



Edition June 2020

Goonj

| **Cover Story: Masters in Lockdown**

| **Memorial Lecture 2020**

| **Dalmians Speak**

| **Art Corner Gallery**

| **Aakarshan 2020**





TABLE OF CONTENTS



- 4 - Editorial**
- 6 - Messages**
- 12 - Events**
- 18-19 - Student & Teacher Achievement**
- 20 - Guest Session**
- 26 - Cover Story**
- 30 - Faculty Article**
- 32 - Industry Article**
- 35 - Management Student Articles**
- 40 - Dalmians Speak**
- 50 - MSR Initiatives**

EDITORIAL

Shikha Sidana
Editor-in-Chief

As they say, In the midst of every crisis lies a great opportunity to grow. The year has been an unusual chain of events which spared no one. Every other person irrespective of his/her profession and lifestyle has suffered and some of them have learnt and created opportunities out of this catastrophic situation.

This edition showcases the creative thoughts and ideas of the students that are reflected through their articles, poems and photography. Alongside the academic and curricular inputs, co-curricular and extra-curricular activities help shape the overall personality of the students, carried out in the past six months with an obvious shift of events to online mode.

This edition is specially curated with articles from eminent Industry experts, our alumnus and esteemed faculty members sharing their thoughts on how this Pandemic have disrupted the business world and what measures should be taken by management students to be better prepared for the future.

We, as a team would like to extend our gratitude towards the institute and CEO Prof. Seema Saini to provide us with Goonj as a representative platform, and our Faculty-In-Charge, Prof. Dr. Baisakhi Mitra for her constant encouragement and guidance throughout. Lastly, we would like to thank our peers who put the soul in the magazine in the form of their valued articles and creatives.

Stay Safe & Stay Healthy. Good wishes for all!

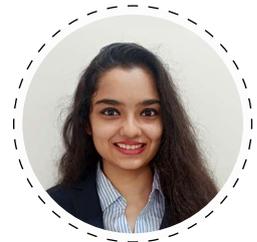


Shikha Sidana
Editor-in-Chief

- B.Sc (h) Mathematics - University of Delhi
- 20 months work experience in Event Management Industry
- PGDM Marketing - NLDIMSR
- Worked as Market Intelligence Intern with GEP Worldwide

Riddhi Agarwal
Executive Editor

- B.Sc (Computer Science) TCSC - Mumbai University
- Content Writer and Admin of Linkwithink
- MMS Marketing - NLDIMSR
- Worked as Digital, Social Media and Marketing Intern at Macmerise



Smrithi Pillai
Executive Editor

- BMS (Marketing) - Mumbai University
- Artist and owner of SmriddleArt Page
- PGDM Marketing - NLDIMSR
- Worked as Market Research Intern with Abbott Laboratories

ASSOCIATE EDITORS

Dhruvin Shah

Akash Patwal

Tushar Kamley

Jatin Gaud

Simona Bastian

Tejas Raul



ARTWORKS
BY SMRITHI PILLAI



“I would like to congratulate the Faculty and student teams including the volunteers for their wholehearted contributions in making all these happen with great aplomb!”

Prof. Seema Saini

“The Measure of who we are is, what we do with what we have.”

N L Dalmia Institute of Management Studies and Research, is ranked among the top business schools in Mumbai for imparting quality management education to students who strive for high calibre knowledge. However, the institute doesn't solely focus on the academic and professional grooming of its pupils. The genesis and essence of the N L Dalmia Educational Society was birthed out of the thought of 'giving back to the society'.

NLDIMSR believes that engagement in community service provides the Institute and the students with the opportunity to become active members of the community. MSR activities creates more confidence and positivity towards serving the community, society and the nation at large and the institute endeavors to march ahead with more MSR activities year after year, and be a trendsetter for others to follow. To have a meaningful & sustained economic recovery, it is imperative to integrate an ethos of social responsibility.

Our deep commitment to Management Education, balanced with social responsibility ensures that students understand first hand, the challenges faced by our economy. Through case studies, business games, simulations, research projects, coaching and mentoring, our students are encouraged to develop a sensitivity which will enable them to become successful business leaders.



“Availability of digital platforms and applications largely helped the transition from on campus teaching learning to online teaching learning.”

Dr. Jyoti Nair, Finance Department



Education sector was one of the first sector to respond to the ongoing pandemic. Availability of digital platforms and applications largely helped the transition from on campus teaching learning to online teaching learning. Online Induction Program was scheduled for PGDM Batch 2020-22 in the month of August. The program was intended to prepare the incoming batch to imbibe and absorb the business management program effectively. The students were guided on knowledge, skills and attitude expected by the corporate world from a management student. Emphasis was given to personality development and communication skills. The program included an orientation course on Financial Accounting and Statistics. Though the shift to online platform was not smooth, but educators across the globe implemented smart solutions to minimise the impact of lockdown on education. All efforts are in progress to ensure that there is no learning loss for the students during the ongoing lock down on account of pandemic. Online lectures, regular interaction with industry experts through guest lectures, summer internship mentoring, final project mentoring have been undertaken to minimise the impact of the pandemic on student learning. Finance Department Annual Conclave – Mulyankan was conducted in October 2020, that had theme - Indian Debt Market which helped students understand the different aspects of the market in the current situation.



“We ensure that our students of Marketing have an understanding of the present day sales and marketing realities; at the same time, they are also sensitized with Indian economic and societal inevitabilities.”

Dr. Joyeeta Chatterjee
Marketing Department

It gives me immense pleasure to present the Marketing Class of 2020-22. This batch has a unique blend of experience of participants from several organizations which created a unique experience-sharing opportunity in the class. They have been working hard to develop their industry exposure through company research projects, industry visits and guest lectures. Our students have also competed in numerous inter-university competitions winning several awards. The Institute provides a contemporary program aimed at developing our students into leaders ready to take the industry by their stride. We ensure that our students of Marketing have an understanding of the present-day sales and marketing realities; at the same time they are also sensitized with Indian economic and societal inevitabilities. The institute has also introduced new subjects such as Digital Marketing, Rural Marketing, Marketing Analytics, Marketing Metrics and Audit. MarkX, the first online Marketing Magazine of the institute was launched on 26th September 2018. With these accreditation and associations, NLDIMSR has not only met standards of excellence but also made a commitment towards enduring improvement to ensure that the institution will continue to deliver quality education to its students.



“The delivery is designed towards developing the students in areas of key learning outcomes that every employer seeks in management talent”

Prof. Caral D’Cunha
Human Resource Department



We have designed our core curriculum to give students an in-depth mastery of the academic disciplines and applied functional areas which are essential for every non-business and business leader’s success. HR course is designed to develop - (i) the analytical, problem-solving and decision-making abilities. (ii) the awareness of the socio-economic environment. (iii) the personality with socially desirable values and attitudes. Towards these objectives and to suit the contents of each subject, a variety of teaching methodologies, such as case studies, role-play, problem-solving exercises, group discussion, audio-visuals, are used in the program. We ensure that our students of HR have an understanding of the present-day HR challenges and new trends; at the same time, they are also sensitized with Indian economic and societal inevitabilities. The institute has also introduced new courses such as HR Analytics, Executive Coaching, Simulation on Talent Acquisition, High-Performance Leadership Development, which makes our students empowered with the skills required to stay one step ahead in the fierce competition. Our Alumni are climbing up the ladders of success in the corporate with their exemplary achievements.



“The technology can advance the decision making, but the real life implementation is challenging unless robust supply chain is in place.”

Prof. Rupesh Siyodia
General Management

“It is not the strongest of the species that survives, nor the most intelligent that survives. It is the one that is most adaptable to change” – Charles Darwin

The above quote of Charles Darwin is very much true for businesses in today’s world of disruption; these disruptions are caused due to technological advancements, environmental changes or pandemic like Covid-19.

The agility of the business is determined by the responsiveness of its supply chain. Therefore, whenever integration of various functions is done, one should first consider the supply chain. In the current scenario of pandemic, world economy is smashed austere, which has ultimately caused economic downturn, but the organization having fortified supply chain will manage to survive this.

The key to survive this age of disruption is to aid your business with robust, agile and technically advanced Supply Chain.



PHOTOGRAPHY
BY ARPIT BADHIYE



AAKARSHAN 2020

Aakarshan is an intra-division management cum cultural event organized by the Final Year batch of N. L. Dalmia Institute of Management Studies & Research. This year's event was based on the underlying theme "Outwit. Outplay. Outlast". Aakarshan 2020 included a wide variety of events like Bizz-wizz, State of war, Photocrome, Mr. & Miss Dalmia, Ad War, Social media challenges, Dance Competition, Singing Competition, Drama competition etc.

The event was inaugurated on 13th of January at 5pm with curtain raiser in presence of CEO of N.L. Dalmia Education Society, Dean Academics and staff of N.L. Dalmia Institute of Management Studies and Research.

They say, 'The great thing about new friends is that they bring new energy to your soul.' But, that is what they say. We at NLDIMSR would love to differ! We believe, 'The great thing about new friends is that they

are equally as clueless as you!' When did we realize this? Well, during Aakarshan – the most awaited event at NLDIMSR for both the juniors as well as the seniors. Before Aakarshan, the seniors had succeeded in creating a huge suspense about Aakarshan which left us all wondering and clueless about what the fuss was all about. The pre – Aakarshan social media challenges had all of us on our toes, even during the mid-terms. We explored and scoured every place in the campus, right from the classrooms, staircases to the grounds.

Cut to 17th and 18th January, 2020. It's 5 am and the college is buzzing with energy! Seniors in maroon, juniors in grey. The seniors running around to fix the best games and experiences for the juniors and the juniors all excited and energetic, unaware of the big drama which was about to unfold before them. The names of the events for the two days were unveiled. And boy! No guesswork from here onwards. Only witty logic,

some Chanakya-ish strategies and a truckload of teamwork, coordination and trust could take you to the winning trophy! Unknowingly we actually practically applied everything that we learnt in the classrooms – Division of labour check, brainstorming check, getting out of the comfort zone check, empathy and teamwork check and so on. The night of 18th will forever stay etched in our minds. The Auditorium was buzzing and vibrating with the loud thuds and War cries of all the divisions. The counter War Cries were an epitome of wittiness and sarcasm. The brilliant dance performances gave goose bumps to everyone in the audience. The excitement was at its peak when the time came to reveal the winners of Aakarshan 2020. And it was Division C! The marketing war cry filled the auditorium. The winners marched to the stage and lifted the trophy, thus bringing an end to the two days of anticipation, excitement and sleepless nights. So now, keep calm and wait for Aakarshan 2021!

SPIC MACAY WEST ZONE CONVENTION ON JANUARY 18 & 19, 2020

Society for the Promotion of Indian Classical Music and Culture Amongst Youth (SPIC MACAY) organized the West Zone Convention at Delhi Public School, Pune on January 18 & 19, 2020. Dr. Baisakhi Mitra Mustaphi, Faculty, NLDIMSR, along with 2 students of MMS, 1 student of PGDM from N L Dalmia Institute of Management Studies and Research and 2 FYBMS students of N L Dalmia College of Arts, Science & Commerce attended this Program. There were about 500 participants from various parts of the country.

To begin with on January 18, there was an orientation session by Dr. Kiran Seth, Founder, and SPIC MACAY. He emphasized the importance of Classical Music and Culture amongst youth. Then there were a series of Intensive session with respect to Hindustani Vocal, Kathak, Cherial Folk Painting, Bhil Tribal Painting and Mughal Painting. The participants could actively take part in any of the above session depending on their

area of interest. This was followed by Cinema Classics and parallel Volunteers meet with Dr. Kiran Seth. In the evening, there were Classical Music Concerts by Pt. Sanjeev Abhyakar (Hindustani Vocal) and Ustad Mohi Baha'ud'din Dagar (Rudra Veena). It was an overwhelming experience for everyone.

On January 19, 2020 from 4 am- 7 am, there was Yoga (Naad Yog and Hath Yog). It gave lot of physical and mental satisfaction to all the participants. Then there was Intensive Session like that of the previous day. This was followed by Intensive Presentations by the participants based on whatever they have learnt in those two days. After that there was a talk by Dr. Suniti Vadalkar on Visual Arts. Thereafter the program ended with a concluding speech by Dr. Kiran Seth. Overall, it was a wonderful experience for everyone and a true realization of the richness of Indian Classical Music and Culture.



HOWZATT 2020 – TOURNAMENT SUMMARY

“Bleed blue...” After all, once cricket has claimed you, it never lets you go.

Howzatt is NLDIMSR’s very own T20 inter – college cricket tournament. An annual tournament aimed to showcase their spirit of sportsmanship, talent and dedication towards the sport among 10 B-Schools of Mumbai. Howzatt is the only T20 inter B-school tournament in Mumbai.

Howzatt 2020 comprised of 8 teams instead of 10. It comprised of 25 matches, including an alumni match, 20 league matches, 3 play – off matches and the Finals.

The event was officially declared open on 13th February, 2020 with the curtain raiser being held at the Auditorium at NLDIMSR. It was declared open by Prof. Seema Saini, CEO, N. L. Dalmia Education Society by unveiling the prestigious Rolling Trophy along with the winning trophy, runner up trophy and prize moneys of ₹ 50,000 and ₹ 30,000 for the winner and runner up teams respectively. The ceremony was attended by the captains and representatives of the teams – Lala Lajpatrai Institute of Management, Narsee Monjee Institute of Management Studies, MET Institute of Management, Chetana's Institute of Management & Research, K. J. Somaiya Institute of Management, Atharva Institute of Management Studies, SIES College of Management Studies and N. L. Dalmia Institute of Management Studies & Research. The participating teams were categorised into two groups, A and B, for the upcoming league matches.

The following day, 14th February, 2020, the tournament was flagged off with the alumni match. The tradition of this match is for the current squad to fight for their honour against NLDIMSR cricket veterans! During Howzatt 2020, we faced an upset in this match where the current squad managed to get the entire alumni squad out under 100 and even proceeded to win the game. Insider information – the dugout had quite a riot going on!

The 20 league matches were held at the Oval

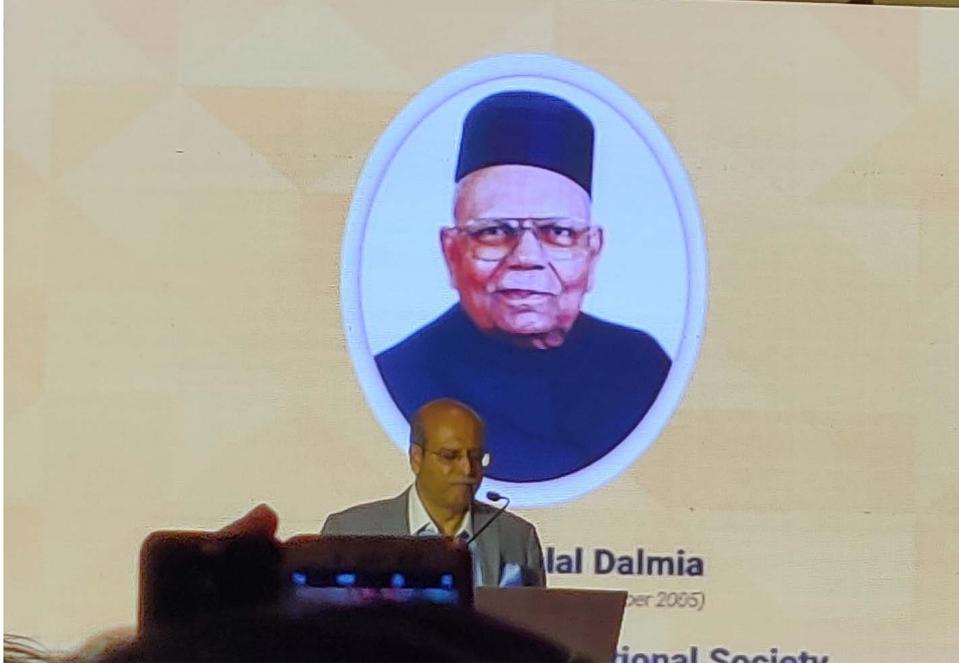
Maidan, Churchgate and were scheduled from 24th February, 2020 to 02nd March, 2020; kept the participating teams on their toes with a position in the qualifying matches at stake. Over the span of 5 days, we had our top 2 teams in each group who were going to battle it out for a spot in the finals.



The managing committee had an chance meeting with cricket legend and Captain of the IPL team Kolkata Knight Riders, Dinesh Karthik, who was practicing at Oval Maidan during the same time.

The final of Howzatt 2020 was held at Mumbai Police Gymkhana, Marine Lines on 5th March, 2020, to be played as a day – and – night match. The match was attended by our Chief Guest Prof. Seema Saini, CEO, N. L. Dalmia Education Society along with faculty members of N. L. Dalmia Institute of Management Studies & Research – Prof. Dr. Baisakhi Mitra and Prof. Rupesh Siyodia. Both teams were cheered on by their supporters who were present for the highly anticipated game. However, the tides turned and the final was a low scoring game with K. J. Somaiya Institute of Management emerging as champions of the tournament. The Chief Guest and faculty members distributed Man of the Match certificates and the runner up and winning certificates to all the praiseworthy players.

The night ended with both teams rejoicing at their achievements.



Memorial Lecture 2020

The Digital Transformation Imperative

The present economic conditions of the country & the government policies and the affected businesses (especially SME's) due to the slowdown.

Memorial lectures are a source of pride to celebrate this event in the memory of our Late Founder Shri. Niranjanlal Dalmia is always an awaited one.

N. L. Dalmia Educational Society had organized N. L Dalmia Memorial Lecture at Hotel Taj, Santacruz on 22nd February from 6.30 p.m. to 9.30 p.m in the memory of our Babuji”.

The keynote speaker for the evening was Mr. Anil Nair, Managing Director, CISCO (Country Digitization). Prof. Seema Saini, CEO of N. L. Dalmia Educational Society, gave a brief introduction of Late Shree Niranjan Lal Ji Dalmia and his journey of establishing the entire Educational Society and what all struggles he had to face during this.

The keynote speaker of the evening, Mr. Anil Nair, was invited to address students and guests.

Mr. Nair focused on the present economic conditions of the country, the government policies and the affected businesses (especially SME's) due to the slowdown.

He also highlighted on various projects that CISCO is doing in collaboration with government of India as well as in other countries.

Mr. Anil Nair, Managing Director, CISCO (Country Digitization) was invited as a keynote speaker for the N. L. Dalmia Memorial Lecture in the memory of our founder, Late Shri Niranjan Lal Ji Dalmia.

Mr. Nair focused on the present economic conditions of the country, the government policies and the affected businesses (especially SME's) due to the slowdown.

Mr. Nair gave insights on how various parameters like Education, Smart Cities, Rural Connectivity, Proper Utilities of Resources, Mining Sector, Aviation Sector, Ports, and Pension Related Project etc can help boost the economy.

Mr. Nair gave insights on how various parameters like Education, Smart Cities, Rural Connectivity, Proper Utilities of Resources, Mining Sector, Aviation Sector, Ports, and Pension Related Project etc can help boost the economy.

• MEDI-BUS IN GERMANY:

The Medibus which is particularly impacted by an aging population and scarcity of practitioners. The Medibus worked directly with communities and doctors to identify the right stops and not compete with local doctors. Now, once a week, it stops in six villages and is able to accommodate 35 patients a day, 30% of whom are older than 76.

• CISCO REMOTE EDUCATION/ CISCO'S DIGITAL LEARNING SOLUTIONS:

The Cisco Digital Education Platform is your foundation for student success in a connected world. Built on a highly secure core network, the platform provides uncompromising collaboration tools, state-of-the-art wireless, and security everywhere.

• CISCO INVOLVIO APP:

Involvio's data-driven and customizable products help colleges & universities improve student engagement and retention, using the power of mobile and AI.

- Cisco DSN Project in Australia,

- Cisco's Netacad Project in China.

He gave beautiful quotes inspiring students those were,”

“Giving Back to communities is no longer a simply a nice thing to do. It is imperative that must be at the core of every business strategy” - Chuck Robbins

Now he is working on project along with government think-tank NITI Aayog where the company is setting up a lab along with BSNL to demonstrate the use case of 5G technology, the fifth-generation mobile network.

He advised students to read a book named “Digital Vortex”

“Digital Vortex: how Today's Market Leaders can beat Disruptive Competitors at their own game” advised by Mr. Anil Nairs.

In the End he encouraged students to follow American Ideology: Take Big steps & Fail early that clearly states Mr. Nair's indication to develop entrepreneurial skills from early age to compete globally and to be ready for digital Disruption that is going to happen soon.



“Giving Back to communities is no longer a simply a nice thing to do. It is imperative that must be at the core of every business strategy” - Chuck Robbins

'Vocal for Local'

An Opportunity for Entrepreneurs

On 20th June, 2020, the E-Cell of N.L. Dalmia Institute of Management Studies and Research conducted a webinar on the topic 'Vocal for Local' – An Opportunity for Entrepreneurs. The guest speakers for the event were – Mr. Krishnakumar Devnally, who is the founder and director of Mpower Solutions, a mentor and investor to start-ups, and Mr. Ali Mustufa Sheikh, who is a TEDx speaker, a Google certified educator and a software innovator at Intel. The session was coordinated by Prof. Dr. Rashmi Jain.

The event took off with a question about the current crisis, its impact on market and how aspiring entrepreneurs should go about starting local enterprises during such time. Mr. Devnally was of the opinion that business models will require a major reworking to factor in the new realities. He also opined that entrepreneurs should not wait for the right time as there are different challenges in different times, for example, availability of ventilators during current COVID crisis and Mahindra's product development team coming forward by indigenously developing cheaper ventilators. Mr. Ali Mustufa also provided his perspective, where he emphasized on India encouraging the start-up ecosystem and the importance

of retaining talent in India. He took the example of YouTube v/s Tiktok controversy to showcase the power of content consumers in India.

The discussion shifted to local businesses tackling the consumer aspiration of owning and using foreign brands. Mr. Ali Mustufa explained that it is very difficult to build a brand from scratch, as it involves quality branding like that of Apple. He also gave an example of strong value system of TATAs board of directors as an important part of their brand. On the other hand, Mr. Devnally was of the opinion that the crisis has had a negative impact on incomes and employment, therefore demand for luxury products is likely to go down for some time and people will focus more on essentials such as healthcare and education.

The focus of the discussion then shifted to future of startups and their funding, Mr. Devnally opined that start-ups should not get into business for the sake of funding, rather they should look around to solve problems, focus on their competency, and come out with a prototype after market research. Mr. Ali was of the opinion that funding should come after scaling up has been done and gave examples in this respect such as OYO founder Ritesh Agarwal and Edtech startup BYJUs.

The concluding phase of the discussion focused on skillset required to succeed as an entrepreneur. Mr. Ali Mustufa was of the opinion that skills depend on the requirement of the time but one of the must have skill for any entrepreneur is the ability to explain the product in a short span of time and create curiosity among people. While Mr. Devnally emphasized the importance of subject matter expertise and risk-taking ability.

The session ended with an interactive Q&A session with the students.

STUDENT ACHIEVEMENTS



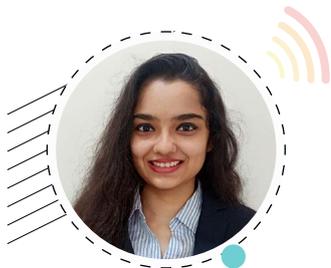
Aarti Patel

Article titled - A study of the Performance of Mutual Fund Ultra Short term Fund Schemes got published in International Journal of Advanced Research in Computer Science and Management Studies, Volume 8, Issue 8.



Aashika Newar

Participated in an Online Presentation Competition on the topic “Initiatives to ameliorate the impact of COVID-19 by Top 10 global corporates” conducted by IES MCRC held on 9th May 2020 and secured 1st Place in it.



Riddhi Agarwal

Secured the 1st Place in E-Presentation in the Lockdown Special, an inter-collegiate fest during academic year 2019-2020, held by Lala Lajpatrai College of Commerce & Economics.

Participated in an Online Presentation Competition on the topic “Initiatives to ameliorate the impact of COVID-19 by Top 10 global corporates” conducted by IES MCRC held on 9th May 2020 and secured 3rd Place in it.



Devesh Advani

Secured the 1st Place in E-Presentation in the Lockdown Special, an inter-collegiate fest during academic year 2019-2020, held by Lala Lajpatrai College of Commerce & Economics.

Participated in an Online Presentation Competition on the topic “Initiatives to ameliorate the impact of COVID-19 by Top 10 global corporates” conducted by IES MCRC held on 9th May 2020 and secured 3rd Place in it.

FACULTY ACHIEVEMENTS



Supriya Singh

A certified Investment Banking operations professional, cleared CFA Investment Foundation

and got its badge. Research paper named “Investment Analysis and Portfolio Management of Top 10 Stocks Picks in India amid Market Turmoil in COVID-19” was published in IJSR Journal ISSN: 2319-7064, Volume 9 Issue 7, July 2020.



Dr. Jyoti Nair

Dr. Jyoti Nair is a CA with a PhD in Finance from SNDT University, Mumbai.

As an academican she has taught courses for PGDM, MMS and Executive MBA Programs and has a total experience of 24years in academics and industry.

She was conferred Golden Aim Award for Best Faculty-Finance.



Vaishnavi Shetty

Participated in an Online Presentation Competition on the topic “Initiatives to ameliorate the impact of

COVID-19 by Top 10 global corporates” conducted by IES MCRC held on 9th May 2020 and secured 1st Place in it



Ameya Chandak

Represented India as a Peace Ambassador in Fukuoka, Japan. More

than 60 countries from around the world participate in this convention called Asia Pacific Children’s Convention held in Fukuoka Japan.



Guest Lecture by Mr. Vivek Rastogi

The management students of NL Dalmia were delighted to have Mr. Vivek Rastogi, Head - SAP Retail and IT Applications at Bestseller India Ltd. for a guest session on the topic "Marketing Analytics". Mr. Vivek explained the concept of Marketing Analytics with the help of Retail Industry. The session covered a discussion about Retail Operations Strategy which includes Product Category, Store Location, Property and Procurement Strategy. Retail Operations Process includes the process of planning, buying, moving and selling. The

Support Process in Retail includes financial management, human resources, real estate management and promotions. Mr. Vivek gave an overview of the Retail Functions and how companies are using analytics to come at desired output. The way technology is advancing, the Retail Industry is moving more towards science than art. The companies are using analytics to improve their visibility. "More the presence, more is the propensity for your brand to sell". We thank Mr. Vivek for his valuable time, generous patience and invaluable insights.

Guest Lecture by Mr. Alvin James Saldanha

The management students of NL Dalmia were delighted to have Mr. Alvin James Saldanha, Executive Creative Director, Spark 44 for a guest session on the topic " Brand and Marketing Communication". Mr. Alvin gave us an insight on the meaning of the brand and how it communicates with the consumers. The session covered a discussion about brand loyalty and also how certain brands have also acted as betrayal. We got an opportunity to understand the brand management and its mechanisms. He also shared and gave an insight on the importance of market research. The insights covered brand extension, customer perception and psychological visibility of a brand. We thank Mr. Alvin Saldanha for his valuable time, generous patience and invaluable insights.



Guest Lecture by Mr. Raja Chakraborty

The management students of NL Dalmia were delighted to have Mr. Raja Chakraborty, Raymond Consumer Care for a guest session on the topic "Marketing Channels". Mr. Raja gave us an insight on the distribution and channel management of FMCG products. The session covered a discussion about different models of marketing channels. We also got an opportunity to understand the merchandising in retail stores. He also shared and gave an insight on the importance of understanding the B2C and B2B segment.

We thank Mr. Raja Chakraborty for his valuable time, generous patience and invaluable insights.



“A right candidate selected gives 10x worth of impact”, and there are ways to funnel the right candidate in. This funnel normally starts after the requirements and critical elements needed are penned down. The funnel can be divided into four parts, the first stage of the funnel can have a large gamut of applicants who are a good fit on basis of experience and knowledge. A second level can segregate amongst this pool basis on Technical tests. After this is done, the mode now shifts to selection from elimination. The third level can act as being called potential candidates who a recruiter can interview and from this the best few can be sent to the line managers.

The discussion evolved further with questioning 'Who should go for talent acquisition as careers?'

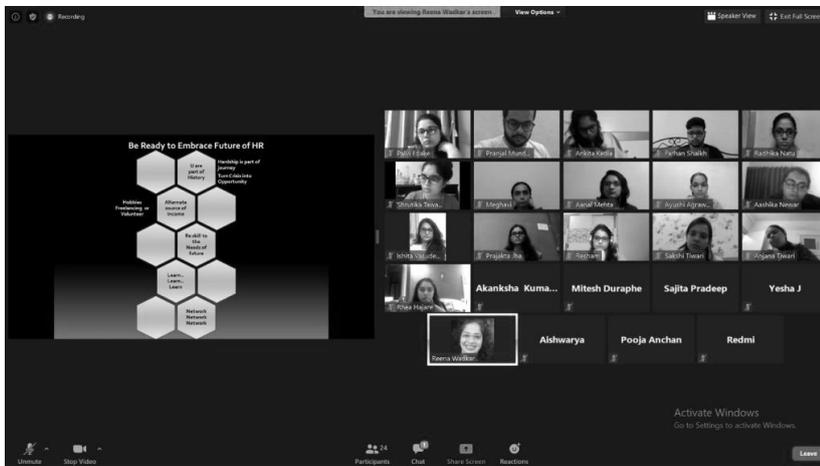
What are the skills an individual as an HR, must possess to be a good & successful recruiter?

The answered simplifies how young minds can systematically figure this out. A series of things that Ms. Priny feels are important- The comfort to connect to new people, the influencing capacity, the art of a strong personality and appetite to learn.

The talk also had highlights on how the selection mechanism needs to be in the unorganized sector. The session almost came to an end with Mrs. Thomas telling us about Screening to offer ratio and how important it is for recruiters to maintain it as high as possible.

Despite these efforts, skills there are some unconscious biasness that take place while recruiting a candidate and selecting him to work for any organization. But these are a part of the process, with artificial intelligence jumping leaps and bounds who knows these could also be eliminated.

HR Newbies Flight from Campus to Corporate



“If the Seed is sowed and nurtured properly it will grow to be a flower-bearing plant.”

We the students of N.L. Dalmia Institute of Management Studies and Research had the pleasure of attending the guest session conducted by Ms. Reena Wadkar. She started the session saying that the new generation employees are the energy boosters in the organisation. She made a comparison between students and

a pilot. Like pilots, even students should have a thorough checklist which will help them to connect to the VUCA world. The guidelines to plan the checklist was to follow ASK i.e Attitude, Knowledge and Skill enhancements.

She gave insights on how one should take full advantage of WFH internship. Nobody in the industry was expecting the lockdown to be this long-lasting and hence it created a lot of delays and unexpected circumstances. She further guided the students by telling them to take initiatives, always be hungry for knowledge and be enthusiastic about the work assigned. One should accept challenging tasks, Build relationships across organisations and evaluate the culture. She explained how one has to become like a sponge and absorb all the knowledge. She focused on practical learning rather than theoretical learning.

She even gave tips on how to maintain relationships with your mentor/manager post-internship. Some of the tips she shared were:

1. A handwritten thank you note or a thank you message on social media.
2. Keep continuous contact with the manager/mentor.
3. Add them on your social media to keep in touch
4. Keep networking.

She also explained how the Dave Ulrich Model can be applied practically. Later she explained about the dynamic shift of Human Resource from the Personnel Department to Human Resource to People Specialist. She sighted an example of Kodak, as they could not adopt digital technology and became absolute. Likewise other companies like Nokia. The rise in GIG workers will be less costly for the company. She even mentioned that full-time employment could become obsolete. Employee Engagement has now changed to Employee Experience. “Ex=Cx”. An organisation should follow the mantra, “Treat employees as they are the customers”.

Due to the pandemic, digital technology in the world has leapt a decade ahead. Organisations are now moving towards machine learning and adaptive learning. Employees have to reskill to the needs of the future and turn crisis into opportunities. She guided the students to make the most of this time given to them by inculcating new habits like reading, facing challenges gratefully, and always look for opportunities. Never be afraid of failures as they are the stepping stones to success.

“You are on the fastest route & in spite of the traffic; you will reach the destination.”

Selling Financial Products

N.L. Dalmia Institute of Management Studies and Research organized a guest session on Selling Financial Products. The session was honored by speaker Mr. Nikhil Daxini, Founder & CEO of Nikhil Daxini Financial Services. He is an MBA in Finance from Gujarat University.

The speaker initiated the session by talking about Careers in Financial Markets which involves Financial Services Industry consisting of Banking, Broking Houses, Asset Management Companies among others.

The types of jobs available to a Finance professional can be classified into Front Office jobs which includes Sales/Client acquisition, Revenue generation etc., Mid Office jobs which includes Post acquisition customer service and Back office jobs which includes Transaction processing, operations, etc.

The tips for approaching customers for sales of products could be advising them on long term investment, child future planning and factors affecting income spending such as inflation and increasing lifestyle cost every year by 20%. The speaker ended the session with a quick Q&A.



Budget 2020 Live Screening

N. L. Dalmia Institute of Management Studies and Research organized a Live Budget Screening for Finance students on 1st Feb, 2020. The students had viewed the budget session along with the faculties, did live trading on Finlatics and subsequently certain

observations were shared by the faculties and students on the Budget. Students also analyzed Budget's reaction to the Market trend.

There was a live interview after the budget speech with Deloitte's partner Mr. Anil Talreja, who specializes in taxation and worked at the London office of the company.

Mr. Talreja had addressed the key points and expressed his views about direct personal tax, abolition of Dividend Distribution Tax, tax holidays for affordable housing and how these factors would lead to higher overall economic demand to drive the country's GDP growth. Interestingly, students also asked him questions about the upcoming Budget's impact on the economy.

Guest Session on Data Analytics

N. L. Dalmia Institute of Management Studies and Research organized a guest session on “The Part That Big Data Plays In Data Analytics” for finance students on 24th Feb 2020 by Vikram Sinha, an IIM Bangalore Alumni and having more than twenty-one years work experience currently heading the BIU (Business Intelligence Unit) of SBI Cap securities. Prior to that he has worked with NPCI and Big Data Stack. The students were given a detailed four-hour introductory session on Hadoop and Cassandra. He also spoke about the advantages of using Python over R and why these programs are still popular in the corporate world.

Mr. Vikram Sinha addressed the key points and expressed his views about new languages coming up like Julian among others. The students also asked him questions about the practical aspects of the languages and its application and issues faced.

Programme on Data analytics

N. L. Dalmia Institute of Management Studies and Research organized a session on Data Science Learning delivered by Mr. Rajesh Jakhotia, Founding member of K2analytics on 12th January 2020.

The session began with Prof. Dr. Anil Gor Sir felicitating the guest with a floral bouquet and a token of appreciation.

Further, Mr. Jakhotia explained how Data Analytics is changing the world around us. In the business world, Data Science Analysis is playing a major role. Nowadays, a lot of systems and algorithms are based on data science which is bringing a lot of convenience in doing business and helps in providing quick services.

This field of data science is so vast in providing various opportunities to upcoming professionals from all the specialization that it has become the need of the hour to start a programme for all the fellow students of N. L. Dalmia Institute of Management Studies and Research. The first batch of this programme will undergo a certification programme of data science by K2analytics. The students will be learning the languages like R, Python for business application and also Machine learning and Artificial Intelligence.

The programme was very interactive with Mr. Jakhotia and his colleague Himanshu Ghelot clearing all the doubts of the students making it an engaging session.

Valuation and Value Investing

N.L. Dalmia Institute of Management Studies and Research organized a guest session on valuation and value investing. The session was honoured by speaker Mr. Jasmeet Singh, an MBA in Finance Alumni of batch 2008-10. He is currently working as a senior associate – Investment Research at Linedata.

The speaker initiated the session by talking about Corporate Finance. Valuation basically involves finding the value of existing assets, finding the value of growing potential assets,

finding the riskiness associated with risky assets.

Value of any asset in the world is the present value of its expected cash flows. Valuation is the future value of its expected cash flows. Free Cash Flow for Firm(FCFF) is the cash flows from operations in a firm. Free Cash Flow for Equity(FCFE) is the Discount Cost of Equity.

We were then made aware of Relative Valuation. The speaker ended the session with the quote, “To get what you want, you have to deserve what you want.”

Vishleshan 2020

N. L. Dalmia Institute of Management Studies and Research, organised its flagship event Vishleshan 2020, an intra college paper presentation event on 8th February, 2020. Four teams had participated from finance and competed for the top spot of Vishleshan 2020. The topic for the competition was “Should you say Yes to Yes Bank”.

Teams presented on the given topic and judges assessed each team’s performance, posed specific questions and suggested areas of improvement followed by the launch of 21st Edition of “Delta”, a bi- annual Finance Magazine of NLDIMSR.

The panel of honourable judges included Chief Manager, ICICI bank Ltd, Mr. Ankit Morakhia; and Credit in charge, Bank of India, Mr. Sagar Tarai. The judges also provided their insight into the subject.

The winner of Vishleshan 2020 was awarded to students from PGDM Finance and the first runner-up was awarded to students from MMS Finance.

MASTERS IN LOCKDOWN

Alvin Saldanha



Alvin is in his 38th year of advertising and is going strong as Executive Creative Director at Spark44, the global agency for Jaguar Land Rover. He has worked with J Walter Thompson and The McCann Worldgroup on a roster of global brands and still finds it all as exciting as he does teaching about branding and advertising.

A strange time is upon us. The lockdown has imprisoned people who have committed no crime and are in danger of being accused of breathing incorrectly. Education is one of the frontline worldwide victims, and its unique challenges have left it feeling like it has been singled out for particular punishment. Homes have not just turned into schools, for hapless students home has turned into a whirlpool of cross-currents of daily domesticity, classroom mayhem, and corporate chaos. Education is grappling with being domesticated.

Much is being made of the supposed pivot to online education. This is rubbish. Scores of courses and classes were already taught 'online' and all the systems were in place. The basic mechanism of sitting at home and absorbing what is appearing on the laptop has been here for years. What has really changed is that we used to practice an important ritual that helped us mentally change gears: we closed the laptops, put them into a specific bag, left that location, and traveled 'elsewhere', in this case to our campus. We did this in reverse again every day. Mindsets changed when we turned off the laptop at home and on the classroom and off in the classroom and on at home. All the 'studying' we did at home sat in a different space in the mind: homework, assignments, research. What we did in the classroom was something different again. We turned those laptops on at home to study nights and weekends, but we didn't do 'classroom' at home. That's a very big difference. Every catastrophe carries an opportunity. Every death is birth. Lockdown has cost us all very dearly but

it has also brought us the chance to learn vast and deep life lessons that otherwise would never have happened. Education has the opportunity to pivot and grasp at this opportunity to pull off an unprecedented chapter in education. It remains to be seen if this opportunity will be wasted.

We should consider 7 lessons that we can extract from this time:

LESSON1: THIS PANDEMIC WAS NOT JUST EXPECTED, IT WAS ALMOST ON SCHEDULE. AND ITS COMING WAS BLITHELY IGNORED.

Pandemics have arrived with clockwork regularity every 100 years. This one was 'due'. The unprecedented 7 billion global population and the extraordinarily porous world borders that make this one the worst yet. The frequency and speed of travel combined with the realities of transport (global network and close confinement of travel) was the multiplying factor, and made isolation and containment of infected areas impossible. Why are we surprised? SARS and EBOLA were abundant warnings. The philanthropist Bill Gates, the founder of Microsoft, has been sounding the alarm for months now; millions listened to him raptly, applauded his presentations. There is a lesson to learn here about his dedication to his conviction because he steadfastly continues his work despite stupid conspiracy theories about him being circulated. He is pouring millions into the quest for a vaccine, and is being misrepresented cruelly. Vision and dedication are standing fast.



LESSON 2: DISASTERS CAN COME FROM PEOPLE FRANTICALLY ATTEMPTING SELF-PRESERVATION. THIS IS WHY WE NOW HAVE A PANDEMIC.

The country where the virus first started knew the nature and the potential of the virus for weeks. Their doctors who tried to get the word out were ruthlessly silenced. A respected global health authority pronounced a clean bill of health. Time that could have been spent in swift response and marshaling resources to answer the threat was surrendered. Almost 8 weeks the virus spread exponentially to reach a point where it began taking a globally public and gruesome toll. One country's self-serving agenda to not be embarrassed on the world stage because it would seriously damage their incessant posturing as a world power is the reason we are all in this mess today.

LESSON 3: CIRCUMSTANCES MAY ASK YOU TO SUFFER EVEN THOUGH YOU ARE INNOCENT. DON'T WASTE TIME BEING A VICTIM.

Before we knew it the virus was crossing borders. Europe (and Italy) bore the first brunt. Different countries have different culinary traditions and persuasions and those of one country led to this virus jumping species (animal to human). Countries that do not practice the eating of certain animals now find themselves dying from it. Back in India, we also have different culinary traditions -- and we are now the second most infected country on Earth. It isn't just our billion-plus people, billions of people all around the world did nothing to 'start' the virus.



LESSON 4. YOU WILL HAVE TO CHANGE GEARS FROM EVERYDAY COMFORT ZONES. SWITCH TO A RELENTLESS MOMENT-BY-MOMENT EFFORT.

Our task now is to be scrupulously thorough in whatever preventive and sanitising procedures we follow. Yes, it may not be enough. Being the second-most populous country on Earth, and bearing the burden of the second-highest infected country, India has a virtually impossible 'transmission' challenge to solve. The lockdown has broken the country's economic back and innocent millions have been painfully punished economically. The desperation to survive will drive millions out of lockdown into the open, looking for money, food, and other necessities and that may well become the point at which the balance tips against us. We must practice, and teach, and insist on total precautions. No effort is too much.

LESSON 5: THERE WILL NOT BE A CONCLUSION TO THE CORONAVIRUS PANDEMIC.

Flu and its vaccine have been here for decades, and still, up to 6 million people die from it annually around the world. These viruses don't and won't just disappear. We will all have to live around it. Between herd immunity and vaccines we will ultimately have the upper hand, hopefully quickly, but deliverance is not happening in the near future, and life after that will have to reckon with the malevolent presence of all the viruses including COVID 19. How malleable and ductile our spirits and bodies and lifestyles are will be put to the test, and the solution that evolves will have to take completely new realities into account.

LESSON 6: YOU WILL HAVE TO GAIN THE UPPER HAND, AND KEEP IT THAT HAND UP. REFUSE TO BE A VICTIM.

Be clear what is really happening now: We have globalised and exhaustively colonised Earth. By dint of this relentless spread, we are now being introduced to new viruses that are resident in other species and that humans have neither experienced before nor have the internal or external systems to combat them. Our preparedness will have to be of a completely different scale. We have to prepare for a new war every day and manufacture the defensive weapons on the fly. The offensive weapons, are, unfortunately, us. In the same vein

LESSON 7: THE LOCKDOWN IS A NEW QUALIFICATION. SEIZE THE DAY.

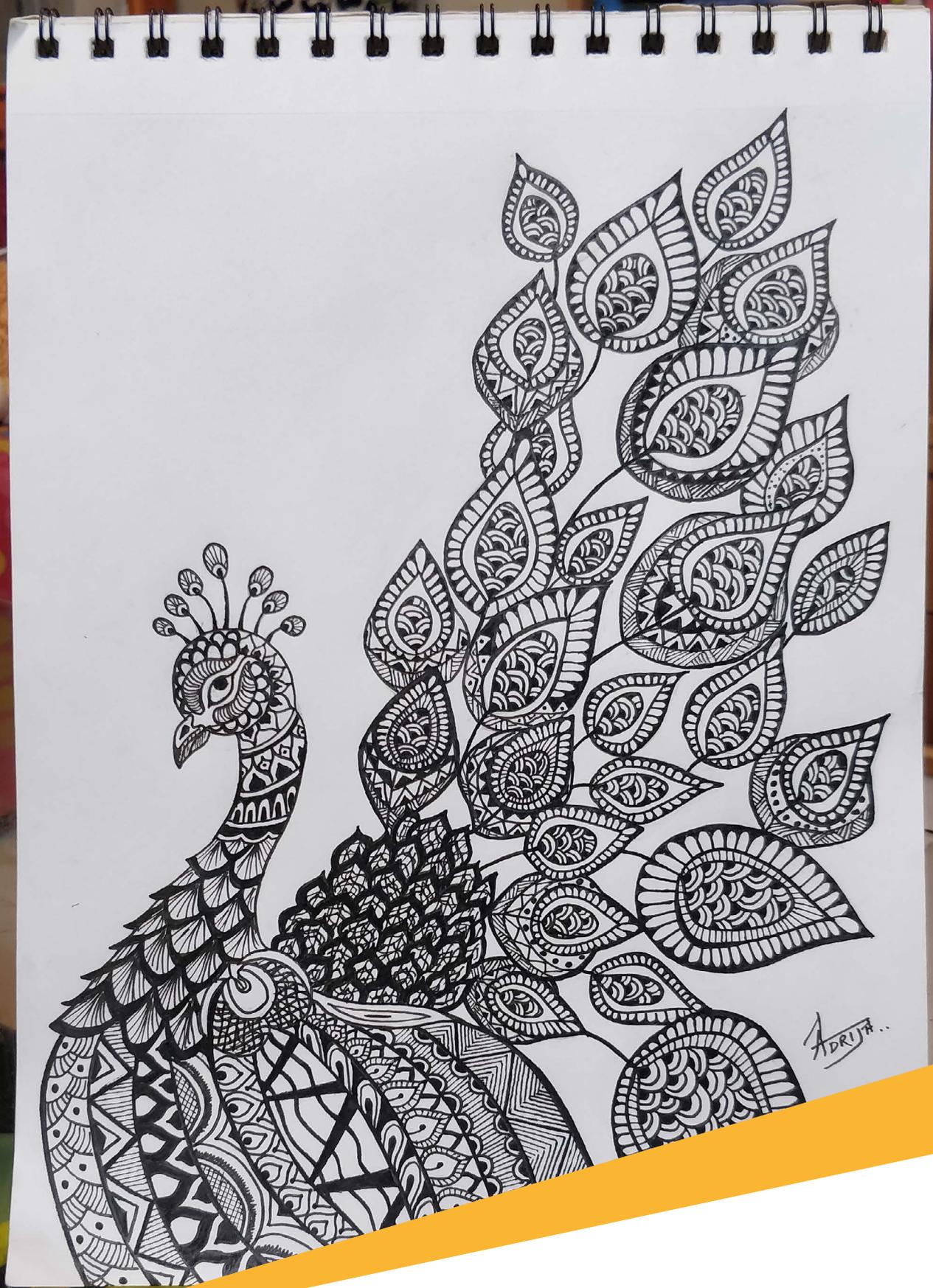
"I survived the pandemic and lockdown" is going to have value as a qualification for many years now. Not just as a conversation sparkler, but as an attestation of your capability to surmount the challenge and emerge uniquely victorious. Of course, if you claim victory, you will have to explain what you mean by that. Anyone and everyone can claim that For everyone it means that you know how to hunker down in catastrophe, you know how to man the defenses, you know how to take the precautions, you know how to navigate the lockdown, you know how to keep yourself mentally, emotionally and psychically intact. So what did you do that is worthy of note? Did



We have to prepare for a new war every day and manufacture the defensive weapons on the fly. The offensive weapons are, unfortunately, us.

something particularly challenging happen to you? Have you a thrilling story to tell of having pitted your wits against something and come out unscathed? Or even scarred and triumphant?

So in conclusion the lockdown was, is, and will be an opportunity as big, as meaningful, as long-lasting as any other. There is a borderline perverse way to see the value of this time: Pandemics come only once every 100 years, so this opportunity of learning life lessons and self-development will come again (if pandemic schedules are anything to go by) only for your grandchildren. Consider that when this chapter is over, and schools and colleges return to normal, everyone will be back to the tedium of traveling to and from school, braving heat, cold, and rains, then going through the tedium of the classrooms. We will all be victims of the same old draining distractions while telling ourselves fables of returning to normal while creating fables of the new normal. But there is one big difference: you are the generation that has survived a battle. You may not have been wounded or maimed, but it most certainly was a war and your life was at stake, no matter how easy it was on you if it was. You will be a mentally more agile, emotionally stronger, academically more tech-savvy generation. There may just be a season of time, beginning in 2025, where the corporate arena will see a new spirit because it will come from having weathered this lockdown. And for that, I congratulate you.



HAND ART
BY ADRIJA BAGCHI

Post-Pandemic Supply Chain

Rupesh Siyodiya

Faculty - Operations Management



Covid-19 has exposed the risks of complex, dispersed and disconnected supply chains. Many businesses have realized they need to reach a state of greater visibility and agility across their supply chain, both internal and external, with an increased move to near-shoring and indeed on-shoring.

This crisis has forced practical, agile thinking, giving the courage to test, fail fast and try again. Decision-making and digital transformations that would have taken months or years are being done in a matter of weeks.

Scale and competition have always been factors that drive costs down in any supply chain. Due to Covid-19 many businesses are now facing changing levels of demand, availability and renegotiations. Creating and actively participating in a collaborative supply chain ecosystem can benefit each vendor, while respecting the need for suppliers and customers not to be locked into long contracts. In the context of Covid-19, this flexibility is key.

Consumer goods companies, for example, are investing in transformation programmes around this concept of marketplace collaboration. The traditional competition is brought into one platform to simplify routes to market for retailers and distributors.

This collaboration is helping manufacturers to stay relevant to customers and competitive in a challenging environment, despite offering space to its rivals.

Managing all of this has meant that manufacturers are coming closer to partners, suppliers and customers, receiving more feedback, requests for products and insights. All of this can be frightening for businesses when it isn't understood within the wider context.

To turn insights into a competitive advantage, manufacturers need to ask themselves: how do we use this data to drive business outcomes? How do we get low costs, global presence and regional-specific focus? And how do we reduce the speed at which we're doing all these things? Turning to a coherent digital strategy that combines the ability to execute supply chain strategies globally and locally, is an imperative for genuine innovation.

Planning based on historic patterns of demand is becoming increasingly unreliable as more globally disruptive events occur. Today, manufacturers need to be able to join up all available data sources to weave another level of return on investment into existing data assets and cross-functional processes.



In aviation, for example, underpinning traditional design-to-manufacture processes with digital capabilities is delivering sufficient efficiency and time-to-market benefits to protect UK manufacturing from being moved to lower-cost regions.

Layering technologies such as data analytics and artificial intelligence technologies can help to predict demand. This data unification model helps to drive reliable decisions at a speed that has previously been impossible.

Technology platforms are now mission-critical to manufacturers, which are therefore seeking advice on their digital strategies from trusted advisers. Technology knowledge and skills across the supply chain provides a comprehensive foundation for strategic decision-making.

Manufacturers have been innovating and adapting for years now, but events such as Covid-19 have accelerated the digital imperative. Next-generation customer relationship management is offering greater visibility across supply chains and all stakeholders.

The nirvana is to enable and support complete digital marketplaces that bring together technology, human capital and integration with financial services.



THE KEY TO SUSTAIN POST 2020

Hrushikesh Kulkarni, a consumer insights & CX professional having worked with leading brands for 16+ years, in the markets of India, Singapore & Malaysia.

He has been an effective speaker on enhancing Customer Experience (CX) & leveraging the power of data driven decision making at various forums. A visiting faculty at various MBA institutes.

A decade old process to target customer segments, calls for a shift with a move towards digitalization with a far reaching internet access. With availability of customer database and the cost of servicing customer going down drastically, an individualised offering of product/ services followed with the post-sales relationship building is now possible. This silver lining, has a few challenges as we will see that managing customer expectations, post the lockdown will be critical than ever before. Sharing some thoughts related to consumers, market and marketing domain:-

INCREASING INDIVIDUALIZATION

The need to define a separate existence will encourage highly individualistic lifestyles and

behaviors. Markets will feel the impact of such demographic movements in the form of consumer choices, outsourcing of some activities due to time constraints, more consumption on demand (24/7), the basis of symbolism and social group values. A segment of consumers may also seek out products and services that offer them social and emotional value. This will lead to increased consumer heterogeneity, calling for a further need to look at data driven decision making.

RISE OF HEALTH AND SUSTAINABILITY CONSCIOUSNESS

Customers are increasingly conscious today towards health and sustainability issues. The belief is stronger today that brands should operate

responsible and address social and environmental issues. However, simply communicating a sustainable goal will not be sufficient; the goal must be credible, and executed. Consumers furthermore look for fresh, healthy and less processed options while shopping.

Mobile technologies allow shoppers to scan barcodes, get all the information they need about the product including their sustainability and conduct a price comparison on the go. It will be a new form of transparency, and brands must get habituated to it.

INCREASING USE OF SOCIAL MEDIA

Customers will increasingly engage in WOM (Word Of Mouth) on different social media platforms with friends, acquaintance and strangers. Brands will realize this and to take advantage of the new opportunities, learn by listening to consumers online, social media will offer ways to improve the timeliness of customer feedback. Brands will execute new forms of communication strategies and advertising that will enhance the value of data sharing, by engaging with customers.

INCREASING USAGE OF APPS

Smartphones will be critical as the prime screen with innovations, better UI/ UX, being connected on the go will ensure that app usage increases, in the coming years. Many apps providers offered “premium services” for free during this lockdown, can brands capitalise on this and make it an exclusive experience especially for their high Value segments?

REAL TIME DATA

Most of us didn't wait for the newspaper each morning during the lockdown; rather we simply checked different news pages online. A paradigm shift is expected, with advertisers bidding for space real time. This will assist brands for better decision making, target the right TG, re-direct web traffic to justify ROI.

PRIORITY FOR CONVENIENCE AND SELF-SERVICE MINDFULNESS

With constraints of being at home, but ordering essentials at finger tips, consumers will seek more and more convenience, which will eventually lead to the rise of self-service options. Online banking platforms will give consumers the means to buy more structured and customized products. Empowering consumers to perform minor services themselves by offering convenient self-service options, but always being available if problems grow more complex and demanding in nature.



Customer centered management is the conduct of all marketing activities with a strong belief that the individual customer is the central unit of analysis and action

INCREASED DEMAND FOR EXPERIENCE AND AUTHENTICITY

Amplified adoption of technological advances will make customers more demanding. They will strive for individuality and self-realization. Brands will need to create memorable events and experiences that engage the consumer. Relationship building over a time frame will be a key, rather than a one-time transaction. Another trend will be consumers' quest for authenticity. The improved information transparency in the digital age will provide consumers a better understanding of marketers' persuasion tactics.

A result of these factors, consumers will become increasingly sceptical towards any form of brand communication. Hence, brands will need to be transparent, honest, and consistent in their communication as well as reflect on their brand values.

Through the Pandemic

Rupen Chawla

Brand Executive at HUL



As humans, we tend to assume status quo when we enter a stage of comfort for prolonged period. It is events of natural occurrences that distort our beliefs, shakes us up to realities unimagined in our perspectives before. It also extrapolates ahead of us, the fact how small we are in the larger scheme of things.

This pandemic has yet again been such, an eventful occurrence, where not only concrete institutional foundations and but also personal were struck down. The stronger ones floated through and survived even stronger than before. On the economic front there were countries that timed their lockdown actions basis veracity of the cases and equivocally struck parity with deliverables to become examples for the rest. In business there were industrial units that were fast to adapt to changing behaviors/ patterns/ regulations thereby successfully monopolizing the situation. On the flip side there were also SMEs that strived due to maneuverability of their operations. On a personal front on one side there were people facing mental breakdowns, there also were others on their toes that flourished. So, there were folks who made big plans to fail eventually but then there were ones who grew their skills, pursued their passions and tried to reach the epitome of their potential in isolation at the comfort of their homes.

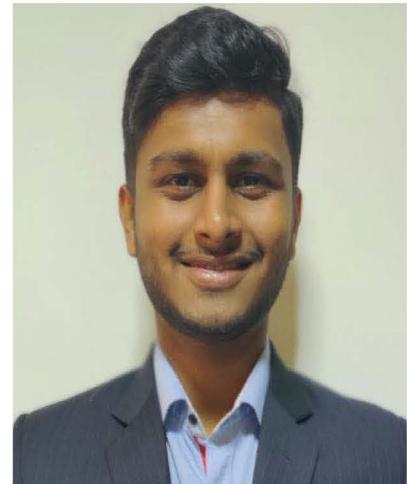
The only thing that was common in all these events, whether favorable or unfavorable was uncertainty. A dynamic situation was created where a right, but sometimes speculative, approach could make you earn or optimistically thinking learn from unavoidable mistakes. We have been used to hearing how dynamic the world can be and how exponentially change is becoming inevitable part with shorter lead times. Here an analogy for the marketer to understand 2020 can be of that of the VUCA world coming to life most unprecedentedly or a layman may just say the change came to us like never before through the pandemic.

Through The Pandemic

Kartikey Rai

MMS Finance -

Thakur Institute of Management Studies And Research



With the economy, this pandemic has successfully slowed down our day to day life. Corona virus has proven to be an executioner by taking away the lives of millions of people around the world turning out to be the greatest challenge faced by the mankind since the Second World War. The origination of the pandemic might be from Wuhan, China but it has certainly spread across every nook and corner of our country. Neither of us would be surprised if you have a patient in your neighborhood.

The precautions taken through social distancing, hygiene consciousness, frequent sanitization has really helped everyone to permanently improve in their daily habits and etiquettes. This is a very unfortunate upside from this situation, but next time when I step out and use a public transport facility I am sure people won't be contacting each other physically anymore. This will also make me miss all the 'high fives' and hugs given to me by my friends and if they are fortunate enough, given to them by me.

This situation has also made me vary about my two year old nephew. Before picking him up in my arms my mind goes through a flashback of me contacting all the surfaces and evaluating whether I have sanitized my hands or not. I have voluntarily chosen to pick up all of his toys and sanitize it constantly as I have trust issues of my maid's floor cleaning techniques and methodology.

All my old board games with missing coins and pieces are out of those shelves holding them since an eternity. My only getaway for adrenaline rushes and kicks for the last couple of month was successfully entering the house in Ludo or winning the game of snakes and ladders with the perfect roll. Finding people to play Uno has proven to be a tough challenge for me and once when I manage to, I put in all my effort and dedication to win the game with no mercy. Discussing sportsman spirit at home on the floor has been very awkward.

After going through this pandemic, I am sure all other social hindrances will prove to be soft and cute. Stepping in our classrooms and bullpens are going to hit us differently. Having the first morning coffee again at the cafeteria and trying to tender the exact change for it will be an enjoyable experience. I just hope that when everything gets back to normal, I don't miss this 'abnormal normal'.

Advertising and Marcomm Through The Pandemic

Manan Ambani

MBA (Pharma), Narsee Monjee Institute of Management Studies



The purpose of advertising is of course to make people want certain products. It conveys the message that a product will bring happiness, so that people feel good about themselves when they own it. But what is happiness? To feel happy, you need to be able to believe that your life has purpose. You need to be part of something bigger than yourself. But how do you become part of something bigger than yourself? You can't just join an organization, because then it's not really 'bigger' than yourself. The group has to be large enough for the individual to feel insignificant in comparison. So, the purpose of advertising is to make people feel insignificant. But you can't just say that on the radio, or in a commercial. People would feel bad about themselves and might not buy anything. So advertising has to use positive suggestions. It has to let people know that they are part of something bigger than themselves. So, what is this bigger thing? For Covid, it was 'society'. Here are 5 reasons why the future of digital in India is very bright:

And this, is precisely what "Brands" tried to do - They tried to embody the spirit of a 'helper' to society while also encouraging people to join into their movement, thus making the buyer think of the brand as a 'responsible' one and a persona of standing in 'solidarity' with the world and some other variation of the same pathetic story.

The human world is a strange landscape where people are often unaware of their own motivations. They don't see themselves as others see them, but instead view the world from their own limited perspectives. The combination of human behavior and the technology that has been invented, shaped by human nature, can be very strange. A great deal of advertising is designed to exploit people's weaknesses in order to get them to do things they wouldn't otherwise do. It is ironic that an industry exists whose sole purpose is to exploit humans, and yet the humans who are being exploited don't realize it. There has been a great deal of research in psychology into how people make decisions and what influences them. This is part of what has been called the 'hidden persuaders', where people don't realize that they are being persuaded. This is a phenomenon that marketers and advertisers have taken advantage of to great effect. People don't tend to think about how they are influenced by advertising, just as most people don't know the history of their own thoughts or beliefs. This is because it takes a great deal of self-awareness and introspection in order to analyze one's own thinking. It is true that one can learn a great deal about oneself by examining the beliefs and opinions one has, but most people don't do this. It requires self-honesty about one's own motivations to see how they are affecting us

Advertising is one of those things that a lot of people see as necessary, and yet there are very few who would say that they really enjoy it. What makes it so difficult to ignore is the fact that advertising can be used for something we all need: information. In our world today, information is power, and having access to good information makes you more likely to succeed in life (or at least feel like you have more control over your own destiny.) Advertising's greatest strength comes from its ability to provide us with this sort of valuable knowledge.

All of that being said, Marketers by virtue of this very knowledge are using advertising to instill a sense of normalcy back into society. While I am glad to see the shift from “wash your hands and wear masks” every 20 seconds on my TV and a similar message blasting over my radio; back to sensible, creative comms that show us a glimpse of normalcy, the only concern I have remaining – is these return to normal comms pieces being used as a strategy to artificially spike demand and get consumerism back on it's feet. (which when you look at it, is actually advertising's only goal.) Is advertising then a double-edged sword?

No. It's the labyrinth you're never escaping.



Through The Pandemic

Harshil Mehta

PGDM Operations

Welingkar Institute of Management Studies



We are already in the 9th month of the year 2020 and the situation around seems to be aggravating. The pandemic has certainly made a lot of difference to our lives and it wouldn't be wrong to say that the differences are not favorable. Apart from struggling with the health crisis, most of us are going through the daunting anxiety. Currently, I belong to the student community, pursuing Post-Graduate from Mumbai and hence would like to share my experience through the pandemic and I am quite confident that most of people around me are sailing in the same boat.

We often see people on LinkedIn boasting about their achievements and utilizing their lockdown period in a productive manner. We see, people adding various certifications to their profile, making connections, approaching recruitment heads etc. There's a certain level of panic which has now already ingrained in the student community fearing whether they will land a good placement for themselves or not. Some of the folks who left their respective job in the past year for higher studies may have started to doubt whether they should be taking any risks further owing to the fact that probably this is the first time they have taken a risk of this large scale. So, this piece of writing would be largely focused on mental health for batch of 2019-2021.

At the outset, we have to consider that we are not the first ones to face such adverse issues. We have had similar crisis before, for e.g. Global Financial Crisis of 2008. Probably the scale of adversity this time is much deeper. But the only thing that would count currently is how we tackle this situation head on. For this, firstly, we have to accept the situation we are in right now, take complete acceptance of it rather than thinking as to why did all of this happen to us.

Secondly is to take complete control of the things & circumstances around us. Let's make a dedicated effort to stay calm in this situation. Although, its easier said than done but this is a very essential skill needed at the moment. All of us know that nothing can be achieved by being impatient and losing our calm. As the proverb says, "If you can control what's going on in your mind, you can probably control everything that's going on in the universe". Hence, after acknowledging the situation around us and completely accepting it, let's work sincerely towards keeping the 15-pound object between the two ears under control.

India, a Thirdly, this lockdown is not a competition as to who has done a greater number of certifications or who has bagged a greater number of internships. Certifications do not necessarily mean that you have the required skillset and doing a greater number of internships where you did not learn anything new but kept your skill set constant is not going to help you much. Hence, its perfectly fine if you dedicated a small time of your lockdown period doing nothing at all. All of us know the chaos that's going on around us and in such adversity even if you are able to save what you already have, be it money or mental peace, that certainly counts. Coming to the conclusion, keep working on your skill set and try to learn as many things as possible and remember, its always YOU VS YOU. Hence the verdict:

- 1) Accept the situation
- 2) Stay Calm
- 3) You are in competition with no one, just keep working on yourself
- 4) Remember: You will make it through

SOUL



Digital detox

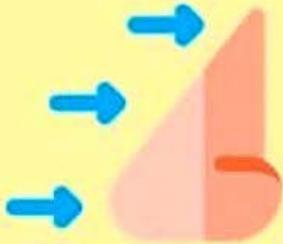


Read a book



Creative hobby

BODY



Deep breathing



Exercise



Healthy sleep

MIND



Meditate



Walk in nature

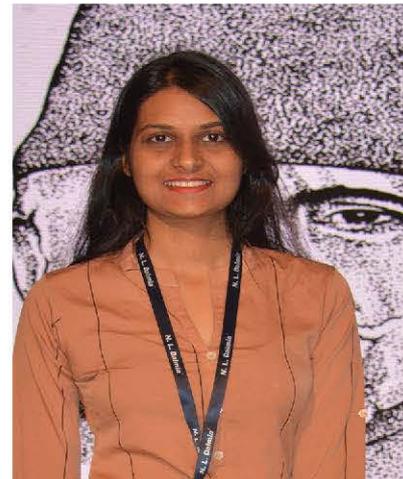


Take a bath

Pandemic: Through the Lens of Art

Siddhi Chokhani

2nd year MMS Finance



Covid 19, a disease that has completely changed our lives, schedule and definitely our choices. This nation-wide lockdown, made us stay behind our doors, for some close to their family and for some struggling to be close to their family. I have not left my house for 3 months. During this lockdown I am interning, painting, dancing, cooking, learning new skills online, and a lot more. One such thing that I tried and was able to relate in this pandemic situation is Mandala. Mandala, Sanskrit word for Circle, is a form of art with various figures together. Mandala denotes freedom and the existence of individuals in cosmos in their own way.

While drawing there were some flaws that were quite visible, I continued despite the flaws. On completion, the drawing was nothing but a beautiful art piece. This is the point when I realized that every piece of my drawing was different from other, it is exactly the way every individual is in this world and every individual finds its way of existing in the world. All the flaws commingled effortlessly in the piece denoting everything will be fine in the end, we just have to keep working.

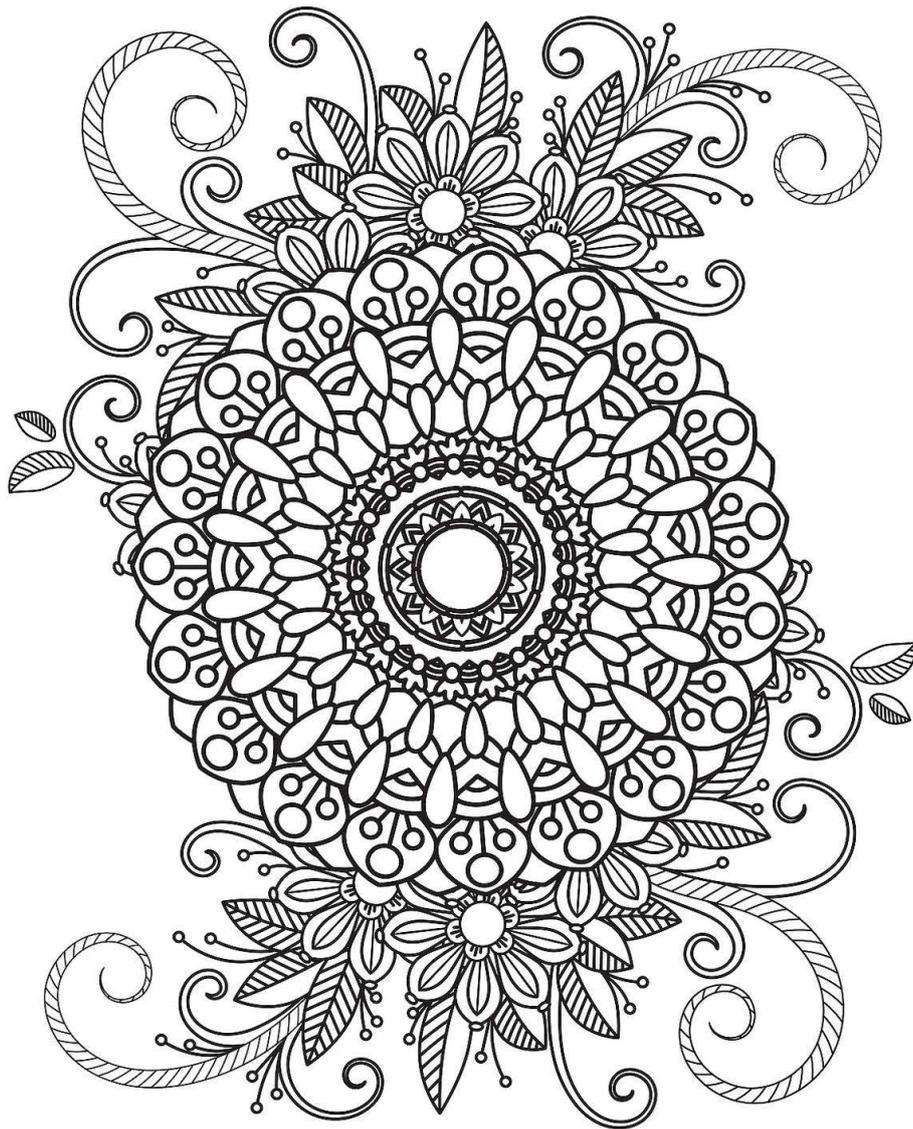
Covid 19 pandemic is like that flaw in the drawing. The number of cases in India is increasing and the economy is getting hit, 135.26 crore people in lockdown, scared of the virus, and waiting for it to just end soon, so that they can start their life again. But is it going to be

same as before? Interactions have changed, the handshakes are replaced with a namaste. Meeting and work are done online technology. Workplace post pandemic will be open in shifts and work from home will be preferred and prevalent. School and colleges will emphasis on online teaching to keep the future of the country safe.

We've always been dependent on help for work around the house but now we feel reliance on machines and ourselves would have been better. Dishwasher and floor cleaning machine are no longer a luxury. Non-stick pans now need a replacement a little more often. Every house has incorporated an age old kadha recipe to their diet.

Tourism is taking a hit, no one is even thinking of vacation let alone planning for one. India attracted 10.5 mm foreign visitors last year; 1.8 bn Indians travelled within the country for holidays, pleasure and leisure; 26 mm Indians travelled overseas for tourism. All of these statistics seem like a far cry today. It will take time to restore this sector.

There is a shift in the healthcare industry. Ideas are turning to reality at a faster pace; like a Bengaluru based company made low cost ventilators requires no electricity. The neglected manufacturing industry will now become a fertile ground for India as companies are planning to



move its manufacturing units out of China, to encash India needs to upgrade its infrastructure.

The environment has responded to the lockdown; This lockdown has made it evident that mother earth is capable to heal itself if given time and post pandemic if the world comes to a lockdown once every week it will help save our earth and give some quality time with our families.

This pandemic has brought in 'Future Shock' that means 'too much change in too short a period of time' (Book Future Shock by Alvin Toffler) making the situation overwhelming.

The world trying to find a combination key that fits and puts an end to this pandemic, I keep going back to the flaws in the Mandala. It definitely has some but at the end of it, it is a part of the beautiful creation, just like how the flaws in the system right now will help shape our country's bright future. One can only hope.

Restraining Anxiety and Importance of Mental Health during Isolation

Riddhi Agarwal

2nd year MMS Marketing



To be calm is a feeling of relief and a sign of a happy heart. A heart that accepts. A heart that can breathe. In these hard times of Covid19, We all are suffering and growing together. This is a time when doctors have become patients too. The doctors who cure us are becoming targets of mental sickness due to the pain of not being able to see their families or go home.

The millions of people who are being infected are suffering from problems such as fear of death, fear of not being able to fulfill their dreams, loneliness due to isolation, depression, anxiety and various other issues due to the mental trauma they faced.

The cops are working hard all day and night to make our lives better. Employees are getting laid off, daily wage workers are starving for food and the businessmen are preparing themselves mentally to bear the huge financial losses to them and to the entire world as our world is currently facing an economic slowdown which might result into the great depression.

The entire world of 8 billion people is fighting their own battle against this virus mentally.

Each one of us may not be infected but definitely affected by the changes that we are forced to adapt amid the pandemic.

To keep ourselves sane in this current scenario and how do we do it is the greatest challenge of

all. We all feel that our struggle is more than others but that is not true.

For those who are staying alone, you're not alone but with yourself. Learn to be so comfortable with yourself that you start enjoying your company.

It is okay to stay alone for a while. It is okay and you will get through it because we know you can.

Accepting what you feel is the greatest achievement and a good way to overcome this feeling of sadness. Staying away will make them miss you even more and it will only make your bond grow stronger with them.

There are people who have got anxiety issues. People have anxiety usually because they fear something or they are uncertain about something and it is difficult for them to address it.

The state of the world today is making people with anxiety and depression get uncomfortable and unable to respond to certain problems.

If you're a person who feels anxious, you should find a way to calm yourself. You should take deep breaths. You should engage in daily activities and hobbies that interest you. You should go to people to talk to. The people you can open up your thoughts with and speak your heart out. The people whom you put your trust in

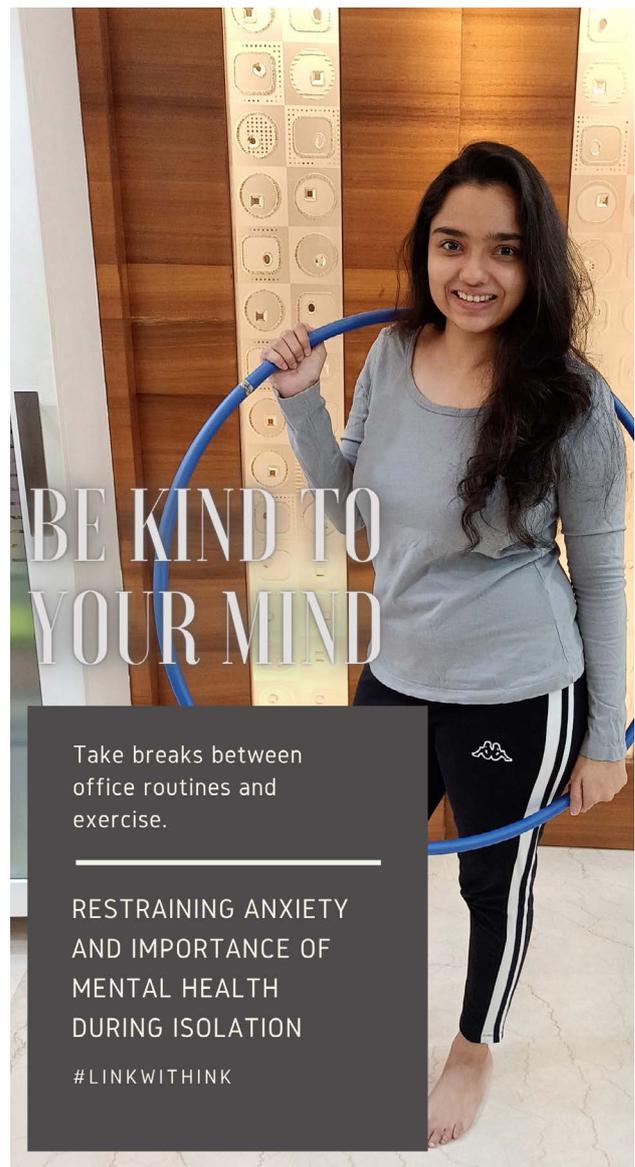
and know that they will not only listen to you but also help you address your problems. If you feel that you need someone else to talk to you should get yourself a therapy through various online mediums where many doctors are helping patients with depression and similar problems virtually. We know it hurts but we learn to accept it. We all are hurt and we all are learning to overcome it.

You should do some activities that help you engage your thoughts and energies into activities such as coloring, singing and dancing. Breathe fresh air in from your window or balcony.

Do not hold things within you and let it out by talking to people. Nowadays we are so connected to each other through technology that we can talk to people all day. This is what helps us bond stronger with our close ones and helps us fight our loneliness.

One can take breaks between office routines to watch a series, yoga, meditate, call friends, eat or take a nap. Keep calling your close ones all day and not just at the beginning or ending of the day. Try to call them every once in a while. Hearing them every now and then is one of the best things you will want.

Do not pile up your thoughts but share it with the ones you can open up to. Let go of your fears and accept what you are going through. This is the best time to stay with our families all day and enjoy it. We all are going to come out of this soon and keeping faith in ourselves will help us heal from the problems we have faced. Life is but a change and we all should embrace it gracefully.



Bittersweet things that quarantine taught us!

Mohit Maheshwari

2nd year MMS Marketing



2020 started with a bang...Quite Literally!! This year has been unlike any other year. The worldwide spread of coronavirus or the Covid-19 as they call it, one of the most dangerous virus to ever exist hit the mankind causing damages to economy and human life more than any of the World Wars. The situation is slowly but steadily improving, thanks to our real life heroes, our frontline warriors. If they wouldn't have been working tirelessly day and night to restore everything back to normal, things would have been much worse.

The global pandemic has altered the very fabric of our existence, in one fell swoop shutting down everything we hold dear, from sports to movies to music to the very notion of human interaction. The spread of coronavirus forced millions of people across the globe into home quarantine. Man, being a social animal that he is, seemed too baffled by the thought of being locked in the four walls of the house for time undefined. The thought of it was too difficult to imagine, even for people who wanted 6 months vacation, twice a year.

But now here we are, having spent around 3 months living the Bigg Boss life and doing plenty of things to make this quarantine tolerable. This once in a lifetime incidence has taught us many things that we will treasure for the years to come. Let's have a look at some of them.

Finding Happiness in Simple Things

This quarantine has taught us to appreciate little things in life. Expensive watches, clothes, shoes and so on are temporary. A cup of tea, being around family, soaking in the calmness and tranquility of the otherwise hustling bustling city, has made us appreciate simple things even more, which went unnoticed earlier. Not to forget the happiness that we get nowadays, when the big basket order is out for delivery.

Taking time out for yourself

Often in our choc a bloc daily routine we don't have time to do things that makes us happy. Quarantine has helped us have that valuable me time. Indulging in hobbies, be it reading books, drawing, painting, playing video games, or be it trying new things like cooking, baking or even watching your favorite series on Netflix. We have so much more time for ourselves than before and can do whatever we like, without even feeling guilty about it.

Having Fun the Indian Way

Entertainment and fun is something that has not been lacking this quarantine. People have found innovative ways to have fun with their family and friends. Playing Antakshri, Tambola, and other fun-filled games on WhatsApp with family to playing Ludo with friends. We have

never been short of ways to make quarantine nights memorable.

Quarantine Period...Mini Diwali?

Are you even Indian if you have not been cleaning your home in this period? All the Indian Moms have taken this opportunity to clean wardrobes, shelves, clearing off all the dust. And you better be helping them if you don't want to sleep hungry. This period has given us the time to declutter, be organized, and keep things in order. And don't forget, we even lit diyas on 5th April at 9 pm for 9 minutes. If this is not early Diwali, then what is?

Adapting to change

The absence of cooks and maids has made us do all the household chores. From rich to poor everyone is forced to do all the daily chores on their own. The welcome change is that even the males of the house are pitching in, be it in cooking, cleaning, or even washing utensils! This period has made us do everything no matter how big or small it is.

Work from Home

With everything shut and social distancing becoming the norm, companies were forced to start the culture of work from home. Work from home may not be that great but it solves 50% of the "what should I wear today" problems. On the other hand, education institutes have started with online lectures. The only good thing about this is, there is no attendance and you can sleep without being caught.

Old is Gold

With DD National airing the classic Ramayana after 33 years, it was embraced by the Indian audience with open arms. The rebroadcast of Ramayana smashed viewership record by becoming the most-watched entertainment show in the world with 7.7 crore viewers, beating the final episode of Game of Thrones. This just goes on to prove that old is really gold. Not to forget the rebroadcast of Shaktimaan & Mahabharata as well. Kind of like reliving our childhood days, isn't it?!

Surviving with only the Essentials

Ever thought you will be able to go a week without having the roadside pani puri or enjoying dinner in a fancy restaurant. This quarantine has been great in developing self-discipline. We have learned to survive without Zomato and Swiggy, Flipkart and Amazon and even the brick and mortar shopping which we thought we wouldn't be able to live without. But now we are happy with just having the essentials without the need for anything extravagant.

Bonding with Family & Friends

Having a lot of free time in this lockdown has helped us to connect and grow our bond with family and friends. Be it spending time with parents and spouse, playing with children, or catching up with old friends, this quarantine has helped strengthen the bonds and make new ones.

Rise of Covidiot

This crisis has given rise to a new term known as covidiot. These are the people who never went for morning walks before but are suddenly too motivated for it now, who go out without reason thinking nothing will happen to them and are too cool for wearing masks or following social distancing norms. Yes, they exist and they are in abundance.

Coronavirus has made us realize how unpredictable life can be. So consider each day a blessing and laugh a little harder, cry a little less and smile a lot more! No matter how you have spent your quarantine days, everyone somewhere enjoyed this period and will low-key miss these days. And as we write this, let's understand for a fact that we are enrooted to becoming a part of major historical event. It's not every time you get to save the world and be a hero, by just staying at home.

Planning a Digital Marketing Strategy post Covid-19

Dhruvin Shah

2nd year MMS Marketing



Covid-19 pandemic has brought an unprecedented and a highly disruptive situation for almost all of the brands. Many of the brands have either frozen or left their marketing budgets to review for later. Apart from that, many new product launches have been stopped or postponed.

Currently, brands are in a critical situation that shall dictate their future perspectives. Such unprecedented times call for an immediate overhaul in brand and marketing strategies.

One such topic of concern for most of the brands: How should one re-align their digital marketing strategies post Covid-19?

The Initial Approach to the Tsunami

We all have to accept that Covid was really an unexpected Tsunami that has hit every facets of life. The short-term response by brands towards this tsunami was mostly about cancelling promotional events, reworking marketing budgets (mostly postponing the expenses), donation towards CM and PM relief funds to come across as a socially responsible brand. Apart from these, brand's have primarily focussed on the below strategies during the initial onset of the pandemic and lockdown.

Being there for the consumers

Brands have accepted the tough situation and

have realized that this is not the time to sell but be more socially responsible. Regularly making customers aware about the situation, prevention protocols, urging users to follow government guidelines, etc. has been the communication strategies of the brands in these times.

Keeping customers informed

Brands are regularly updating their customers about any changes in their products or services or sanitization or precaution protocols they are following for their delivery agents (in cases of e-commerce and food delivery companies)

To come with new customer servicing protocols and pre-informing customers about the same.

While the initial situation was overwhelming and it took some time for all of us (including brands) to come in terms with the situation, what we are looking now is how the brands are going to re-align their strategies post Covid-19.

Here are four proactive strategies that brands can focus on in the new normal

Monitor real-time results

During tough situations, data analytics can be your perfect mate. It is important to keep a track of everything happening inside and outside of your company.

Brands must also relook into the key KPIs or even work out framing personalized KPIs during these trying times. It is also important to keep a track of your competitor's activities and how are they communicating with the consumers during the crisis. All of these information would further help a brand to formulate and build new strategies for life post Covid-19.

User Behaviour Analysis

How the consumers will behave in the new normal? This is one question that has left many of the brands scratching their heads. While China is witnessing some form of revenge spending in many sectors, including luxury goods; we cannot say that it would be same for every country.

There has been a common perception among brands that brand's response towards coronavirus crisis will likely determine consumer's perception towards a brand post the crisis. The brands that have let the customers down during the crisis are very likely to face the wrath of the customers once we enter the new normal.

New Messages to connect with Customers

In any pandemic, brands should refrain from selling their products or services, and instead look at creating useful content for their users. Brands should focus on helping their customers navigate the crisis, keeping them well informed about different prevention protocols and government advisories. These communications would not yield profit in the short term but will help brand connect with audiences in the longer run.

Redistributing the advertising budgets

Consumers have been locked up in their homes right since March, this period has witnessed a massive increase in the number of users spending time on their smart TV, OTT platforms and of course social media.

So, redistributing the advertising budgets on these platforms would help brands connect better with their target audience.

More focus should be put on online advertising campaigns, as digital would play an

important role in reactivating sales post Covid-19.

Prioritizing E-Commerce

For product-based companies, e-commerce is going to be the way forward. With social distancing norms being in place for a substantial period post lockdown, it is going to be a herculean task getting customers into a physical store. Customers would prefer products being delivered at their place as that would be a safer approach as per customer's perceptions.

Thus, e-commerce platforms would be the perfect way to ensure that sales are not affected even with the social distancing in place.

Coronavirus and its effects are really an unexpected and trying situation for everyone. But as a person is required to put on a mask to stay safe from the virus, digital marketing would act as that preventive mask for brands to navigate through this crisis.

A Blessing in Disguise

Radhika Bajaj

2nd year MMS Finance



Covid-19, a pandemic that has disturbed the world's functioning since the last few months has aggravated its impact on the Indian economy as well. Various sectors that are highly impacted includes Logistics, Automobile, Tourism, Metals, Electronic Goods and Retail among others. Due to prolonged country wide lockdown, India's economy is suffering along with the disturbance in demand and supply chains thus facing it towards a long period of economic slowdown.

Amidst this crisis, there's a rising scope for the aspiring entrepreneurs to prove their talent as India is now heading towards "Vocal for Local". However, for startups to become successful, it needs to be backed by good amount of funding. During the early months of lockdown, i.e. during March'20, as per the reports, there was a steep drop of 50 percent in the startup funding as compared to the previous months.

Though this pandemic has adversely affected the startup funding scenario in India, with the passage of time, it has created new opportunities for entrepreneurs to come up with startups that can adapt to the current environment.

With the change in the Investment patterns and after witnessing an increasing demand in sectors like FMCG, Online grocery delivery, home entertainment, Fintech, etc., the focus and interest of entrepreneurs and Investors have shifted towards these sectors.

So, a positive outcome can be expected for the Indian Economy if right amount of skills and efforts are put together in the right direction.

Through the pandemic – “Locked – *In....not Out*”

Arjun Nandkumar Nair

2nd year PGDM Marketing



It has been 98 long days at the time I am writing this, since the Maharashtra government's decision to shut schools, colleges, workplaces, malls etc. followed by the Janta Curfew which was conducted on 22nd March, 2020 and then followed by the Central Government's decision to lockdown the entire country to stop the spread of the pandemic.

Growing up in a busy city like Mumbai, the decision of shutting schools and colleges felt like a lot of weight was off my shoulders as my 2nd semester MBA exams were right around the corner and I was just coming out of an 8-week long rehabilitation of my knee after having gone through a surgery. I still remember talking to my doctor and physiotherapist, who were apprehensive of me resuming college but I was very adamant to return.

The 8 weeks of bedrest at home during my recovery was not easy as my parents are working professionals and they couldn't be around me all the time. As if tending to my knee was not enough, I had to tend to my mind as well which would come up with morose thoughts like 'Would I be able to walk again, let alone run?', 'Would I be able to do all the things I enjoy doing like play football or go for a trek?'. It would be a lie if I said that I was able to overcome all of these thoughts on my own as I had unconditional support from my family and my dear friends.

Into the 4th week of the lockdown, I noticed that my friends were having a lot of trouble coping with the new normal, and that is when I realized that there was a silver lining to my injury. Effectively I was in my 12th week of isolation and by then I was already accustomed to social distancing before it became the new norm.

Like every other millennial, looking for new recipes that one can cook and show off on Instagram, I too found some solace in cooking. Egg soufflé, pancakes and the infamous "Dalgona Coffee" or as some might call it – "Phetti" coffee. To be nominated for Instagram challenges had another feeling of inclusion which I cannot put in words. It was like everybody was trying to express their solitary confinement in their own way and "challenging" others was a way to show that we were all in this together.

The Zoom(App) has changed the literal meaning of the word. From "pinching into" an image to look for details in that picture to now what is being used as the new Skype. It has become the new social interaction application apart from its usual corporate meeting or webinar based service. I must have sat for umpteen webinars that were either directly or indirectly related to "Corona Virus". It doesn't replace the feeling you get when you sit for a live lecture and the occasional banter among students during the lecture, but it has definitely tried to keep things moving so that we can pick up from where we left off.

HELP INDIA

Life sometimes takes us through some unwanted turns, coronavirus pandemic in 2020 was surely one of those turns which left entire human race devastated.

People who were most affected were daily wage labourers, who used to work daily and feed their families. Entire lockdown in the country left them on streets to die, fighting to hunger and risking their lives to be united with their family. Coronavirus became a constant battle for these poor souls.

We, MSR committee decided to contribute our share to the society after seeing what was happening around us. Our motto was, "If you can't feed a hundred people just feed one" inspired by Mother Teresa.

My Social Responsibility (MSR) in association with Indian Development foundation (IDF) launched a fundraising campaign "HELP INDIA" (#helpthehelper) on our social media platforms with a goal to provide ration kits to 500 daily wage workers' families and to raise funds. A ration kit consisted of 5 kg rice, 5 kg aata, and 2 kg dal, 1 litre cooking oil, 1kg salt, 1kg sugar and 2 soap bars and was costing Rs.600 per ration kit.

Even a small contribution can change lives, we witnessed the same when IDF distributed ration kits among people of Malvani (Malad), Ali Talao, Rathodi, Chikuwadi and Malad in Mumbai (Maharashtra)

MSR collected an amount in excess of ₹ 4 Lakhs which surpassed our initial target of ₹ 3 Lakhs when some generous contributors came forward to help and thus we were able to provide 600 ration kits and feed 600 families.

It was a 12-day event starting from 27 March 2020 where students, parents, faculty and staff of N.L. Dalmia generously contributed in this initiation and Indian Development Foundation (IDF) with the help of their volunteers packed and distributed the ration kits to affected people in the regions of Mumbai. Nothing can beat the sense of relief on a poor man's face when he sees that his children do not have to sleep hungry who struggles to earn daily income so that he can feed his family. It gives them courage that they can go through this worse of worst situation raised before them due to some virus.

MSR ignited a ray of hope in these dark times with this small contribution to feed people and showed that together we can fight anything, even this pandemic.



No of Donors 196	Total Amount ₹4,17,405	No of days 12
----------------------------	----------------------------------	-------------------------

HELP INDIA



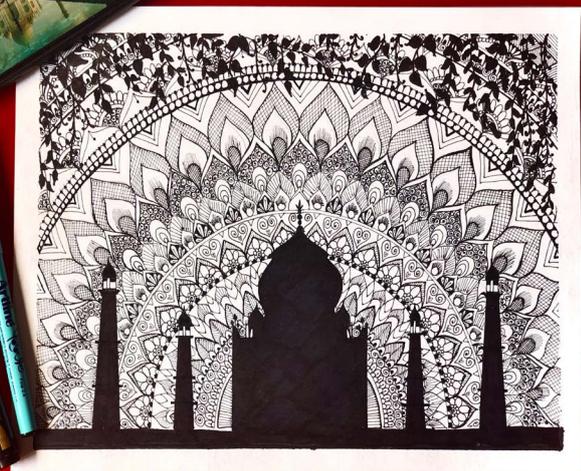
HELP INDIA

My Social Responsibility Committee (MSR) is working with Indian Development Foundation (IDF) to help such families affected by COVID-19.

We plan to provide food packets to families of these daily wage workers.

You can contribute to the cause by clicking on the link in bio.

#HelpTheHelper



MANDALAS
BY SNEHA SINGH

कई दौर गुज़रे है जिंदगी में,
यह दौर भी गुजर जाएगा,
थाम लो अपने पैरों को कुछ
दिन घरो में,
यह मंज़र भी थम जाएगा!
[#dhruginism](#)

There is this beautiful thing inside
each one of us
Too magnificent to be tamed,
Dissolved heavily in our soul like a
honeyed syrup dissolved in water,
Embrace that beauty and water your scars,
Because life may sometimes fall apart,
But it never ceases to resume, it
always goes on



Penned by Hima

#Love

#Linkwithink

Days and nights are not
all the same,
Love keeps growing,
Your blood in my name
keeps flowing,
And you keep driving
me insane!
- Riddhi Agarwal

POETRY



N. L. Dalmia[®]
Institute of Management Studies and Research
(A School of Excellence of N. L. Dalmia Educational Society)

Sector 1, Srishti, Mira Road (East), Thane (MMR) 401107, Maharashtra.
Tel: +91 22 4299 0033 | Email: goonj@nldalmia.in