

# MONTHLY INSIGHTS



## SELF-DISCIPLINE TIPS:

- Just start.  
Don't think about it.  
Don't wait to be in the perfect mood for it.
- Limit distractions
- Set realistic goals. Don't try to do everything at once.



**"There is no elevator to success. You have to take the stairs." — Zig Ziglar**

**PGDM Section-B  
August 2023  
Volume 1, Issue 2**

## »»» Dear Readers

We hope this newsletter finds you well and full of enthusiasm for the exciting journey you've embarked on. August has been a month brimming with energy and activity on our campus. We are excited to give you a recap of a series of engaging events that showcased our spirit of fostering a culture of critical thinking and inquiry. Through this issue, our talented friends showed that their enthusiasm and passion are a testament to their creativity. Hope you would enjoy it reading as much as we enjoyed it curating!

Explore their insightful articles and stay updated with the latest trends and news. Don't miss out on the hard work and passion these future leaders have put into creating this informative publication.

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## EVENT OUTLINE

# Public Speaking Session

By Afia Naaz

➤➤➤ **02.08.2023**

JIMS Rohini Sector -5 organized a guest session on Public Speaking. The session was successfully arranged by the PGDM department of the college with the support of faculty and coordinators. Ms Pragya is an educator who regularly conducts sessions in various corporates, colleges and school. She has trained 4000+ individuals. The session was very insightful. She talked about causes of fear and explained some of them like there is lack of confidence in people, fear of being judged by people, lack of knowledge, also about past setbacks that effect the performance on stage.

**Do  
You  
Know** ?

**Fear of Public Speaking: Glossophobia, or the fear of public speaking, is one of the most common fears worldwide.**

➤➤➤ **She mentioned about two ways to structure a speech namely**

:

1. BBC approach ( Beginning Body Conclusion)
2. OREO approach ( Opinion Reason Example Opinion)

She also briefed us about the opening of a speech by using a famous quote, asking a question, complimenting the audience etc. She also mentioned training our minds in such a way that anxiety turns into excitement .



# Session on “Go-To-Market Strategy”

By SONAL JAIN

»»» 05.08.2023

1

Develop  
Customer  
Personas



2

Create  
Thought  
Leadership  
Content



3

Invest in  
Organic  
Channels



4

Use Paid  
Campaigns



## »»» A Guest Session

On ‘Go To Market Strategy’ was organized by Ms Mansi Madan, faculty at Jagan Institute of Management Studies on August 5, 2023. The speaker at the event was Mr Dipankar Trehan, Senior Strategy Consultant at EY-Parthenon. With eight plus years of experience, he has been a part of Davos50 2022 and Co-Chair Advisory Council (Impact) and Global Shapers Community.

## »»» Deep Diving

Mr Trehan started the session by nudging students to understand the importance of an analytical mindset and what it takes to be a consultant. He introduced the concept of STP – Segmentation Transitioning and Positioning focused on structuring the problem. He explained the idea of MECE (Mutually Exclusive Collectively Exhausted) which is an essential tool in solving case studies.

## EXPERT ADVICE

**Start by thoroughly understanding your target market, customer needs, and competition. Conduct market research to identify opportunities and challenges.**

## »»» Discussion of the Case

Went very interactive and students were eager to share their proposed solutions and ideas. Mr Trehan delineated concepts like market sizing, story-lining, TAM, SAM, SOM and many more. He touched upon every aspect of the problem and every possible solution. He made students understand what is a go-to-market strategy and how to devise one for an institution. Students actively asked questions and received satisfactory answers. Students got a taste of industry simulation and what exactly consultants do.

# Independence Day Celebrations

By AFIA NAAZ

➤➤➤ 14.08.2023

This celebration marked a significant day at JIMS College as we gathered to celebrate India's 77th Independence Day with great enthusiasm and pride. The campus was adorned with the tricolour flag and decorations that radiated the spirit of patriotism.

➤➤➤ **The highlight of the event was undoubtedly the cultural performances**

## A Heartwarming Tribute!

The auditorium was a riot of colours and music as students donned traditional ethnic attire in orange, white and green which represents the colour of the flag.

The patriotic songs and poems were delivered by students. The speeches reminded us of the sacrifices made by our brave soldiers and the importance of safeguarding our hard-earned freedom. The poetry recitations by students touched on themes of unity, diversity, and the aspirations of the youth for a brighter India. It was remarkable to witness the talent and creativity of our fellow students.

➤➤➤ **The Sense of Pride and Gratitude**

It was a reminder that our freedom is a precious gift, and it's our responsibility to uphold the values and principles that our nation stands for. This event fostered a sense of togetherness and unity among our college community. It was a day filled with joy, reflection and a renewed commitment to the progress and prosperity of our beloved country.



# Industrial Visit at Mother Dairy Plant

By TEENA MATHEW

➤➤➤ 19.08.2023



## ➤➤➤ A Comprehensive Understanding

### Our Learnings

- Their support for farmers through fair pricing and skill development efforts.
- Being adaptive to innovation that addresses environmental concerns, waste management, and community engagement.
- Their comprehensive vision is thanks to the convergence of creativity, empathy, and strategic thinking.

The students of PGDM 23-25 got the opportunity to visit a large-scale dairy plant like Mother Dairy. Students witnessed the intricacies of milk collection, processing, packaging, and distribution. They were able to understand how raw materials are sourced, processed, and delivered to customers is a valuable lesson in supply chain management.

**Owing to the chance to interact with renowned corporate specialists and the innovative CEO, the Industrial Visit was brimming with significant insights giving us important insights into the difficulties the organisation has faced and the methods it used to get over them.**

# Creador Presents “Retail Executive Summit”

ASPIRING STUDENTS TO NAVIGATE THE CHANGING  
RETAIL LANDSCAPE.

By TANUSHREE

➤➤➤ 28.08.2023

The JIMS Technical Campus, Rohini, sec -5 and PHD Chamber of Commerce and Industry jointly organized the Retail Executive Summit held on August 28, 2023, around the theme "Future Outlook of Indian Retail Industry". Esteemed personalities from both the business and intellectual domains were given a unique platform to exchange their perspectives and invaluable insights.

➤➤➤ **Highlights of  
the day**

The program starts with Mr. Anupam Bansal, Director of Retailing & Marketing at Liberty Shoes Ltd and Co-Chair of the Retail, e-Commerce and Consumer Affairs Committee at PHD Chamber of Commerce and Industry Sharing his valuable insights and learning from two-decade-long working experience.

**This summit successfully brought together influential figures from the industry, forward-thinking, visionaries, and aspiring students to deliberate on the transformative path of retail.**

➤➤➤ **The Captivating  
discussions on :**

- **Building Resilient Retail Brands: Strategies for Balancing Growth, Innovation, and Core Values in Today's Volatile Market.**
- **Rise of D2C Brands: Disruption and Opportunities in Retail.**
- **The New Age of Consumer Convenience**
- **Future of Retail Workforce: Embracing Diversity & Inclusion.**



# Top News of the Month

## CHANDRAYAAN-3: A CATALYST FOR INDIA'S SPACE

### SECTOR

By SUJEET KUMAR SINGH

➤➤➤ 23.08.2023

The success of Chandrayaan will help to boost the Centre's plan to spur investment in private space launches and related satellite-based businesses which could propel the space sector and drive economic growth.

Analysts expect India's space sector to capitalize on a reputation for cost-competitive engineering.



**The moment of pride for every Indian!**



**ISRO has been successful in landing the Chandrayaan-3 spacecraft near the moon's South Pole on August 23, making India the 1st country in the world to land on the south pole of moon.**

### ➤➤➤ The Flourishing of the Space Sector

Currently valued at \$8 billion with a 2% share in the global space economy, India's space market could reach \$40 billion by 2040 and claim a \$100 billion share of the addressable opportunity in the global space as India's space market is growing at an annual growth rate of 4% in recent years.

The Indian government aspires for the country's space sector to account for 9% of the global industry by 2030.

### ➤➤➤ World Wide Known for Cost Effectiveness

The success has led the world to look upon India optimistically for their space exploration program to be programmed at a cost-effective rate with a quite feasible positive outcome which will ultimately lead to positive repercussions for the Indian Space Sector.

**This success has made us stand in the elite club of nations that are considered pioneers in the space exploration programme. This success has once again proved that failure is not permanent, we have to learn from it (Chandrayaan 2), prepare ourselves for the next goal, work hard consistently with determination and finally achieve it (Chandrayaan 3).**





## »»» CHALLENGE TIME

1. What goes up and down stairs without moving?
2. Give it food and it will live; give it water and it will die.
3. What can you catch but not throw?
4. I run, yet I have no legs. What am I?
5. Take one out and scratch my head, I am now black but once was red.
6. Remove the outside, cook the inside, eat the outside, and throw away the inside.
7. What goes around the world and stays in a corner?
8. What gets wetter the more it dries?
9. The more there is, the less you see.
10. They come at night without being called and are lost in the day without being stolen.

# The Creativity Abode

## Reminiscing School Days

The whole school seemed so strange and solemn.

But the first thing that frightened me was,

Not to see these happy faces daily.

Not to get a hug and handshakes as routine.

Not being pleased and requested to change the seats.

Not the same laughter with the person you cry with.

Not to listen the different Bluff everyday.

- By Ishita Tayal



BY RITU



BY PANKHURI



# Mandala Art



By Ishita Tayal



By Ritika Jain

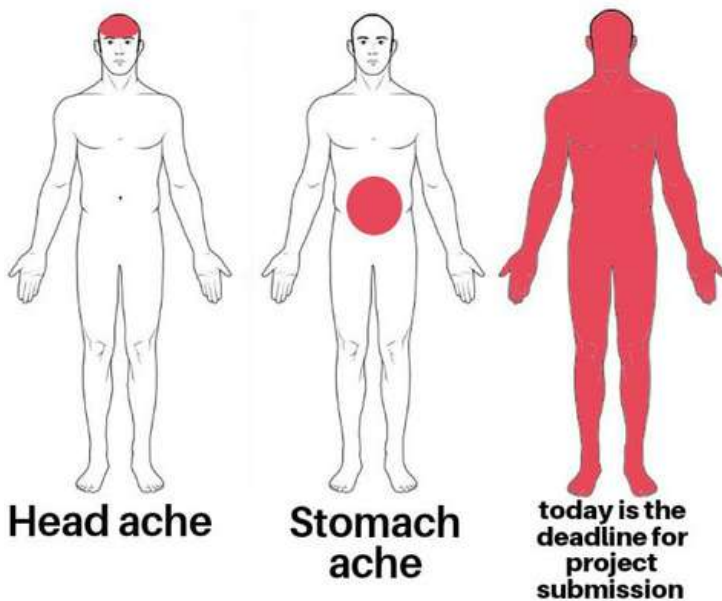
# Meme Zone

»»» Sharing our "In-Class" experience till now

When you're trying to present in class but your friends trying to make you laugh



## Where does it hurt?



When you answered all the questions successfully after presentation



# »» लोग क्या कहेंगे ««

चार लोग क्या कहेंगे  
उनको लाने वाले तुम और गिराने वाले भी तुम  
हत्या करदी तुमने अपने सपनों की  
सोचकर कि चार लोग क्या कहेंगे

तुमने सुना नहीं अपने सपनों को रोते हुए  
मदद के लिए वो तुम्हें पुकारते रहे  
किया तुमने उन्हें अनुसुना

दुख हुआ था तुम्हें भी  
मरे थे तुम भी उनके साथ ही

तुम्हें पता है तुम कर सकते थे  
दुनिया से अपने सपनों के लिए लड़ सकते थे

सफ़र है दुनिया की चाह की और  
मंजिल तुम्हारी कुछ और है  
दिल मांगे सपने पर  
दुनिया मांगे तुम्हारे सपनों की मौत है

तुम रक्षा ना कर पाए अपने सपनों की  
चाहत में तुम्हारी ना वो भाव विभोर था

बंद रखा सपनों को चार दीवारी में,  
दिल की अलमारी में  
जंग होती रही  
आज़ाद करना था उन्हे चील की तरह उड़ने को  
फिर रोक दिया, उनकी उड़ान को  
क्योंकि लोग क्या कहेंगे  
ये भी सोचना था तुम्हारे दिल को

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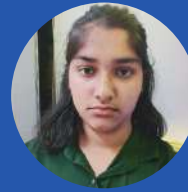
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