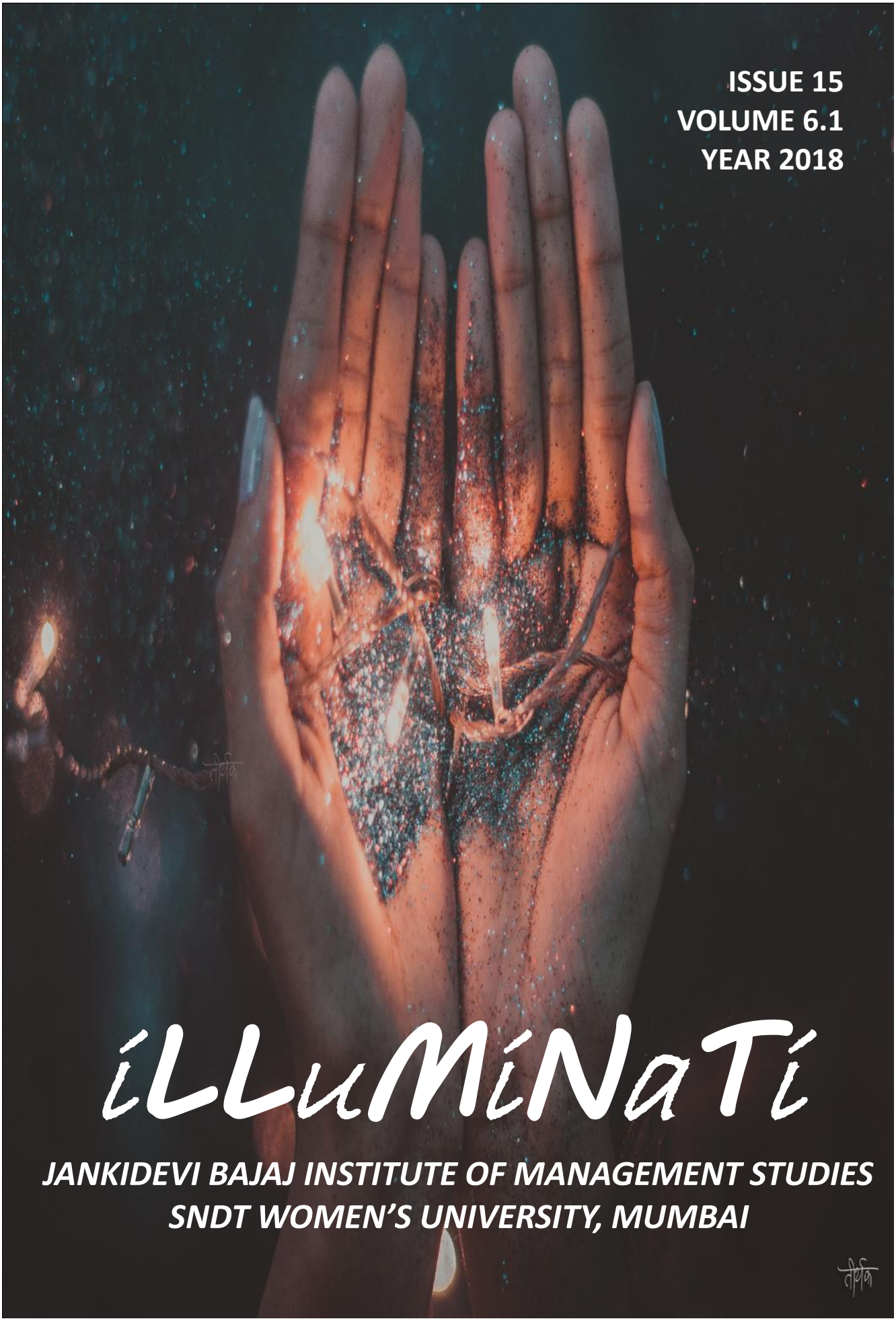

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ILLUMINATI

JANKIDEVI BAJAJ INSTITUTE OF MANAGEMENT STUDIES
SNDT WOMEN'S UNIVERSITY, MUMBAI

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MBA - HR - II

From the Director's Desk

Dr. Meera Shanker
Director (I/C) - JDBIMS

Art of Management has become an essential part of professional life. It is a systematic way of carrying out activities in any field of human effort. From the corporate sector to the Government, where ever people assemble for a common purpose, management principles come into play due to the task of management of resources, finance, planning, priorities, policies and implementation.

A summation of the qualities of a good manager are –effective, efficient, visionary, strategy planner, ability to lead from the front, ability to establish institutional excellence, building innovative organizations etc. Thus, management is a process of aligning people and getting them committed to work for a common goal for maximum social/organisational benefit.

At first glance, it looks easy, but to reach the level of excellence and effectiveness, you must try to manage yourself first, else you will be merely a face in the crowd.

To do this, you need to be a Karma Yogi and follow the path of Karma Yoga. As per Krishna's teachings in Bhagavad Gita, Karma Yogi is a person who does good to the whole world and loves everyone selflessly.

Karma is a connection of all your thoughts, words and deeds, which will have an effect on you immediately or later.

Karma Yoga is the path of devoted effort: relinquishing the results of our actions as a spiritual offering rather than hoarding the outcomes for ourselves.

If your thoughts absorb and radiate maximum impurities like -anger, unhealthy competition, inappropriate desires, it will end your spiritual progress and start hurting you. Furthermore, you will multiply your anger , frustration , jealousy , which will lead to hurtful vibes. Imagine the amount of pain and suffering you are causing yourself.

Hence, be self-transcendent , which involves renouncing egoism, putting others before oneself, emphasizing teamwork, dignity, co-operation, harmony, trust, and, indeed potentially sacrificing lower needs for higher goals.

Create DAIVI work culture which involves fearlessness, self-discipline, sacrifice, straightforwardness, tranquillity, far from fault-finding & greed, gentleness, modesty, absence of envy etc.

Certainly, these qualities will lead you to become a transformational leader.

SNDT Women's University
Jankidevi Bajaj Institute of Management Studies (JDBIMS)

Vision

JDBIMS envisions creating an inclusive society, and empowerment of women through management education.

Mission

To become a knowledge institution in the field of management education, and to train aspiring women to become competent management professionals, business leaders, and entrepreneurs.

Belief

A student will graduate as a Professional who is confident, competent, determined and risk taking with a WINNER'S ATTITUDE - no matter what background she comes from when she enters JDBIMS.

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Editor's Desk

Dear Readers,

We thank you all for your continuous support and feedback for our hard-work and effort put into this magazine. We try our best to make your reading experience with iLLUMINATi a better one.

The essential purpose of iLLUMINATi is to inform, engage, inspire and entertain a diverse readership – including alumni, faculty, staff and students. iLLUMINATi has always been a platform to showcase one's views, reviews, articles, experiences, stories, college events, photography skills and poems. We feel immense pleasure to put forward our 15th issue of iLLUMINATi.

We take this opportunity to thank our Director, Faculty members, Non – Teaching staff for being our guiding forces throughout the journey and encouraging us to keep up the efforts.

We hope iLLUMINATi will be loved and appreciated by all our readers. We look forward for the readers' valuable suggestions and feedback.

Please write to us at illuminati@jdbims.sndt.ac.in

Enjoy Reading!! ☺ ☺ ☺

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Towards Sustainable World

Attaining sustainability means the possibility that human and other forms of life on earth will flourish forever. We all with our coming generations need to be supported for life. This support comes from Earth- our mother nature.

The resources we require for sustenance are finite and in the last 300 years of so called "Development" we have used , extracted, contaminated or extinguished most of it – be it the air we breathe, water we drink, food we eat or species we cohabit with. Now the stage has come that, if we do not reverse this trend we will not survive on the face of the earth.

This fact brings us to redefine our definition of "Development". Therefore, it is the urgent need to become sustainable in our actions.
Sustainable development has been defined in many ways, but the most frequently quoted definition is from **"Our Common Future"**, also known as the **Brundtland Repor**t: "Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs."

The United Nations Organization has given 17 Sustainable Goals Agenda to transform our world, drawing our focus to urgent action needed in these areas. Business community at large can contribute positively in Goal 17: Partnerships to achieve the goal.

Businesses can chose any of these goals and partner either with government bodies, local communities or NGOs to attain the same by investing their material, financial or human resources.

Sustainable Development Goals (United nations Organization)

GOAL 1	No Poverty
GOAL 2	Zero Hunger
GOAL 3	Good Health and Well-being
GOAL 4	Quality Education
GOAL 5	Gender Equality
GOAL 6	Clean Water & sanitation
GOAL 7	Affordable and clean energy
GOAL 8	Decent work and economic growth
GOAL 9	Industry innovation and infrastructure
GOAL 10	Reduced inequality
GOAL 11	Sustainable cities and communities
GOAL 12	Responsible Consumption and Production
GOAL 13	Climate action
GOAL 14	Life below water
GOAL 15	Life on land
GOAL 16	Peace and Justice Strong Institutions
GOAL 17	Partnerships to achieve the Goal

If businesses practice sustainability, they could-

•Improve brand image and competitive advantage

•Increase productivity and reduce costs

•Increase business ability to comply with regulation

•Attract employees and investors

•Reduce waste

• Make shareholders happy

Besides the obvious benefits of being sustainable, businesses can have a very positive role in shaping the global governance body with other stakeholders like country governments, civil society groups and NGOs. UNO's Agenda 2030, acknowledges the fact that the Earth's resources are limited and in many ways, one can see the SDGs as being a kind of vision for how we want to share them. At present we don't have a global government. So, we have to develop some governance system to do so.

Governments of various countries adopted the path of achieving SDGs, but to drive the action we need to create the push which comes from civil society members like you and me, co operatives, municipalities, local citizen bodies, trade association and businesses at large. If people and these civil society members are engaged in some kind of communal activities and get the less engaged involved also, it will create tremendous force which will accelerate the SDG goal achievement.

Dr. Saroj Datar- Apte
Faculty JDBIMS

The Magic of Dialogue

To me, dialogue is a communication process to solve all issues relating to interpersonal relationships. In fact, if we use the process as part of our routine communication, we can lead satisfying and fruitful lives! However, we will need to abide by some simple rules to make the process a success.

In dialogue, the individuals engaged in the process come together *with an open mind.* This is the important ingredient. The individuals interact on the same level. They are deeply engaged in each other's communication, confronting and challenging viewpoints wherever necessary. They help each other to knit their ideas and insights into a coherent package.

It is a process where two individuals or groups get into communication without any constraints or borders. People bring in their perspectives to the issues without expectations of immediate solutions. Ideas are shared, new perspectives are accepted unconditionally and worked on to form new ideas. People leave the dialogue richer in knowledge and continue to work on them.

Some of the ideas may coalesce into discussions at appropriate intervals. Then it is a different process altogether. Whereas dialogue is expansive, we keep accumulating knowledge and learning, discussion is about removing the unnecessary aspects of the knowledge to arrive at a focus for deciding actions. Thus, through dialogue, we enable more information and knowledge to obtain a wider choice for the eventual discussion to decide on the most appropriate course of action.

The term discussion in Greek emanates from two words: discuss (a disc like object) and concussion. It implies throwing a discuss on to a wall and breaking it into pieces. Hence, in the process of discussion, we break up the knowledge we have on an issue, remove the irrelevant matter and deploy what is useful to arrive at our decision.

Discussion as a process begins when the participants decide to stop their dialogue, often to consider the reality of deadlines, consolidate the knowledge collected and distil them to put up to the decision-making process.

Once the decisions are made they could be evaluated using appropriate tools and considering the resource constraints within the organization. Thus, discussion should be primarily to consolidate the outputs generated by the dialogue process for decision making and action.

The two processes are complimentary. The participants must first dialogue to bring in many ideas and perspectives and then get into a discussion mode to arrive at the most appropriate course of action for the assignment at hand. The process of dialogue itself has the solution. There are halts along the way to take stock, knit the ideas and learning into coherent packets of information to use. The participants are set into a continuous mode of introspection and evaluation.

A dialogue enables strengthening of relationships even as it enables solutions to problem and issues. Relationships build trust

and credibility in the communication process. It helps sustain the relationship and nurtures it. There is respect among the participants. Disagreement, if any, will be constructive.

A healthy dialogue is achieved only when people of equal status interact as mature adults. Egos are kept under check. There is a healthy appreciation of the vastness of the knowledge base being explored and an understanding of how small the 'expertise' label is. This could enable the process to get on the right track.

Patience is an essence. Dialogue cannot be 'speeded up'. It must move at a certain pace. In today's perceived fast moving world, this is a major issue. When dialogue is speeded up, it will not be able to generate the value it has the potential to do. You need time to think through the possibilities. Many of these possibilities need further thought before they could be pinned down to probable action plans.

Two fundamental processes involved in a dialogue are: to strengthen personal relationships and to solve problems. If one of either or both are not being achieved, the entire process needs to be re-evaluated and solutions sought to strengthen the process. To continue regardless would be unproductive and wasteful.

For successful dialogue, we must follow a few simple guidelines:

1) Stay on the topic.

2) Share your thoughts, values and beliefs on the subject without defensiveness.

3)Listen to other's ideas without defensiveness.

4) Listen to understand.

5)Display positive body language and provide positive feedback.

6)Enquire to clarify what you do not understand.

7)Accept other's comments as their thoughts, values, and beliefs, rather than placing your own interpretation on them.

8) Remain open to others' ideas.

9)Silence for thinking is acceptable.

10) Maintain respect for all involved.

When groups come together in a dialogue, they are learning to think together. The shared understanding that comes out of dialogue leads to a greater whole.

Prof. Mohandas Nair
Visiting Faculty
JDBIMS

Physically Challenged

Nowadays, when we travel in long distance trains and particularly in Sleeper class, in the day time, more than the vendors, we see a number of physically challenged people come to beg. Even though, sleeper class in railways is a reserved coach, I think the Government intentionally keeps it as unreserved as there is no control or checking from railway authorities and as a result, the passengers who do not have tickets or do not possess valid tickets, travel with the reserved passengers equally.

These physically challenged people try to leverage their incapacity to derive sympathy from other passengers so that they can get some money from them. While I always sympathize with their condition, I am somehow not agreeable when they attempt to exploit or overdo their incapacity.

Be as it may, and coming back to the topic, I wanted to convey to the readers about some of the physically challenged people who tried utmost to challenge their condition and brought wonders for the world. One such amazing personality is – Stephen Hawking. Why I selected this great character is because he departed from this world recently on March, 14, 2018 at the age of 76 (January 8, 1942-March 14, 2018).

Professor Stephen William Hawking was born on 8th January 1942 (exactly 300 years after the death of Galileo) in Oxford, England. He graduated from University College, Oxford. When he was doing his graduation, he found his studies in mathematics and physics so easy that he rarely consulted a book or took notes. "Nothing seemed worth making an effort for," he said. The only subject he found exciting was cosmology because, he said, it dealt with "the big question: Where did the universe come from?"

After graduating from Oxford University College in 1962, Hawking began his research in his area of interest- 'Cosmology' at Cambridge University. During these research days he began experiencing occasional weakness and falling spells for several years. Shortly after his 21st birthday, in 1963, doctors diagnosed with amyotrophic lateral sclerosis (ALS), a neuromuscular wasting disease also known as Lou Gehrig's disease. This dangerous disease makes a person slow and approaching a total paralysis condition, eventually leading to his death.

Doctors gave him less than three years to live. This disease slowly and steadily reduced his bodily control to the flexing of a finger and voluntary eye movements but fortunately, for himself and for the world at large, left his mental faculties untouched. So, this disease gradually ate away his muscles, but not his mind. However, his spirits continued to soar while his body was progressively slumping. It means he fought the dreaded disease from the age of 21 till his death, i.e., almost for 55 years, day in and day out.

His first response on hearing the bad news was severe depression. He dreamt he was going to be executed, he said. Then, against all odds, the disease appeared to stabilise. Hawking accepted the disease courageously and sportingly and said,'My expectations were reduced to zero when I was 21. Everything since then has been a bonus'. He further said, "When you are faced with the possibility of an early death, it makes you realize that life is worth living and that there are a lot of things you want to do." Though he was slowly losing control of his muscles, he was still able to walk short distances and perform simple tasks, though laboriously, like dressing and undressing. In spite of this setback, Hawking continued with his research and would say, 'It matters that you don't give up'.

In 1965, he married Jane Wilde, a student of linguistics. Now, by his own account, he not only had something to live for; he also had to find a job, which gave him an incentive to work seriously towards his doctorate. His illness, however, continued to rob him of the ability to write down the long chains of equations that are the tools of the cosmologist's trade. Characteristically, he turned this handicap into strength, mustering all his energies and came out with leaps of thoughts, which he felt that in the later years, the future generation could codify into a proper mathematical language.

Until 1974, Hawking was still able to feed himself and get in and out of bed. At Jane's insistence, he would drag himself; hand over hand by climbing the stairs to the bedroom in his Cambridge home every night, in an effort to preserve his remaining muscles active. After 1980, his care was supplemented by nurses. Hawking retained some control over his speech up to 1985. But on a trip to Switzerland, he was affected with pneumonia. Since his condition became worse, the doctors asked his wife whether or not to turn off his life support system, but she refused. To save his life, doctors inserted a breathing tube and in the process he survived, but he permanently lost his voice.

It appeared for a time that he would be able to communicate only by pointing at individual letters on an alphabet board. But when a computer expert, Walter Woltosz, heard about Hawking's condition, he offered him a program he had written called Equalizer. By clicking a switch with his still-functioning fingers, Hawking was able to browse through menus that contained all the letters and more than 2,500 words. Word by word - and when necessary, letter by letter - he could build up sentences on the computer screen and send them to a speech synthesizer that vocalized for him. The entire apparatus was fitted to his motorized wheelchair.

Even when he was too weak to move his fingers, he communicated through the computer by way of an infrared beam, which he activated by twitching his right cheek or blinking his eye. The system was expanded to allow him to open and close the doors in his office and to use the telephone and internet without aid.

Although he averaged fewer than 15 words per minute, Hawking found he could speak through the computer better than he had before losing his voice. His only complaint, he confided, was that the speech synthesizer, manufactured in California, had given him an American accent, even though he is an Englishman by birth.

His decision to write "A Brief History of Time" was prompted, he said, by a desire to share his excitement about "the discoveries that have been made about the universe" with "the public that paid for the research." He wanted to make the ideas so accessible that the book would be sold in airports. Through this, he could earn enough money to pay for the education of his three children. The book went on to make extraordinary success and made him wealthy, a hero to disabled people everywhere and he became even more famous.

In 1990, Hawking and his wife separated after 25 years of marriage. Jane Hawking wrote about their years together in two books, "Music to Move the Stars: A Life with Stephen Hawking" and "Travelling to Infinity: My Life with Hawking." Her work later on became the basis for the 2014 movie "The Theory of Everything', which is a biopic on Stephen Hawking.

In 1995, he married Elaine Mason, a nurse who had cared for him since his bout of pneumonia. She was originally married to David Mason, an engineer who helped Hawking to attach his speech synthesizer to his wheelchair. However, they agreed to divorce in 2006.

Stephen Hawking's great works:

Having discussed about his life history let me also bring out his great scientific work. As cited already his zeal was always in the study of cosmology. This made him focus on black holes in the universe. **He went on to become his generation's leader in exploring gravity and the properties of black holes**, the bottomless gravitational pits so deep and dense that not even light can escape them.

This research work led to a turning point in modern physics, playing itself out in the closing months of 1973 on the walls of his brain when Hawking set out to apply quantum theory- the weird laws that govern subatomic reality- to black holes. In a long and daunting calculation, Hawking discovered, to his surprise, that black holes - those mythological avatars of cosmic doom - were not really black at all. In fact, he found, they would eventually fizzle out, leaking radiation and particles, and finally explode and disappear over the eons (an indefinite and very long period of time).

Dennis W Sciama, a cosmologist and Stephen Hawking's thesis adviser at Cambridge, called Hawking's thesis of Nature as "the most beautiful paper in the history of physics." Hawking wrote a book on black holes in name and title "A Brief History of Time: From the Big Bang to Black Holes," published it in 1988. This book sold more than 10 million copies in the market and also inspired a documentary film by Errol Morris. In 2002, Hawking wanted his formula called 'Hawking Radiation' to be engraved on his tombstone after his death.

In the summer of 2012, he had a star role in the opening of the Paralympics Games in London. The 2014 film about his life, "The Theory of Everything," was nominated for several Academy Awards and Eddie Redmayne, who played Hawking, won the Oscar for best actor.

Scientifically, Hawking will be best remembered for a discovery so strange that it might be expressed in the form of a Zen Koan: When is a black hole not black? When it explodes. So, he was a man who pushed the limits - in his intellectual life, to be sure, but also in his professional and personal life. He travelled the globe to attend scientific meetings, visiting every continent, including Antarctica; wrote best-selling books about his work.

Among his many honours, Hawking was named as commander of the British Empire in 1982. The only thing lacking was the Nobel Prize. The story of the Nobel Prize is also not without any clouds over it. I may mention here that in the month of May, 2018 the Swedish Academy has said it will postpone this year's Nobel Prize in Literature but plans to award it next year.

The decision makers cited the "crisis" around sex abuse that has caused some Academy members to resign. Still I agree with the fact that the Nobel Prize is a more prestigious one, but there is a mixed feeling in me also because of the fact that the committee has so far not found the name of Mahatma Gandhi fit for awarding its prize for peace. It is reported that his name was nominated for five times previously but could not be eventually considered. So is the case of Hawking.

On the question of not getting awarded the Nobel Prize, Hawking replied in his usual characteristic pithy style, "The Nobel is given only for theoretical work that has been confirmed by observation. It is very, very difficult to observe the things I have worked on."

Conclusion:

Seeing the life and struggles of Hawking, we can say that we are all blessed with a positive life. When a physically challenged man can do so much wonders in life, all of us having a

good physique and sound brain should strive to work with redoubled enthusiasm after hearing his life history. But how many of us, including me, take such efforts? Let us make an introspection on ourselves.

In April 2007, a few months after his 65th birthday, Hawking took part in a zero-gravity flight aboard a specially equipped Boeing 727, a padded aircraft that flies a roller-coaster trajectory to produce fleeting periods of weightlessness. It was a prelude to a hoped-for trip to space with Richard Branson's Virgin Galactic company aboard Space Ship Two .Asked why he took such risks, Hawking said, **"I want to show that people need not be limited by physical handicaps as long as they are not disabled in spirit."**

Therefore, the life of Hawing is a big eye opener for everybody. John F. Kenney, former US President once said, "**Ask not what your country can do for you - ask what you can do for your country.''**

So, by witnessing the life of Hawking, let us rededicate ourselves to the world at large, our country and lastly to mankind and bring forth progress and development by acting as game changers in whatever way possible by contributing our might to the society.

I would conclude by giving one of the best quotes of Hawking, **"However bad life may seem, there is always something you can do and succeed at'.**

Prof. S. Narayana Murthy
Visiting Faculty
JDBIMS

Criticisms Make You

With the wonderful journey of a MBA ending at JDBIMS, I find it an honor to share this concept with all of you. "Criticism", something which everyone hates, ignores but everyone faces and thinks about constantly. Learning and growing with industries of different fraternities & a management institute, my most valuable take away was the criticism gifted to me made me a successful HR I am today.

Understanding a fact that when someone criticizes you for either things that you have done or the things for which you have been misunderstood, is something that makes you aware about the difference between 'Reacting' & 'Responding.' This drastic change of responding leads an individual to leave a calm and sorted lifestyle.

When the mind becomes spiritually and culturally weak, it is natural to react to certain incidents thinking - "Why does it have to be me every time?" But as Gaur Gopal Das says, "We forget to use the powerful weapon of the question - how can I now deal with it?" & here is exactly where the person criticizing you starts overpowering you.

Not everyone in this world is meant to trust you. When you build a huge dam even the largest of the seas reject any river to come and flow with it. How can you expect a human mind to stabilize and ponder over a misunderstanding faithfully when there are millions of neurons already confusing it with so many critics? Give it a thought. Read it again. The only two things that can make an individual successful and peaceful are: listening to the criticisms carefully and thinking at least thrice before responding to it.

"Is the criticism really adhering to the actions I have done?", "If I react at the heat of the moment, is it going to make the criticism false?" & "Is the person criticizing me of any value to me?"

Ask yourself these three questions before you react to any criticism that is thrown your way and I am sure that most of you will successfully find a solution. We must realize that there is a big lesson that every critic teaches us and it is how to be strong and sensible at every walk of our lives. So, remember that **'Criticisms never break you! They Make You!!'**.

The only thing required is that you must have the urge to accept the challenges confidently without letting go of your life's rope to someone else's hand. Give back immensely to the people who need you. Do not expect blossoms and cherries to drop down on red carpets without efforts. As said by Dave Willis, "Be an encourager. The world has plenty of critics already!"

Dr. Bhagyashri Dinkar Khobrekar
Alumna, JDBIMS

An enriching internship at Umicore

I was behind a glass door all ready for a new beginning. I was excited and nervous at the same time. I took a long breath said to myself , "I can do this" and entered the door. It was my first day of my internship, rather my first day in any corporate office. I went in and looked at each part of the office. The office was not big but had a positive energy. Everyone greeted me and made me comfortable after which a man asked me to wait in the conference room till my boss was free. I was placed in Umicore India Pvt. Ltd. (marketing & trading office) as an HR summer trainee.

I met my boss, Mrs. Pooja Shukla and she briefed me about Umicore , a Belgian multinational company. She assigned me various tasks which ensured my development in all aspects. I was then introduced to the head of the office who gave all of us interns a short introduction about the company in a semi-formal way.

The first task was to start 'Monday morning meditation' in the office. My boss asked me to communicate about the same to everyone. She also instructed me to make a poster. Never ever in my life had I made a digital poster but somehow after a lot of struggle, I managed and made one on MS Powerpoint. My boss was very unhappy with my work. But then I told myself that as an HR I will have to be more creative. I googled and found few softwares which would help me in making posters. I learned them on my own and then later I made almost 28 posters in the span of 2 months for all the communications of the company. That was my first step in learning that situations make you do things which you haven't done in your life.

My experience was very enriching as I got the taste of a purely European work culture. Each and every person in the office made an effort to make me comfortable and treated me really well. Never ever did they make me feel that I was just an intern and not an employee. We had our lunch together every day. We celebrated birthdays and work anniversary in office and I got a chance to conduct some fun activities on Fridays like 'Never have I ever'.

I kept doing my work sincerely in every way that I could. I was assigned to make a panel of HR consultants and represented Umicore when meeting those consultants which boosted my confidence hugely. While working , I was once offered to visit the company manufacturing unit in Shirwal, near Pune. Without over thinking even for a second, I readily agreed.

Finally the day came when I left for Pune accompanied with my boss. The Shirwal office employees were very warm and welcoming. Since it was a manufacturing unit, it had a lot of safety regulations which were followed very strictly. Understanding them and behaving accordingly was a little difficult on the first day but I got used to it soon.

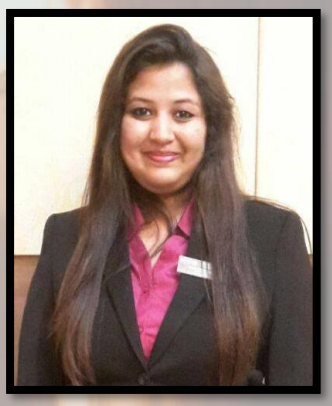
The premises of the office were stark clean and neat. I got a brief visit to the shop floor. It was the most clean, air conditioned and fully automated shop floor I had ever come across. I worked in that office for 4 days during which I managed to stay on my own which was a great experience. I was also a helping hand in organizing an outdoor training program for all the employees. It was a mesmerizing experience altogether.

My company took me to Alibaug for the training. I explored a new version of myself over there. I walked on a bed of bare glass as a part of the activity. It was a self satisfying task for me. In the cultural program I performed a piece of stand up comedy too.

These 2 months went by very fast and I didn't realize when I was at the end of my internship. I had made some strong bonds there with my colleagues, developed a healthy relationship with my boss and an attachment towards the company.

I was getting over all this to realise that it was time for a presentation of my work in front of the Managing Director who I had met a couple of times and the Business Unit head, a man of German descent. I was nervous but confident about my work. The presentation went really well. The BU head was warm enough to make me comfortable and heard me patiently. He also accepted my suggestions with an open mind and gave me an assurance to work on it.

This was an overview of my 2-month experience. There is more to it which I can't express in words. I learned many things related to the major aspects of HR. I was also given a chance to handle a few confidential matters too. These 2 months are a lifetime memory for me and I would like to thank my college for giving me this opportunity.



Manali Deshpande
MBA – HR- II

A meaningful summer break

A summer break is a useful period when utilized properly. Being a management student, I was looking for an internship which would provide me with an excellent platform to learn and grow simultaneously. There were a lot of opportunities coming my way but I was looking for the one which would give me learning for an entire lifetime. My college placement team helped me in solving this and suggested the 'Yes Foundation Fellowship Programme'.

I read about the programme and readily applied for Yes Foundation's "Media for Social Change Fellowship" with the hope of spending a meaningful summer break. I filled a detailed online application form and gave the telephonic interview. After one week, I received the fellowship letter from them. My happiness knew no bounds, and I literally dragged my parents from the hall to view the letter! It was a proud feeling to know that I was one of the 100 fellows hand-picked from 5500 applicants nationwide.

My first day started on 30th April 2018. I waited in the auditorium, curiously looking at the other "fellows" who walked in. Soon, Ms. Prerana Laga (CEO of YF), Ms. Radha Kapoor (Founder of ISDI) accompanied with others came to light the lamp and welcomed us. They congratulated us for getting selected for this prestigious fellowship. Those words made my day and definitely changed my life for the better.

The fellowship started with a one-week intensive induction training. Experts from renowned organisations like Yes Bank, Ogilvy and Mather, Star Plus, HBO, Films, ISDI, International Advertising Association, etc. enriched us with their experiences.

Areas like branding, marketing, cinematography, photography, social media, working in an NGO, human resources, etc. were extensively covered. With each mentoring session, we were involved in interesting group activities. While we were doing these activities, the mentors monitored us based on our strengths, working culture, and almost every action.

On the last day of our induction training we were provided with three categories, namely – social media marketing, filmmaking, and case study/creative writing. We were asked to select one of these for which we would be able to deliver the work. I chose social media marketing.

Each one of us was assigned to different Non-Government Organisations (NGOs). I got selected for 'Cankids…Kidscan' an NGO dedicated towards mitigating childhood cancer in India. The Cankids office was just opposite the Yes foundation office at Parel, Mumbai. Cankids offices are spread across India and all of their official websites and social sites were handled from their Delhi office.

Many important events were taking place at the Mumbai office but they were unable to make an official posting on websites due to lack of personnel. My work included attending every event of CanKids and making note of event, writing a short article and making useful content for social media posts. Our social media handle pages witnessed an increase in the number of likes and followers.

Along with social media marketing, I was also involved in content writing and film making . I was not sure about the latter two areas but eventually learned them both. At the end of my internship, I wrote 7 success stories of cancer survivors, filmed 3 short video clips of cancer survivors, 1 short clip of 'Canshala' and much more.

Through this internship, I tried to bring myself out of my comfort zone to learn new things which I previously thought were not my cup of tea. During the course of the 7-week placement, 'Yes Foundation' organized fortnightly workshops for us fellows to benefit from the mentorship and feedback.

Making presentations every fortnight was essential for gaining inputs from mentors as well as to encourage peer learning. I was able to learn from my fellows' experiences at their respective non-profit organizations. It further provided me with insights into progress with the non-profit, and I was able to assess my work and think of ways in which I could contribute more.

A week after the internship, special invitations were sent to our parents as well as college faculties to attend our convocation ceremony. I ended my journey by standing next to the most important people with a smile on my face and a certificate in my hand. This internship was a blessing for me. I am proud of myself for undergoing the entire process independently.

Namrata Mhaskar
MMS – Marketing- II

Share Market : a Roller-Coaster Ride

Who doesn't like a roller-coaster ride? It's a completely different experience. The share market is one such roller-coaster ride which has various up's and down's. When I was interviewed at India Nivesh Securities Ltd., I was aware that I would be questioned about the share market vis-à-vis "How to trade in shares?", "How to analyse companies before purchasing the shares?" and the like.

India Nivesh Securities Ltd. has a professional along with a friendly touch in its work environment. It aims at providing good practical knowledge to interns for which it provides internships to a large number of students every year.

My expectations for the internship were met during my time at India Nivesh Securities. Every day was a completely new learning experience. Each day I got to learn something new and interesting about the ways of trading as well as about mutual funds. It was not just the theoretical knowledge but even the practical experience I gained that has now made me an investor.

Every day I had to give targets regarding which price a particular company's share would be at a specified time before the share market closed. This was only possible by applying my theoretical knowledge to use. We were even given targets by the company that had to be met by the end of the internship.

It included asking people if they knew about trading of shares, and if not, I had to explain it to them. In the same way I had to tell people about mutual funds and its benefits as an investment, and if anyone was interested I had to open up their de-mat accounts or systematic investment plan (SIP).

My knowledge about the share market has now become a part of myself which will help me and serve as an investment along with its exciting and unpredictable elements. For me doing something exciting is the key element of my life's purpose, so earning a certain amount of profit through it is the 'cherry on top' for me.

On the last day of my internship I was sent off with abundant wisdom and warm wishes for the future.

Suzanne Correa
MBA – Finance- II

Perfection in Imperfection

"Imperfection is the universal quality of being human ." – Ken Wert

Ever notice the lush beauty of a forest or jungle? How some trees are taller than others? Ever think those smaller trees are just sub-par and need to be cut down to add beauty to the scene? Have you ever looked at the majestic beauty of a mountain range? Ever notice how some mountains are taller than others? Have you ever been frustrated at the lack of symmetry across the landscape?

You see, we are all different, doing different things, living different lives, coming to this point in time, right now as you read these words from different trajectories with different backgrounds and circumstances. So, why do we think we all need to do the same things, look the same way, act like everyone else and live the same lives? The obvious answer is that we don't!

We are marvellously imperfect beings, tripping here and stumbling there as we make our way through the fog of life. We sometimes manage to get one or two things right. But we're usually slightly off course, sometimes lost, but always working our way back, looking for the path we wandered from. And that's the point of living anyway. If we were all angels, then we would all be, well, angels. But we're not. We're humans living on an unredeemed globe, bumping into each other from time to time, trying to get our bearings while living meaningful lives.

Here's a teaching by Jesus from the Bible :

"Be ye therefore perfect, even as your Father which is in heaven is perfect."

We, of ourselves, are not that perfect, but there's something within us that is. Give that expression. The Father within us is the potential within us, the Spirit that's within us. That's perfect. Give expression to that. We become perfect when we do that. You can see it in another person—when they are expressing the Father within them, the potentiality that's within them, you are looking at perfection. You could quibble with the form of how it comes out. But you can't quibble with the perfection.

Jesus also brought deep insight into how we deal with the imperfection around us. His teaching was not to judge it.

"For with what judgment ye judge, ye shall be judged: and with what measure ye mete, it shall be measured to you again."

Our judgment of the imperfection in the world around us is like a boomerang. We think we are doing it to somebody else, but it's happening to us internally. Unwittingly, we are judging ourselves when we are judging another person.

In an ever-evolving world, why should a state of static perfection be a desired goal at all? Beauty and progress lie in imperfection. Striving for 'perfection' is not the same as trying to do the best you can. While trying your best is an attempt to make the most of your potential, trying for perfection is an attempt to meet goals and ideals that have no set definitions. Even if

you are able to score a 'perfect' goal in a game, there could still be something lacking in your technique. You can always do everything better, and if that is so, nothing can be perfect. What is perfect to you may not be perfect to another.

And who is to judge anyway? When you do the best you can, the only judge you are submitting to is yourself. However, when you strive for perfection, you lay yourself open to judgement from the whole world. And yet, we all want to be perfect humans, perfect students, perfect children, perfect spouses, perfect parents, perfect professionals, and strive for perfect homes and perfect lives. Continuously measuring yourself against an unachievable ideal can have a negative impact and probably reverse the possibility of becoming a better person.

Such an attempt would leave one frustrated and dissatisfied, far from the state of contentment that is considered a prerequisite for happiness. Indeed, the greatest excitement of life is in development and progress. If one were to ever achieve the unachievable and become perfect, it would wipe out all excitement and anticipation from life. In contemporary times, when we talk of perfection, we do not think of it in terms of ethics, moral or social good. It is more in connection with the self, in perfecting ourselves and being several notches above the rest. It is a pursuit that doesn't just leave one frustrated but takes away from present pleasures as well.

So, stop condemning yourself when you bruise your integrity or scrape your morality or trip and stumble over your values. Smile. Maybe even chuckle a little at your moral clumsiness. Then get back up, brush off your knees, put whatever band-aid is needed on whatever part of life that is bleeding, and get back at it. In the meantime, feel good about being one of those people who cares enough to try. Too many don't, you know. As a matter of fact, the world would be a much better place if there were more people just like you!

Lastly, I do not wish to inspire people by trying to be perfect, I want to inspire people by showing how I deal with my imperfections. For truly, in our imperfection lies the greatest perfection.

Trishalla Miranda
MMS – HR - II

Dynamics of managing Career & Life

A workshop was conducted by Dr. Jatin Pancholi from Middlesex University, London at JDBIMS. This workshop was a life-changing experience for all the participants.

We create many concepts about life, career & passion in our mind and design them according to what we see in the people around us. It's not necessary to be this way. It isn't so, that if you have a huge amount of money, a big house and a car only then are you considered successful in life.

The definition of success varies from person to person. For someone success means a huge amount of money, for someone else it may be an Olympic medal and for yet another person it may be uninterrupted sleep. Each person has their own success factors and it differs for every individual.

We all easily use words like career, life, success etc without knowing what actually these mean. These concepts were cleared brilliantly by Mr. Pancholi in this workshop.

We all always want to earn money at every point of time. We always want to be better financially. But before that one must learn. We can't earn if we don't learn.

One should always find his/her purpose of life. One should give back to one's parents & society. One should work hard to get their dreams successful.

Apurva Deshpande
MMS – Finance- II

Bryan A. Garner

Bryan A. Garner born in Lubbock, Texas in November 17, 1958, is a renowned American lawyer, lexicographer, a wonderful teacher and a founder of LawProse Inc. He has written over 20 books on the correct usage and style of the English language and advocacy.

He realized at a prime age of 15 that his heart is mystified for the love of the English language and has wondered multiple times if it might be genetically inherited from his father, Gary T. Garner who was a language wizard himself, which he could have in turn received from his father and Bryan's grandfather Frank Garner. As the passion for the language seemed to have passed down from generation to generation, it only seemed to have magnified with time. The passion for the language was different at each stage of his life.

At 15, he was all about discovering and constructing good vocabulary and finding out about semantics. Having been raised in a town which was small, but had access to a university, he had the opportunity to read books of S.I. Hayakawa, Wendell Johnson, Stuart Chase and Alfred Korzybski. He read everything he could, relevant to the subject.

When he visited New Mexico, Garner came across Eric Partridge's Usage and Abusage. He was beguiled by this book. He would spend hours on reading his views and counsel on how to use the words in an appropriate manner. In the book, Partridge mentioned Fowler multiple times, which got Garner curious about Fowler and his work. By the age of 18, Garner began following all of Fowler's books as well as those of his successors: Evanses, Bernstein, Follett, and Copperud.

Eventually, Garner started forming his own opinions on the thoughts, statements and writings of all these authors. He is also of the opinion that those authors' works were far better than his own.

In college, Garner chose to study the history of English and Latin and Greek elements in the English language, along with Latin and French. Although, he didn't get a master's degree in Old English, he still assimilated an exceeding amount of knowledge. Garner also spent two summers at Oxford, where he studied Chaucer and T.S. Elliot. It was also around the same time when he was first introduced to Robert W. Burchfield, the editor of the supplement to the Oxford English Dictionary, and one of the great modern literary critics, Christopher Ricks.

After attending one too many lectures of the well-known linguistics, it bothered him that his writings were no good enough, which led him away from linguistics towards English and Classics. His mentors were John W. Velz, a first rank Shakespearean and Thomas Cable whose work is a part of literature classics.

After the assurance of Professor Velz, that the work was worth publishing, he knew that one day, he would write books on his favorite genre i.e. A Dictionary of Usage. Since then, there was nothing that could stop him from working on literature and publishing books.

Sanjana Dahiwale
MMS – HR- II

Behind every successful nation is a Woman Entrepreneur

"Bhaiyya, ek cup chahiye!" this is how a day in management institutes, in this part of the country, typically starts. Accustomed to the usual banter with the 'Bhaiyyas'- starting from the shopkeeper to the rickshaw-wala next door on the way to work, this transition of 'bhaiyya', meaning 'brother' in local language, is a welcome change to all the people who have wonderful dreams and are here to accomplish it in the city of dreams. A society of socially empowered womanhood and the rise and scope of entrepreneurship among women has always attracted magnificent women entrepreneurs.

Not only in the case of a man but this saying stands for the functioning of the whole world. She is said to be the ultimate strength and support behind the success of an individual or society. There is a lot of differentiation and discrimination in the name of gender as males and females. Nevertheless, this difference does exist in nature from time immemorial.

Many women have served this nation, this society, to establish themselves for good.
Off the top of my mind, women breaking the glass ceiling include Mehvish Mushtaq from Srinagar, Pabiben Rabari from Kukadsar, Tamanna Sharma from Delhi, Sobita Tamuli from Telana, Hemalatha Annamalai from Coimbatore and Lakshmi Menon from Ernakulam. They definitely had a fire in their bellies when they started. On a global level, about 126 million women have started or are running businesses, also women comprise 24% of the corporate senior management positions. Women-owned entities represent about 37% of formal enterprises. Isn't this mind-boggling?

Women in India are not less competitive. We have about 8 million women running their businesses, about 30% of corporate senior management positions are held by women and there are 10% women-owned entities.

A women entrepreneur's journey starts with facing stereotypes that rebuff the seriousness of their ventures. Aspirations are more often than not labeled as a temporary hobby. It requires unrelenting determination to overcome this bias.

Not all stories of entrepreneurs are those driven by a hunger for success. Not every one of them is just a rags-to-riches story. Some tales are those of survival. Some women have gone a step ahead. Some have left behind a legacy beyond their careers. They rose above their calling.

Have you ever wondered or imagined about having your own start-up? A successful company serving for the society. What has been stopping you? Why haven't you started? Why slave for someone else's dreams than rustle 24*7 for your dreams, vision, and mission.

Here are some tips to follow to have your own start up-

•**Picking up good co - founders** :- This is an important part as a good management team is the key for converting a start-up to a big MNC.

•**Unique Selling Point** :- The Product or services provided by your start-up should have uniqueness which makes customers inclined more towards your products or services.

•**Choose Backward Integration and Not Diversification** :- Another crucial point which can turn your start-up to an MNC is Backward Integration. Diversification mostly leads to distraction in changing the verticals and start-ups end up doing things in which they have no expertise. Instead, a start-up should use backward integration and expand their business to remove all the 3rd party dependencies from their products or services and be the number one in their verticals.

•**Offer good customer service** :- This is something you can be way better at compared to fully-grown companies.

•**Spend as little as possible** :- Remember money can either be something or everything.

•**Word of mouth marketing** :- The most valuable form of marketing. You can't buy it; you can only deliver it. Aside from the product you are offering, if for example you're deciding about merchandise, t-shirts, hats or stickers, they have to be well-designed and appealing enough for somebody to want to buy it, wear it and walk around advertising the brand of your start-up.

To now support women entrepreneurs, the government is providing various schemes such as Annapurna Scheme, Stree Shakti Package, Bharatiya Mahila Bank Business Loan, Dena Shakti Scheme, Udyogini Scheme, Cent Kalyani Scheme, Mahila Udyam Nidhi Scheme, Mudra Yojana Scheme For Women, Orient Mahila Vikas Yojana Scheme and many more.

Women have showed the world that it is possible to be a woman and yet make it big in a male dominated society. If you start small and think big, it is possible to do good while doing good for yourself. The successful women in blazers were once like all of us. The only difference was that they acted upon and worked hard on their dream and ideas and never gave up. The average professional will choose the safe way, the cutting edge woman entrepreneur will take risks and will prove many people wrong and some right.

"Bhaiya, ek cup chahiye!" this is how a day in management starts.

Mansi Belge
MMS – I

Astítva 2018

Astitva is a management symposium organized by the students of Jankidevi Bajaj Institute of Management Studies, SNDT Women's University. The theme for Astitva 2018 was "Sustainability In Indian Business". It was held on 27th March, 2018 and inaugurated by the Chief Guest- Mr. Kuntal Sur, Financial Risk Manager of PWC.

He was joined by four members for the panel discussion who were Dr. Neil Sequeria. VP-HR of Kokilaben Hospital, Mr. Kuldip Kawatra, Independent Management Consultant in Marketing Area, Dr. T. Geetha, Associate Professor of Finance , Jankidevi Bajaj Institute of Management Studies and Mr. Vilas Kharat, Associate Professor of Management and Engineering in Usha Mittal Institute of Technology, affiliated to S.N.D.T Women's University.

The students were addressed by the Chief Guest with his words of wisdom on how to inculcate a good positive attitude, habits and ideas for the body, mind and soul which leads one to be focused on their dreams and achieve success in life. A few real-life experiences about corporate work culture and management were also shared. The panel also spoke at length on the different tools and approaches of all the functions of an organization.

The tools and approaches included renewable energy resources, sustainable technology, waste minimization, resource productivity and finally, corporate social responsibilities (CSR) which work best for the environment as well as human capital. The discussion ended with the conclusion that "In the future, only companies that make sustainability a goal will achieve a competitive advantage. That means rethinking business models as well as products, technologies, and processes." The open forum discussion later answered all the questions posed by the students.

The iLLUMINATi-Issue 14 was released by the team in the presence of Dr. Meera Shanker, Director (I/C) JDBIMS, Mr. Kuntal Sur, the panellists, professors and students. The event ended with a vote of thanks and was a highly knowledgeable experience for everyone.

Hiral Juthani
MMS – Finance- II

Annual day 2018

"Winning is not a sometime thing; it's an all time thing. You don't win once in a while, you don't do things right once in a while, you do them right all the time. Winning is a habit."- Vince Lombardi

Annual day 2018 at JDBIMS was all about applauding the winners of the academic year along with the students who worked hard round-the-clock in making the year an eventful one. The underlying purpose of this felicitation is to not only celebrate the achievements but to also instil a sense of competitiveness among all students.

The hosts for the evening, Ms. Shrekha Satishkumar& Ms. Deepika Dhanwani welcomed everyone present with enthusiasm. The university song was played to commence the program on an empowering note. Spectators were then graced with the inspiring words of Dr. Meera Shankar, Director (I/C), who also awarded certificates of excellence to the senior Student Council members. This was followed by Prof. Yogesh Telugu's address to the audience after which he presented the winners of Sports Day with their certificates.

For the various clubs of JDBIMS, 'Annual Day' is a perfect culmination of their efforts for maximum student participation. The club presidents shared their respective reports of the year, beaming with pride at the noteworthy results of the events they had conducted. They also shared words of wisdom for their successors to strive towards upholding the legacy of the institute. After this, Dr. T Geetha, Dr .Saroj Datar and Dr. Nitin Wani proceeded with the certificate distribution for the winners of the club events. It was a memorable moment indeed for all of them to receive accolades from their respected faculties and appreciation from fellow students.

The evening took an exciting turn with enthralling performances by two groups of adept dancers who were met with rousing applause and cheers from the audience. Their intense joy was a testament for the dancers of how excellent the performances were. A vote of thanks was delivered by the hosts which concluded the programme and refreshments were served to the delighted crowd. Thus, ended yet another dynamic year with high hopes for the succeeding one ….

Anushree Chowdhury
MBA – Marketing – II

Orientation day 2018

Orientation is especially designed for the new students to get familiar with their surroundings, meet other people and begin their fabulous two-year journey. As the freshers joined this institute, it was our responsibility to welcome them amidst our culture. We introduced them to the programs and events which we organize and enjoy and informed them that they were now the future and would have to carry forward the traditions of all these events. The students were encouraged to become familiar with the institute where they would be learning and growing in the upcoming years.

We also introduced them to the Student Council made up of the various club as well as class representatives. The director of our college - Dr. Meera Shankar welcomed them all and guided them towards their wonderful journey. After this the internal faculties shared their wisdom and advice with the students. The non-teaching staff also joined the gathering to greet the freshers. General Secretary – Ms. Trishalla Miranda then proceeded to address the students with her supportive words.

An Ice breaker game was organized to enable all the students to interact and know each other. There was just one rule to be followed. The goal of the game had to be achieved without talking. Instead, the students could use signs or any other non-verbal form of communication to form a line in the alphabetical order. This game helped them in understanding the importance of teamwork without speaking to each other.

There was also an interactive session among the senior and junior students so as to clarify any doubts or queries. Finally, the orientation concluded with refreshments for everyone.

We hope they have a wonderful two-year journey wherein they learn and grow as management students who are ready to take over the corporate world.

Aarushi Sharma
MMS – Finance- II

Finnascent – The Finance Club

Finnascent is the finance club formed by the students of finance department. The club works under the valuable guidance of the Dr. T. Geetha. The aim of Finnascent is to enhance the skills and knowledge of finance students.

Finnascent
An ascent towards excellence..

For the year 2018 the events planned are as follows-

Bizz quiz:
The quiz is based on the current affairs in the business world. It is open to all the students for participation so that they can test their intelligence and awareness against that of their peers.

Speaker Sessions:
Notable personalities from the world of finance will be invited to speak about the various sectors of finance so that students have an all-round knowledge which can help them in making valuable career-related decisions.

Sell-a-thon :
Sell-a-thon is the most anticipated event organized by the club. It is a fun-filled event which also enhances the skills of the participants. Participants have to decide the items for their stall, the price of their products etc.

We have also come up with an interesting feature for this event called "Stall-pick". It is a way for the non-participants to have fun too. The concept here is to predict one stall that will generate the highest profit and invest Rs.10 in the same.

Mock-Stock:
This event is a virtual trading based one which will be held in the college premises in early 2019. This event is open for participation for all the students. The purpose is to understand and learn the importance of capital markets and judge how analytical the students are in making investment decisions.

We have great hopes for all our events for this year and hope to provide the best utilization of valuable time to all the students of JDBIMS.

Sayali Narkhede
MMS – Finance- II

Ingenium

Investment of Intelligence for Tomorrow

Ingenium, the HR club at Jankidevi Bajaj Institute of Management was established with an objective to serve as a resource for both the human resources management students and those students who are interested in personal and professional development. We aim to help the students in developing interpersonal skills which are required to flourish in the corporate world.

This club ensures active participation of the students. The HR students take the lead in arranging the events. This enables them to learn how to plan and arrange for the event successfully and also enables them to implement the HR concepts practically.

Based on the above-mentioned objective the activities and the events to be organised by the club this year would be-

Ice- breaker-

This session would be conducted on the orientation day. The purpose of this game would be to ease the new students and help them get to know each other through a fun activity. It would also teach them to work as a team, develop their communication and leadership skills.

Caption writing-

The purpose of this activity would be to give the students a break from the regular academics and to stir their creative juices. The students will be presented with a picture and would be expected to form a caption at the same time. This will help the students think out of the box and bring out their creative side. It would be a great opportunity for the marketing students to shine.

Team building game-

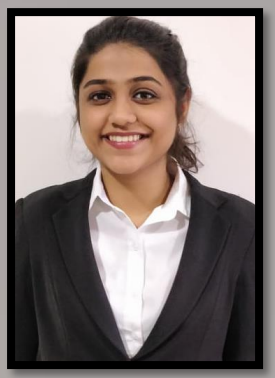
This activity aims to develop good communication skills along with leadership skills. In the corporate world is important to be a team player. And is one of the parameters on which the interviewers would judge us. Therefore, incorporating a team building exercise with fun and enjoyment would help the students develop the skills needed to be a good team member.

Quiz-

As essential as it is to know what is happen around us and, in the world, it is also essential to be aware of the past due to which we are what we are in the present. And this quiz activity, would help the students check their general knowledge and also understand where they lack so that they can improve themselves before entering the corporate world.

We require maximum participation from all the students, as it will be helpful and beneficial for all of us. We look forward to an exciting and amazing year !

Varsha Tayade
MMS –HR- II



Shrekha Satishkumar
MBA – HR- II

SAMVID – The Marketing Club

Another year has been successfully added to Samvid's golden history. Samvid is proud to present this year's account of what it has accomplished.

Samvid is a marketing club that is managed by students who are specializing in marketing under the guidance of professor, Dr. Nitin Wani. It is a Sanskrit word for creating, involving, using, or disseminating special knowledge or information.

Samvid Marketing

Samvid hosts a Facebook page where constant updates are provided with regard to the marketing world and the club activities.

The first activity was the **Quizwiz** Competition held in collaboration with the HR Club- Ingenium. It was a quiz, related to the various fields that primarily focus on Marketing, Human resources and General Knowledge.
The winners, each from MMS and MBA, were rewarded.

The next activity was an **Online Photography Contest**. Participants were asked to submit an original photograph with a detailed specification. Three best pictures were selected from the lot. It was a wonderful experience for the organisers and participants.

The final activity that was conducted was the **Ad-Mad** competition. Ad-Mad is an Advertisement Making Challenge, where, the creativity is unleashed.

A group of two participants are provided with a product for which they have to prepare an entire marketing strategy which includes product description, jingle making, video or role play of its advertisement and a tag-line.

Various groups came up with innovative ideas which they successfully presented for the competition. Dr. Nitin Wani presided over the competition. He judged the performance on various parameters and thereafter, three groups were selected as the best performers.

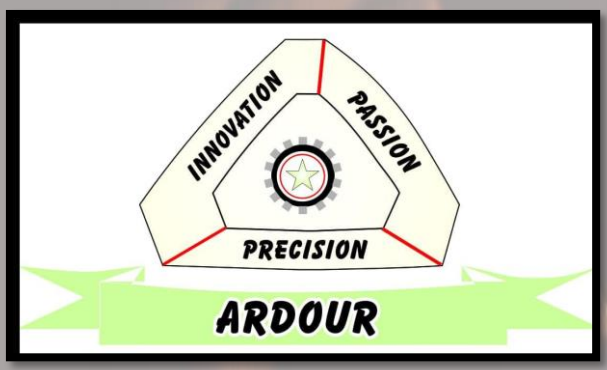
Samvid has therefore seen a successful year and we hope to see the same in the subsequent years.

Rasika Borude
MMS – Marketing- II

Ardour- Operations Club

JDBIMS's Operations management being one of the most versatile and interesting branches of management, has been successful since it was established. The institute's operations field has been very pro-active in various extra-curricular activities, seminars, webinars and guest lectures by various well-known experts from the industries.

The efforts of institute and ability of students to grasp knowledge and having the tendency to learn more works brilliantly for the success which The external faculty which the institute arranges for the students are the experienced people who have experience working in the actual industries and not just the theoretical knowledge.



The institute's Operations management mainly focuses on gaining practical knowledge which is the most important part when students start working in the industries. For this the institute arranges various industrial visits, seminars, case study competitions and much more.

The club has organized various events in the previous year which has added to the practical approach towards the field. A quiz competition was conducted which consisted of a number of technical, non-technical, audio and visual rounds. The event was well received and appreciated as well.

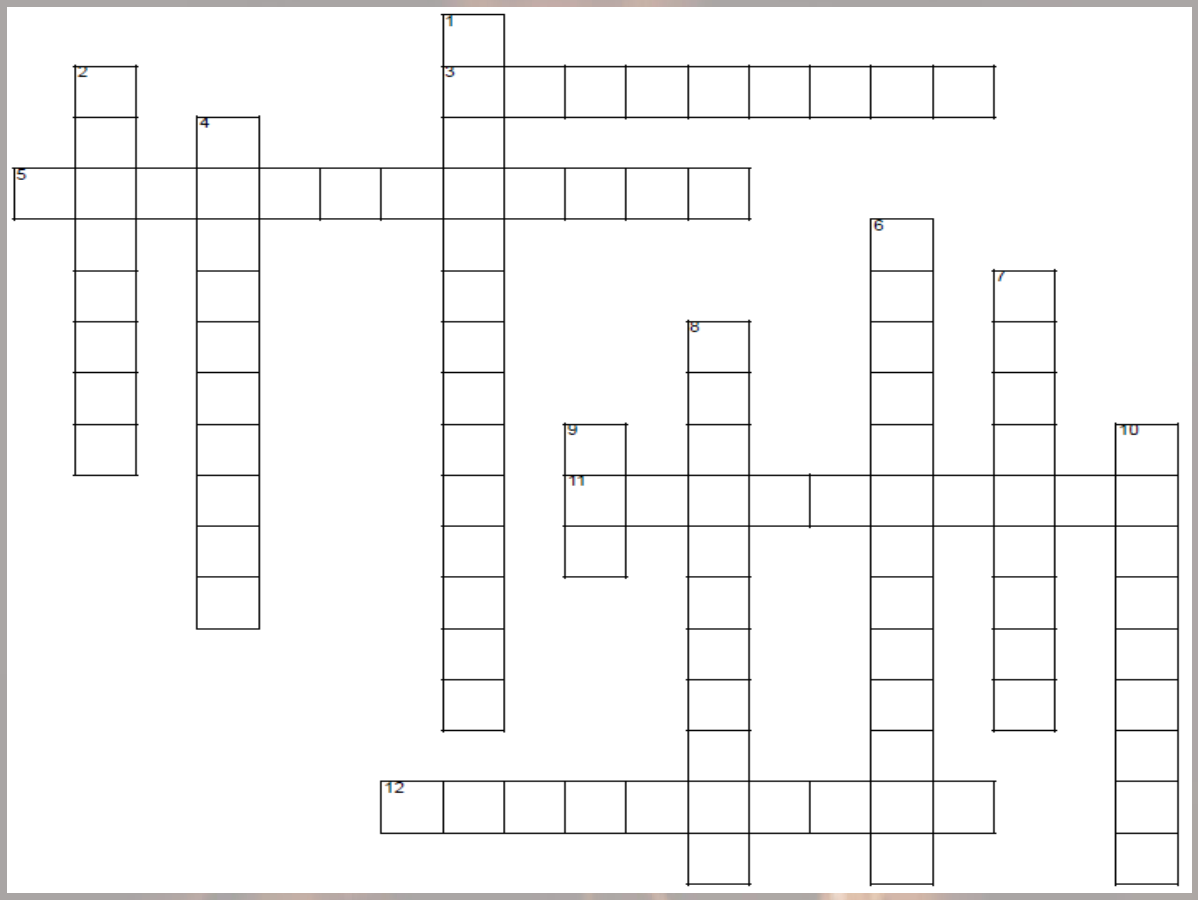
This year too the club will be hosting two events which will emphasize on the development of strategic planning and management skills of the students, encouraging them to think of out-of-the box solutions.

There are various training programs being organized by the institute. This course makes a student so proficient that they are capable of giving the best in their professional career.

We hope to carry forward the legacy this year too.

Aarti Lonari
MMS – Operations- II

Management Crossword



(Solutions on page 50)

Across

3. The availability of liquid assets to a market or company (1 word)
5. A person who sets up a business(es), taking on the financial risks in hope of profit (1 word)
11. A person who is the exclusive owner of a business. they are entitled to keep all profits for themself after tax has been paid, but has unlimited liability (2 words)
12. A market with a decline and a drop in share prices and demand (2 words)

Down

1. A stock in a corporation which has a great reputation, is reliable and operates well (3 words)
2.The name for the Hong Kong stockmarket index (2 words)
4. Companies like McDonald's are known as ____ (1 word)
6. The market where the initial shares of a public company are first floated (2 words)
7. You can earn an income from shares by either selling stock, or receiving___(1 word)
8. __ is the share price of a share when it is floated on the secondary market (2 words)
9. The Australian share market (abbreviated)
10. The 4 P's of marketing include price, placement, product and ____ (1 word)

Student Council 2017 - 2019

SWATI DESHMUKH
ASSISTANT GENERAL SECRETARY (MBA) STUDENT COUNCIL

TRISHALLA MIRANDA
GENERAL SECRETARY STUDENT COUNCIL

ARUNIMITA CHAKRAVORTY
ASSISTANT GENERAL SECRETARY (MMS) STUDENT COUNCIL

ANKITA JENA
EVENTS HEAD

SAYALI RAORANE
EVENTS HEAD

ADITI AGRAWAL
PLACEMENT HEAD

NAMRATA MHASKAR
SPORTS HEAD

APURVA DESHPANDE
PR HEAD

ANUSHREE CHOWDHURY
CHIEF EDITOR ILLUMINATI

Class Representatives 2017- 2019

DEEPIKA DHANWANI
CR (MMS HR)

CARINA FERNANDES
CR (MMS MARKETING)

APURVA DESHPANDE
CR (MMS FINANCE)

POOJA PATIL
CR (MBA HR)

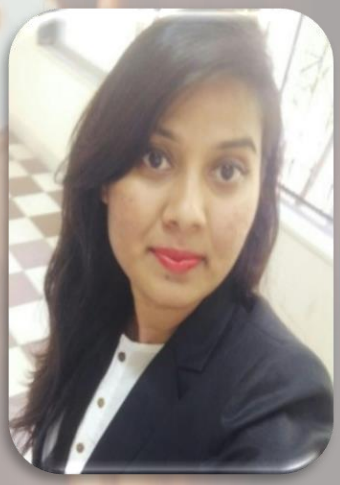
NEYAL SHARMA
CR (MBA MARKETING)

SUZANNE CORREA
CR (MBA FINANCE)

SWETA RAUT
CR (MMS OPERATIONS)

Club Presidents 2017 - 2019

SAYALI NARKHEDE
FINANCE CLUB PRESIDENT



VARSHA TAYADE
HR CLUB PRESIDENT

RASIKA BORUDE
MARKETING CLUB PRESIDENT

AARTI LONARI
OPERATIONS CLUB PRESIDENT

Captured moments

Astitva
March 27, 2018

Mr. Kuntal Sur, Chief Guest, Astitva

The Panellists

Dr. Meera Shanker, Director(I/C), JDBIMS, addressing the audience

CSR Workshop by
Dr. Jatin Pancholi
April 13, 2018

Research Analytics
Seminar
August 26, 2018

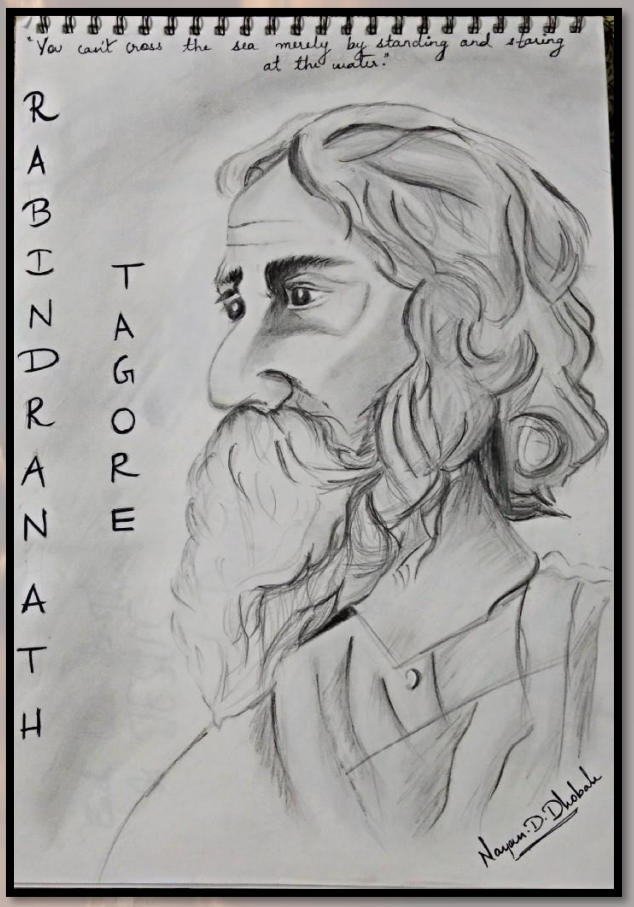
Farewell
April 4, 2018

Annual Day
March 27, 2018

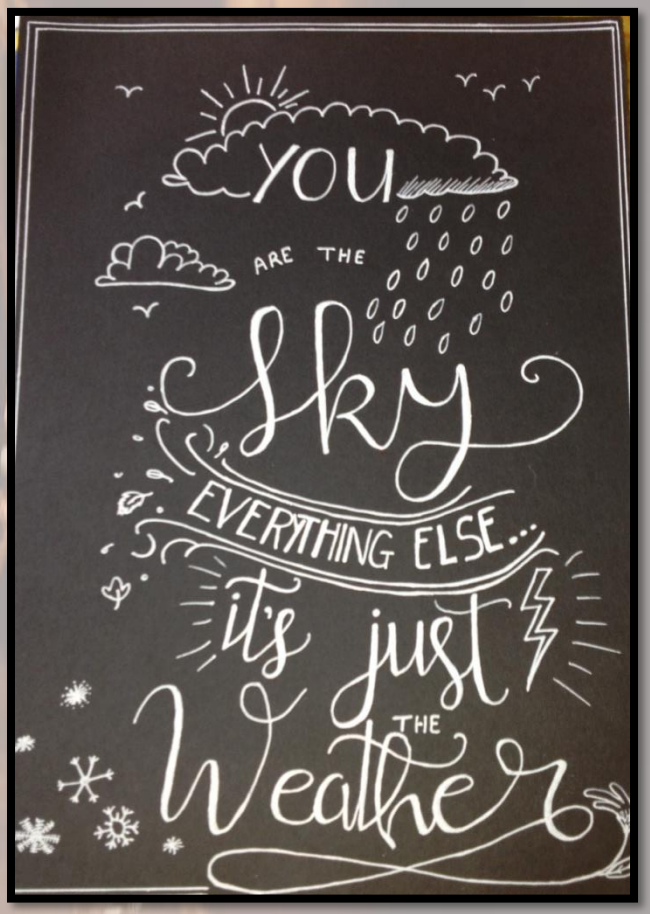
Orientation Day
August 1,2018

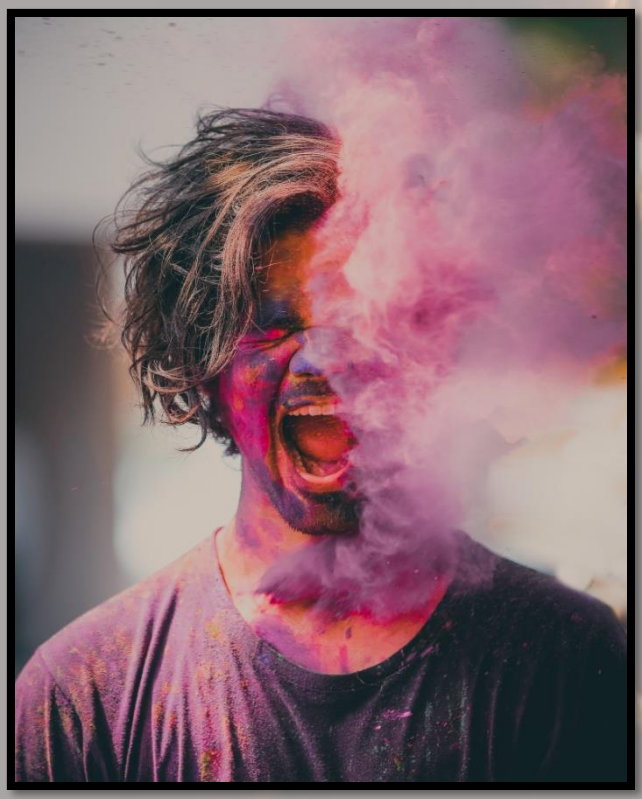
Art Gallery

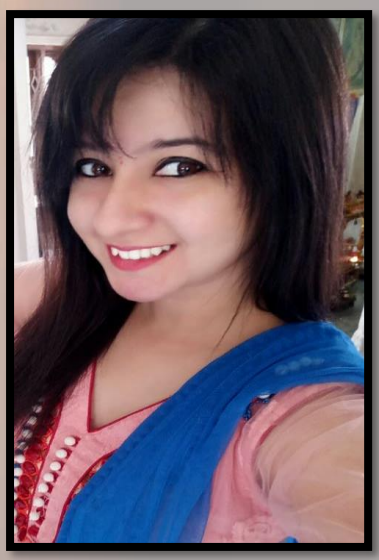
Nayan Dhobale
MBA – Finance - II



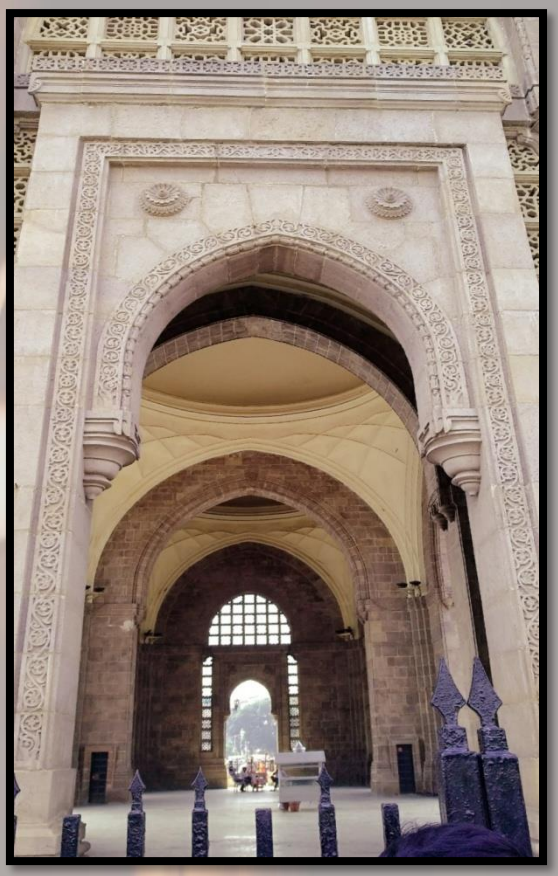
Bhumika Kakpure
MMS – Operations - II







Lochan Bengali
MBA– HR - II



Anuja Wadhonkar
MMS – Finance- II

PM Modi addresses the 56th annual convocation ceremony at IIT-Bombay

In his address at the convocation ceremony, the Prime Minister said that the success of IITs has led to the creation of numerous engineering colleges around the country. He also added that "innovation" and "enterprise" are the foundation stones of a developed economy and any society which does not innovate will stagnate.

Hima Das becomes first Indian woman to win gold in World Jr. Athletics Championships

Sprinter Hima Das made history by becoming the first Indian woman athlete to win a gold at the world level. She bagged the top spot in the women's 400m race in the IAAF World Under-20 Athletics Championships held in Finland. She clocked 51.46 seconds to win the gold by defeating Romania's Andrea Miklos.

PepsiCo CEO, Indra Nooyi to step down after 12 years

Indra Nooyi, the first female CEO in the company's history , will leave the role on October 3. Ramon Laguarta, a 22-year PepsiCo veteran who was promoted to President last year, will take over as the CEO. She will, however, remain as Chairman until early next year.

Apple becomes world's first trillion-dollar company

On August 2, Apple became the first U.S. corporation to attain a market value of $1 trillion. The company hit a $1tn market capitalisation, 42 years after it was founded. Apple's share price has grown fourfold since Tim Cook replaced Steve Jobs as Chief Executive in 2011.

Internship Companies 2018

umicore

TATA
TATA BUSINESS SUPPORT SERVICES LIMITED

ETP
RETAIL SOFTWARE SOLUTIONS

YES FOUNDATION

Paytm
one97

Edelweiss

pantaloons
IN WITH FASHION

IndiaNivesh
TRUST, WE EARN IT

ejobs

payso

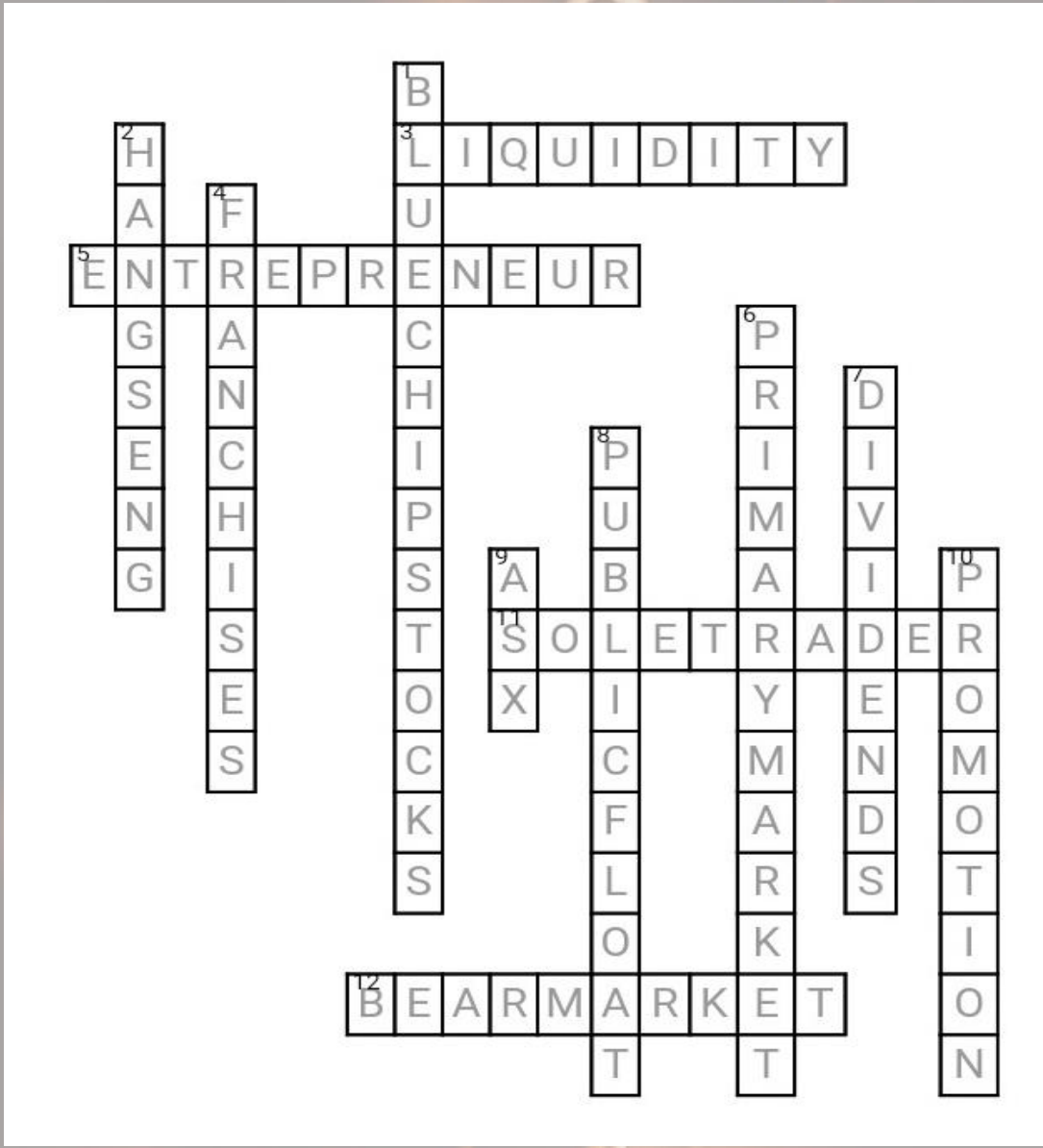
Safal Group
of Companies
REALISING PEOPLE'S DREAMS

COPPERGATE

GROVALUE
COMMODITY PVT. LTD.

& many more ...

Management Crossword : SOLUTIONS



(Source : wordmint.com)

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Please send in your suggestions/comments/feedback to
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