Science.
- In October 2021, the government announced plans to establish 75 science technology, innovation hubs in India for scheduled castes (SCs) and scheduled tribes (STs) and empower them to contribute to the socio-economic improvement of the country.
- In October 2021, the government launched the Indian Space Association (ISpA) to accelerate technology advancements and strengthen the space sector in the country.



- India offers various opportunities for research and development and innovations. As of 2021, 70% of the 50 most innovative firms across the world have a research and development center in India.
- In October 2021, Biz2Credit, a fintech company, announced plans to invest US\$ 100 million in India over the next five years on research and development activities and expansions.
- In October 2021, India and Denmark agreed for a five-year plan to implement green strategic partnership for enhancing collaboration in various areas including science and technology.
- In October 2021, India and Europe held discussions to review the progress on science and tech bilateral cooperation and strengthen efforts on research and innovation.
- On September 27, 2021, DRDO tested a new version of the Akash Missile, Akash Prime, equipped with an active Radio Frequency (RF) seeker for improved accuracy.



# RECENT & UPCOMING IPOs

Following the streak of pandemics, the year 2021 has been the most fruitful year for IPOs in the last twenty years. Owing to this, the market is now looking forward to a resembling IPO craze in 2022. A lot of influential unlisted companies marked their debut on the stock markets. More than 60 companies had raised Rs 1,18,704 crore (USD 15.4 billion) through IPOs last year. Again a plethora of renowned companies is all set to take the IPO segment by storm in the year 2022 including insurance, Edtech, health care sectors, and much more. If you are wondering what upcoming IPOs in 2022 have decided to raise money from the public through the stock exchanges.

Some Big IPOs you should look for -

- **LIC**  
The IPO of the largest government-owned life insurer in India has created a buzz among investors. When launched, it will be the largest ever IPO in the history of India, with an issue size of around Rs. 70,000 to Rs. 80,000 crores. The Central Government is aiming to collect Rs. 2.1 lakh crores through the divestment of LIC. This IPO is likely to open for subscription on 11 March 2022.
- **Adani Wilmar**  
Adani Wilmar is one of the largest FMCG players in the country. It filed its DRHP with the market regulator in August 2021 for its Rs. 3,600 crores public offering. This IPO will consist of fresh equity shares with no secondary issue.
- **Go Airlines**  
India's popular budget airline Go Airlines aims to rake up Rs. 3,600 crores through its IPO. The face value of each share will stand at Rs. 10.

- **Arohan Financial**

Arohan Financial is involved with providing microfinancing solutions to the unbanked section of the population. It has filed its DRHP for Rs. 1,800 crores with the market regulator. This would include Rs. 850 crores through fresh equity shares. The remaining would include secondary components of 2,70,55,893 shares.

- **MobiKwik**

Leading digital payment platform, MobiKwik, has filed for its IPO in July 2021. MobiKwik IPO would be a combination of fresh equity share issue of Rs. 1,500 crores along with an offer for sale by selected promoters and shareholders worth Rs. 400 crores.

- **Bajaj Energy**

Bajaj Energy is one of the major private players involved with thermal power generation. It has a gross capacity of 24,330 MW. The company intends to raise Rs. 5,450 crores through this IPO. Bajaj Energy IPO will consist of a fresh issue share of Rs. 5,150 crores with an offer for sale of shares worth Rs. 300 shares.





# STUDENTS ACHIEVEMENTS



**Shyna Gupta**  
( BBA 3rd Year)

- Author of the book Vision - An insightful way towards life



**Mrinmoyee Seal**  
( BBA 3rd Year)

- Presented Paper in Online National Conference, Department of Computer Science Mata Sundri University Girls College Mansa, 2021



**Utkarsh Verma**  
( BBA 2nd Year)

- Advert to Innovate-2021 - JIMS Rohini (1st Runner Up)
- Debate Competition-2021- JIMS Kalkaji (1st Position)
- Insight 2k21-2021 - JIMS Rohini (1st Position)
- Flashback-2021 - JIMS Rohini (1st Position)

Summer Internship Project  
Presentation 2021



**Paras Jain**  
1st Position



**Kasish Bedi**  
2nd position



**Surabhi Puneyani**  
3rd Position

BBA 3rd Year

# SPORTS FIESTA'21 WINNERS

## CARROM TOURNAMENT RESULT



Harsh Sharma-  
BBA1st shift (2nd year)  
(II POSITION)

## CHESS TOURNAMENT RESULT



Paras Jain  
BBA 2nd Shift (3rd year)  
(II POSITION)

## TABLE TENNIS TOURNAMENT RESULT



Boys

Kartik Rajput - BBA2st shift (2nd year)  
Angad Kalra - BBA1st shift (2nd year)  
Vansh khandelwal- BBA1st shift (2nd year)

## TABLE TENNIS TOURNAMENT RESULT

Girls

Shyla kataria  
BBA 1st shift (2nd year)  
I position





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Magazine



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The institute has earned appreciation and accreditations from various Govt. Bodies, industry associations and leading newspapers and channels. These include NBA, AIU, NAAC, National Institutional Ranking Framework (NIRF), FICCI, ASSOCHAM, Times of India, Competition Success Review, Business Standard, Business Today.



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