

OSMOSIS

CONNECTING THOUGHTS

A CREATIVE PURSUIT BY MANAGEMENT UNDERGRADUATES

HOT TOPIC
GLOBAL
RECESSION

IS EV THE
FUTURE
OF INDIA?

TIME IS.....
COMPLICATED

UNNATURAL QUESTIONS

In 1895, author H.G. Wells wrote his influential novel The Time Machine. This begs the question, What methods of time travel will be possible in the future?

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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. The Efficient Corporate Management and Social Responsibility form an integral part of the Institution Culture we have adopted 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
(Dean, IPU Affiliated Programs)

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EV'S IN INDIA

01

"In order to have clean air in the cities, you have to go electric."

- Elon Musk

Electric vehicles (EVs) are gaining popularity and becoming an increasingly important part of the transportation landscape. EVs can offer significant environmental, economic, and social benefits. They are more efficient than gasoline-powered vehicles, generate zero emissions, and reduce dependence on foreign oil. EVs can help reduce global warming emissions. By reducing emissions from the transportation sector, EVs can significantly reduce the amount of climate-warming carbon dioxide released into the atmosphere. EVs that are powered by renewable energy sources such as solar, wind, and geothermal can be even more beneficial for the environment. EVs can also help reduce dependence on foreign oil. By replacing gasoline-powered vehicles with EVs, we can significantly reduce the amount of money spent on imported oil. This can help reduce our dependence on foreign sources of energy, thus improving energy security. EVs can also offer economic benefits. By reducing emissions, they can help reduce the costs associated with air pollution. This can lead to lower health care costs, as well as reduced costs associated with climate change. Additionally, EVs require less maintenance than gasolinepowered vehicles, leading to lower operating costs.





These are also becoming increasingly popular in India due to their cost savings, environmental benefits, and convenience. The Government of India has set ambitious targets for the adoption of electric vehicles in the country. It is estimated that by 2030, India will have one-third of its total vehicles running on electricity. Electric vehicles are much cheaper to run and maintain than petrol or diesel cars. They are also more energy efficient, meaning that they emit fewer pollutants into the atmosphere. The cost savings associated with electric vehicles can be used to invest in other areas such as infrastructure, education, and healthcare. Additionally, the use of electric vehicles can help reduce India's dependency on imported fossil fuels. The Government of India has taken a number of initiatives to promote the adoption of electric vehicles in the country. It has set up a National Electric Mobility Mission Plan (NEMMP) to promote the manufacture and use of electric vehicles in the country. This includes providing incentives to manufacturers and buyers, providing financial support to research and development activities related to electric vehicles. The future of electric vehicles in India looks promising, as the country is taking steps to reduce its dependence on oil and gas and increase its use of clean energy sources. The Indian government has announced plans to make India an all-electric vehicle country. In order to achieve this goal, the government has introduced several incentives, including subsidies and tax exemptions, to encourage the adoption of electric vehicles. In addition, the government has also set up charging infrastructure in different parts of the country, making it easier for people to charge their electric vehicles. The Indian automobile industry is also making huge investments in the production of electric vehicles. Several major automakers have already launched electric car models in India, including Tata, Mahindra, Maruti Suzuki and Hyundai.



Moreover, the government has also made it easier for foreign automakers to enter the Indian market. In addition, the government is also taking steps to promote the use of electric vehicles in the public transport sector. The government has already launched the first electric bus service in Delhi, and is planning to launch more such services in other cities as well. Overall, the future of electric vehicles in India looks is taking several steps to promote the use of electric vehicles.

By- Dhairya Kharbanda



Life स्टाइल् and हेल्थ्

When you are not at your healthiest, you can probably tell. You may simply feel off or shut down. You may find that you feel tired, and fatigued, your digestive system isn't functioning very normally, and you seem to catch cold pretty quick. Mentally, you may find you can't concentrate and feel anxious or depressed.



Everything from what we spend our money on, to the things we eat, the clothes we wear, and the people we hang out with contributes to our life and develops our lifestyles.

In recent decades, lifestyle as an important factor in health and is more interested by researchers. According to WHO, 60% of related factors to individual health and quality of life are co-related to lifestyle. Millions of people follow an unhealthy lifestyle. Hence, they encounter illness, disability, dysfunctional events and even death.

Problems like metabolic diseases, joint and skeletal problems, cardiovascular diseases, hypertension, being overweight, violence, and so on, can be caused by an unhealthy lifestyle. The relationship between lifestyle and health should be highly considered.

It's really important that you are proactive when it comes to your own healthcare. Healthcare providers and medical professionals generally recognize that people are experts in their own health and know themselves. Ofcourse, Any issues with your health should include a discussion and agreement between yourself and your medical professional about what the best course of action is for you. It places a responsibility on you to be proactive.

Far too many people don't book appointments when they feel something might be wrong with their health especially in Asian households because they don't want to waste anyone's time, or they feel they should just put up with whatever they are feeling. Waiting to seek the help of a professional can lead to something serious and some people being diagnosed with illnesses or diseases at a stage where they have progressed and haven't been caught early enough to treat effectively.

Since lifestyle is a psychological, physical, social, and economic concept, it can be pretty complicated to understand. For a healthy lifestyle it is important that you take small and one step at a time. Also, at the same time do not go overboard with it. Besides, this healthy lifestyle will help you in life in a lot of ways and overall holistic development.

An important part of a healthy lifestyle is stress reduction and stress management. Taking time to switch off and quiet your mind is so important for so many reasons. The practice of mindfulness supports activities such as yoga and meditation. Yoga is a form of moving meditation where your movement is guided by your own breath.

With busy schedules, and many things to settle off we sometimes do not get enough periods of sleep or have a healthy and nutritious meal in our daily schedule. If this continues, there might be a possibility that the death rate among young people will increase as they do not take care of their health accordingly and seriously.

Thus, in order to prevent this unhealthy lifestyle, people should pay special attention to their health and make time for themselves and have some "ME" time in a day the government should organize a campaign on awareness of a healthy lifestyle to remind people about how important it is to have a healthy lifestyle to enjoy our beautiful lives to the fullest.

-By Ruchi Dua



GROWTH OF **START-UP** IN INDIA

05

In the last few years we have seen a significant change in India's entrepreneur system, the growth of startup have increasingly increased in past many years the growth of new Ventures and companies have notably risen, The widening of this culture have been really impactful in recent times , the fact that now no matter how much financial ability do you have or what the size of your business is, you can still become an entrepreneur and start your journey of entrepreneurship. India is a country of young minds and youth with almost 65% of countries population being young energies who are devoted in following their heart and accomplishing their desire while simultaneously also working for the betterment of society and the country. As it is famously said that "The journey of a thousand miles begins with one step." Thus, Entrepreneurship and startup doesn't offer you overnight success. A successful business or company is not built overnight, Years of hard work, constant perseverance and dedication lead to an established and successful company.

A lot of people back off by thinking that a startup requires a large amount of money and manpower, thus many people hesitate to take the business idea or business plan forward , but that's not the whole truth, the reality is that no matter from where you come from, How much money you earn, or what the actual scale of your business is, If your idea is good and more importantly if your business plan has a purpose to change society for the betterment or could help in making people's life convenient, then investors or even government is ready to put its money into it.





A great startup is actually a mix of various elements the idea should be feasible, innovative, interesting and convenient for the people. Secondly managers and employees that are working in an organization plays a vital role in making an idea a reality which ultimately leads to success. Thirdly there should be passion and a mindset which actually chases purpose before profit. The leaders and mentors in the business should not always be authoritative, but also guides the team through tough and challenging times. Customers are the ones who at last buys your products and are the ultimate judges of your brands, it's very important to treat every customer equally if the customer is tough, then handle them with patience and care. The senior managers should bring the best out of the employees.

As every coin has two sides, thus not every startup succeeds or stays in the race for a longer period of time, they could be several reasons for it, Firstly several people failed to understand that entrepreneurship is a journey not an outing, For say if your business doesn't grow in initial period of time and you are facing a lot of losses instead of rectifying your mistakes people start to feel demotivated and thus resulting in quitting too early in the process because of lack of perseverance and patience, it is important to understand that it takes time for a business to make a place of its own and to adapt to the surroundings, Another most prominent reason for startups failing in India is a very late execution of the product or failing to understand the market, maybe your ideas very creative but you realize that you are very late to the party and a series of the product line is already in existence or the pricing that you have set is very up standard according to the target audience and thus people are not ready to pay that much pricing for it. Many entrepreneurs also fails to take up risk and change with time, it's very important to introduce and change your product line with time, As with the change of generation the needs and wants also change.

Today's youth and generation is choosing to be self-employed rather than doing a 9 to 5 job which results in having a work-life balance and the flexibility of the work environment in a startup is more encouraging and motivating than a 9 to 5 job which treats every employee equally the young minds grow together support each other during tough and challenging times. The cost of doing business in India is also comparatively very low, the labour is very cheap in India as compared to other developing countries even the raw materials and resources needed are also easily available and are not much expensive, With programs like make in India and Digital India the cost of other production factors decreases and these programs with the help of the government are also one of the reasons we are seeing an enormous amount of startups evolving in India.

India has the second-largest internet user base after China, making it easier for companies to reach out to their local audiences simply through WhatsApp and Facebook.

In the 80,s or 90,s, as far as India was concerned, the best talent of the nation was limited to big corporations only. However, with the elements of entrepreneurship and freelancing seeping into the veins of the Indian ecosystem, more and more professionals have started to dissociate themselves from the big companies and do things on their own.

Working independently, these individuals get to use their creativity in their own style to build something unique, economical, and sustainable for society.



By- Jessica Puri

THE ONE & ONLY

CHAT GPT

By Parth Aggarwal

"AI is one of the biggest risks to the future of civilization" – Elon Musk.

ChatGpt has been the talk of the town lately, and in the world where many consider AI to be the future, it is important to understand that what exactly is ChatGpt.

ChatGpt is an artificial intelligence chatbot developed by OpenAI. OpenAI reached 100 million active users by the end of January and is averaging a mind-blowing 13 million unique visitors a day. In January 2023, Microsoft invested 10 billion dollars in OpenAI, whose tool ChatGpt has taken the world by storm. OpenAI, a leading artificial intelligence company, has the potential of becoming a major player in the tech industry. A \$1 billion revenue mark is not beyond the reach for the company and could lead to increased investments, interests and further innovation in the field of AI.

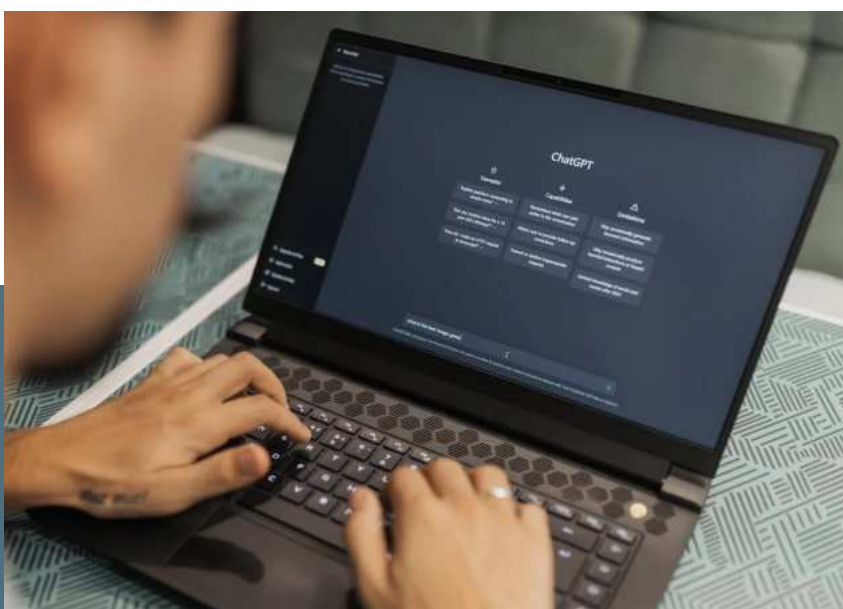
It has quickly garnered a lot of attention, both positive and negative. Positive, because of its in-depth answers and knowledge in varied domains, and negative, because of its inconsistent accuracy level and subjectivity in its ideas.

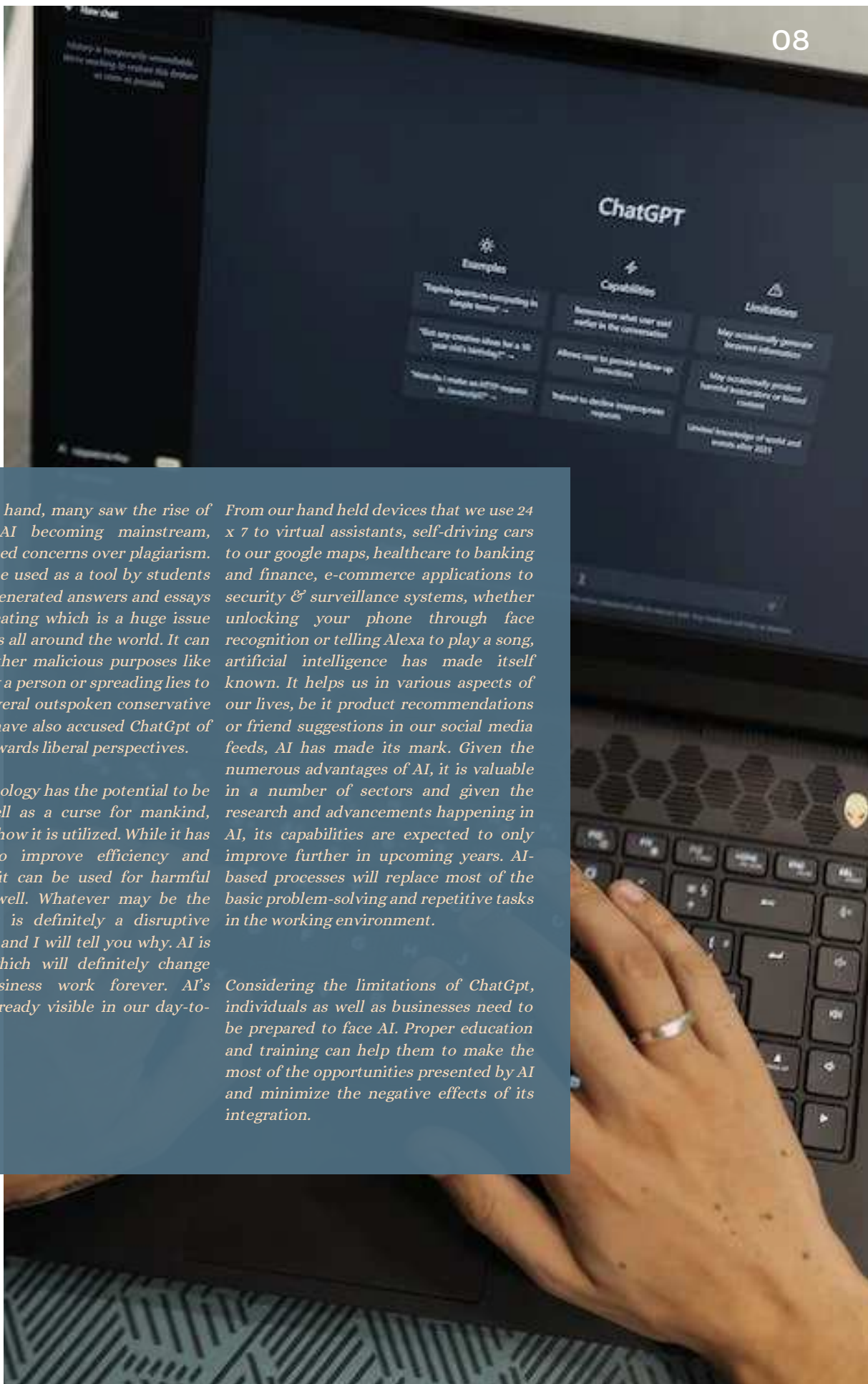
ChatGpt was developed to mimic a human being who can write essays, compose music, answer questions, write poetry etc. ChatGpt gets its information from across the Internet. According to the OpenAI site, the search is limited to avoid keywords related to pornography, hate speech, etc.

Unlike other chatbots, ChatGpt remembers the previous prompts you made which means that you can even have a conversation with it just like you would have with any normal human being. Hence, ChatGpt can literally act as your AI friend or therapist, giving answers to your queries and giving solutions to your problems.

For years, fears of artificial intelligence taking over the world have been a concern globally but who knew that it would start with the world of literature and art. It can also act as a competent customer support tool and can answer the customer's queries easily and effectively. ChatGpt may finally be the thing that changes our mind about how we work, how we think, and what human creativity really is.

However, despite all the positives, it has received a lot of negative press as well





Where on one hand, many saw the rise of ChatGpt as AI becoming mainstream, others expressed concerns over plagiarism. ChatGpt can be used as a tool by students to submit AI generated answers and essays leading to cheating which is a huge issue for institutions all around the world. It can be used for other malicious purposes like impersonating a person or spreading lies to the public. Several outspoken conservative personalities have also accused ChatGpt of having bias towards liberal perspectives.

ChatGpt technology has the potential to be a boon as well as a curse for mankind, depending on how it is utilized. While it has the ability to improve efficiency and productivity, it can be used for harmful purposes as well. Whatever may be the case, ChatGpt is definitely a disruptive game changer and I will tell you why. AI is the future, which will definitely change how the business work forever. AI's presence is already visible in our day-to-day lives.

From our hand held devices that we use 24 x 7 to virtual assistants, self-driving cars to our google maps, healthcare to banking and finance, e-commerce applications to security & surveillance systems, whether unlocking your phone through face recognition or telling Alexa to play a song, artificial intelligence has made itself known. It helps us in various aspects of our lives, be it product recommendations or friend suggestions in our social media feeds, AI has made its mark. Given the numerous advantages of AI, it is valuable in a number of sectors and given the research and advancements happening in AI, its capabilities are expected to only improve further in upcoming years. AI-based processes will replace most of the basic problem-solving and repetitive tasks in the working environment.

Considering the limitations of ChatGpt, individuals as well as businesses need to be prepared to face AI. Proper education and training can help them to make the most of the opportunities presented by AI and minimize the negative effects of its integration.

The key is to not dismiss a tool like ChatGpt until you explore it for yourself. Think about how you would make use of it, and whether it could save your precious time and efforts. The problem is that it can be guaranteed that the more people try to ban or stop the use of ChatGpt, the more kids will want to try it. So, the more we know how it works, the better it is. The way to harness the potential of ChatGpt is to learn how to use it well and efficiently.

The ChatGpt technology is laying the groundwork for a ground breaking revolution. It's totally going to change how we interact with computers and use the web. Chatbot technology is becoming increasingly sophisticated and In my personal opinion, the invention of ChatGpt or artificial intelligence could allow humanity to multiply its creative potential to a level unknown and unheard of. As chatbot technology continues to evolve, businesses could take the advantage of the opportunities it presents to improve customer experience and increase productivity and efficiency. An acceleration of human knowledge even greater than what we have experienced in the last century. As the field of AI advances even further, we can expect to see even more powerful and versatile language models like ChatGpt in the future. So in conclusion, it is important for individuals, businesses, and society as a whole to stay informed about the latest developments in AI and the impact it has on our lives.



Automation and AI



As machines become more intelligent and capable, many jobs that were previously performed by humans are being automated. While some worry that this will lead to widespread unemployment, others argue that automation will create new jobs and make work more efficient and productive.

In the future, AI and automation are likely to have an even greater impact on the workplace. According to a report by McKinsey, up to 800 million jobs could be displaced by automation by 2030, but at the same time, the report suggests that automation could create up to 160 million new jobs.

In recent years, automation and artificial intelligence (AI) have revolutionized many industries and transformed the way we work. From self-driving cars to chatbots and automated factories, the impact of automation and AI is far-reaching and has significant implications for the future of work. AI is also expected to transform many industries, including healthcare, finance, and education. In healthcare, AI is being used to develop more personalized treatments and to analyze medical data more efficiently.

The future of work is being shaped by the rapid development of automation and artificial intelligence (AI). As these technologies continue to advance, they are likely to transform the workplace in profound ways. In this article, we will explore how automation and AI are changing the way we work, and what this means for the future of work.

One of the most significant impacts of automation and AI is the potential for increased efficiency and productivity. By automating repetitive tasks and using AI to analyze large amounts of data, businesses can streamline their operations and make faster, more informed decisions. This can lead to cost savings, increased output, and a competitive advantage in the market.

However, the increased use of automation and AI also raises concerns about job displacement. As machines become more capable of performing tasks traditionally done by humans, some jobs may become obsolete. This could lead to significant disruptions in the workforce, particularly for those in lower-skilled or routine-based roles. Despite these concerns, there is also a growing recognition that automation and AI can create new job opportunities. As businesses adopt these technologies, they will need skilled workers who can design, build, and maintain them. In addition, new roles may emerge that require a combination of technical and creative skills, such as data analysts who can also interpret and communicate insights to others. Another important consideration is the impact of automation and AI on the nature of work itself. As machines take on more routine tasks, humans may have more time and space. The rise of automation and artificial intelligence (AI) has drastically altered the workplace in recent years. From self-driving cars to virtual assistants, technological advancements have already transformed the way we work. However, this is just the beginning, and the impact of automation and AI on the future of work is set to be even more profound.

One of the most significant changes that automation and AI will bring to the workplace is the elimination of repetitive and routine tasks. By automating these tasks, companies will be able to free up their employees' time to focus on more creative and strategic work. This shift will require employees to develop new skill sets that can't be easily automated, such as critical thinking, problem-solving, and creativity.

One of the most significant benefits of automation and AI is that they can perform repetitive and time-consuming tasks much more efficiently than humans. This frees up human workers to focus on more complex and creative tasks that require human intelligence, such as problem-solving, decision-making, and innovation. As a result, companies that embrace automation and AI can increase productivity and improve their bottom line.

However, the rise of automation and AI also brings with it the risk of job displacement. Jobs that involve repetitive and routine tasks, such as data entry, assembly line work, and even customer service, are at risk of being automated. This means that workers in these industries may need to retrain and develop new skills to remain relevant in the workforce. While some jobs may disappear, new job opportunities will emerge. As companies adopt automation and AI, they will require workers with new skills to design, program, and maintain these systems. Additionally, as new technologies are developed, new industries will emerge, creating new jobs that we cannot yet imagine. Automation and AI are also enabling greater flexibility in the workplace. For example, remote work has become much more common as a result of these technologies. Workers can collaborate and communicate with colleagues from around the world, and teams can work together on projects from different locations. This can lead to more diverse and inclusive teams and better work-life balance for workers. Improved safety in the workplace. Dangerous and hazardous tasks can be performed by robots or machines, reducing the risk of injury or death for human workers. Additionally, automation can help identify potential safety hazards before they become a problem, allowing companies to take preventive measures.

In conclusion, automation will have a significant impact on the workplace in the years to come. While it will lead to job losses in some industries, it will also increase efficiency and lead to new job opportunities in others. As machines become more capable, workers will need to adapt by developing new skills and undergoing training. Ultimately, the rise of automation will lead to a safer, more productive, and more efficient workplace.

By- Jessica Puri



Dawn of Digital Currency

By Dhairya Kharbanda

According to Wikipedia, Money is any item or verifiable record that is generally accepted as payment for goods and services and repayment of debts, such as taxes, in a particular country or socio-economic context.

Digital Rupee is a digital currency that is created, stored, and transferred electronically, with no physical form or centralised authority. It is a form of cryptocurrency, which is an encrypted form of digital money that is created, stored, and transferred electronically.

Unlike traditional currencies, such as the Indian Rupee and the US Dollar, digital Rupee is not backed by any government or central bank. UPI, on the other hand, stands for the Unified Payments Interface (UPI), which is an instant real-time payments system developed by the National Payments Corporation of India (NPCI).

It allows users to instantly transfer money between two bank accounts using their mobile phones. UPI is a secure and cost-effective payment system that is used by millions of people in India to make digital payments. Digital Rupee and UPI have some similarities. Both are digital payment systems and both enable users to make digital payments without the need for cash.

The main difference between the two is that digital Rupee is a cryptocurrency, while UPI is a regulated payment system. Digital Rupee is decentralized and is not backed by any government or central bank, which makes it more volatile than UPI.

UPI is regulated and is backed by the National Payments Corporation of India (NPCI), which makes it more stable and reliable than digital Rupee. Digital Rupee also has a limited market, while UPI has a much larger market in India. In conclusion, digital Rupee and UPI are both digital payment systems that enable users to make digital payments without the need for cash.

However, they have some significant differences. Digital Rupee is decentralized and is not backed by any government or central bank, while UPI is regulated and is backed by the NPCI. Additionally, digital Rupee has a limited market, while UPI has a much larger market in India.



IMPRESSION MANAGEMENT



Image is certainly the key to ensure success. Research has shown that any communicated message is only seven percent verbal (tone, pitch, modulation, etc.), and fifty-five percent visual (facial expressions). Other visual elements include body language, clothing, grooming and etiquette (thirty eight percent). If a person is perceived positively by others, it helps him later to get the desired job and promotion and favorable evaluation by superiors.

The term impression management was coined by Erving Goffman in 1959, and since then sociologists and theorists have been adding insights into the importance of the concept that impressions influence people's judgments about our personality, values, authority, trustworthiness, and intelligence. This has an impact on our personal, professional and social life.



People have an innate desire to know how others perceive them. They spend thousands of rupees on clothes and jewellery to maintain their impressions in the society. Young people are more and more aware of their weight and regularly go to the gym. So sociologists have proven that good-looking people from the upper classes have an edge over others, even if it has nothing to do with their performance and productivity.



In one study, subjects were asked to rate promotion candidates based on photographs. It was found that those who were perceived as more attractive were accepted than those who were less attractive. Your race, gender, hairstyle, teeth, and facial tics can affect people's perception of themselves. To create a picture, several elements must be coordinated with brilliance. It's like an interior decorator's job.

Some of the techniques include:

- *Conformity: agreeing with the opinion of others in order to gain their approval.*
- *Excuses: explanations in such a way as to minimize the seriousness of the situation.*
- *Apologies: seeking forgiveness for an act and admitting responsibility for an act.*
- *Flattery: compliment others.*
- *Self-promotion: highlight your success.*
- *Association: to create information about the people with whom one is associated.*

So, in conclusion, drive the impression, but don't overdo it either. Pay attention to your body language, but don't overdo it. Dress neatly, but don't overdo it. There is a big difference between working hard and working smart. The power to do work is a skill. It is not enough to do good, you must be seen to do good.

By- Bhavyay Gupta



TIME IS COMPLICATED

- By Dhairya Kharbanda

According to Wikipedia, a news article discusses current or recent news of either general interest (i.e. daily newspapers) or of a specific topic (i.e. political or trade news magazines, club newsletters, or technology news websites).

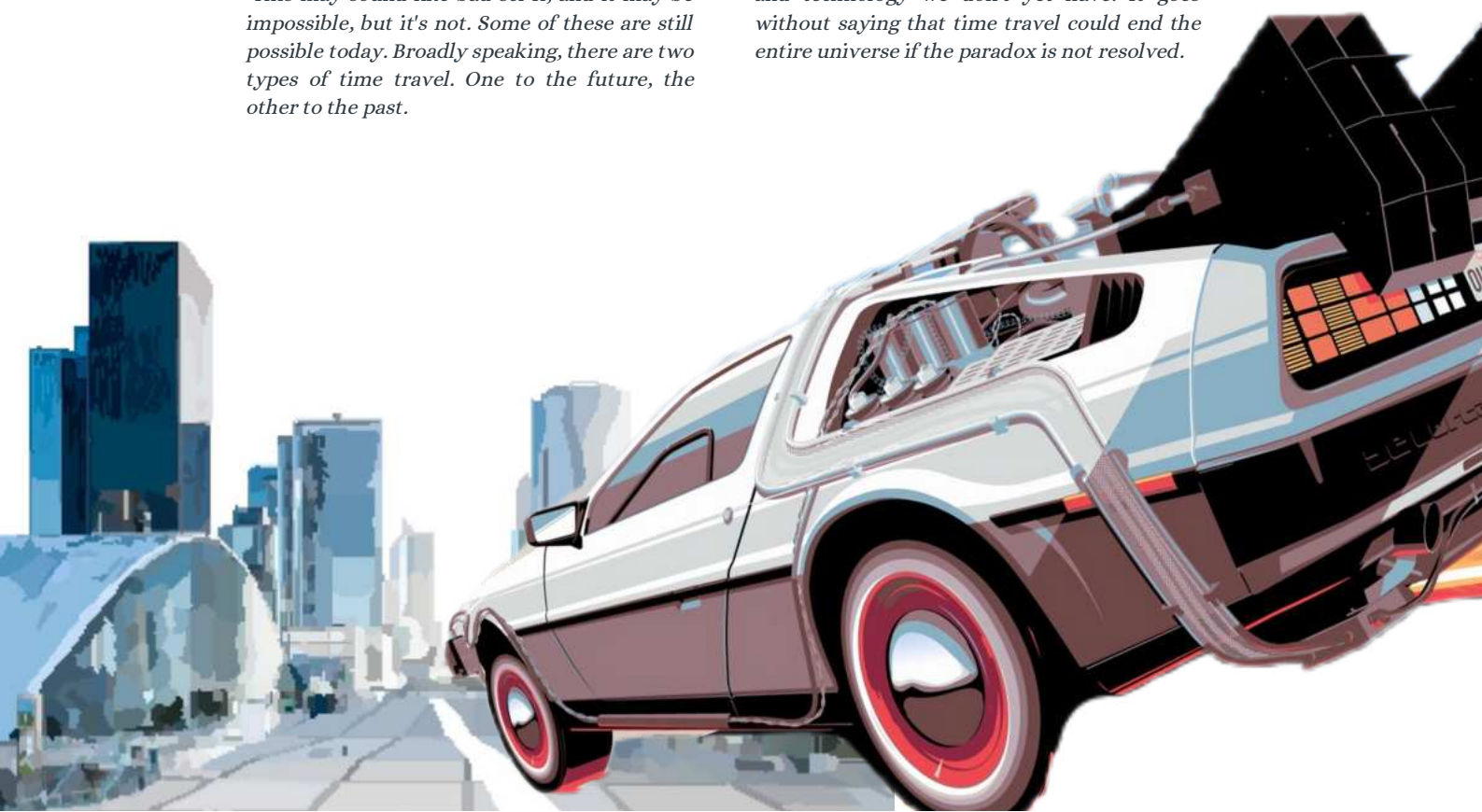
*In 1895, author H.G. Wells wrote his influential novel *The Time Machine*. After that, the expression "time machine" came into vogue. A machine that takes you to the future and the past. It can be used for time travel. This novel was indeed fictional and science fiction, but it inspired several philosophers and physicists. Not only have serious studies been written about time travel, but many films have also been made. If you think about it, you can classify them into different types using the exact way time travel takes place.*

The question is, given all these time travel concepts, which methods are actually possible in real life today? What methods will be possible in the future?

This may sound like bad sci-fi, and it may be impossible, but it's not. Some of these are still possible today. Broadly speaking, there are two types of time travel. One to the future, the other to the past.

Traveling back in time can be a little difficult because there is a paradox at the end of the universe. But new research suggests that time travel in either direction is not only possible, but safe. At the most basic level, time travel is all about velocity, space, and gravity.

For example, 1 second for a person standing on Earth is different than 1 second for someone moving near the speed of light or moving near a black hole. No technology yet moves that fast, but according to math and science, this is how time works. We can still see time change around the world, like a time traveler speeding 17,130 miles per hour. Traveling into the future is easy in theory. All you have to do is go very fast. Going back in time is difficult, requiring sophisticated mathematics, a lot of gravity, and technology we don't yet have. It goes without saying that time travel could end the entire universe if the paradox is not resolved.



STUDYING ABROAD: A WORTHY DECISION FOR CAREER UPLIFTMENT OR NOT?

16



INTRODUCTION

Be it the will to live the dream life that we see while binge-watching our favorite shows or the desire to make our family proud, whatever the different reasons might be for different people who wish to study abroad, a question that might pop up in their heads is "is it worth it?".

If you're planning to study abroad you might also have thought the same. Studying abroad is the dream for a million students out there, some have the privilege, some don't, and some are building it on their own. Studying abroad might be the most beneficial experience for a student in their career. The chance to live and build a new life in a new land with new opportunities is for sure challenging but worth the shot to challenge yourself and build the life you've always wanted. Doing everything by yourself, from buying groceries to buying a house, all the experience of adulthood and the independence you get by studying abroad surely adds to you and your personality. Studying abroad means more and better job perspectives, improving your language skills, personnel development and what not. Pursuing study abroad is a popular choice among students who are ambitious and keen to work and learn in a new environment. The number of students willing to study abroad is increasing every year.

BACKGROUND

Studying abroad isn't a new idea; it has been done in the past by students as it is now. Students were many times encouraged to study abroad to improve the relations between nations, build new and healthy connections around the world. Studying abroad was a dream mostly for the royal elites due to the ongoing wars, poverty, and lack of basic education reserved for the lower and middle classes which for sure changed in the upcoming years. Wars and the changing times did effected the ratio of students studying abroad for a short period of time but because of advancing technology, globalization and increase in opportunities to study abroad, the number of students willing and able to travel overseas for their career boomed. And nowadays as we all already know how much the studying abroad culture has changed and improved so as to promote students to study abroad irrespective of their class, gender, race and background.

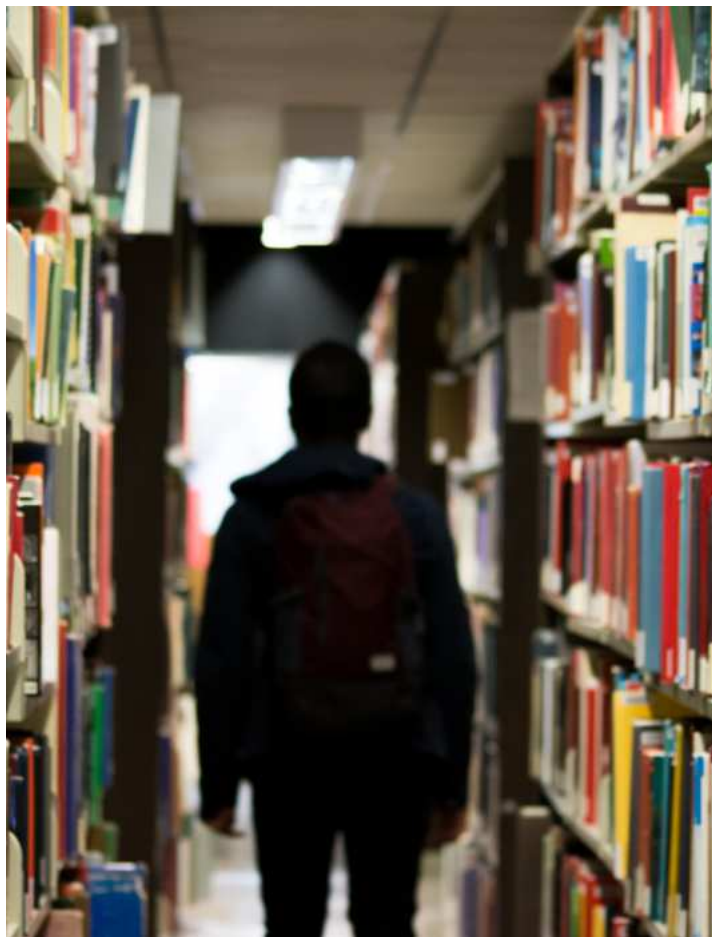
MERITS

- *You get to know a lot about different cultures / cultural diversities. Students get exposure of new people, new way of life, and a new culture. It improves our cross-cultural awareness as it helps us in being cognizant about other's perspectives and viewpoints.*
- *Different Education Style: Every country follows a different as well as unique style of teaching / imparting education. It helps students to widen their academic horizon and develop the capacity of adapting to various educational settings / styles.*
- *Building your network (improves your networking skills): During our stay in these international educational institutions, we come across people from all over the world. These connections can even lead to both personal and professional growth. We can create our social networks around the world.*
- *Exploring new places / See the world: It gives you the opportunity to see and travel the new places you have never visited before.*
- *Become more responsible: It helps you in becoming more independent and self-sufficient.*

- *It enhances your confidence level: Getting into an altogether different culture, helps you gain some of the much required and valuable life skills we require for our personal development, including independence and adaptability. These skills act as an added advantage both personally and professionally.*
- *Increased career opportunities internationally.*

STUDENTS IN NUMBERS:

As per reports, the number of Indian students studying abroad is estimated to touch the 20-lakh mark by 2024. With each day passing, it is rising at a much faster pace. There is nothing new in students opting for abroad study, the lack of quality educational institutions in India has forced families to send their children abroad. But two major recent events have changed this picture a lot, the Covid-19 pandemic and this Russia-Ukraine tiff. Many stranded students called out for help, but the question is still the same 'Why can't they study in India?'



DEMERITS

- **Cost factor (High cost / Expensive):** There is a lot of expense involved when we talk about studying overseas. Be it traveling cost or accommodation charges or the tuition fee structure, everything is a bit expensive.
- **Linguistic barriers/difficulty in communicating with people:** This is one of the biggest barriers that students face in international studies.
- **Homesickness / Feeling of loneliness:** Survival in this sudden change of culture and environment is not everyone's cup of tea. One might feel left out at times or unaccepted.
- **Chances of Racism or Harassment:** Steps are being taken or have already been taken in the past to combat discrimination on any basis but we still can't deny that its existence is still there.
- **The University Scores might not be accepted everywhere:** The accreditation rules followed by different countries are very different from one another, so there are chances that it might get accepted in one and rejected in another at the same time.
- **Chances of not favorable behavior in times of need:** It has been observed that there are so many rules and regulations which apply to migrated students but not to the natives of that country.

FACTORS INFLUENCING BECAUSE OF WHICH INDIA IS SEEING A RISE IN STUDYING ABROAD:

- Better quality of education and work opportunities.
- The opportunity of a lifetime (intriguing for youth): One of the biggest fascinations or attractions is the pro-student policies in countries like Canada and the United Kingdom. The promise of a better life and future is pushing students to apply for study abroad.
- Easier process of getting admission/ easy alternative: Limited availability of seats and a huge number of candidates (high cut-offs and cut-throat competition) is also one of the biggest influential factors for Indian students opting for international universities / studying overseas.

FINDING BASED ON THE LATEST HAPPENINGS:

Better quality of education and work opportunities. The opportunity of a lifetime (intriguing for youth): One of the biggest fascinations or attractions is the pro-student policies in countries like Canada and the United Kingdom. The promise of a better life and future is pushing students to apply for study abroad. Easier process of getting admission/ easy alternative: Limited availability of seats and a huge number of candidates (high cut-offs and cut-throat competition) is also one of the biggest influential factors for Indian students opting for international universities / studying overseas.

STATISTICS

From 440,000 back in 2016 to 770,000 in 2019. In 2021, the number rose to 1,133,749. Indian students studying Abroad Top destinations:

1. UAE (2,19,000)
2. Canada (2,15,720)
3. USA (2,11,930)

CHANGING DYNAMICS OF OVERSEAS EDUCATION AFTER COVID-19:

After completing their 12th Indian students move abroad for higher education. Due to the COVID-19 outbreak, Indian students have faced difficulties in going abroad because of strict rules and regulations. Things aren't the same as they were before moving. Experts believe that Canada, USA, and UK are the best countries for studying. For the last two years, the Covid 19 has created a destructive situation, it resulted in a serious decrease in the number of students going abroad for studying, but today this number has also seen an increase because most countries have opened visa applications again for students in their fields of interest.

Covid 19 has given some clarity to Indian students as we see students more determined in terms of what they want to do and what will be their destination. Leading universities and International.

CONCLUSION

To sum it all up, studying abroad is a great option for a student willing to overcome the challenges that come with it to get the fruit of his/her efforts. After the pandemic, life for many has changed but it also shaped people to live their lives without taking them for granted. Covid-19 has changed many of us. So, living a life outside of your comfort zone, away from the life you had, and building a new one is a price only the strong ones are willing to take. If a student is getting better opportunities abroad he/she should consider the risk if they are willing and able to take it. After all, we only live once, so we should build a life worth it.



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pathway providers have given the option of online learning programs to students shifting to their campuses when there will be less impact of Covid 19

The courses offered can undo promising career opportunities, especially for Indian students. At a time when economists expect a global recession or worse, many universities and colleges are resolving questions of employability, placements, and internships in the Covid 19 outbreak.

There has been an increase in health and medical-related jobs, especially in Canada, the USA, and the UK. Several universities are offering good placements and internships to take up post-study work for Indian students. Thus the future of the study abroad will once again influence the choices and preferences of the students who can afford and will be doing well in the future.

GLOBAL RECESSION: THE ECONOMIC SETBACK



A global recession is a significant decline in economic activity that affects multiple countries across the world. It is typically characterized by a decrease in GDP, rising unemployment, reduced consumer spending, and a contraction in international trade. A global recession can be triggered by a variety of factors, such as a financial crisis, geopolitical instability, or a natural disaster.

The most recent global recession occurred in 2008-2009, and was caused by the collapse of the subprime mortgage market in the United States. This event caused a ripple effect throughout the world, as the interconnectedness of global financial markets led to a widespread loss of confidence and a freeze in credit markets. Many countries experienced significant declines in economic growth, with some slipping into recession.

The impact of a global recession can be severe and long-lasting, as it can lead to a vicious cycle of reduced demand, lower investment, and rising unemployment. This can lead to a further decrease in consumer spending and a contraction in economic activity, exacerbating the downturn. Governments and central banks often respond to a recession by implementing monetary and fiscal policies to stimulate the economy, such as lowering interest rates, increasing government spending, or implementing tax cuts.

The global economy is facing uncertain times with the looming threat of a recession in 2022. Several factors are contributing to this economic downturn, including geopolitical tensions, rising inflation, and the ongoing COVID-19 pandemic. Geopolitical tensions are on the rise, with ongoing conflicts between countries such as the United States and China. This trade war has resulted in tariffs and sanctions, creating a significant barrier to international trade. Additionally, rising tensions in the Middle East, North Korea, and Ukraine are contributing to a climate of uncertainty.

Another factor contributing to the global recession is the rising inflation rates. Inflation refers to the rate at which the general price level of goods and services is increasing over time. Inflation is caused by an increase in the money supply, and as a result, the purchasing power of money decreases. This causes consumers to cut back on spending, resulting in lower economic growth.

The response to the COVID-19 recession has been unprecedented, with governments and central banks implementing a wide range of measures to support the economy. Many countries have implemented large-scale fiscal stimulus packages to support businesses and households, while central banks have lowered interest rates and implemented quantitative easing programs to support financial markets. Despite these efforts, the impact of the COVID-19 recession is likely to be felt for years to come. The pandemic has exposed vulnerabilities in global supply chains and highlighted the need for greater resilience in the global economy. It has also accelerated trends towards digitization and automation, which could lead to further job losses in certain sectors.

In conclusion, a global recession is a significant event that can have far-reaching implications for the global economy. While governments and central banks can implement policies to mitigate its impact, the best way to avoid a recession is to maintain a stable and sustainable economic environment. This can be achieved through sound economic policies, prudent financial regulation, and a commitment to international cooperation and coordination.

By- Utkarsh Verma

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My intellectual and personal development is significantly shaped by my professors. They constantly push me to think critically and creatively, and I will always be grateful for the guidance and mentorship they have given me.

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SAKSHI KHATRI

A person's time in college is a special and transforming time in their life.

As a BBA student at JIMS, my experience so far has been incredible. I can still clearly recall how nervous and apprehensive I was about my choice to leave my hometown and travel to Delhi to achieve my academic and personal aspirations.

Yet, as time went on, my self-doubt began to fade because college life appeared to be so enjoyable. JIMS has so far provided me with several opportunities for personal growth and development.

Through organizing, hosting, and taking part in various college events, I have been able to gather incredible experiences. I've improved my team management, leadership, and communication skills.

Also, My intellectual and personal development is significantly shaped by my professors. They constantly push me to think critically and creatively, and I will always be grateful for the guidance and mentorship they have given me.

My peers have also motivated and inspired me to perform better. We share a similar passion for learning and growth.

Moreover, Volunteering opportunities and social work projects that I participated in in college broadened my horizons and assisted me in becoming a more responsible individual. However, There have been times when I struggled with my coursework, as well as instances when I had homesickness or felt overburdened. But these difficulties have always strengthened my fortitude and perseverance, and they also taught me the value of seeking assistance when I needed it.

Overall, my time in college has been a pivotal period in my life. It has provided me with the resources and abilities I need to pursue my interests and taught me the value of hard work, curiosity, and community.

IMPORTANCE OF FINANCIAL LITERACY

The world is changing faster than ever, and the global economy is facing unprecedented challenges. In this era of rapid technological advancements and changing market dynamics, financial literacy has become a crucial tool for individuals, businesses, and governments alike. As India prepares to take on the G20 presidency in 2023, the country must unlock the power of financial literacy to drive sustainable economic growth and development.

Financial literacy refers to the knowledge and skills required to manage personal finances effectively. It includes understanding financial concepts such as budgeting, saving, investing, credit, and debt, as well as the ability to apply this knowledge to make informed financial decisions. Financial literacy is a critical life skill that can help individuals achieve financial security, reduce financial stress, and improve overall well-being. In the context of India's G20 presidency, financial literacy is an essential tool for driving economic growth, promoting financial inclusion, and reducing inequality.

India has made great progress in improving financial inclusion by making loans and other financial services available to low-income borrowers, through support from the Government of India, microfinance institutions (MFIs), and NGOs. In 2014 the government launched Pradhan Mantri Jan-Dhan Yojana, a program aimed at providing a bank account for every household. The program generated a record 443 million accounts for India's households since its August 2014 launch through to early January 2022



However, closing the banking gap also requires at least a basic understanding of how the financial system works. “Only 27% of Indian adults – and 24% of women – meet the minimum level of financial literacy as defined by the Reserve Bank of India.”

Women are particularly responsive to financial literacy outreach. Traditionally they manage the household budget and are often eager to start home-based businesses. When armed with foundational knowledge, financial literacy tools, and small-scale business opportunities, women entrepreneurs can make a remarkable impact on their families and communities.

The survey found that financial literacy levels were highest among urban, male, and educated populations. The survey also revealed that there were significant disparities in financial literacy across different states and regions in India. These findings highlight the need for targeted efforts to improve financial literacy in India, particularly among underserved populations.

Several factors contribute to the low levels of financial literacy in India. One of the main barriers is the lack of access to basic financial services, particularly in rural areas. Many people in rural areas do not have access to formal financial institutions such as banks and rely on informal channels such as moneylenders. This lack of access to basic financial services makes it difficult for people to learn about financial concepts and develop good financial habits.

Another barrier to financial literacy is the lack of financial education in schools and colleges. Financial education is not a mandatory part of the school curriculum in India, and many students graduate without basic financial knowledge. This lack of financial education makes it difficult for young people to make informed decisions about their finances and manage their money effectively.

Finally, cultural factors also contribute to the low levels of financial literacy in India. Money is often a taboo subject in Indian culture, and many people are hesitant to discuss financial matters openly. This cultural taboo makes it difficult for people to seek advice and learn about financial concepts.

There are several strategies that India can adopt to improve financial literacy and promote financial inclusion. One of the most effective strategies is to promote financial education in schools and colleges. This could involve incorporating financial education into the school curriculum, providing training for teachers, and promoting financial literacy programs in colleges and universities.

Another strategy is to increase access to basic financial services, particularly in rural areas. This could involve promoting the use of mobile banking, establishing more bank branches in rural areas, and providing financial incentives to encourage people to use formal financial services.

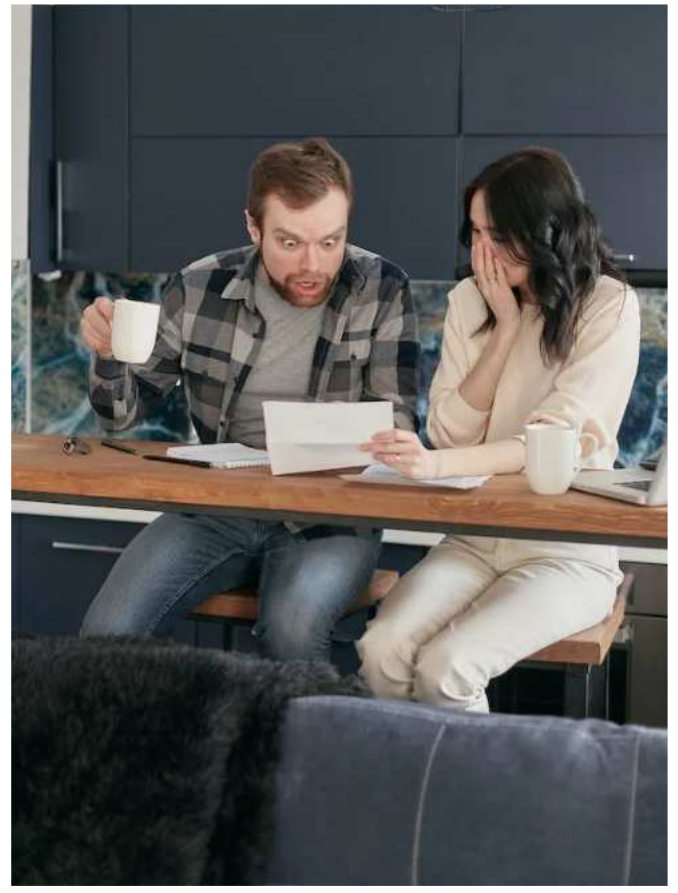




India could also promote the use of digital technologies such as online payment systems, mobile banking, and blockchain to increase financial inclusion and improve financial literacy. Digital technologies can make it easier for people to access financial services and learn about financial concepts.

Finally, India could promote collaboration among G20 countries to share best practices and promote financial literacy. India could host conferences and workshops to bring together experts from around the world to share their experiences and ideas.

In conclusion, financial literacy is a crucial tool for individuals, businesses, and governments in today's rapidly changing world. India's G20 presidency in 2023 provides a unique opportunity to promote financial literacy and inclusion on a global scale. India can use its presidency to promote collaboration among G20 countries, share best practices, and drive innovation and technology adoption in the financial sector. By promoting financial literacy, India can unlock the power of financial inclusion and reduce inequality, driving sustainable economic growth and development.



-By Dhairya Kharbanda



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As a student, my experience was both exciting and challenging. On the one hand, the college offers a unique opportunity to learn new things, meet new people, and explore new ideas. Students have the opportunity to take classes in a wide range of subjects and disciplines and to engage in extracurricular activities that align with their interests and passions.

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JESSICA PURI

As a student, my experience was both exciting and challenging. On the one hand, the college offers a unique opportunity to learn new things, meet new people, and explore new ideas. Students have the opportunity to take classes in a wide range of subjects and disciplines and to engage in extracurricular activities that align with their interests and passions. JIMS also provides the chance to develop close relationships with peers, professors, and mentors who can provide support and guidance. Overall, this experience has been a time of growth, learning, and self-discovery.

I am happy and grateful that earlier being a self-conscious and under-confident student I was afraid and scared of public speaking but, now I have been a confident individual thanks to the opportunities that have been provided by the college in terms of extra curricular activities and having supporting teachers who have always been encouraging us into going forth into the direction of exploration, Thus these have been the most rewarding years of my life and the whole community of JIMS have been there to support and encourage you all, Lastly, In conclusion, It's also important for college students to prioritize self-care and seek support when needed, whether from friends, family, or professional resources available on campus.

UNLEASHING POTENTIAL

SELF DISCOVERY PROCESS

In this contemporary world, We all are so consumed with our daily activities that we seldom have any time for ourselves. We frequently become overworked, stressed out, and bored of dealing with the same issues and circumstances in our lives.

Travelling is, therefore, our Saviour in this situation since it not only gives us a break from our monotonous routine but also gives us the chance to live happily.

Our lives are significantly impacted by travel. It improves and boosts our confidence, making us better than before.

The chance to escape our daily routines is one of the key advantages of travelling. We can immerse ourselves in our surroundings when we are travelling since, we are free from our regular responsibilities. This can be a change of pace that will reenergize us and provide us with fresh insights into our life. The chance to make enduring memories is another advantage of travelling. The experiences we have while travelling, whether it's seeing a famous site, trying new delicacies, or just taking in the beauty of nature, can stay with us for a lifetime. These recollections can improve our lives and serve as a source of inspiration and delight. For instance, travelling allows us to discover new things about ourselves as well as about others. It is a hidden information gem. It broadens our perspective and allows us to consider new possibilities, which is a rewarding experience in itself.

According to the words of St. Augustine that "The world is a book and those who do not travel read only one page", travel is important to discover this beautiful world and the significance it holds for us.



When we travel, we learn a lot about different places, people, and civilizations. We also become much smarter because we learn more about the world around us instead of focusing on our insecurities. Also, traveling gives us priceless experiences and memories that we can treasure forever. Exciting adventures, fascinating conversations, long walks, delicious meals, and much more all leave a lasting effect on our minds. Another advantage of visiting a new location is that it forces us to confront the unknown and adopt fresh perspectives.



For instance, during one of my travels, I had the opportunity to speak with a travel enthusiast who shared his travel experiences, adventures, and lessons with me in a way that was both enlightening and fascinating. So, traveling gives us a unique and fascinating perspective on a variety of things.

Also, traveling broadens our social circle because we frequently meet wonderful people there. Surprisingly, some of these connections grow fairly strong and make life meaningful.

Being accustomed to our everyday regular work might occasionally lead to boredom and health problems. It makes sense that travel is a fantastic health treatment.

It is beneficial to our health by lowering our levels of anxiety. In addition to having a significant impact on our mental health, it also lowers the risk of acquiring heart disease. Travelling therefore can be considered a blessing in disguise.

However, travelling has certain difficulties. It might be expensive and time-consuming, in many ways. For this reason, to make sure a safe and gratifying experience, proper plans and the required safety measures must be taken.

Regardless of all these problems, travelling may additionally still be an amazing experience. There is always something new to explore and experience, whether we are touring within our very own country or to a far-off land. Therefore, the opportunity of travelling should always be ceased because we never know what it may hold for us.

By- Sakshi Khatri

IMPORTANCE of *Resilience* in ENTREPRENEURSHIP

"No matter what your current condition, how or where you grew up, or what education or training you feel you lack, you can be successful in your chosen endeavor. It is spirit, fortitude, and hardiness that matter more than where you start." -Jack Ma

As Rightly Said by Jack Ma, an entrepreneur, obstacles, challenges, and difficulties will certainly arise. When you're starting a business from scratch, it's normal to experience some level of failure and rejection. However, what sets successful entrepreneurs apart is their ability to bounce back from these challenges, focus on their goals, and move forward with renewed determination. This ability to persevere through hard times is known as resilience.



Resilience isn't just a quality that can get you through the ups and downs of business, it's essential for long-term success.

Here are a few reasons why resilience is so important:

1. Resilience can help you deal with stress –

Being an entrepreneur can be stressful. You may face cash flow problems, employee problems, or other crises daily. Resilience can keep you calm instead of letting stress get to you. It helps you to be more adaptable and better able to deal with change, which is an essential trait of any successful entrepreneur.

2. Resilience helps you learn from failures –

Failure is an inevitable part of the business. Resilient entrepreneurs see failure as an opportunity to learn and grow. They won't let it stop them from pursuing their goals. Instead, they take the lessons and use them to improve their business strategies and decisions.

3. Resilience helps you persevere -

Entrepreneurship requires persistence. In the process of building a successful business, you may be rejected by investors, customers, or partners. Resilience helps you put in the effort necessary to achieve the results you want, even when the going gets tough.

4. Resilience helps you to develop Grit –

Grit is determination and passion for long-term goals. Durability is the foundation on which grit is built. When you are resilient, you are more likely to have the drive and passion necessary to succeed. By building grit, you'll be more likely to keep trying to reach your goals, even when the going gets tough.

In the end, I just want to conclude that by developing resilience, you can focus on your long-term goals, learn from your failures, and persevere through the obstacles that come your way. In short, resilience is key to building a successful entrepreneurial career characterized by growth, impact, and purpose.



By- Bhavyay Gupta



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College is nothing less than a rollercoaster ride with its ups and downs giving you reality checks while still leaving you in the awe of life everyday.

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RUCHI DUA

College Life- so far for me it has been a rollercoaster of emotions, winning & losing, learning and evolving, and achieving holistic development.

Currently in my fourth semester pursuing Business Administration from our one and only JIMS the journey has been nothing but beautiful yet surprising at each step.

First day coming for the orientation session I can remember I was somehow calm still to the day don't know how because as much as I may have evolved socially and now love to interact with new people there's still a little part of me that wants to be in her small cocoon.

From the orientation to being elected as the class representative to being selected in the student council to organizing and participating in panel discussions to even acting and to this day I have met all sorts of people from the absolute worst to the amazingly best!

JIMS has been great to me so far; it has given me an enormous number of opportunities to the point where sometimes I used to think that now I need a break from all the events but was back to participating in the latest event the next day because "take it all in while you can". Sure, you can't be everywhere at all times, so see where you can put your skills to the best and can extract the most fun too!

I like to think that I am an active participant in academics together with being present in different clubs and societies, this creates the right balance I think and in my opinion, college can be overwhelming at times being occupied at all times and the company you hang out with obviously affects you! So choose that wisely and most of all be confident in your self, YOU are what will take you far.

I am grateful for all the things I have been given my way through this journey and will forever be for future opportunities and challenges as well that will help me in my growth!

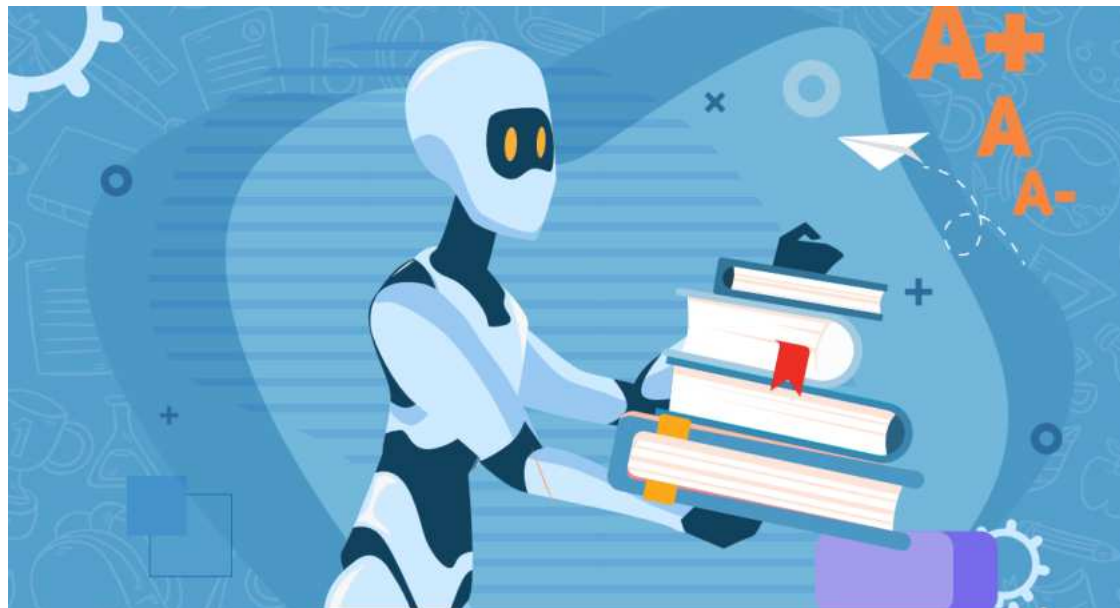
And to summarise I think that,

College is nothing less than a rollercoaster ride with its ups and downs giving you reality checks while still leaving you in the awe of life every day.

AI Education & India

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By- Bhavyay Gupta



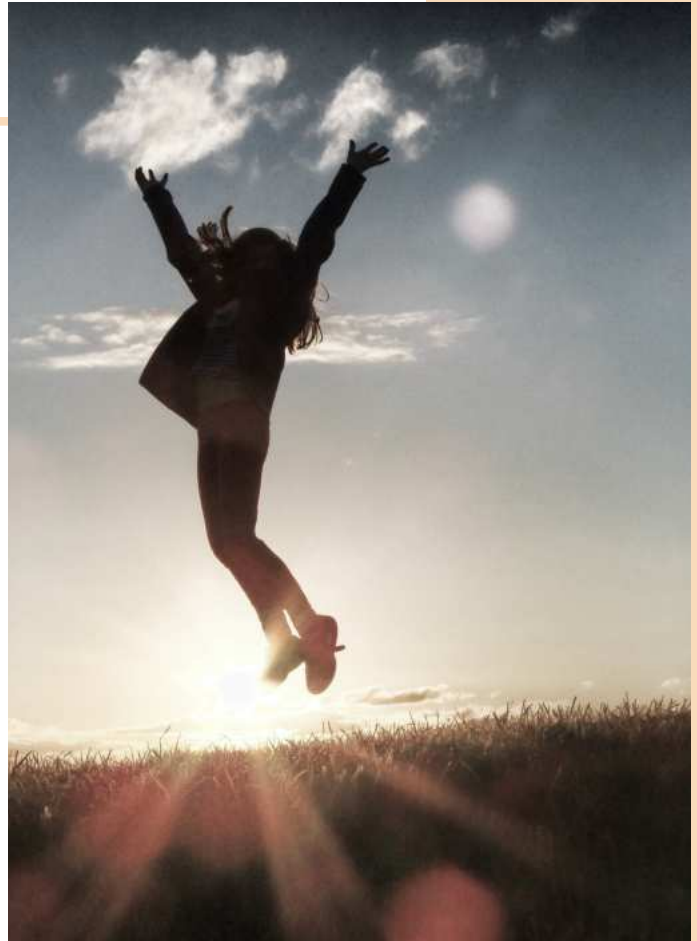
Artificial intelligence (AI), a combination of machine learning and deep learning, has revolutionized several industries and domains, including the education sector. The potential of AI is huge and its implementation can transform traditional learning methods. Artificial intelligence has the potential to personalize learning and make it easier for students to achieve their learning goals at their own pace with minimal supervision. It discovers the strengths and weaknesses of students and creates a unique learning experience for them. This would help in achieving better results in terms of student performance. One of the significant benefits of AI in education is that it provides a more immersive and engaging learning experience. Artificial intelligence tools like digital assistants, chatbots, and virtual classrooms can make the experience more interactive and fun for students. AI tools can also help educators reduce workload by automating most administrative tasks. This can allow teachers to focus more on creative and engaging teaching strategies and student engagement, leading to increased student satisfaction with their learning experiences. Using AI technology, educational institutions can make data-driven decisions in future course delivery, create innovative curriculum guidelines, and ensure institutional-level performance is enhanced. The use of artificial intelligence algorithms can help identify early warning signs for students who are likely to fall behind and provide timely interventions to support them. Finally, AI could make education more accessible to people of different backgrounds and abilities. For example, AI-based applications could offer more structured and adaptive methods to help students with learning disabilities. Artificial intelligence can provide a great equalizer in education as it breaks down traditional barriers to participation in education. In conclusion, we can say that the implementation of artificial intelligence in education is a fundamental change. It has the potential to offer personalized learning experiences, improve student learning outcomes, and give educators more time for strategic instruction and data-driven decision-making. Given the revolutionary potential of AI to transform education, it is important to ensure that accessible and personalized AI tools are widely available in all educational settings.

Employee Retention And Motivation

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Employees are the most valuable asset of the company, Throughout the years the importance of employees have become increasingly prominent, especially after the covid, when we saw a wave of people choosing to be self-employed and starting their start-up as a career path instead of doing 9 to 5 job and valuing their family time and work-life balance as a priority, this lead to many organizations and company relentlessly being working with human resource department and providing their employee's a work-life balance in the form of not over-burdening them with excess work, providing them with a safe environment to work and further arranging basic and



additional facilities like paid holidays, good meals, and incentives in the form of a bonus, which is paid to an employee as an incentive to perform well throughout the year. Most of the time, employers award a bonus for a specific achievement that meets the company's expectations. Many Companies are also offering ESOP to their employees which is an employee stock ownership plan that is a type of employee benefit. It gives the employees an equity stake in the business they work for. Many companies are also hiring professional psychologist that helps them to regulate their work life so that it doesn't weigh down and affect their mental health

Motivation plays a key feature and part in making employees feel welcomed, acknowledged, and valued. The role of motivation within a company is often underrated. It is a powerful instrument that not only helps establish a successful career but also induces positive changes in your personal life. Companies can follow various paths and ways of motivating their employees by providing them with opportunities to develop their skills and pay needs to be industry competitive. If you pay less than the rest of the market (particularly if you're not making up for it in other areas), you will consistently lose talent and attract a lower-quality the employees, which will be reflected in your business results.



The ideal mix, where possible, would include base remuneration, rewards and perks, short-term performance bonuses, and long-term loyalty-based initiatives. But importantly, bonus and reward systems need to match the business. One size does not fit all. Showing appreciation towards them, giving them chances to lead the team, creating a free environment in terms of listening to their point of view and understanding it, showing them respect, these are the prominent ways to make them feel motivated, afterward this helps in creating a positive atmosphere in the company. They always achieve better results than their counterparts. Motivating your employees to do their best and rewarding their hard work can also be beneficial in igniting a sense of loyalty towards the company. A well-motivated workforce is loyal and has higher levels of morale, being more committed to the organization and its goals. Ensuring your staff is motivated can also reduce employee turnover and therefore reduce the company costs of hiring new people. and most importantly employees feel safe and may forget the work they did, what you said, but they will never forget how you made them feel





Thus, As it's a say that before clients, the employees are the one that comes first, customers and their experiences with a brand are crucial for business growth. It's not surprising that enterprises around the world are adopting customer experience as a strategic priority, but many typically struggle to get it right. The key point here, which we are all realizing now, is that while the customer remains king, employees are our brand ambassadors. translating boardroom vision for a superior customer experience into action at the front line can only be achieved with empowered employees.

Richard Branson once famously said, "Clients do not come first. Employees come first. If you take care of your employees, they will take care of the clients" They will unquestionably take good and better care of not only the customers but also helps in the betterment of the organization. This will make your employees loyal and dedicated toward your organization, Even during challenging and tough times they will stand still with you.

By- Jessica Puri



“Beyond Beauty Standards: Redefining the Concept Of Beauty”



Since ancient times, people have debated and discussed the idea of beauty, which is a subjective concept. While some might only consider it to be physical, others contend that true beauty comes from within. Notwithstanding one's viewpoint, there is no doubt that beauty has a strong influence that can profoundly affect our lives.

We are exposed to social ideals of beauty at a young age. The media, which includes films, television programs, periodicals, and social media, has a significant impact on beauty standards in many nations. These media channels frequently present a limited definition of beauty, one that is primarily white, slender, youthful, and physically fit. This strict and ideal definition of beauty may lead to a distorted perception of what is attractive and may cause people to feel self-conscious about their appearance. Magazine covers feature photos of retouched women and commercials for cosmetics which are constantly on our screens. As a result of this many people may develop unrealistic expectations and begin to doubt their beauty. Yet it's crucial to keep in mind that these ideals aren't grounded in reality, and real beauty goes much beyond outward appearances.

While it's simple to get engrossed in the outward manifestations of beauty, it's important to keep in mind that true beauty originates from within. More appealing than someone who is only concerned with their beauty is someone who is kind, sensitive, and empathic. When we put our attention on enhancing our inner beauty, we grow into more well-rounded people who can contribute positively to society.

The beauty industry has made progress recently in promoting more inclusive beauty standards. Advertising campaigns from various brands now include models of various racial backgrounds, ages, and body shapes. This move towards inclusivity is crucial because it aids in the dismantling of societal conventions that have existed for far too long. In conclusion, beauty is a varied and complicated idea that cannot be summarised by outward appearances. Although physical appeal undoubtedly plays a role, true beauty originates from the inside. Focusing on developing our inner beauty increases our self-assurance, confidence, and ability to have a positive influence on the world. Let's work to embrace diversity and inclusivity as a society as we continue to develop and advance, understanding that beauty comes in many shapes, sizes, and expressions.



By- Sakshi Khatri

SAVE the girl child, **EDUCATE** the girl child

35

We live in a society where the upbringing of children still depends largely on the mother. What good are we going to pass on to the next generation if that mother is illiterate? The chances are that her daughter might become an illiterate mother one day, thus continuing the vicious cycle. We must fathom the fact that an illiterate man may or may not educate future generations, but a literate woman will surely educate her offspring, thereby ensuring a virtuous cycle in society. I am often left astounded and befuddled when few people obstinately adhere to their conventional misconceptions of females being feeble and incompetent. When I read about the success of women such as Sarojini Naidu, Indira Gandhi, Sunita Williams, Saina Nehwal, Aishwarya Rai, and many more who are acclaimed worldwide for displaying dexterity in their respective fields, a sense of pride sweeps over me and I feel compelled to educate those who conveniently eschew women's achievements. All these renowned women exemplify the power of education and serve as a beacon of hope for downtrodden women across the world; it is high time we recognize the education of girls and women as one of the wisest and most profitable investments in social and economic terms. Education leads to greater self-esteem and self-confidence in women. It helps girls and women to have a positive impact on their families: better childcare, better nutrition, a decrease in child mortality, and better communication with the children and other family members. It increases women's awareness about the indispensable and irreplaceable role they can play in the community and society to find solutions to problems that hamper development and social stability. With the awareness of her role as a citizen, an educated woman can play a more dynamic role in addressing the economic challenges faced by her country. So, we can see that right from contributing to the economic development and prosperity of the country to ensuring a healthy and happy lifestyle for the family to curbing social menaces such as poverty, the education of a woman does it all. I am certain, by now you must have found the answer to my previously asked question that Women's Empowerment is not solely the empowerment of women, but the empowerment of the society through women. To all the girls and women reading this, let not any obstacles hurled at us by society deter our will to fulfill our dreams. Let us privileged ones take the onus of educating the deprived girls and women because it is the women who are the cornerstone of any society.

-By Dhairya Kharbanda

In the world, which is in a mire of confusion, conflict, and moral dilemmas, there is one more question that perpetually pricked my mind and soul.

What does Women's Empowerment mean? Is it the empowerment of women or is it empowerment of the society through women?

As per government statistics, the literacy rate of India in 2011 was 74 percent with which the male literacy rate was 82 percent and the female literacy rate was 65 percent. Out of those women who are educated, with more than half confront discrimination in their workplace as well as at home. The rampant cases of female infanticide, rape, molestation, and domestic violence against women corroborate my point.



So the question is where is our country heading. In a society, where people worship Maa Durga and Mother Mary, we have demeaned and oppressed women, pushing them into a world of despair and hopelessness. Isn't this a sheer manifestation of the hypocrisy permeating in our society?? or the Indian society to progress in all its endeavours the first and foremost step should be to educate every individual who regard women as docile and incompetent counterparts. We have had schemes in the past aimed at promoting education among rural women, but in my opinion, besides bolstering our measures to educate women, the need of the hour is to mull over strategies to re-educate those who are short of the ability to gauge the importance of women in all realms of life.

"If you educate a man, you educate an individual. But if you educate a woman, you educate a nation."



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Being an introvert, I used to never open up with a lot of people, never participated in much of events, and had fear of public speaking and all that stuff which used to push me back to pursuing my passions but coming here was a blessing

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BHAVYAY GUPTA

JIMS is a transformational experience in my life. Being an introvert, I used to never open up with a lot of people, never participated in much of events, and had fear of public speaking and all that stuff which used to push me back to pursuing my passions but coming here was a blessing. Generally, the college experience is multifaceted, and it varies from student to student. Some students engage in extracurricular activities, attend social events, and participate in sports clubs. Others focus more on academics, work-study programs, and internships. While for me, it was a perfect blend of things.

Academics were always a part I never needed to worry about since my school days and here too, I started in my comfort zone by doing well in academics in the first semester of college by scoring a 10 CGPA but the challenges which were faced by me my entire school life of doing any extra co-curricular activity were still the same.

The Actual turning point which came in my life at Jim's was in the second semester somehow, I believed in myself and got enrolled in a pre-placement activity which was my first major event, and it was a simple presentation competition on the current topics in our society and I chose NEP 2020 as my chance to prove myself at that time.

I was extremely nervous going to the stage but surprisingly for me it all went well ... perfect and I won that event and that was a day and now around 1 and half years later, I have participated in numerous events like panel discussions, roleplay competitions, a number of quiz events, gone through many interviews for various club posts, member of our prestigious council IIC, content writer for our auspicious magazine, CR of the class and a lot more.

It has been truly a roller coaster journey of personal development from a person denying himself every opportunity of public speaking and development to a person grabbing... snatching every single damn opportunity for growth which had not been possible without my trustworthy peers and my mentors who shaped me into a critical thinker lifelong learner, and engaged citizen.

Students's Achievement



Utkarsh Verma
(BBA 3rd Year)

- National Youth Service Award, National Service Scheme, Govt of Haryana
- World Environment Day, Institution's Innovation Council (1st Prize)
- National Research Conference, Govt. College, Mandi, 2022- Best Paper Award
- Debate Competition-National Education Day, Institution's Innovation Council, JIMS (1st Position)
- Innomania- National Innovation Day, Institution's Innovation Council, JIMS (1st Prize)
- Best Speaker- National Education Day Institution's Innovation Council, JIMS



Kartik Gupta
(BBA 2nd Year)

- Salaam India- Nation First, Always First, Ministry of Education, (All India Rank- 1st)
- Charades-A-Thon, Gender Championship Club, JIMS (2nd Prize)
- Tech Media Fest- IEEE Day Celebrations, BVICAM, New Delhi (2nd Position)
- Innomania - National Innovation Day, Institution's Innovation Council, JIMS (2nd Prize)
- Insight 2022, E-360, The Club Economics, JIMS (3rd Position)



Raghav Lakhotia
(BBA 2nd Year)

- Quizbizz, Delhi Institute of Advanced Studies (1st Position)
- Charades-a-thon, Gender Championship Club, JIMS (2nd Position)
- Best Speaker- National Youth Day, Institution's Innovation Council, JIMS
- Puzzlers- The Analytical Minds, JIMS (3rd Position)



Sakshi Khatri
(BBA 2nd Year)

- Constitution Convention, Patriotic Club, JIMS (1st Position)
- Masquerade- Roleplay Competition, JIMS (1st Position)
- ECON-QUEST, E-360, The Club Economics, JIMS (1st Position)
- Best Panelist- Chat GPT: Undiscovered Opportunities and Threats
- Poster Display- World Earth Day, Institution's Innovation Council, JIMS (1st Prize)



Uday Bhanu Garg
(BBA 2nd Year)

- National Savate Championship, National Level (1st Position)
- 4th Delhi Savate Championship, Delhi Savate Association (1st Prize)
- All India Inter School/College Savate Championship, Savate Association of India (1st Position)



Harsh Sharma
(BBA 3rd Year)

- JIMS CrossFit- 2021 (2nd Position)
- Carrom, Warriors- Sports Club, JIMS (2nd Position)



Vaibhav Gupta
(BBA 2nd Year)

- Puzzlers- The Analytical Minds, JIMS (2nd Position)
- Saudagar- IPL Auction, Warriors- Sports Club, JIMS (2nd Position)



Vaibhav Gupta
(BBA 3rd Year)

- Advert to Innovate, Institution's Innovation Council, JIMS (1st Position)



Jessica Puri
(BBA 2nd Year)

- Quizbizz, Delhi Institute of Advanced Studies (1st Position)
- Eco-quest, E-360 The Club Economics, JIMS (2nd Position)



Bhavyay Gupta
(BBA 2nd Year)

- Pre Placement Presentation Competition, JIMS (1st Position)
- Puzzlers- The Analytical Minds, JIMS (1st Position)



Parth Aggarwal
(BBA 2nd Year)

- Masquerade- Roleplay Competition (1st Position)
- Taboo Talks, Academic Club, JIMS (2nd Position)
- Pre Placement Presentation Competition, JIMS (2nd Position)
- Don't Mancriminate, Gender Championship Club, JIMS (2nd Position)



Dhairya Kharbanda
(BBA 2nd Year)

- *Pre Placement Presentation Competition, JIMS (1st Position)*
- *Econ-Quest, E-360 The Club Economics, JIMS (2nd Position)*



Jiya Rawal
(BBA 2nd Year)

- *Happiness Week Photography Competition, JIMS (2nd Position)*



“

Achievement

is largely the product of
steadily raising one's
levels of aspirations and
expectations.

”





LIFE @ JIMs



SECTOR-5 ROHINI, DELHI

Building Capabilities.
Building Resilience.



JAGAN INSTITUTE OF MANAGEMENT STUDIES

Jagan Institute of Management Studies (JIMS) in 30 years of its being has created a niche for itself in the fields of Management and Information Technology. The institute offers several undergraduate and postgraduate programmes i.e BBA, BCA, B.A. Eco (H) affiliated from Guru Gobind Singh Indraprastha University. Postgraduate programs namely, PGDM, PGDM (International Business), PGDM (Retail Management) in our campus are approved by the All India Council for Technical Education and are accredited from National Board of Accreditation (NBA). All programs have also been granted equivalence to MBA degree by Association of Indian Universities (AIU). The National Assessment and Accreditation Council (NAAC) has accredited JIMS with A grade. Our MCA programme is affiliated to Guru Gobind Singh University, Delhi and is also accredited by National Board of accreditation. The institute is also among the top management colleges in Delhi to start a Fellow Programme in Management, a full-time doctoral level programme to equip students for careers in research and management. The institute has been awarded the prestigious accreditation certification named South Asian Quality Standards (SAQS) from the Association of Management Development Institutions in South Asia, a SAARC recognized body. We are also a member institution of AACSB, a prestigious international accreditation body. JIMS continues to remain in the list of ELITE B-SCHOOLS (Top 100) of India for the 7th year in a row in National Institutional Ranking Framework (NIRF) of the Ministry of Education, Govt. of India.

OSMOSIS

CONNECTING THOUGHTS

A CREATIVE PURSUIT BY MANAGEMENT UNDERGRADUATES