



SEPTEMBER INSIGHTS

PGDM (25-27) Section 'A'

MESSAGE TO READERS

Welcome to Monthly Insights, your go-to source for everything happening on campus! This month was a vibrant mix of learning, creativity, and accomplishment. From an insightful industrial visit and engaging club activities like MarQuest, Sports & IRC PESTEL event, to theatrical highlights for Organizational Behaviour and Corporate Court enactments, September was full of meaningful experiences.

Adding to the excitement, SSO & entrepreneurship initiatives fostered innovation and teamwork, while student milestones such as PPO offers and completion of 1st trimester with final exams, made the month truly memorable. These moments brilliantly showcased our students' diverse talents and achievements

QUOTE OF THE MONTH

*"Motivation is what gets you started.
Habit is what keeps you going." - Jim Ryun*



HIGHLIGHTS

- Campus spotlight
- Student corner
- Creative corner
- 1st Trimester Rewind
- News & Current affairs
- Photo Wall

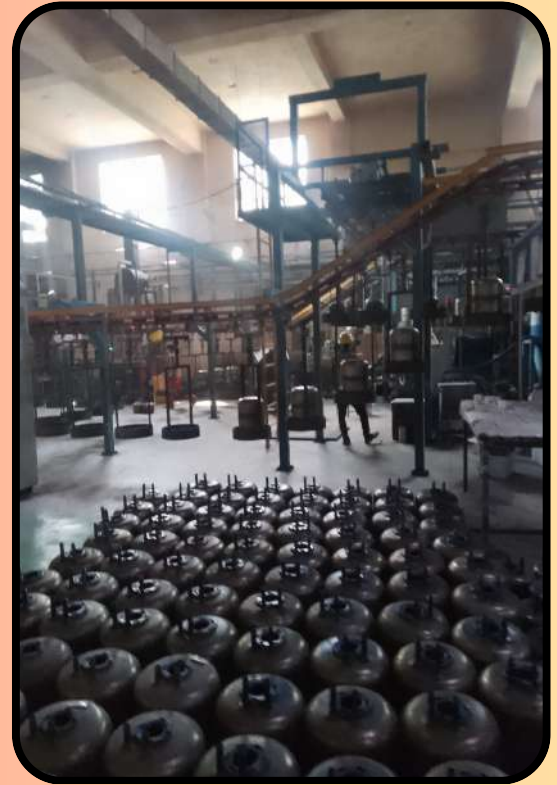


CAMPUS SPOTLIGHT



WITNESS MANUFACTURING EXCELLENCE AT RG INDUSTRIES

On 13th September 2025, PGDM Section A students from JIMS Rohini, Sector-5, gained firsthand insight into advanced OEM manufacturing during their visit to RG Industries - Indo Hi Tech Appliances Ltd., Kundli, Sonipat. Guided by industry experts, students explored processes from strict raw material testing to precision fabrication, coating, and assembly for renowned brands like Crompton, Havells, and Orient.



KEY LEARNINGS

It included the plant's rigorous quality controls, market-driven production planning, and integration of technical and managerial functions. Students observed the production of storage water heaters, instant heaters, immersion elements, electric cloth iron and seasonal air coolers, linking classroom theories to real-world industrial practice.

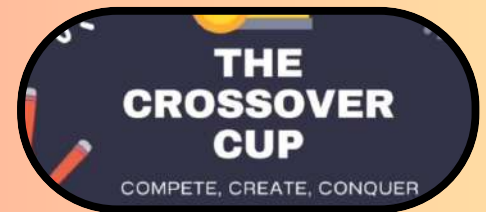
This unique exposure equipped students with practical knowledge of quality assurance, efficiency strategies, and the dynamics of OEM manufacturing, setting a strong foundation for their future industry roles.



-by Abhishek



THE CROSSOVER CUP



Marquest - the Marketing Club of JIMS Rohini - joined hands with Sportastico, the Sports Club, to present an exciting and immersive experience that blended athletic spirit with creative marketing energy.

The event featured a series of dynamic games, including Cricket, Kabaddi, and Tug of War, which drew enthusiastic participation from students across various courses. But what truly set this event apart was the innovative twist - a 10-day Social Media Marketing Challenge organized by Marquest.



EVALUATION

The final evaluation was conducted by the alumni panel Ms Neha Bohra along with Dr. Monika Agarwal club Incharge of Marquest. Their insights highlighted the impressive synergy between sports and marketing, where teamwork on the field met storytelling online.

This collaboration not only celebrated the competitive spirit of JIMS students but also showcased their ability to innovate and adapt marketing concepts in a practical, fun-filled environment. The Marquest x Sportastico initiative proved to be more than just a competition - it was a vibrant learning experience blending strategy, creativity, and sportsmanship.





AI AND EMERGING TECH IN MARKETING COMMUNICATION

JIMS, Rohini organized an Alumni Session on “AI and Emerging Tech in Marketing Communication” for PGDM students, delivered by Ms. Tanmeet Kaur, General Manager and Strategic Leader in Communication.

She discussed how AI is transforming marketing communication from traditional methods to data-driven, tech-enabled engagement. Brands now use AI for predictive analytics, automation, chatbots, and personalized advertising, enhancing customer experience and ROI.



Key Learnings

Ms. Kaur emphasized the ethical use of AI, urging marketers to balance innovation with responsibility. Tools like smart glasses, rings, and deepfakes open creative opportunities but also raise privacy and transparency concerns. Students learned to view AI not merely as a tool for automation but as a partner in creativity- turning data into personalized stories and meaningful brand experiences.

The session concluded with reflections on integrating ethics and sustainability into technology-driven marketing.





PESTEL EVENT ORGANIZED BY IRC CLUB

The International Relations Club (IRC) of JIMS Rohini successfully organized the PESTEL Event, an engaging and intellectually stimulating competition aimed at enhancing students' analytical and creative skills. The event focused on understanding global business environments through the PESTEL framework analyzing the Political, Economic, Social, Technological, Environmental and Legal factors of various countries.

In the first round, each participating team was required to select a country and present a comprehensive PESTEL analysis. The participants demonstrated exceptional research and presentation skills as they examined their chosen countries in depth, showcasing how these six dimensions influence business operations and development.



Ten teams were shortlisted for the second round, where they designed innovative visual merchandising displays showcasing their country's PESTEL aspects. The campus buzzed with creative stalls featuring cultural artifacts, infographics, and interactive elements. Final evaluations by Prof. Sonia Dhir and Ms. Mansi Arora focused on creativity, knowledge, analysis, and presentation. The event concluded with enthusiastic participation, successfully blending academic learning with creativity and embodying the spirit of experiential learning.

Student Corner



“Winning the 1st prize in the World PESTEL Challenge was a truly rewarding experience that pushed me beyond my comfort zone. It strengthened my analytical, presentation, and critical thinking skills while deepening my understanding of how external factors shape business decisions. The journey taught me that real growth comes from stepping out of one’s comfort zone and embracing challenges with confidence.”



**KHUSHI SARIN &
AYUSHI SAVE**

**KHUSHI KALANI &
SHREYA AGARWAL**



“Participating in The Crossover Cup, a joint event by the Sportastico and Marquest Societies, was one of the most memorable parts of our college journey. We created marketing content for our assigned sports team, experimenting with creative strategies to make our campaign stand out. Despite tough competition and unpredictable weather, we stayed focused and our efforts paid off when we won! The experience taught us that persistence, teamwork, and creativity can turn any challenge into an opportunity.”

From Campus to Corporate: PPO & Placement Highlights



"I am currently pursuing my PGDM (2024-26) from JIMS, Rohini. Before joining JIMS, I gained valuable industry experience with LG Electronics as an Area Sales Manager and Reliance Industries as a Divisional Manager, along with internships and a live project with Marico India.

During my summer internship with Nestlé India, I worked on direct sales strategies, business outlet onboarding, and Power BI dashboard development. I'm delighted to share that my efforts were recognized with a Pre-Placement Offer (PPO) from Nestlé India.

I am grateful to JIMS for providing the right platform, mentorship, and environment that helped me grow personally and professionally. "



ARYAN JOSHI



RITIKA TULI



"I am delighted to share that I have been placed at Forvis Mazars as a Model Build Analyst. The experience was truly special - from being shortlisted among the top 26 students in the Finance batch to clearing multiple rounds of fair and engaging interviews.

My journey at JIMS, Rohini has been one of immense learning and growth. The faculty guidance, presentations, and practical exposure helped me perform confidently throughout the process.

I am deeply thankful to my mentors and the placement cell for their constant support and encouragement. This achievement is a reminder that consistency and self-belief truly open doors to the right opportunities. "

**forvis
mazars**



1st TRIMESTER Experience



Aditi Jain · You
PGDM | JIMS'27
2d · 🌐

End of Trimester 1 — A Rollercoaster Ride!

As I close the first trimester of my PGDM journey, I can't help but feel grateful and amazed by how much I've learned in such a short time.

From going on industrial visit (RJ industries) to see how goods are actually produced which helped us connect classroom learning from Fundamentals of Operations Management course with the real world, to enacting in class to demonstrate what Transformational Leadership is, every activity made learning come alive in the best and easiest way possible.

I also had the chance to give multiple presentations, participated in an event, and presented Corporate Court, each of which helped me build confidence, teamwork, and practical understanding.

This trimester was truly a rollercoaster, filled with challenges, growth and learning. But every late night, every presentation, and every experience was worth it.

A huge thank you to our faculty members and our Dean, **Dr Pratima Daipuria** ma'am for designing such engaging, experiential activities that made this journey so meaningful.

Here's to five more trimesters of learning, growing, and creating memories!



Yash Maheshwari · 1st
PGDM - JIMS ROHINI DELHI 2025 - 2027
2w · 🌐

way through my college's Entrepreneurship Program and been an incredible learning journey, from visiting cartex, interacting with daakroom founder, and engaging in insi sessions, to building our own brand and pitching it thro deck. exciting for what ahead !



End of Trimester Reflections | Entrepreneurship Journey 🌱

As this trimester comes to an end, I'm grateful for the incredible experiences and learning opportunities through our Entrepreneurship Cell.

During this journey, I:

- 💡 Learned how to create a structured business plan and understand what makes a startup idea sustainable.
- 🔧 Worked on developing my own startup idea, gaining hands-on experience in problem-solving and innovation.
- 🎯 Attended the Gartex Exhibition, where I explored real-world business operations, networking, and market trends.
- 👥 Visited DTU (Delhi Technological University) and enhanced my leadership and teamwork skills through various interactive sessions.

This trimester has been full of learning, growth, and inspiration to continue my entrepreneurial journey with even greater passion!

A big thank you to my mentors, teammates, and everyone who made this journey so meaningful. 🙏

#Entrepreneurship #StartupJourney #BusinessPlan



Ghanshyam Jha · 1st
PGDM 2027 - Finance & Business Analytics | Future PE Analyst | Goo...
2m · 🌐

How MBA Exams Differ from Graduation Exams:-

After completing my **B.Sc**, stepping into the PGDM program felt like entering a completely new world of learning.

The biggest difference I noticed was in the exam approach.

During graduation, questions were mostly direct and theoretical — testing how much we remembered from textbooks. It was more about reproducing what we studied rather than applying it.

In contrast, MBA/PGDM exams are practically oriented. Most questions revolve around real business situations, case studies, and data-driven analysis. Instead of asking "What is?", they often ask "How would you handle this situation?" or "Why would you make this decision?"

This shift pushes us to think like managers, not just students.

What makes it even more interesting is that evaluation in PGDM programs goes beyond written exams — presentations, group projects, and class participation play a key role. These not only test our knowledge but also build essential skills like teamwork, communication, and problem-solving.

In short: Graduation exams test what we know.

PGDM exams test how we apply what we know.

That's what makes the PGDM journey such a powerful and practical learning experience — one that truly prepares us for the professional world beyond classrooms. 🌐

#PGDM #MBAJourney #BusinessEducation #LearningByDoing
#ManagementStudies #JIMS



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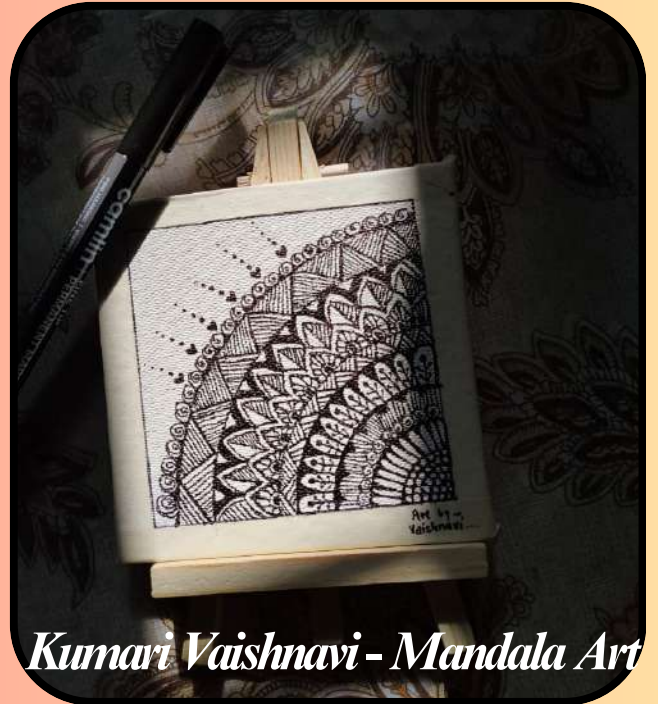
CREATIVE CORNER



"Art teaches us what every manager needs to know - how to create something that inspires."
- Editorial Team



Mohammad Huzaifa Salmani - Photography



Kumari Vaishnavi - Mandala Art



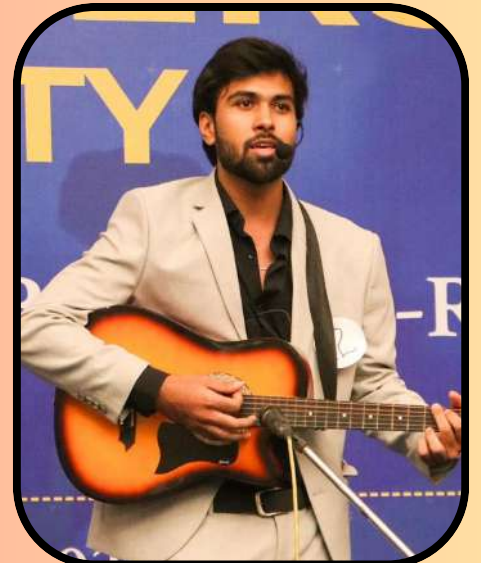
Tanya Rastogi - Photography



Abhishek



Nitika - Nail Artist



Yash Maheshwari - Guitarist & Singer



PM E-DRIVE Scheme Launched

The government unveiled operational guidelines to install over 72,300 public EV charging stations nationwide, boosting India's electric mobility infrastructure.



India Wins 2025 Asia Cup Final



On September 28, 2025, India won their ninth Asia Cup title by defeating Pakistan in a historic final. Chasing 147, India triumphed by 5 wickets, with Tilak Varma named Man of the Match.



India's Technological Leap: BSNL's Swadeshi 4G Network Set to Bridge Digital Divide

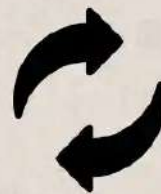
Prime Minister Narendra Modi launched BSNL's indigenous 4G network, marking a significant step towards technological self-reliance and bridging the digital divide in rural areas. The network, built at a cost of ₹37,000 crore, was developed using indigenous technology from C-DOT and TCS, along with other Indian companies. It will cover over 26,700 villages and support more than 20 lakh new subscribers, positioning India among a select group of nations with domestic telecom manufacturing capabilities.



Zoho's Arattai Hits Surge: India's Homegrown Messaging App Rises to Challenge WhatsApp



Arattai



Zoho's messaging app Arattai sees a massive surge in usage, with downloads skyrocketing from 3,000 to 350,000 per day, forcing the company to add infrastructure to handle the load, as it aims to challenge global incumbents like WhatsApp with its secure and feature-rich platform.



China Announces New Climate Targets

At the UN climate summit in September 2025, President Xi Jinping pledged to cut China's carbon emissions by 7–10% over the next decade and expand wind and solar energy to over six times 2020 levels. As the world's top CO₂ emitter, China's move could reshape global climate policy and accelerate renewable energy adoption worldwide.



Trump Administration's Pharmaceutical Policies

US President Trump announced a 100% tariff on imported branded drugs starting October 1, unless companies build U.S. plants. Pfizer and others agreed to invest and join TrumpRx.gov to offer discounted meds. The move aims to boost domestic production and reshape pharma policy.





Meet The Team !!!

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Student Editorial Board



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(CR & Editor)



Abhishek Gupta
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