

MONTHLY INSIGHTS

October Edition

Newsletter
Volume II
Issue I

WINNING IS
ONLY HALF OF
IT. HAVING FUN
IS THE OTHER
HALF
~BUM PHILIPS

WITH THIS
THOUGHT, LET'S
DIVE INTO THE FUN
PACKED EVENTS
AND LEARNINGS OF
THIS MONTH!

PGDM - C
2023-25



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EVENT OUTLINES

POWER DRESSING

6th OCTOBER '23

Dear Fashion Enthusiasts,

I hope this message finds you well and still buzzing from the electrifying event that unfolded at JIMS Rohini on October 6th, 2023 - our Power Dressing Rampwalk Extravaganza!

The electrifying runway showcased powerful dressing and unique ensembles, leaving the audience spellbound. Faculty, Shalu Maam and Simran Maam drove the event with palpable dedication and passion for fashion. The panel of fashion industry luminaries brought glamour and insight as judges, adding excitement.

Exceptional student talent graced the stage with their unique flair, showcasing style, confidence, and poise, enhancing the evening. The enthusiastic audience's cheers and applause created an unforgettable atmosphere of support, leaving an indelible mark on the event.

Gratitude extends to all contributors—faculty, judges, participants, and the wonderful audience. The memorable evening promises more exciting events in the future, urging everyone to continue embracing their unique style and letting their confidence shine.

~Anant Rai



MARKATHON



Organized on 21st October, 2023 following the quiz competition as an elimination round on 16th October, 2023.

JIMS brings back another golden opportunity for its students which tickles their minds. Marquest and Analytica, the marketing and business analytics clubs join their hands together to bring a case study competition “MARKATHON”, where the students have to showcase their analytical skills unfurl the riddle of the case and give viable marketing solutions. The case study was about a banking application for the health care sector which was the segment where maximum customers spent their earnings on. As a part of a team, I learnt how to work in one and how brainstorming separately and together can bring forth so many new points of view to work on. The solutions were presented in front of judges and our skills were put to test. After an enlightening discussion and presentation, the case teams that did well were rewarded for their hard work and the rest of them went back with a better understanding of how to approach a case study, what we should keep in mind while making a solution and most importantly, how to present our thoughts to others and put forth the necessary points. I hope that JIMS keeps presenting students with such opportunities so that they grow into a seasoned professionals.

~Dakshita Bansal

National Conclave

17th October'23



"As a Zoology graduate, I unexpectedly developed a keen interest in supply chain management during a conference at IIC. My time at IIC's beautiful campus ignited my passion for management. During my PGDM program, I explored logistics, intermediaries, retail, and supply chain management, and discovered that India's supply chain and logistics costs represent 14% of the country's GDP, a significant \$400 billion, in contrast to the global average of 8%. This highlighted the importance of Prime Minister Narendra Modi's Gati Shakti initiative, which aims to enhance transportation efficiency, transparency, and accountability.

The conference featured notable speakers like Mr Ramesh Agarwal, an Airforce veteran and founder of Agarwal Packers and Movers LTD, who shared insights on effective logistics. Mr. Sanjiv Garg, Managing Director of Pipavav Railway Corporation Limited, emphasized the crucial role of railways in realizing the Gati Shakti project. Mr. XYZ showcased the impressive WAG 12 locomotive, capable of carrying over 6000 tons and fueled by 12,000 equivalent horsepower.

In conclusion, the logistics and supply chain management conference was enlightening, offering valuable insights and practical strategies. It emphasized the importance of embracing industry trends and technology for improved supply chain operations. I look forward to applying these insights to enhance the logistics and supply chain landscape in my professional pursuits."

~Sauhardha Kulshreshtha

DANDIYA DAZZLE

25th October'23



Ayeee haalooooo!!

What an exciting event it was.

What a vibe...what energy... everything too high sir!!



The Dandiya event on October 25, 2023, celebrating Navratri, was a spectacular occasion that united students and staff in a joyful atmosphere. The college was beautifully adorned with colorful drapes, traditional motifs, and flowers, creating the perfect cultural ambiance. Everyone was dressed in ethnic attire, with girls in lehengas and boys in kurtas, wielding dandiya sticks.

The event featured competitions for titles like Best Dressed and Best Moves, adding a touch of healthy competition. Food stalls offered a delightful mix of North Indian and Western cuisine.

Organized by the Ekyum Club, the Dandiya event not only showcased India's rich heritage but also promoted unity and diversity among students. It served as a platform for cultural exchange, fostering an appreciation for different traditions and art forms. This event truly brought the entire college community together for an evening of celebration.

~Ritika Saxena

SCAVENGER HUNT

28th October'23

Creador Club's Scavenger Hunt Event: A Spooky Success

In a thrilling display of creativity and teamwork, the Creador Club hosted a Scavenger Hunt event at our college on October 28, 2023. The event, which saw enthusiastic participation from 24 teams, was a delightful culmination of talent, strategy, and Halloween spirit.

On October 27th, the excitement began with a quiz, serving as the preliminary round. Twelve victorious teams emerged, earning a chance to showcase their Halloween-themed makeup skills on the main event day. Each team had just 30 minutes to transform a member into a spooky character.

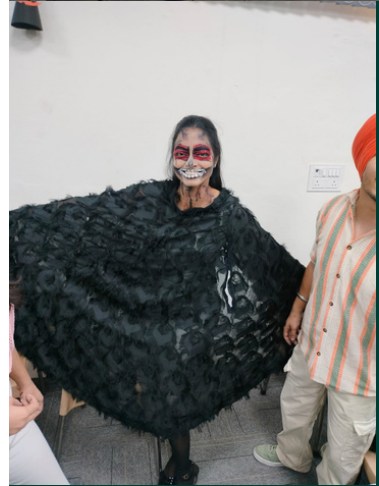
The results were impressive, with creativity and adherence to the Halloween theme on full display. Judges then had the tough task of selecting only six teams to move on to the Scavenger Hunt.

The Scavenger Hunt kicked off with a buzz of anticipation. The top three teams excelled, completing the hunt in impressive times. Our esteemed dean, RK sir, felicitated them, celebrating their quick wit and teamwork.

The Creador Club's event fostered healthy competition and unity, encouraging students to think on their feet and celebrate accomplishments. Amisha Maam, the club coordinator, played a pivotal role in its success.

In the end, the Scavenger Hunt showcased the talent and creativity within our college, leaving everyone eagerly anticipating the next thrilling event organized by our retail club.

~Rupam Vohra



NEWS CRUNCH

Tourism's Dark Side: The City-Wrecking Effects of Overtourism.

Over the past two decades, tourism has experienced exponential growth. However, the consequential social, cultural, and environmental impacts of this surge are frequently overlooked. Delve into the repercussions: How is overtourism shaping the world's cities, and why is prioritizing responsible tourism increasingly vital?

Overtourism is a phenomenon that occurs when there are too many visitors to a particular destination, leading to negative impacts on the local community and environment.

Overtourism Recently caught the attention when Venice “the city of canals” initiated a much-discussed ticketing system, mandating a five-euro fee for day-trippers entering the historic centre of the Italian city, to reduce the influx of tourists to the city.

Not only Venice but “Amsterdam” is also thinking about stopping big cruise ships from coming into its main areas, just like Venice did. The city council said okay to the idea, but they haven't put it into action yet.

In India, as we all know “Joshimath” the place well known as the starting point of all 4 Dham Yatra, is sinking down because of Multiple factors including unplanned construction, over-population, and indiscriminate construction activity to build hotels, rest houses, multi-storied buildings which have further overburdened the town and caused sub-surface water pressure by blocking the natural flow of water, these all are under the action plan, to meet the tourists demands.

Clearly, tourism brings jobs, investment and economic benefits to destinations. However, overtourism occurs when tourism expansion fails to acknowledge that there are limits. Local government and planning authorities have so far been powerless to deal with the overwhelming influence of the global tourism supply chain.

Overtourism requires a balanced approach, involving sustainable tourism practices, community engagement, and destination management. Implementing responsible tourism policies, promoting off-peak travel, and fostering awareness among tourists can help preserve local cultures, protect the environment, and ensure a more sustainable and enjoyable travel experience for everyone involved.

Source: Firstpost

~ Puneet Sharma



THE PRICE OF POPULARITY
The Impact of Overtourism
ON DESTINATIONS

WWW.GIVINGGETAWAY.COM



HIGHLIGHTS

National

Oct. 7: Hamas terrorists burst through border, slaughter Israelis in their homes



NEW DELHI: India signed off with a record 107 medals at the 19th Asian Games in Hangzhou, China. This included 28 gold, 38 silver and 41 bronze.



PM Modi announces 'Mera Yuva Bharat' portal for youth



Tata to make iphones in India for the global market

*Source: Inshots,
Youtube, Mint*

International

India-Kazakhstan Joint Military Exercise in Otar Kazakhstan from October 30 to November 11,2023



**Dr. Mohamed Muizzu elected as President of Maldives.
Christopher Luxon became the Prime Minister of New Zealand**

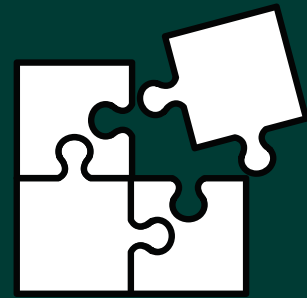


ISRO launches 36 broadband satellites in its heaviest rocket from Sriharikota.



China, Philippines trade accusations over latest South China Sea clash

CHALLENGE TIME



- 1 A horse is tied to a 10-foot rope, so how does it reach the bale of hay 15 feet away? (This question tempts you to make assumptions – which are so often the enemies of creative problem-solving.)
- 2 If a plane crashes exactly on the border between France and Germany, in which country should the survivors be buried? (Many people get this one wrong by overlooking the obvious.)
- 3 Bob and Ben were born on the same day, to the same parents, but they aren't twins. How come? (You'll only solve this puzzle if you can take a seemingly impossible situation, and find a new way of looking at it.)
- 4 Where in the world does Friday come before Thursday?
- 5 Which substance is represented by the letters HIJKLMNO?
- 6 Which substance is represented by the letters HIJKLMNO?

Answers:

1. The other end of the rope isn't tied to anything.
2. Survivors don't need to be buried anywhere.
3. They're two of a set of triplets.
4. In a dictionary.
5. Water: "H to O"! (H₂O)

Meme Zone



Smile please!



STUDYING FOR EXAMS

EXPECTATIONS:



REALITY:



Non-Commerce student : what is the use of LF/JF column?

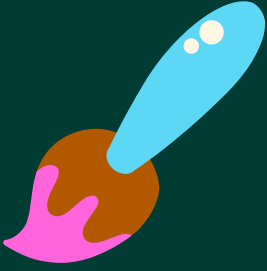
Commerce student :



Bas sajawat ke liea laga rakha hai

Source: Pinterest

CREATIVITY CORNER



“The strong modern woman of today is unapologetic about who she is. She's confident, determined, never giving up on her goals or values. She's like a bright colorful abstract painting, full of life and spirit. She's a role model, breaking barriers and fighting for fairness and equality. She is fierce and strong willed. She is today's modern woman.”

~Disha Omar



Reminiscing childhood

वो बचपन भी क्या बचपन था
ना डर था ना गम था
सपनों के बादल से घिरे थे हम
अपनी मस्ती में झूम रहे थे

ना किसी के जाने के गम
ना किसी के आने की खुशी
अपनी जादूई दुनिया के
जादूगर थे हम

अंधेरा से घबराते थे
रोशनी में खेलखिलाते थे
हस्ते थे , रोते थे
जीने की आस लिए
आंखों में जीते थे

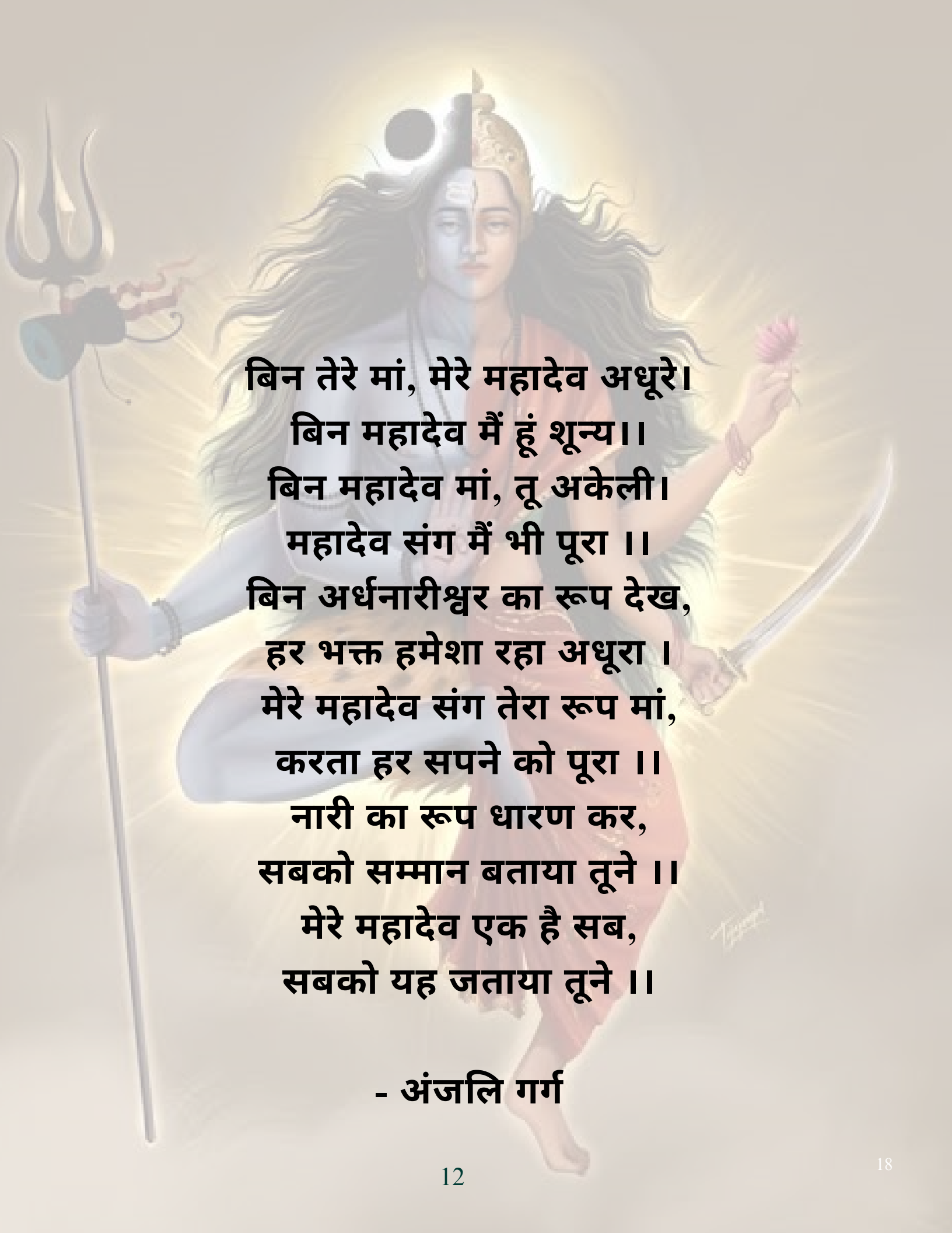
ना जाने कब वो
आस खो सी गई
कब ये अंधेरा
उजाले से जादा
सुकून देने लगा

उन सपनों की
जगह कब
जिम्मेदारियों ने ले ली
पता ही नहीं चला

सब पा के भी
खुद को खो बैठे हम
उन बचपन के दिनों को
सोच के आज रो बैठें हम ..



~Adarsh Shukla



बिन तेरे मां, मेरे महादेव अधूरे।
बिन महादेव मैं हूं शून्य ॥
बिन महादेव मां, तू अकेली।
महादेव संग मैं भी पूरा ॥
बिन अर्धनारीश्वर का रूप देख,
हर भक्त हमेशा रहा अधूरा ।
मेरे महादेव संग तेरा रूप मां,
करता हर सपने को पूरा ॥
नारी का रूप धारण कर,
सबको सम्मान बताया तूने ॥
मेरे महादेव एक है सब,
सबको यह जताया तूने ॥

- अंजलि गर्ग

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