



N. L. Dalmia[®]

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

sparsh
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Pic Courtesy: Mitul Jain

**Sustaining the
Bitter Reality of Life**

**Compassion
is the key**

**Rewriting a
new reality**

**Our mistakes,
earth's agony**





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Mission

To assist in the process of social integration and apprehension towards underprivileged individuals involving healthcare development, health promotion and several social causes.

Vision

To strive for all-round development of the society, and events towards important social welfare topics, that require due attention and solutions. Also, to utilize the skillset that everyone brings to the table for betterment of the society.

Objectives

Cultivate a sense of social and civic responsibility with a robust credence that everyone holds the power within themselves to bring about a substantial change by recognizing the needs and problems of the community and indulge in problem-solving, and all of this is possible by staying rooted to our dictum of bringing revolution collectively.

Editorial Note

We, at MSR committee of N. L. Dalmia Institute of Management Studies and Research, are elated to present before you the fourth volume of our annual magazine 'Sparssh.' The founding principle of our committee is to allow the students of the institute to realize their social responsibility and to implement it.

The society around us has been ravaged by the pandemic and our lives have been turned upside down. In this edition of our magazine, we bring you all fresh perspectives to weather and fight through the pandemic and also certain social issues. These articles have been written by our esteemed professors and alumni of the college and will give you hope and positivity to carry on through this time.

We would like to extend our sincere thanks to the CEO of our college, Dr. Seema Saini, and our Director, Sir Vijay Ramachandran for their support throughout the project. We would also like to extend our thanks towards our faculty guide, Dr. Nazia Ansari for guiding and helping us successfully release this edition. We also appreciate the efforts of our members who helped design the magazine and all those who contributed to the magazine in any way possible.

We hope you enjoy reading the articles.

Weathering the storm

Prof. Pius Moras

We have heard of many stories or real-life events where people have succeeded in reaching the end of a very difficult period without much harm or damage. They do not feel helpless at the storm but make every effort to change the position of the sail so that they reach their destination with greater determination and courage.

In short, they expand their circle of influence rather than the circle of concern.

The world is full of real-life examples of resilient people who have been down but not out. No successful person had an easy past. There is no high tide without low tide. No dawn without a dark night. It is their tenacity and courage that has sailed them through their challenging times.

What makes successful people different is not that they do different things but they do things differently. The starting point probably is, the perception that emanates from their optimistic outlook wherein when a pessimist sees a problem, the optimist sees an opportunity. He/she dares to take the road that is less travelled and makes a difference not only to himself/herself but also to those around him/her whose lives they impact constructively.

Such noble souls build trustworthy teams who stand together in thick and thin so as to achieve their cherished goals. We have ample number of examples like our own Mahatma Gandhi or Nelson Mandela both of whom have inspired millions around the world with their thoughts and outlook towards humanity. They foresaw the change and adapted themselves to it with a proactive approach and effective communication with their followers.

When it comes to weathering a storm of life, we are reminded of Advocate Flavia Agnes a renowned women's rights lawyer with an expertise in marital, divorce and property law who has written and published numerous articles and has been an inspiration to many as an icon of resilience. She went through many hardships in her life including domestic violence but she never gave up. Just an SSC at the time of her marriage, she went on educating herself after her divorce and completed M.Phil. in law from National Law School of India University, Bangalore (NLSIU) in 1997. For her thesis, which was later published by Oxford University Press, she worked on law and gender equality, examining the politics of personal laws in different religious communities, particularly those affecting women. Any lesser mortal would have given up on the face of such adversities but her determination and courage to reach the goal not only helped her to sail through a turbulent life but also inspired and continues to inspire those who suffer like her in their journey of life.





We all have heard the saying “Tough times do not last but tough people do.” Anyone who has achieved his/her goal in life knows that it is the failure that give us valuable experience and success can give us only a message. Hence it is important to see the storms of life as a test of our determination and strength and not as threats that pin us down. In any storm while the weak ones will have a breakdown the strong ones will have a breakthrough. They are like an eagle which flies above the clouds when it rains and does not get adversely affected by the rains unlike the other birds that get caught in the torrential rain.

It is said if you think you can you are right and if you think you cannot then also you are right. The choice is entirely up to us. We need to be careful about our self-talk because when we talk to ourselves,

we are talking to the universe and the universe conspires to make things happen accordingly.

While growing old is mandatory that is based on chronological age, growing up is optional which is based on our experiences and the learning we choose to imbibe. Should we grow up as optimistic, successful and influential people who would be an inspiration to those around us or should adversities overtake us to make our lives uneventful and ordinary? Life is like a boomerang where what we send forth comes back to us. Let us sow positivity and resilience so that we reap a harvest with manifold returns. Let the purpose of our life be a life of purpose. Let us choose to lead an extra-ordinary and courageous life so that those around us can say ‘You have touched us and we have grown.’

FACULTY ARTICLE

SURVIVING AND THRIVING THROUGH THE PANDEMIC

Dr. Baisakhi Mitra Mustaphi



The current Pandemic has impacted the entire world. Global operations have come to a standstill. But still the world has to move on. As we are aware, change is the only constant thing in life. Accordingly one has to adapt to the present situation and move forward in life.

During the current crisis, organizations have worked at a rapid pace and better than they dreamed possible just a few months ago. Maintaining that sense of possibility and positivity will give them a competitive advantage over their competitors.

Many leaders are reflecting on how small, nimble teams built in a hurry to deal with the COVID-19 emergency made important decisions in an efficient and effective manner.

Over the past few months, there has been a lot of transformation in the way we interact with our near and dear ones, do our day to day work, travel, get medical care, spend leisure time, and conduct many of the routine transactions of life. These changes have emphasized the importance of digital technologies across all sectors.

During the early recovery period of partial reopening, business leaders will face some fundamental challenges. There is a dramatic shift in consumer behavior and demand patterns. Another aspect is that reviving back to normal life will vary from country to country and also from city to city. Consumer demand will also fluctuate. Analyzing these demand signals in real time and adapting quickly to bring supply chains and services back will be essential for companies to survive in the long run.

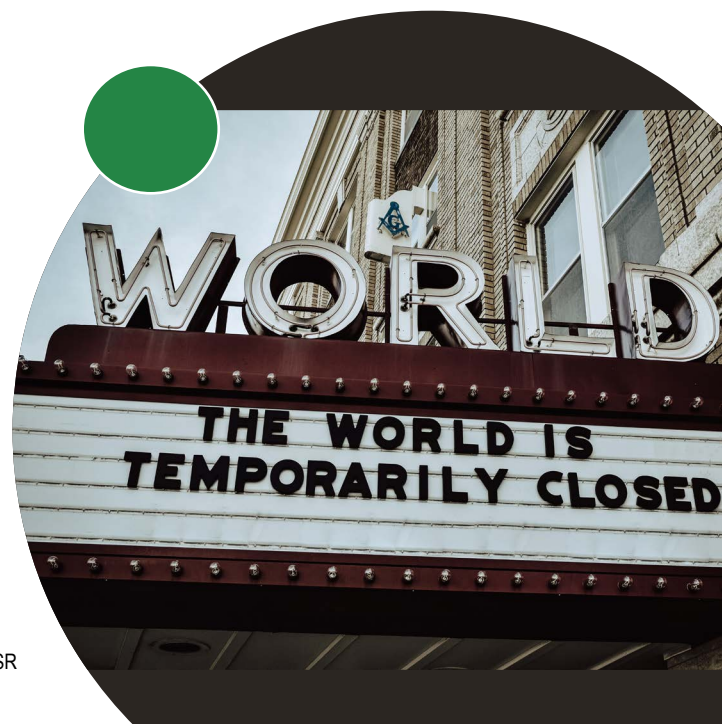
Marketers should know more about consumers, understand their psychology and act accordingly. They should focus on the importance of short supply chain, should have omnichannel presence, should emphasize on the importance of partnership across the ecosystem.

Composition of teams will be based on

projects. Leaders will lead with influence and not with authority.

One has to be calm and positive at this stage. Send out positive messages to all your stakeholders. Focus on your core strength. Reduce your liability. Save for future. Technology is the saviour now. More people should invest on adoption of technology. Roles will become more flexible and multidisciplinary roles will gradually evolve.

On a personal front, the current pandemic has brought every family member close to each other in the true sense and people have realized the value of relationship and togetherness which were ignored previously. We have all started focusing on the basic aspects of life and not run after something which is only materialistic and does not entail any intrinsic satisfaction. So from here on, let's move together and make the world a better place to live in.



FACULTY ARTICLE

SURVIVING AND THRIVING THROUGH THE WORLD OF PANDEMIC

Professor Masuma Cyclewala



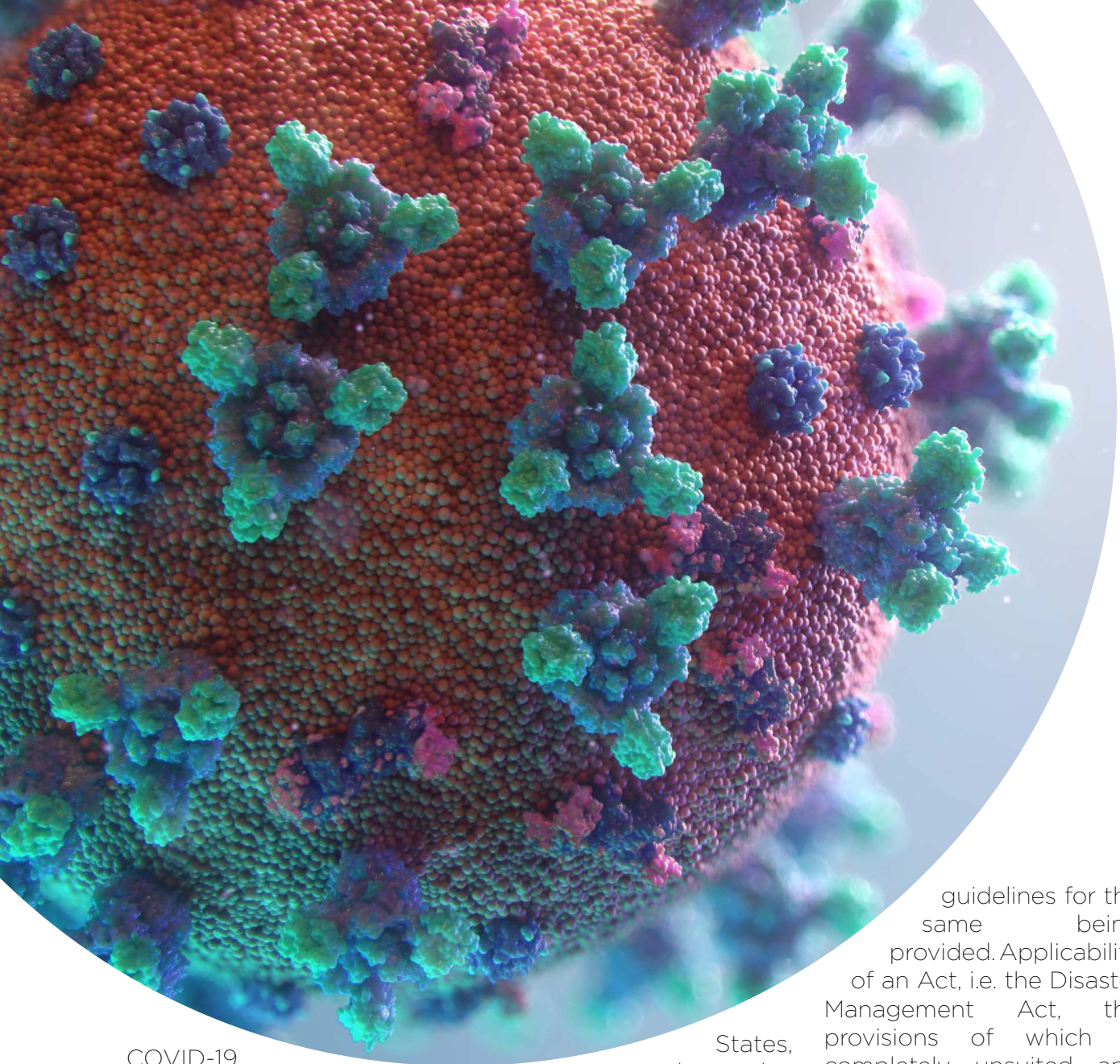


COVID-19, the Pandemic, is an eye opener to how vulnerable humans are. The true colours of the Friendly Nations, the Alien Enemy, the Government, the Politicians, the Media, the Society, the Industry, the Elite, the Down Trodden, the Migrants, and last but not the least the people / family / individual, all in all, laid down right before us in all its beautiful colours.

The Friendly Nations, fighting battles for baseless ego and power, therefore the biological war through this pandemic, COVID-19. The usual politics, tyranny, dictatorship and power games.

The Alien Enemy, is at its best to conquer and make its presence felt.

The Government, the dictator, never answerable to questions that directly hit the truth and accountability dictum towards its people who elected them as they are above the rule of law and we are bound to be law abiding citizens. We, as law abiding citizens make a little sacrifice from our incomes and profits and pay our due taxes under various taxing heads hopeful that the country progresses and flourishes and that a portion of these collective taxes are saved for a rainy day or for such crisis as the current pandemic.



COVID-19, the pandemic, the current crisis of the Globe, but I'll stick to India. The lockdown is implemented, work life, social life, public transport, Educational Institutions, Industries, Offices, everything at a halt. Not every individual's work life is a Work from Home scenario, not every job contract works on a digital platform. The physical form of labour is the survival and thriving aspect of India be it in railways, construction work of any kind, Factories, Industries, Roadway work, Metro work, etc. The Labourers who are the migrants from various

States, the day to day wage earners are rendered homeless, penniless, with no food, no water, no wages, no slippers or shoes, no cars, no bicycles, no public transportation, walking on foot for days and days back to their States from where they migrated for work.

Social distancing, faces masks, curfews, washing of hands at all times, sanitisation and various guidelines implemented, people infected with COVID-19 to be either isolated or quarantined depending on being tested positive or negative,

guidelines for the same being provided. Applicability of an Act, i.e. the Disaster Management Act, the provisions of which is completely unsuited and ambiguous to the COVID-19 pandemic. Shortages of masks, PPE kits, ventilators, etc., abuse of power by the police, extension of the lockdown 4 times leading to more than 2 months, the plight of the people standing in huge lines for groceries, the Work from Office v/s the Work from Home which led to the salary cut clearly shows that work life too has come to a halt and that technology doesn't suffice. For 2 months the cases are increasing not decreasing.

The Government also asked people to contribute and people have. The

Government also declared certain relief packages. The crisis is already here so where is the accumulated collective taxes that was saved for a rainy day or emergency? Where is the contribution that people made? Who has benefitted from the relief packages? Why are hospitals charging so much? Shouldn't testing of COVID-19 be free? Why are hospitals issuing false reports? How are hospitals benefitting by issuing such false reports? Hence the truth and accountability.

The Politicians, always preaching about promises which they never keep or rather fulfil, always finding faults of the Ruling and Opposition parties, their blame games and as usual they always live in a world which has got nothing to do with the general public who has elected them. The Media reveals news which is far from the truth.

The Society, the general public at large in most cases were the good Samaritans who helped the migrants but in certain cases violated the Fundamental Rights of many citizens through inequality and discrimination. Migrant tenants were rendered homeless by landlords for their inability to pay their rents, thereby compelled to migrate to their hometowns on foot. The Industry, closed due to the lockdown, thereby leading to 50% or complete wage cut. The dichotomy of the poor becoming poorer and the rich becoming richer.

The Elite, flying their loved ones back to India. The

Government flying Indians back to India from Dubai, America, Saudi, etc., while rendering no such facilities for the migrants, the labour class (the maximum voters) who are also the ones behind creating the Indian Government. The world at large is witnessing the plight of the migrants and the hypocrisy and false empathy of the Government.

The Migrants, the downtrodden who were rendered completely helpless and treated worse than animals. Beaten and punished by the police, inspite of walking for days without food, water, barefooted with blisters, pregnant women migrants, children of migrants and last but not the least the journey of the migrants who died on their way just to fulfil a simple craving that all of us crave for - "to be home". The Government was certainly capable of flying Indians from abroad but completely incapable of flying the Migrants and downtrodden within India to their hometown (such an impossible task).

The people / family / individual - People can be very selfish. It has always been 'survival of the fittest'. As far as family is concerned, your true identity and status is revealed and as far as an individual is concerned, he/she realises that life is unpredictable so you either live it the way you always did or its time to start afresh.

When the number of COVID-19 infections were less the lockdown was

implemented as a safeguard measure so that the chain of contagion could be broken and we and our families were important and now when the infections have increased and we are ranked 5th in the world, the lockdown has been lifted, what is the safeguard measure?; and now we and our families have to live with it. Ideally, the task of surviving and thriving through the world of pandemic has just begun.



**Aarti Patel**2019-21
PGDM D

OUR MISTAKES, EARTH'S AGONY

We humans are undoubtedly very sharp minded. We have always been. We have talented minds like that of Newton and innovative minds like the one Edison had. We are the highest evolved species on the Earth till discovered. We came a long way from where we started. We started from rubbing stones and now we talk about having smart cities. We started from letters and now only a tap on the screen of a toy enable us to see our loved ones from any corner of the world within seconds. This is the extent to which we have explored this highly evolved brain of ours.

But somewhere down the line, we forgot the cost at which we are achieving these new heights daily. Each new invention had a huge repercussion which has been ignored from the very beginning. But why are we talking about repercussion so much these days? May be, because what we sacrificed for our inventions then was in abundance and we never thought of them getting insufficient one day. Don't you think that this is a reality that we are going to face in future and that future has already begun?

Don't you love to sit at a place with ecstatic zephyr at night after having a tiring day? But does it even exist anymore, the zephyr? Haven't you heard about reaching concentration levels of PM 2.5 to as high as 999? So, how do you think you are going to find a place where the air would be blissful? And how can we forget the water crisis being faced already by some of the regions of the world? We are reaching to a point where we will not be having even the very basic amenities of our life (air and water). Today we are not having even clean air to breathe in and water to drink; what would we leave for our next generation?

Had been our Earth a human, she would have definitely said these words -

“Oh dear humans,

I was for all, for all equally.

It was evolution that led your IQ so high

That helped you to develop so fast

That helped you to fulfil your basic needs

That helped you to overcome your difficulties

But isn't that development now to its fullest?

Haven't your basic needs fulfilled yet?

Who gave you the right to exploit my resources?

Who gave you the right to make my other creatures homeless?

Who gave you the right to capture on me completely?

Why your development doesn't have place for other species too?

Why you humans think only about your own self?

Your need has become greed which will never come to an end!!

And now I wish, If this evolution had never been taken place.

Kindly stop ruling over others!!

Kindly stop your masterful deeds on the name of development!!”

What's the point of these technological inventions when our very own survival becomes a question in itself? Isn't it the need of hour to take actions that will help us to sustain these harsh realities that we have already begun to discern? Yes, it is. Now, along with the government, we all individually are responsible for fixing this because this was not done by the government alone. We all have been a part of this destruction. Just think for a while, does our green Earth deserve this brutal end? No, it doesn't.





Ajinkya Khotalekar

2019-21
PGDM D

DEPRESSION

In today's technologically advanced world where everyone is so busy with their heads down in cellphones, most of us now live our lives through technology. Texting and social media have replaced more active and personal ways of interacting on a regular basis.

This has been a boon for our culture in some ways, as most of us are communicating with more people more often. But we often confuse this passive and fleeting form of communication with meaningful interaction. If you are disconnected from other people, that means you are profoundly lonely and this behavior leads to depression. If you feel your work is meaningless, there's a lot of evidence that will make you depressed.

Ever richer world

Material living conditions are overall better in today's world than during any time in history. Worldwide life expectancies are higher and poverty lower than ever before. We've developed incredible medical and life-enhancing technologies. Democracy is also more widespread. The world today is

now very wealthy, at least on average. According to the IMF, world output (and therefore world income) in 2018 totaled \$135 trillion when measured at purchasing-power adjusted prices. With 7.7 billion people, that comes out to around \$17,500 per person, an astoundingly high average for the world.

Being richer and less happy

Yet despite this remarkable affluence, there remains considerable unhappiness. Of course, part of the unhappiness results from the enormous inequality in the distribution of global income. Yet there is more at play. Many rich countries have become a lot richer in recent decades, but not much happier or even less happy, according to survey data. Richer but less



happy is a syndrome in many parts of the world. and this syndrome is "Depression".

Pill is not the solution

We've become overly reliant on a biological explanation of the causes of depression—that depression is primarily a brain imbalance people are born with, to be treated with chemical antidepressants. More people are taking antidepressants today than ever before. According to one study, "one in five Americans is taking a psychiatric drug; one in three women is taking a chemical antidepressant; one in eleven people around you are on chemical antidepressants at any given time.

Not that the antidepressant is bad and not be taken but there has to be more concrete solution. Solution that we also need to adopt a far more holistic view of depression and try to change our society accordingly.

The Real Causes of Depression

Rather than having primarily biological causes and solutions, depression is largely related to the way we live. It's psychological, social, political and woven into the fabric of culture. People's innate psychological needs are decreasingly being met by our culture, which

accounts for higher rates of depression.

Better Solutions

We are humans and human is social animal since evolution. Humans have social needs. we need to feel we belong to a group having stable future and that we are valued. Happiness requires not just adequate material conditions but also good health, both mental and physical; good friendships and social support; honesty of business and government; the freedom of each person to pursue their life's dreams with meaning and purpose; and social trust and generosity. "better to give than receive" is a proven path to personal happiness and social peace.

“

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**Mrinal Piralkar**2019-21
PGDM D

#NOTFORSALE

Over the last 3 years, India reports the highest total number of dowry deaths in the world. 21 lives lost to dowry everyday across India. I certainly believe that this is not India's vision 2020 what Dr. Abdul Kalam dreamt about. Dowry is basically gift in any kind given to groom by bride's family at the time of marriage. But

it is a social evil in India, along with rape, casteism, etc. So when the dowry system in India started taking the wrong turn? When the people started seeing brides as a source of wealth.

It's been 3 months since I come to Mumbai from a small town called Kolhapur. And I still remember that I went straightaway into trauma after listening to people around me talking so casually about the dowry and rate cards (the concept which was completely new to me). Because till then I was under the impression that dowry is a punishable offence and one cannot talk about it so openly and casually. The second time I went into trauma when I heard more about the concept of rate cards. Here, rates of boys are decided as per their level of education. Higher the level of education, greater is the amount of dowry. Wow! Another misconception got cleared of thinking that only goods and services have their rates decided. This concept of rate card, though not prevailing in every state or community is horrific. After hearing to all these things I felt so blessed about my progressive family, the place where I come from and the community which I belong to. It is a matter of shame that people call themselves educated and still accept dowry.

The marriage of the daughter is still considered as a very important task to be done by parents. So imagine how difficult would it be for them when the marriage rituals are ceased in between by groom or his family due to insufficient dowry. Maybe this could be the reason that Indian couples are still unhappy with the birth of girl child. So that they don't have to bear this headache and this huge amount of expenditure in future.

But it is also true that not every other boy out there is like this. It's all about the environment where your upbringing has been done, the principles and values which you and your family follow. It's all about being aware about the fact that dowry is keeping their self-respect at stake.

Education and awareness is amongst the parents of both the families is also needed. Girls should decide to stay firm on their principles and not let them carried away by the emotions of their parents. Because our women don't deserve this. Our women are better than this if they only believe that. On the outside, Indian weddings look so happy and content but there are many layers of patriarchy and traditions that unravel. I wish people were as excited and supportive about women's career milestones and personal developments as they were about marriages.

Parents need to understand that their daughters are incredible and cannot be sold. Courage is all that it takes to show up the chauvinist hidden deep in supposedly progressive Indian men. Say No to Dowry and Yes to Courage!

Riddhi Agarwal



9 TO 5!

A time when all of us are busy working, studying and earning. A time when we all work hard and struggle each day at the office.

A time when you are away with the joys of life and your mind is totally into the work which you probably need to do. A time when some mess up at work and you get frustrated. A time when your hitler boss forgets what kindness is and doesn't care about the amount of work being piled up on you.

Yet, you keep going on.

Keep doing it until its 5 pm in the wall clock.

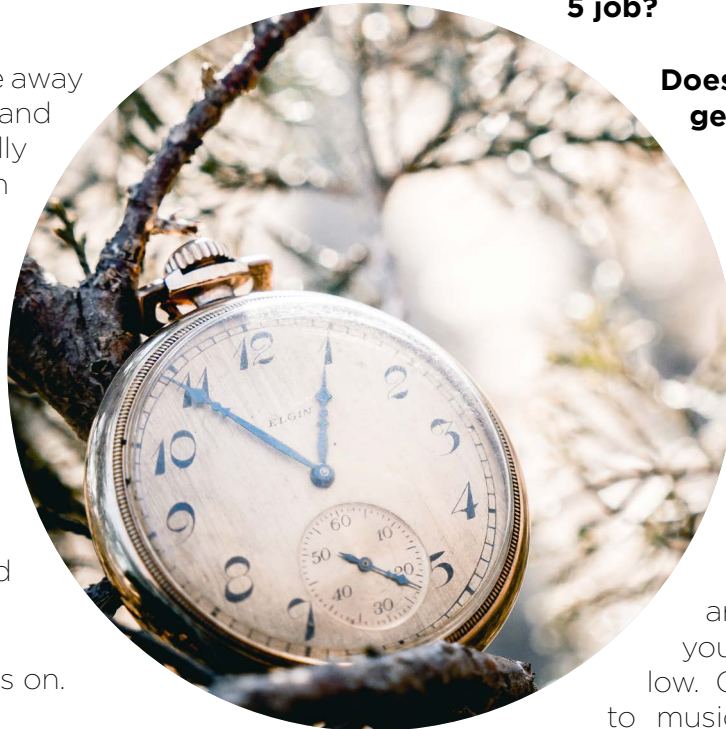
And the sound of that beautiful bell you hear as soon as it struck 5, gives you that sudden urge to rush home.

You get tired, have food and sleep.

But do u really get happy?

Does your joy rely upon your 9 to 5 job?

Does your day almost gets over after 5?



No. That's the time when your happy day begins. The time you go to your lovely family for whom you are struggling all day. That's the time to forget all frustrations and be loving. They are the ones who lit you up when you are low. Go on walks, listen to music, watch a movie, talk to all or play with your kids.

Do not miss out on these little things in life. They are the most important part of us. These are the joys we keep waiting for all day. Make your 9 to 5 worth the 6 to 11. Be happy that you are blessed with a wonderful family because i believe that a family that "plays" together, stays together!



Varsha Gajwani

2019-21
PGDM D

COMPASSION IS THE KEY

We think that life is difficult for us but when we look around and ponder over it, we conclude that at the end of the day we are blessed to be in a better position than many others.

There is a lot of trouble looming over our society- the threat of terrorists, natural disasters, poverty, crippling health issues etc. The aim is to find solutions to societal issues to gain happiness and peace. To think that every problem will be solved in time and there will be a happily ever after is foolishness. Times change, problems change.

We cannot change the bitter reality but we can change our perspective. Instead of getting upset

about what we can't control, we can take action - in the form of compassion. True happiness can be found in helping others. When you do something for someone and you can see the results thereof, the level of happiness is absolute.

As per the Maslow's theory, Self-Actualisation is obtained from fulfilment of potential and adding a meaning to life. Mahatma Gandhi and Nelson Mandela serve as examples of people who personify self-actualisation.

Thus, we should, in our small way, with whatever little knowledge and resources we have, try to impact our society. Our contributions may range from financial assistance, guidance (like teaching and counselling), to physical help like help clean beaches, help build houses in flood affected areas etc. Smaller actions like offering a bus seat to the elderly, offering sweets to children playing on the road, providing water to labourers working in the sun also count.

So what are you waiting for? Look for an opportunity in your day to day life to make a positive impact on the society and in turn your life will be amazing. Do it for yourself!



Pooja Vadia
2019-21
HOD (People's Connect Team)



DESTINATION ADDICTION

Unknowingly we're all victims of this intriguing phrase which makes us believe that Happiness is somewhere in the future.

The idea that happiness is in the next place, the next job and with the next 'everything possible' is wrong. Until you give up the thought that happiness is somewhere else, it will never be where you are. We live in hot pursuit of extraordinary bliss for which we can wage wars.

I will be happy after I get a bigger house, a faster car, a higher paying job. The life that we dream of is in the future somewhere, and we hope to catch up with it any day now. This causes us to rush through as many experiences as quickly as possible without really living or feeling those moments.

We need to realize that Happiness is not a specific thing but a state of mind. Life is more about the 'Means' and not just the 'End'. Hoping that tomorrow will be better than today is alright but forgetting to cherish the present while chasing the future is foolish.

People forget their purpose and concentrate on ways to reach the top faster than the rest. But in reality they wanted a bigger house so their family could stay home peacefully; they forget that the fast car was only to travel through cities with their loved ones, and the eagerly awaited promotion was for self-satisfaction and not social pressure. We've become so goal

oriented that we tend to lose sight of our purpose behind it.

Do you sigh in frustration that you aren't living the life you imagined?

It makes us permanently impatient with ourselves. The deadlines we set for ourselves are so demanding that we end up driving ourselves harder and faster every second. We refuse to forgive ourselves if we cannot keep the pace. We have no time for us and ours. All because we are addicted!

The only way out is by understanding that Happiness comes from inside; it is not some material to be pursued. Happiness is a choice that is to be made, every day, no matter where you are. Focus on things that are bringing you joy right here and right now. Be mindful.
Be here now





Harshad Somalwar

2019-21
MMS

THE JOURNEY CALLED LIFE

Here I am in the middle of nowhere trying to find a spot for myself. A spot which everyone wants. A spot for which everyone is fighting, competing and working. But in this world no one creates a spot for you. It is one's sheer determination and continuous hardwork which provides them the spot. But sometimes I ask to myself, is it worth it? Is that spot everything? And if you are able to achieve that spot, are you really happy? Or are you still fighting and struggling to reach to another level? This is the point where one needs to stop and start thinking. Where am I going? And in this race am I losing something? Yes.

These are the small small moments which makes us

joyful and happy and we just ignore to give importance to them when they come in our lives. But the irony is that you would never realise this until and unless you are in a mess. A situation when you feel you have been trapped from all the corners and there is no way out. The situation becomes worse when you are alone, when have no one to talk to you, no one to be with you. And here comes the frustration. You think why you chose this life in the first place. You start blaming. You blame the situation, you blame the people or you blame yourself. But understand one thing blaming is not solution to any problem. Rather just accept it and move on. Because what we get in life is the result of our past actions. You will not get orange when you planted a lime tree. Similarly our life is like a series of plants

Every year, every month every day every moment of our life we plant our actions to give a shape of our future.

But even if your actions are good, doesn't mean you'll get everything the way to wanted. Life has it's own way to test you. And sometime it's the test to see how long you can stand on the ground. This is the point where one shouldn't lose the hope. A hope can be anything like to see to parents at the end of the day. Or to see even your best friend after horrible day. If you think that there is something in my life



to live, for then you won't lose hope and ultimately you'll get out of that situation.

A lot have had happend in my past. Some of the moments were extremely joyful and some were very upsetting and remorseful. But when I look back to those upsetting memories of my life I don't feel any sorrow. Rather now I cherish those moments. But now I wonder why in that situation I was so helpless? Why I was so depressed? Why was I feeling so low?

And now I understood that life isn't going to be the same . Each day and every moment of your life is going to be different than the previous one. The moment one realises and understands this, he/she can overcome any problem or difficulty in their life and here comes the mantra. The future will became the past and the past is never remorseful. Why? Because you were in the same situation before i.e in the past and you thought how you were going to get out it. But eventually you overcame that because you didn't knew what present has and what future holds for you. Similarly every problem is bound to have a solution. Otherwise the equation of life won't satisfy.

REMEMBER : It's not the destination but the journey that makes us happy.

So what are you waiting for? Look for an opportunity in your day to day life to make a positive impact on the society and in turn your life will be amazing. Do it for yourself!



Jatin Gaud

2019-21
PGDM

LOOKING BEYOND YOUR LINE

In life, we all want to be successful in our work. We all want to listen to all the good compliments, accept all the rewards and keep on moving forward. But how many people actually go beyond this and achieve what they want? In our journey we come across people who will try to slow us with their negative thoughts and pressurize us. All this may be lead to demotivation and subsequently slow him down from achieving success.

Whether you are born with a silver spoon or not, in order to be recognizable and stand out from the crowd we all have to go from the same journey. This journey revolves around us; recognizing our self-confidence and belief that we can actually achieve what we want. Lot of times we are just close to our destination but unable to make the final step. But if we believe in our self and are self-motivated and ignoring all the negative energies, we can actually do it. This journey also requires people in our lives to recognize our skills and motivate us with their good thoughts.

There is a saying by Walt Disney "All our dreams can come true; if we have the courage to pursue them". Richard Bach takes the quote forward by saying "A cloud does not know why it moves in just such a direction and at such a speed, it feels an impulsion... this is the place to go now. But the sky knows the reasons and the patterns behind all clouds, and you will know, too, when you lift yourself high enough to see beyond horizons".

We all need to look beyond our horizon.
We all need to look beyond our line.



Jueeli Kadam

2019-21
PGDM

ACCEPTING AND FIGHTING THE HARSH REALITY!

What is reality?? The one which we see around or the one which exists. I feel reality is the one which exists but we don't want to see. There are so many activities happening around us which we see but since they don't personally bother us, we tend to ignore. Whenever we step out we find at least one beggar on our way, but what do we do???

We often don't react at the first place because we are so used to see this sight around us. Some are generous who may give out some help in the form of money or food but the number of such people is handful. I often wonder how do these people survive in any extreme weathers like rain or cold. God knows how do they deal with illnesses, pains or periods. We go to highly reputed doctors or hospitals still we complain about our pains.

As the quote says "When the going gets tougher, the tougher gets going." I believe god gives them this strength to survive and sustain. Still many don't realise the depth of this giant ocean named "Poverty". Each country in the world is facing this problem since ages but still are not able to overcome

completely. Rather than talking about the government not doing anything, we as individuals can come together and reduce this problem. There are NGOs that have come up who work for the development. But they are not enough. We can help the needy in simple yet effective ways.



Donating a part of our wealth is not sufficient. It is also important to communicate with them about their problems and help them solve it. Especially for young girls it is important that we educate them about periods, pregnancy and other problems. For kids it is crucial that we help to fund their education and other expenses. I feel the root cause is lack of education leading to unemployment. It would help if we train such people in any vocational training. This would help them to meet their needs.

Also sometimes people hesitate to help as they feel it may be used for illegal activities. But if we help through a registered NGO or other such organisations, it can be more reliable. So in a small way we can help in brighten someone's life. So rather than having a blind eye, if we brighten someone's life, we don't have to say "Sustain the bitter reality"!!!!

Mohit Maheshwari

2019-21
MMS

LIFE IS BEAUTIFUL

Life is beautiful, but not always. It has lots of problems you have to face everyday. There is a lot of stress all around us these days. Most people complain about problems at office, issues in relationships and the growing competition in various fields. People are so engrossed in dealing with these issues that they don't see the real beauty of life.

When was the last time you were truly able to enjoy a moment without thinking about the past or worrying about the future. When was the last time you were able to laugh your heart out. In today's age of cut throat competition and hustle bustle we have stopped admiring the little things in life. Nowadays, in the race to be successful somewhere the essence of life is lost. You are expected to follow a set pattern and live your life according to that. School, college, post graduation followed by a high paying MNC job, marriage and retiring at the age of 60 years or so. I am sure many of you could relate to this pattern and are at some stage of

this currently. Success is everything nowadays. The more money you earn, the more successful you are, that is the set norm. People will ask how much do you earn but not how happy you are in life. We focus on being successful and not satisfied. Bank balance is given more importance than work life balance. Wealth is treated more important than health. We are so busy to make a living that we forget to make a life. It's high time that we understand, life is much more than your pay package, social status, costly clothes, big houses and fancy cars. Sure, money is valuable but mental peace, good health and a happy state of mind is just priceless. Instead of building towers, we should build good relationships with people, instead of cutting trees, we need to cut negativity out of our life.

We should respect and be kind to people around us. A simple act of kindness can do wonders in this already cruel world. Kindness, simplicity, love and care never goes out of fashion. If you have the power to

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*We all have two lives.
The second one starts
when we realize that
we only have one” -
Tom Hiddleston*

make someone happy, do it. The world needs more of that. We should be kind and compassionate to people around us.

So my advice to all of you is to stop worrying about future and just enjoy the present. Follow your passion and follow your dreams. Travel the world and explore different places. Forget your fears, wear what you like and do what you want to. Live the life you have imagined and not how the society wants you to live. Break the norms, break the pattern and break free from all the things that pull you back. Be crazy, be stupid and most importantly be you. Coz life is too short to be anything but happy. So always carry a smile on your face and enjoy this beautiful journey called Life !!



Akash Patwal

2019-21
PGDM

SUSTAIN THE BITTER REALITY!!!!

Does the title of this article intrigue you? Since when did we begin to sustain and not live it. On top of it, since when reality turned bitter?!

Here is a real story of a boy that could help answering these questions.

There was a young boy, Christopher McCandless who used to think that civilization or society or the idea of huddling together while lying, cheating, conniving, going at war for selfish motives was the most paradoxical thing. This is the society we live in today, correct? He abhorred society in many ways apart from this. Let's trace the roots of his discontentment.

Chris was fed up of all the pretenses, lies and gimmicks that society had to offer. That is, first gain education, then pass numerous monotonous tests to get a degree to get a job, marry, have children, make sure


your children turn out to become dutiful tax-paying citizens. Rarely anyone had it any different. He resented society. He felt controlled and claustrophobic by this indoctrinated system lacking any imagination or freedom of thought. He didn't want to live a life full of such obligations. Imposed obligations, to be precise.

In his desperation to escape this cycle he burnt all the cash and credit cards that he had and with minimal trekking equipment went to spend half-a-year in the woods to be aloof and live a life unfettered by any compulsions and discover what true happiness is. While on this expedition, to feed his curiosity he read works by Henry David Thoreau, Leo Tolstoy and Jack London with the hope of fixing the false indoctrination his mind was struggling with.

He chose the unforgiving Alaskan forests to be his trekking destination. A place where the most seasoned

of trekkers think twice to go. He constantly made entries in his diary as epiphanies struck him that made him feel he was uncovering the secret of how civilization had devolved into such a mess. He delved deeper in the woods. He hunted and ate edible plants and shrubs to sustain himself. He kept on noting newly gained insights in his diary. After sometime his conscience didn't allow him to kill animals, thus he decided to live only on edible plants. Unfortunately, he mistook a mildly poisonous shrub for an edible plant and eventually died of its effects coupled with starvation - due to insufficient availability of food. His dead body was found later with his journal and diaries and all his notes. It is because of those notes, we know his story today.

So, this was the tragic story of a boy who couldn't sustain reality. His death was accidental though. But what led him to the woods in the first place? What



Cristopher's mind was burdened with could possibly be explained by this extract, written by Chuck Palahniuk in his book *Fight Club*.

"We're the middle children of history, man. No purpose or place. We have no Great War. No Great Depression. Our Great War's a spiritual war... our Great Depression is our lives. We've all been raised on television to believe that one day we'd all be millionaires, and movie gods, and rock stars. But we won't. And we're slowly learning that fact. And we're very, very pissed off."

Is this the case? Do we all have this notion of entitlement embedded inside our heads? Has the tangible war metamorphosed into a spiritual one. The rising and escalating cases of depression and mental illnesses suggest so.

970 million, 264 million, 284 million.

These are the number of people who experienced substance abuse, depression and anxiety, respectively in the year 2017. And this is just the tip of the iceberg. There are half-a-dozen more mental illnesses and millions of

cases which are not reported.

Depression is a difficult thing to, both – explain and interpret. But in abstract terms it can be said that,

It is akin to licking an ice-cream tirelessly with intention of achieving gratification but not being able to find any sweetness in it. If a 5-year-old is not able to enjoy a simple ice-cream then what is the point of his existence? He might be forced to think? Won't he be? Depression forces an individual contemplate such harsh questions.

What cause depression? One might ask.

The answer to this is not as straightforward as you or I might like it to be. Depression is caused due to self-imposed or externally imposed compulsions, knowingly or inadvertently that causes a misalignment between reality and your interpretation of it. This misalignment prevented

the kid from extracting sweetness from his ice-cream.

So how to mend this misalignment? The answer lies in making a deliberate attempt to believe in the good. Good in self, others and the world. Cultivate an attitude that is so inebriated with gratitude that it fails to comprehend any negativity that creates compulsions in the mind, which in turn forces you to encase yourself and suffocate your mind.

Dump the ice-cream, leave the shop, go out and play! Physical stimulation forces the mind to move places. Run, jump, scrape your knees, apply bandages and do it again once your knees heal. Play more. Play till the last ounce of energy inside of you is exhausted and you are forced to sleep as if you haven't for days.

**Taniya Agarwal**2019-21
MMS

SURVIVING PANDEMIC: THE WORLD WITHIN FOUR WALLS



By the time when the WHO declared COVID-19 as a pandemic, its impact was hard felt across the globe and by the 7.8 billion humans living. Life itself got affected, profoundly and almost at all genetic level which means at every other extended level of human experience. Emotional and psychological, to begin with, and from there to what we go about doing with our daily lives. Earning our bread, trying to survive-or thrive We do hope that these days end soon, but at the same time we know that we're battling the toughest fight of our life. Never ever has our globe been locked completely, hence this is a first time experience and perhaps the worst one we hope that no other generation of human race ever faces it.

Somewhere or the other no matter how worse we feel about this lock down, but we all know deep down how lucky we are to have the Basic food, water, Shelter and most important family by our side.

Living day by day in the time of the coronavirus outbreak has a different texture altogether. The pandemic made all the differences in the world. Right from seeing each other face to face, to having long conversation on Zoom , Controlling those automatic instincts of greeting each other with a big hug, especially, when you're a hugger, to seeing the other one safe through that desktop screen. We're all maintaining social distance.

There s no escaping. We are confronted by our own thoughts. It compounds anxiety. Sometimes we feel like a real-time movie wherein we re living the same day over and over again. That's why these days, connection is as important as a good meal. People are reaching out because they are lonely. It's a time, where everyone's feeling a certain level of anxiety. So people are reaching out to their pals just to talk. And because they just want to connect with somebody. I think innately as humans when you're in a time that feels hard, you're used to connecting with other humans and other people and feeling like, OK, we're in this together.

There may be isolation and loneliness, but then I think there's the opportunity

for capacity and growth in Connecting with people we've never connected with. There's also a slowing down and stripping away and becoming our best selves out of this. The not so unfamiliar strategies like Gratitude. Good sleep. Stretching, keeping a diary can help in retrospecting who we wanna be after this pandemic ends.

We definitely miss seeing people, outings, movies,street food ,office ,traffic and many things but we also know we can't control any of it, so instead why not let our mind wander as we cook,dance,eat ,paint ,learn whatever we enjoy doing .It will soon become a balm, a meditation, that allows us to create something beautiful.

Let's inculcate the new OCD in us different from what it means, where it stands for " optimism, confidence, and determination, Which is more of an attitude you carry towards this Pandemic. And by taking spirit up we can in turn lift the spirits of others who are less Privileged and struggling to get a small light of hope!!

I think the largest takeaway I've had is what is going to relinquish you meaning? what is going to relinquish you purpose each day? ,Because the largest other thing I've learned and that i know people have talked plenty about is paring all the way down to living within the 'now'...just really being in, what's during this day, during this hour, during this moment and living it, because that's visiting make it sustainable.





Anmol Bhat

2019-21
PGDM

LITTLE THINGS IN LIFE

Born in a conservative family, Mohan was a bright student who had excelled in every exam he appeared in life. His parents were happy with their only son's achievements. Being from a middle class family, Mohan's parents could provide everything except luxuries and nor did he wish for them. He would spend most of his time reading books and his only focus was to learn. As his parents were able to provide him with the necessary resources he had no complaints in life. He kept on learning and graduated from a reputed institute and landed a great job. Isn't that what we all wish to have in life? Don't you think he was missing out on some valuable experiences in life.

The answer to this question is may be Yes or No. There are little things in life that you miss, you are totally unaware of and you only realize when its too late. It is often said that everything you do in life has a purpose. Is that so? Think of the things you could have done when you should have, but you didn't because you were too busy thinking about future. Don't worry about future so much that you forget to live your present. Spend time with your loved

ones, go out explore the beautiful world, run without the fear of falling and rise if you fall, just don't exist as a living being, create memories. Mohan was doing exceptionally well in life but was he living it to the fullest? Maybe he was not. He was engrossed so much in attaining success that he missed out on some of the important things in life.

There'll be two dates on your tombstone and all your friends will read them but all that's gonna matter is that little dash between them.

- Kevin Welch

A wise man once said
"Yesterday is History,
Tomorrow is a mystery,
But today is a Gift,
that is why its called
Present"

Enjoy the
little things in life



Digvijay Singh2019-21
PGDM Finance

INDIA'S BOLD STEPS FOR SUSTAINABLE LIVING

Now days pollution is a media highlight. Many initiatives have been taken at national and international level to combat the threat of pollution. At international level, Paris climate agreement has been signed by most of the nations of the world, and its main aim is to keep the global temperature well below 2 degree Celsius above pre-industrial levels and to further enhance efforts to reduce the global temperature to 1.5 degree Celsius. India has taken this opportunity to project itself as responsible powerhouse of the world by setting itself an ambitious target of producing 175 GW of energy from renewable sources thereby reducing its dependence on non renewable

sources. India also launched International Solar Alliance in partnership with France in the year 2015 to promote the production and usage of solar power. Since its inception, more than 75 nations of the world have joined the initiative and efforts are being put by all the countries to mobilize close to US \$1000 billion of investment by the year 2030. Government of India has also taken several initiatives domestically such as Swachh Bharat Mission, which was launched on 2nd October 2014 and it was pledged to make India clean by 2nd October 2019. Under this programme millions of toilets were built to eliminate the problem of open defecation from India. Other measures include the Namami Gange Programme, where Rs 20000 crore have been allocated to conserve the environment around river Ganga and rejuvenate it in time bound manner.

It is often said that we owe our mother earth to future generations in the same manner in which we received it from our ancestors i.e. neat and clean. All the above mentioned programmes, if implemented successfully have the capacity to lead the sustained living of not only ours but of future generations as well.

Source- The Paris Agreement UNFCCC-Website, ISA Website





Farhan Shaikh

2019-21
PGDM HR

MILLENNIALS, IT'S NOT YOUR FAULT

It should be easy to accept the reality of life, right? Unfortunately it isn't, as many people hold on to a different version of belief. This belief may be based on regret, disappointment or denial. But first what are the harsh reality of Life? It is the truth about different aspects of our life, which are unpleasant or difficult to deal with.



Coming to Millennial and why it is so hard for them to accept these? Why is it, that they are accused of being narcissistic, unfocused, lazy and entitled? We can break it down into four characteristic

Parenting, Technology, Impatience and Environment

Parents: Parents have this desire to protect their child from the big bad world, to shield them, even subconsciously sometimes. But the reality is that they can't do this all the time. Some children get into a particular course not because they deserve it, but because their parents complained. What happens because of this is that kids grow up thinking they are special, they can have anything in life, just because they want it. So you take this group of people, they graduate college, and they get a job, and they are pushed into the real world. And in an instant they find out they are not special, their parents can't get them a promotion, and you can't have something just because you want it. So in an instant, their entire self-image is shattered. Which is why we have an entire generation growing up with lower self-esteem.

Technology: Engagement with social media and cell phones, releases a chemical called dopamine, it is why we count the likes when we get a like we get a dopamine hit, which feels good. Dopamine is the same chemical that makes us feel good when we smoke or drink. It is highly addictive. We have age restrictions on alcohol and smoking but not on social media and cell phones. Teenage years are highly stressful and anxious period of our lives, and we are supposed to learn to rely on our friends. But some teenagers turn to social media and the numbing effect of dopamine to deal with these issues. Unfortunately, this becomes hard-wired in their brain. So even later in life, when there is a problem they would look at their phones, instead of their friends, peers, and family.

Impatience: We are growing up in a world of instant gratification, you have to buy something, just use Amazon, want to watch a movie, log



Pranjal Mundhe

2019-21
PGDM D

HELPING THE NEEDY

My name is Pranjal Mundhe and I'm a student at N.L. Dalmia Institute of Management. Since my graduation days I've volunteered or became a part of various causes and a few NGOs so I was excited that my college had a committee dedicated to Social Responsibility. I joined the college late because of which I couldn't become a part of the core MSR team, but then MSR launched this Volunteer programme in which we could join an NGO and contribute to the society. So, I joined Robin Hood Army where we distribute the excess food left at weddings, Poojas and other functions to the street dwellers and the people in the slums. Apart from that every Sunday we go to the slums and

teach the kids as they cannot afford formal education. Kids from all ages, living in the streets and slums of that area, gather near the tree where we teach them. They eagerly wait for Sunday to come. The sheer joy you feel when they say "Hello Bhaiya!" is immeasurable. The kids don't know the difference between rich and poor, they are happy to be around. Their happiness is priceless. Those hours at the Sunday drive are indeed worthwhile. Every week I see new faces on the drives, both volunteers and kids. I am yet to get acquainted with all. But the energy of the volunteers, and the sheer promise that I see in some of the kids are what drive me. There is still a long way to go.

I am very happy that I get to contribute to the society in some way. Everyone must contribute towards the society no matter how much the Committee help others.



Kashish Khandheria



SERVING THE SOCIETY

I was already an active volunteer in an NGO-Robin Hood Army (RHA) when I joined NLDIMSR for my Post Graduation studies. I was a bit sad as I thought I won't be able to continue the social activities I used to do earlier. But in few days, I came to know about MSR Committee i.e. what they do. This increased morale to join MSR Committee. In the meanwhile, I figured out that Mira Road too consist active volunteers of RHA and I too registered and joined RHA Mira Road.

I joined MSR by way of NGO Volunteers Committee (part of MSR Committee).I was excited to see that there were other students too from my college who were willing to join RHA. We manage to attend 2 to 3 drives per month and serve the society by way of giving education and food to the underprivileged children.

Due to the Kondgaon visit, the students get to know how hard is the life of villagers where there is scarcity of basic necessities like drinking water and electricity. This is how MSR helped me and motivated other students to join for social cause and taught us how people are facing problems and still living happily with each other.

“

MSR helped me and motivated other students to join for social cause and taught us how people are facing problems and still living happily with each other.





weCHANGE Team

REWRITING A NEW REALITY



A great philosopher has truly said “The difference between dreams and reality is that of blinking of one’s eye lids “. But in true sense, no one can actually gauge the time an individual takes to do it because while one achieves the life of dreams quickly and easily while the other takes lifetime to even see a glimpse of it.

“Fortunate are the ones who receive all the goodies in life but blessed are the ones who are able to not only enjoy these goodies but also give it back to the society to make it a happier place to live in !!!”

“weCHANGE”, an initiative by “Sampada Inarkar (N.L. Dalmia -PGDM Marketing) Shridhar Lokanathan, Shantanu Tawte” was started by them as they felt it’s their duty and responsibility to contribute something back to the society to uplift it moral, socially, physically and economically. “weCHANGE” has a hand’s on holistic view when it comes to social work.

Though We can provide mere material benefits to the underprivileged children by raising funds, We believe in instead preparing them for their future which can make them self-sustainable eventually leading to create their own future or possibly the life of their dreams by standing on their feet.

“Teach a man to fish. There’s an old saying, usually attributed to Confucius, that goes something like “Give a man a fish, and you’ll feed him for a day. Teach a man to fish, and you’ve fed him for a lifetime.”.

We believe the basic essentials /needs of human beings i.e food ,clothing and shelter in today’s harsh and bitter reality can be achieved only with a strong backing of basic education in one’s life .With this thought in mind ,We work closely with the educational sector where our group of volunteers spend their dedicated hours with such kids ;educating them ,guiding, counselling them ,mentoring and providing parental support to them.

The vision of weCHANGE has always been to bring about even that small change which we think can have a small impact on improving the lives of underprivileged people including children as well.

With this vision in mind we came up with the name of the initiative as well which we call “weCHANGE” where every initial of the word speaks about our actions, values and our team as a whole. It says:

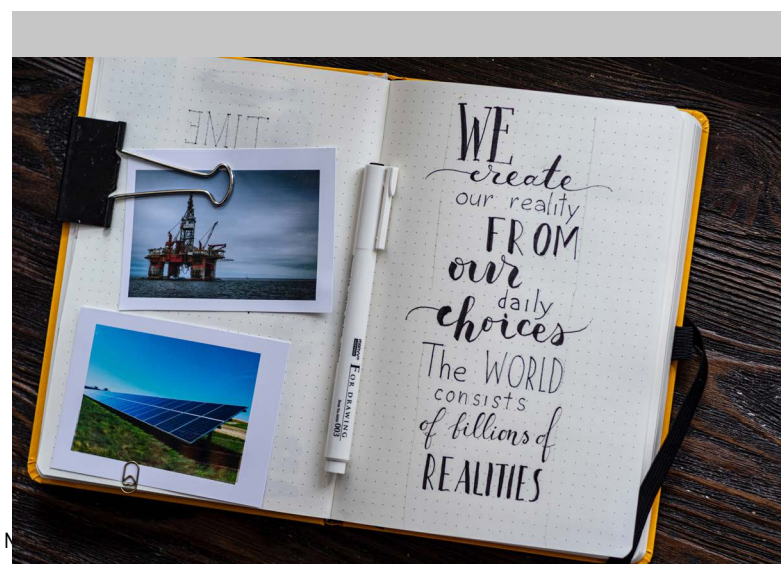
We: As a whole team

- Care
- Help
- Acknowledge
- Nurture
- Grow
- Enlighten

the minds of such children with a hope that irrespective of whether tomorrow belongs to them. They should be self-sufficient to make their own standing in society and lead respectful and happier lives.

We are indeed grateful to have got the opportunity to collaborate and work under the MSR (My Social Responsibility) team of NLDIMSR which has been our constant source of motivation and support to serve, spread love and happiness in the life of underprivileged people.

While we knew ,we are writing this article for the “Sparssh “magazine ,We just don’t want our words to be left behind in the pages ..but to touch the actual essence of “Sparssh “ which not only means to touch the lives of others on the superficial level but also to bring about a change in the lives of the people by touching them on the deepest level by striking a chord with their heart and soul .





Pooja Vadia



MSR MEDICAL CAMP

To contribute towards the betterment of Rural Health Care, MSR Team conducted a medical camp on 27th September 2019 in Kondgoan in association with Dr. M. L. Dhawale Memorial Trust Hospital. Established in 1987, Dr. M. L. Dhawale Memorial Trust (MLDT) has always cared for the marginalized. Dr. Sujit Swami who successfully led the medical camp along with his helping staff were representing MLDT. They were accompanied by 15 student interns from the University of Cyberjaya, Malaysia. The MSR team along with the faculty in charge Prof. Pius Moras had taken a great deal of effort to make this medical camp successful. They were

in constant contact with the Sarpanch to coordinate and create awareness amongst the locals, making sure everything went on as planned.

The medical camp was set up at the main school. Different classes were allocated to different check-ups. The first one being the general registration and diagnosis, from there on the patients were sent to the respective rooms according to the problems they were facing. After getting the check-up done, prescriptions were made and villagers were provided free medicines for the same. Following which each individual was provided with a small



packet of snacks and fruit along with that. Initially, it was very difficult to make the villagers comfortable and convince them for the check-up, but soon the word spread and they started coming in huge numbers to the camp.

Everything was going on smoothly but a major challenge that we faced during the medical camp was the language barrier. It was a two-way barrier, the villagers didn't understand any other language but Marathi, while the medical student interns from Malaysia didn't understand anything but English. A lot of extra time and effort went in here but MSR Volunteers put in all their hearts to bridge this gap and complete the medical camp successfully.

While most of the patients came with minor

body ache problems; the situation of some of the patients was really sensitive, partially because of old age and partial lack of healthcare awareness & facilities. MSR and MLDT teams left no stone unturned in getting the maximum villagers to get their check-ups done. The team skipped their lunch for the smooth functioning of the camp and then later had food after the wrap-up. This shows the dedication and accountability the team took up in completing the task at hand.

The medical camp was successful in treating around 250 villagers ranging from kids to the elderly. This was indeed an eventful day that gathered many smiles as the people felt they were taken care of and the team was also filled with a heavy heart.





Kanchi Mehta



PROJECT DIGNITY

My Social Responsibility team of N. L. Dalmia Institute of Management Studies and Research has adopted Kondgaon village and has been contributing in different ways for the development and upliftment of the village. The MSR team organizes different projects, drives, and events to help the people in the village. One such project is 'Project Dignity'.

Project Dignity was launched in the year 2019. Under this project, team MSR donates sanitary napkins to the females in Kondgaon. We also contribute towards menstrual hygiene awareness for all the females in Kondgaon. Sanitary napkins are distributed by the members of My Social Responsibility team quarterly each year.

For the distribution of sanitary napkins in November, the team had started a social media campaign on Instagram, LinkedIn, and Facebook with the hashtag #letstalkperiods to raise awareness about menstrual hygiene. Along with members of the MSR team, college professors, students, and other staff members of the college participated in this challenge to show their

support. The challenge was to record a short video talking about their experience and explaining that it's nothing to be ashamed of. These videos were then uploaded on MSR's social media handles that are on Instagram, Facebook, and LinkedIn with the hashtag '#letstalkperiods'. We organized a menstrual Hygiene awareness campaign led by the Indian Development Foundation (IDF) by a gynaecologist who explained the importance of menstrual hygiene that is guidance on the usage, proper disposal, proper care, etc. The distribution of sanitary napkin was done in November by the MSR team in collaboration with KKPS for approximately 300 students and females in Kondgaon.

The next distribution was done in March. The team had managed to raise funds for the donation of sanitary napkins and received a donation from a patron for the same. The MSR team believes in long term goals and therefore has already made plans to do more social work towards the development of Kondgaon in the coming months.

JALSA 2019

Kruti Gupta



The year's most awaited and exciting event of MSR (My Social Responsibility) committee '**JALSA**', a garba event was held on 1st October 2019 at NL Dalmia college's Gold-spot for supporting the needs of the girls of Kondgoan village, Maharashtra. The village has been adopted by NLDIMSR since 2017 and every year the college puts their best efforts for the upliftment of the village. Not only is this event a wonderful opportunity for the students of our college to participate in a dialogue of art and compassion with the society, it also proves to be a phoenix of hope for all the girls of the village...a phoenix which rises in the form of Navratri every year.

How is this a hope for girls of Kondgoan village? Here's a short information on it. Navratri celebrates the triumph of Goddess Navdurga over fear and weakness of women and encourages inner strength and intrepidity among women. Similarly, to promote women empowerment, MSR Committee decided to donate sanitary napkins to the girls of Kondgoan village to increase awareness about sanitization needs of girls and women during their menstruation cycle, by raising funds from JALSA event. Funds were collected from students who were willing to make a difference and contribute for this social cause.

Favourably, more than 250 students and faculty participated enthusiastically in the celebration and made the event a triumph. The event started by offering prayers to Goddess Navdurga to seek her blessings followed by performing garba at seven o'clock in the evening and went on till Ten o'clock at night. To encourage the participants, prizes for best dancer and best traditional outfit for both male and female category were distributed. The positivity

and energy exuberating out of the colourful costumes combined with the enthusiasm of dancing to the garba folk songs made the entire event graceful.

Also understanding the need of the hour about environmental change, best efforts were made to use recyclable, organic and reusable items for decoration to make the event eco-friendly and joyous.



THIS DIWALI- LET'S BREATHE

Harsh Khandelwal



Diwali the festival of lights is how we all know Diwali with all the joy and happiness, but the part about Diwali that the society tend to ignore is the pollution caused by some of the ways it is celebrated. The campaign which was organised by My Social Responsibility named as 'This Diwali- Let's Breath' was meant to spread awareness in a hope that we could make a difference of reducing the pollution by spreading the awareness about the impact of the ways in which we celebrate Diwali. The awareness drive took place on 18th October 2019 in the premises of N.L. Dalmia High school. Awareness sessions for students from various classes ranging from

6th std. to 9th std were conducted.

Diwali being a very big festival in India with people from all background celebrating it, we found it very important to let the kids of next generation know the effects and consequences of celebrating Diwali the way it causes damage to our planet Earth. After all the ones who controls the house in term of things done are the children and if they want a eco-friendly Diwali, the family will celebrate an eco-friendly Diwali. Various interactive sessions with PowerPoint presentation were conducted so that our message gets the maximum impact in the minds of these young children. Topics such as Noise pollution, Air pollution, harm to Animals and Water pollutions were covered in our awareness drive. Ways to celebrate eco-friendlier Diwali were shared from both ends.

Favourably, awareness was spread to more than 250 school students with many of our volunteers participating which made the awareness drive a huge success. The awareness drive started with all the volunteers going to their allocated classes. The drive took place from 8:00 am to 10:30 pm. The awareness drive being an interactive session was beneficial for both us and the students from the school as they became aware of what has to be done and we came to know what is the thinking and approach of this new generation. It was refreshing for all the volunteers to visit the classes and feel the nostalgia from the time we were in schools and how were used to spend our Diwali.

This Diwali we spread awareness among the school students and happiness among ourselves with a hope that This Diwali we will Breath.



ROTI DONATION DRIVE 2019

Rahul Gupta



“LOOK WHAT WE CAN DO TOGETHER”

It is rightly quoted that ‘Small Actions when multiplies with lots of people leads to a Big Change’ and we had experienced it at N.L Dalmia Institute of Management Studies and Research through the Roti Donation Drive initiated by the MSR (My Social Responsibility) Committee on the occasion of Children’s Day, 14th November 2019.

It is heart breaking to see millions of children starving and with such initiative we can try and help as many people as possible and make their day a little better so we thought to be an agent of change. We initiated this drive in collaboration with the Roti Bank Foundation (NGO). We planned to arrange around 2500 rotis to feed 500 people. We had asked all the students, teaching and non-teaching staff from the School, Degree College and students pursuing MBA to carry atleast 2 extra rotis as donation. A Roti Donation Box was kept in the Institute Canteen wherein the students from Degree College and MBA College could donate the rotis and volunteers from the MSR Committee collected the rotis from the school section.

Roti Bank agreed to provide dal and other eatables according to the number of rotis we donate and they planned to provide a day’s meal to the needy in the areas of Mira Road and Borivali.

The response was so overwhelming that we collected more than 4000 rotis which helped to feed more than 700 people. The school children and their parents, along with their contribution encouraged us with sweet motivating messages in regard to this initiative. It’s so good to see people coming

up in huge numbers to support such drive and helping us to help others.

Once the collection was done, MSR volunteers then handed over the packets of rotis to the Roti Bank so as to get the meals ready for distribution. Thereafter, the meals were successfully distributed among the needy. With this, our small initiative was finally a success and this motivates us to undertake more such drives. Looking at the enormous response that we have received towards this initiative proves it true that people surely believes in the fact that “Giving is not just about making a donation, it’s about making a Difference”.



STAFF LUNCH 2019

Sonali Sharma



MSR Support Staff lunch is an event that is organized by My Social Responsibility committee of N.L. Dalmia Institute of Management Studies and Research. It's an event wherein efforts are taken to appreciate the supporting staff members of the institute. Truly it's said "The roots of all goodness lie in the soil of appreciation for goodness". Hence this one day is taken as an opportunity to appreciate them.

The event was held on 8th January 2020 near the canteen area of the Institute. It took place in two slots, First - 12.30 pm to 1 pm, and Second 1 pm to 1.30 pm.



About 50 members including security and maintenance participated in the event. The purpose of the event was to show gratitude to the staff members by providing them lunch. The members of the MSR committee served them the meals. And they were also given a handmade card and a pen as a token of appreciation. The warm smile on their faces was the biggest sense of achievement of the event.

The supporting staff members are the backbone of the institute. They take care of the institute and often are not even acknowledged. They have played a major role in making the institute what it is today. Beginning from checking ID cards at the gate to ensure the safety of the college to cleaning the classroom as soon as the last lecture gets over so that we can study in a hygienic environment. Always ready to help at the drop of a hat with something even as minute as refilling the water coolers. If not for their continuous hard work the institute would come to a standstill. One of the most important pillars that, through constant support, ensures the smooth functioning of institute.

The simplest yet important event of MSR. A small gesture to thank and appreciate those who seamlessly ensure that the institute keeps functioning.

KONDGAON UTSAV 3.0

Ankita Patil



On 7th February 2020, My Social Responsibility (MSR) committee of N. L. Dalmia Institute of Management Studies and Research (NLDIMSR) organized Kondgaon Utsav 3.0.

Kondgaon is a small village adopted by the institute and situated in the Palghar District attached to the Mumbai- Ahmedabad highway. Kondgaon Utsav aims at sensitizing our students to the realities of rural India. This year's Kondgaon Utsav had 4 main attractions viz. home-grown vegetables, warli handicrafts, pottery making and village Hut as a photo booth. Kondgaon Utsav gives a platform to connect students with the rural community.

Like always, we had arranged a bus for all the residents of Kondgaon who was coming to the campus. As they arrived we welcomed all of them in a traditional way by applying 'Haldi Kumkum' to their foreheads and also gave the ladies 'gajras' which they wore on their hair buns. Before the commencement of the event started, everyone had breakfast and tea. Around twenty women from Kondgaon brought their freshly grown vegetables and fruits to sell. Along with these ladies, there were warali artists came to sell and display their beautiful warli handicrafts.

Kondgaon Utsav was held on the Gold Spot. In the middle section, vegetable vendors arranged different kinds of vegetables and fruits such as Bhindi, Tomatoes, Dudhi, Gavar, Drumsticks, Pumpkin, Brinjal, Chickoos, Ber, Lemongrass, Cucumbers etc. On one side, warli painting vendor had put up the warli handicrafts for sale. The handicrafts included key chains, coasters, jewellery box, pencil box, pen holders, trays, stole etc. which were beautifully painted with warli designs and

patterns. On the other side, pottery making activity was set up. We could see little kids as well as other students making beautiful pots in the pottery section. Throughout the day, students, faculty, parents, teaching as well as non-teaching staff visited the Utsav and bought various things put up for sale.

The main agenda of this Utsav was to help the residents of Kondgaon to earn money by selling their offerings. We could see the happiness on their faces when they sold all the fruits and vegetables by the end of the day. All the residents of Kondgaon who participated in the Utsav left with utmost satisfaction and joy.

This year, once again the MSR Team was able to execute Kondgaon Utsav successfully and we could not be more pleased about it.





Nakul Kukadpwar

KONDGAON VISIT



Kondgaon is a village adopted by N.L. Dalmia Institute of Management Studies and Research and it is situated in Vikaramgad Taluka of Palghar District. Kondgaon is a spread-out village and includes six Padas under it. NLDIMSR adopted Kondgaon village in December 2016 and now it's been three years, team MSR is conducting various welfare projects for Kondgaon village.

Even in the year 2019-20 Rural Team of MSR had organised various projects in the village. Rural immersion visit was the first event this year. Village has six Zilla Parishad

schools (Std. I to V) and one main school where children get further education from class 6th to 12th. In rural immersion, students from college visit each school in groups and conduct activities for students to make them more interactive as these students are very shy. Even in main school our students conduct various activities for village students, they also try to understand the problems that school students are facing and take proper action on it. Our students also guide them about future career options available to them.



Lack of awareness about menstrual hygiene is major problem among village ladies. Considering this problem MSR has started project DIGNITY to create awareness among school going girls. Under this project we have conducted session for girls at main school with the help of MSR member and school teacher. We have also started distributing sanitary napkins to 350 girls, at a time we provide sanitary napkin to each girl for 3 months. First round of distribution of sanitary napkins was conducted in November 2019 and second time we distributed sanitary napkins in February 2020 and we hope to continue with this distribution in coming future.

In September 2019 MSR organised a medical camp for the villagers. We conducted this medical camp in collaboration with M.L. Dhawale Homeopathy Memorial Trust, Bhopoli, Maharashtra. In this camp doctor from M.L. Dhawale hospital provided medical consultation to 105 patients and even free medication was provided to those patients. MSR organised a large-scale donation drive campaign. It involved distribution of food items such as Flour, Sugar, Tur dal, salt, oil and biscuits to more than 300 villagers, apart from this we also distributed saree to pregnant

women. This donation drive was fully backed by KKPS. Before organising this donation drive Rural Team members conducted a research to understand who needs the help and what their requirements are. Donation was done on basis of this research.

In February 2020, Kondgaon Utsav 3.0 was arranged. In this utsav villagers came to our institute were the sold vegetables. This whole event was very well promoted by team MSR so that village people can get benefit by selling their vegetable in the institute. Warli artist from Kondgaon all sold his art work in this utsav. The latest event which was conducted was another Kondgaon visit. Even in this village students were engaged in to various development activities. In this visit we also distributed footwear in all Zilla Parishad school. School student were very happy when they got these footwears and it also bought smile on our faces.

It requires a lot of effort to organise all these events and even we have to face lot of trouble. But enthusiasm and effort of all MSR team members help us to overcome any difficulty we face. And for all of us real token of appreciation is smile on the face of villagers.



Rajvi Shah

WOMEN'S DAY 2020

Celebrating Woman is a way of feeling gratitude to the each and every woman in one's life, be it in the professional or the personal life. International Women's day is observed around the world to celebrate the velour of women. Keeping this wonderful thought in mind, Team MSR of N. L. Dalmia Institute of Management Studies celebrated International Women's Day on the 12th of March, 2020. Women's Day is all about encouraging individuals to actively choose to broaden perceptions, challenge stereotypes and acknowledge achievements of fellow women.

It is rightly said, every woman's success should be an inspiration to another, we are strongest when we cheer each other on. And what better way to celebrate it than to shine a light on our institute's very own women who have contributed to the institute with their talent, perseverance and timeless wisdom.

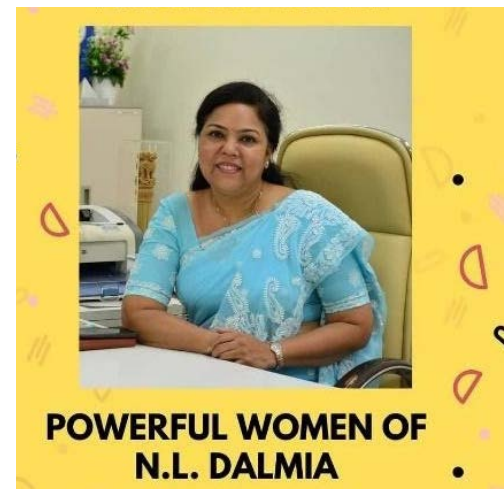
We started off with a #HatsOffLadies campaign wherein the MSR members interviewed and gained insight on the lives of the "Powerful Women on N. L. Dalmia":

Mrs. Seema Saini, CEO, NL Dalmia Education Society, Mrs. Sujata D'Souza, Librarian, Mrs. Kinjal Vora, Coach, Mrs. Floren Almeida, Receptionist, Mrs. Manisha Yelve, Security guard, Mrs. Sharda Bangal, Support staff, Ms. Sampada Inarkar, Student (PGDM-Marketing)

These are the women working at all levels in our institute, including our students, explaining us the importance of hard and fair work.

As a part of our campaign, we also gave the students an opportunity to dedicate a message to their fellow female classmates to let them know, how much they inspired them. Heart-warming messages and anecdotes poured in.

On the day of the event, all the students actively decided upon wearing traditional Indian attire in the spirit of women's day. The girls wore sarees and Indian dresses whereas the boys wore a kurta. Upon arrival to the institute, MSR members handed out a rose, courtesy of Team MSR and a bookmark from our Corporate Relations Department to all the women including the teaching faculty, non-teaching faculty and the staff as a token of appreciation. Uplifting one another and supporting them in happiness as well as sadness is what women's day is all about. And thus, let's all make everyday a very joyful Women's Day.





Shikha Sidana

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 of N. L. Dalmia Institute of Management Studies & Research 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 3 lakh rupees. A ration kit consisted of 5 kg rice, 5 kg aata, 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 amount Rs. 4,17,405 (four lakhs seventeen thousand four hundred five) which surpassed our initial target of Rs.3,00,000 (three lakhs rupees) when some generous contributors came forward to help and thus we were able to provide 600 ration kits and feed 600 families instead of 500 families.

It was a 12-day event starting from 27 March 2020 where students, parents, faculty and staff of N.L. Dalmia college generously contributed in this initiation and Indian Development Foundation



HELP INDIA

(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.



N. L. Dalmia[®]
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