

# MONTHLY INSIGHTS SEPTEMBER EDITION

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DESIGN BY PGDM BATCH (24-26) SEC-A STUDENTS



## Monthly Highlights

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## Message for Readers:

Welcome to monthly insights, your go-to source for everything happening on campus! This special edition brings you a detailed look at all the exciting events, achievements, and activities that shaped our college life this September.

From academic accomplishments and club events to cultural fests and student spotlights, we've got it all covered. Stay connected with your college community, and relive the moments that made this month memorable.

Monthly Insights—where your college journey unfolds, one story at a time.



*“You are not your resume,  
you are your work.” —  
Seth Godin.*

# Founder Series Session



- The Entrepreneurship Development Cell at JIMS Rohini recently hosted an insightful Founder Series session on 4th September featuring Ms. Shivani Mehta, a Shark Tank alumna and founder of Daakroom, who is also a proud alumna of NID. The session, titled "Startup Opportunities in Modern Times," provided a deep dive into the dynamic world of startups.



- Ms. Shivani captivated the audience with her invaluable knowledge and experience in the startup ecosystem, inspiring students to think beyond the traditional career paths and embrace entrepreneurship. Her direct engagement and ability to relate with aspiring entrepreneurs made the session not only informative but highly motivating, leaving students with a stronger entrepreneurial mindset and a clearer understanding of the opportunities that lie ahead.



# Alumni session with Mr. Ankit Arora



- Ankit Arora, an accomplished alumnus of JIMS Rohini, Branded-content Lead-Zee Business and WION, recently conducted an insightful session on influencer marketing, a field that has seen rapid growth since its establishment in 2016. Ankit emphasized the importance of hard work, sharing his personal experiences to illustrate how perseverance and dedication are essential for success in competitive fields like marketing. The session focused on the rising significance of influencer marketing, which utilizes individuals with substantial social media followings to influence consumer behavior and trends. Ankit explained how this approach differs from social media marketing (SMM), which involves directly promoting a brand's content across platforms like Facebook, Instagram, and Twitter to build brand awareness and engagement.



- Ankit sir clarified that while SMM targets a broad audience through a brand's own content, influencer marketing leverages the credibility and authenticity of influencers to connect more organically with potential customers. This distinction helps brands achieve higher engagement and a more personalized promotion strategy.
- Overall, the session offered valuable insights into the evolving landscape of marketing, making it a highly engaging and informative experience for all the students present in the class.

# Beyond the Classroom: Club Highlights



**2nd September, 2024**

## “Budget Masters”

The Business Analytics Club hosted its flagship event, Budget Masters, exclusively for PGDM students, drawing 48 teams. The competition featured two rounds focused on strategy, knowledge, and decision-making. In the first round, a timed quiz via Google Forms tested participants on Marketing, Finance, and HR, with 17 teams advancing. The final round challenged teams to allocate a fixed budget on luxury and normal goods revealed during the event, balancing spending to maximize gains. Budget Masters tested analytical skills, market insight, and financial prudence under pressure, offering a dynamic and engaging experience for all participants.

## “INVESTOFIN” The Finance Club

The Finance Club hosted an exciting competition for first-year PGDM students, with 14 teams of five members each. In the first round, teams had three minutes to create a product using paper and stationery, priced items displayed on a screen. They then pitched their creations to a panelist, simulating a real-world sales scenario. Points were awarded for creativity, construction, and price alignment. The second round introduced twists by altering product types, adding dynamism to the challenge. The event combined creativity, strategy, and quick decision-making, delivering an engaging experience for both participants and the audience.



**12th September, 2024**

# Beyond the Classroom: Club Highlights



**5th September, 2024**

## “CREADOR”

The Retail Club recently organized an exciting competition for students, where seven teams were shortlisted to participate. Each team was assigned a brand that had faced failure, and their task was to analyze the reasons behind the brand's downfall. The teams delved into various factors like market positioning, branding, and consumer perception. After the analysis, they were asked to creatively redesign the brand's key elements such as the logo, tagline, and overall strategy to suggest a possible revival plan. The event was a great opportunity for students to showcase their analytical and creative skills in branding and retail management.

## “The Branding Blitz Challenge”

The Marketing Club, Marquest, successfully hosted the Branding Blitz Challenge. In the first round, participants answered brand tagline-based questions, followed by a creative reel-making competition with hypothetical products for the finalists.

While the top three teams were awarded, all participants impressed with their creativity and dedication. The event was energetic and interactive, thanks to the hard work of seniors Ansh Noor, Ritika Saxena, Isha Kishore, Riti Gupta, Gitanshi Dua, Subah Prakash, Shivam, and others.



**10th September, 2024**

# Session on Power of Body language



**14th September, 2024**

- Recently, our campus had the privilege of hosting Sahil Nayyar, Director of Human Resources at KPMG, for an enriching session on the impact of body language, gestures, and attitude in communication. Mr. Nayyar emphasized that effective communication is not just about words, but how non-verbal cues can significantly influence the message we convey. Using an engaging example from Shark Tank India, he discussed an entrepreneur from a popcorn company and how his body language and tone during the pitch affected the delivery of his message.
- The session was highly interactive, as Mr. Nayyar divided the students into groups and had us recreate scenes from the Shark Tank episode. Each group analyzed the entrepreneur's gestures, postures, and expressions, then discussed how to improve his non-verbal communication to make the pitch more compelling. This hands-on activity allowed us to observe how even subtle changes in gestures can enhance confidence and persuasiveness. Through the workshop, we gained a deeper understanding of the crucial role that body language plays in professional communication. It provided valuable insights for future business pitches and professional interactions, leaving students more conscious of aligning their physical presence with their verbal message for maximum impact.



# Celebrating Academic Excellence Faculty Achievements

## Highlighting Faculty Excellence in Research Endeavors

JIMS Rohini takes immense pride in congratulating its esteemed faculty—Dr. Bhavneet Kaur, Ms. Sugandha Sharma, Dr. Monika Agarwal, and Dr. Shrajal Gupta—for successfully completing their groundbreaking research project titled "Investment Patterns and Preferences of Indian Retail Investors: COVID as an Influencer." This collaborative study was conducted in partnership with the PHD Chamber of Commerce & Industry.

## CONGRATULATIONS!



**Dr. Bhavneet Kaur, Ms. Sugandha Sharma,  
Dr. Monika Agarwal & Dr. Shrajal Gupta**

on the successful culmination of a research project titled  
**Investment Patterns & Preferences of Indian Retail  
Investors: COVID as an Influencer**  
in collaboration with PHD Chamber of Commerce & Industry



## Prestigious Honor for Dr. Sheetal Chadda

Dr. Sheetal Chadda, Professor at JIMS Rohini, has been honored with the prestigious role of Session Chair at the International Conference on Smart Cyber Physical Systems (CSCPS-2024), organized by Christ University. JIMS Rohini extends its heartfelt congratulations to Dr. Chadda on this remarkable achievement, recognizing her expertise and leadership in the field.



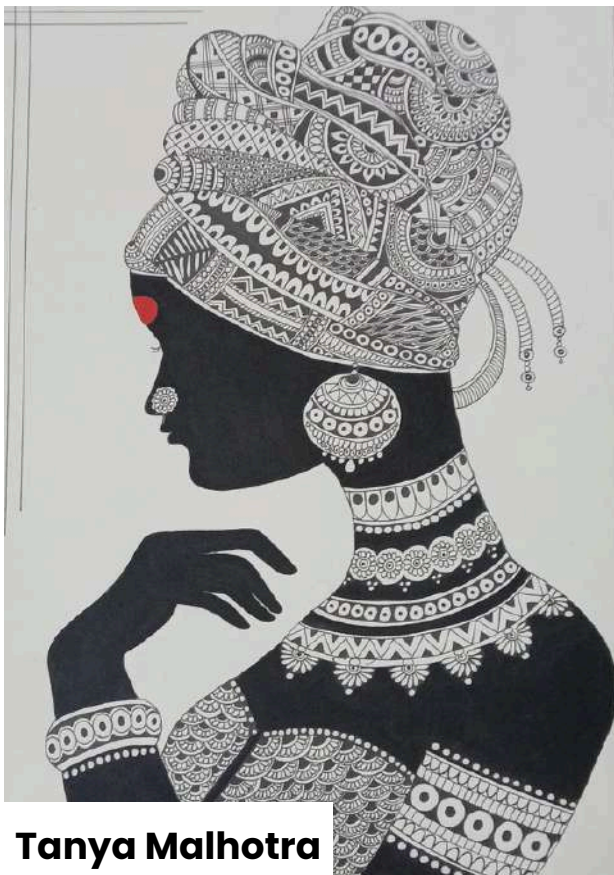
## Celebrating Excellence at the IMC International Research Conference / Recognition for Research Excellence at IMC Conference

Congratulations to Dr. Pooja Jain and Dr. Yukti Ahuja for winning the Best Research Paper Bronze Award at the prestigious IMC International Research Conference, held at XLRI, Jamshedpur on September 20 & 21, 2024. Their exceptional work exemplifies the high standards of research and innovation upheld by the institution.

# "HUNAR HUB"



*"The artist is a receptacle for emotions that come from all over the place: from the sky, from the earth, from a scrap of paper, from a passing shape, from a spider's web."*  
Pablo Picasso



**Tanya Malhotra**



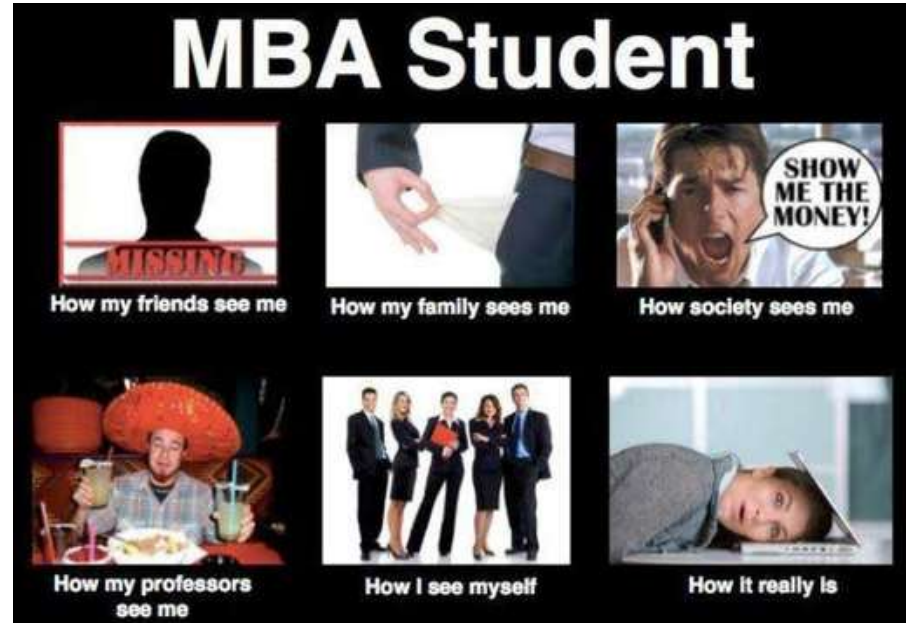
**Aarzoo Sharma**



**Tanya Malhotra**



# MBA MEME CORNER



When you state some fact apart from Case Study.



My **in** Feed looks like this

Exhilarated to announce that i have joined abcd Ltd as marketing intern

Mostly sabka internship lagta hai isme naya kya

Happy to complete MBA from L lasun college

Bhai andar ghuse ho toh Complete karke hi nikloge na

3 things to learn from "so and so" (Subject Matter Expert)

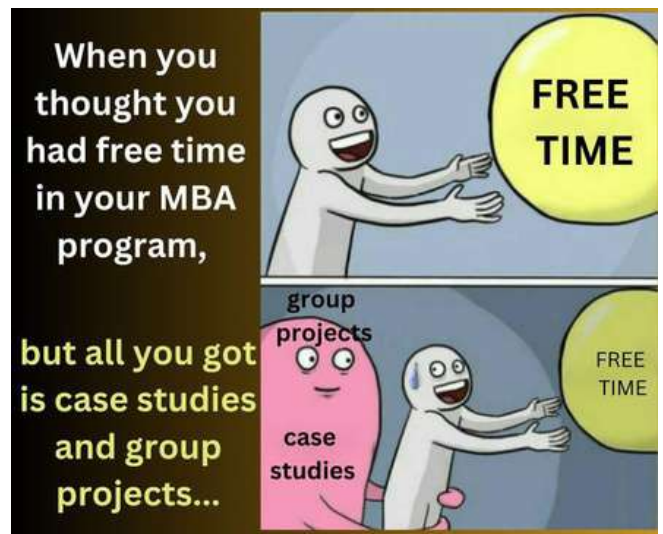
Behen tujhe khudse toh dikhna aata nahi, Chatgpt se kab tak chapegi

Club appreciation post

Maalik sabka club/committee hota hai, agar post nahi karoge fir bhi club ka hissa rahoge

Reflecting on my 1st year journey

Bro agar post nahi karega toh college se nikalege nahi



# BRAIN BUZZ: CROSSWORD

## Business Management Crossword

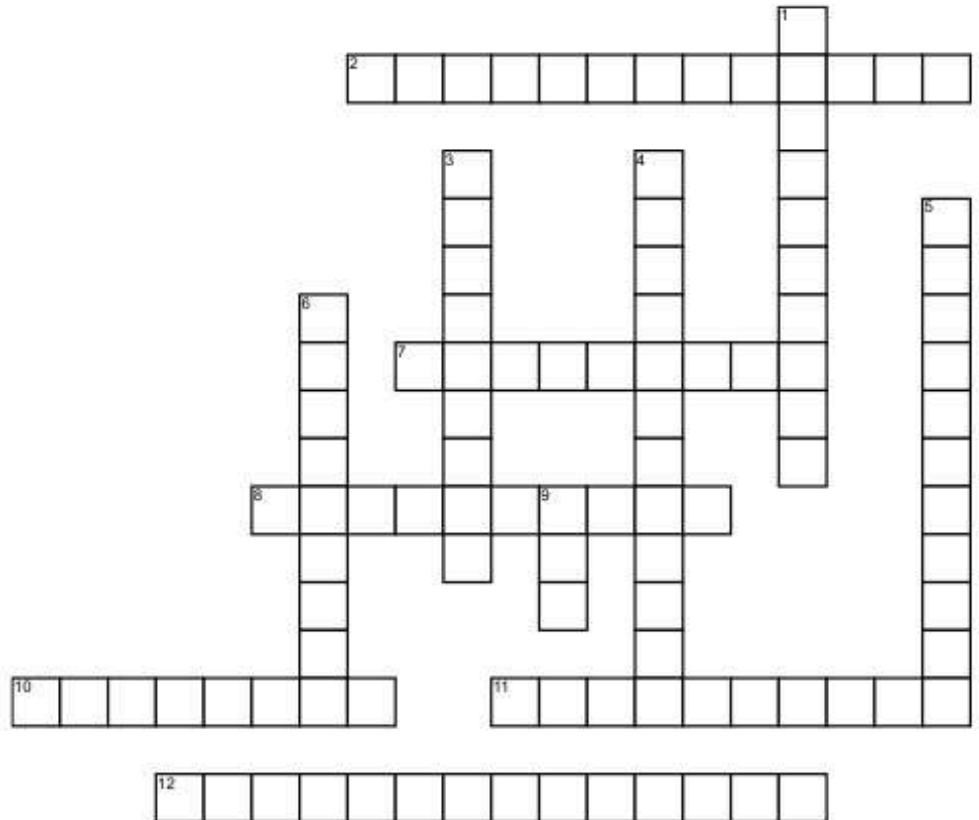
### Across

2. the market where the initial shares of a public company are first floated (2 words)

7. you can earn an income from shares by either selling stock, or receiving \_\_\_\_ (plural, 1 word)

8. a person who is the exclusive owner of a business. they are entitled to keep all profits for themselves after tax has been paid, but has unlimited liability (2 words)

10. the name for the Hong Kong stockmarket index (2 words)



11. a market with a decline and a drop in share prices and demand (2 words)

12. a stock in a corporation which has a great reputation, is reliable and operates well (plural, 3 words)

### Down

1. companies like McDonald's are known as \_\_\_\_ (1 word)

3. the availability of liquid assets to a market or company (1 word)

4. a person who sets up a business(es), taking on the financial risks in hope of profit (1 word)

5. \_\_\_\_ is the share price of a share when it is floated on the secondary market (2 words)

6. the 4 P's of marketing include price, placement, product and \_\_\_\_ (1 word)

9. the Australian share market (abbreviated)



# MEET THE TEAM!!

## Faculty Editorial Board



**Dr. Pratima Daipuria**  
(Dean PGDM)



**Ms. Shikha Gupta**  
(PGDM Coordinator)

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