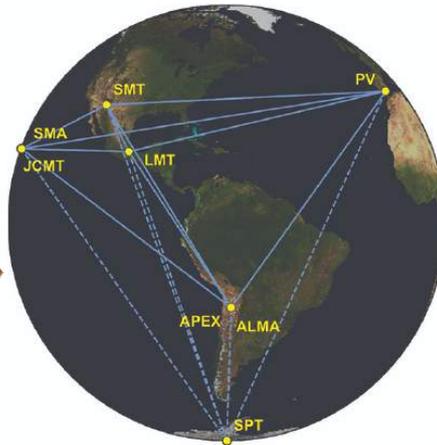


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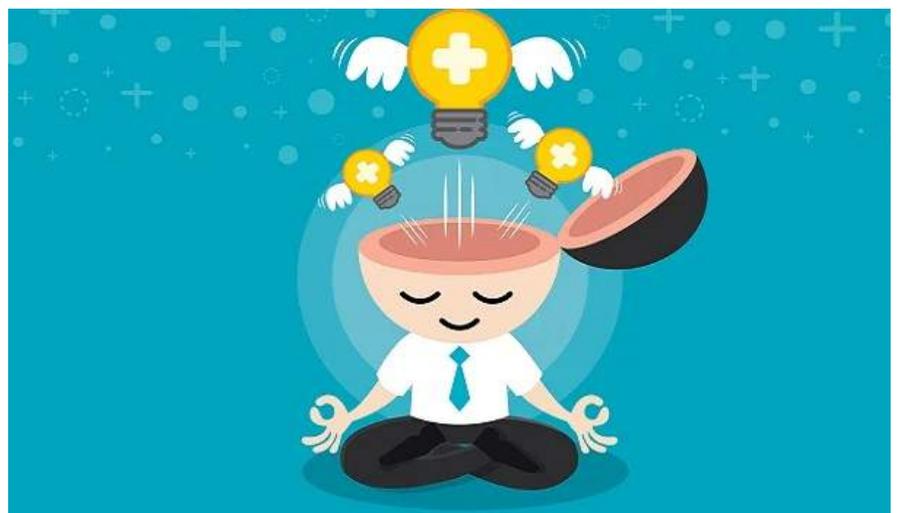
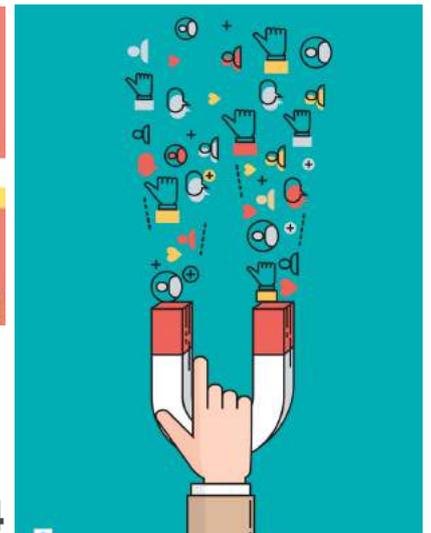
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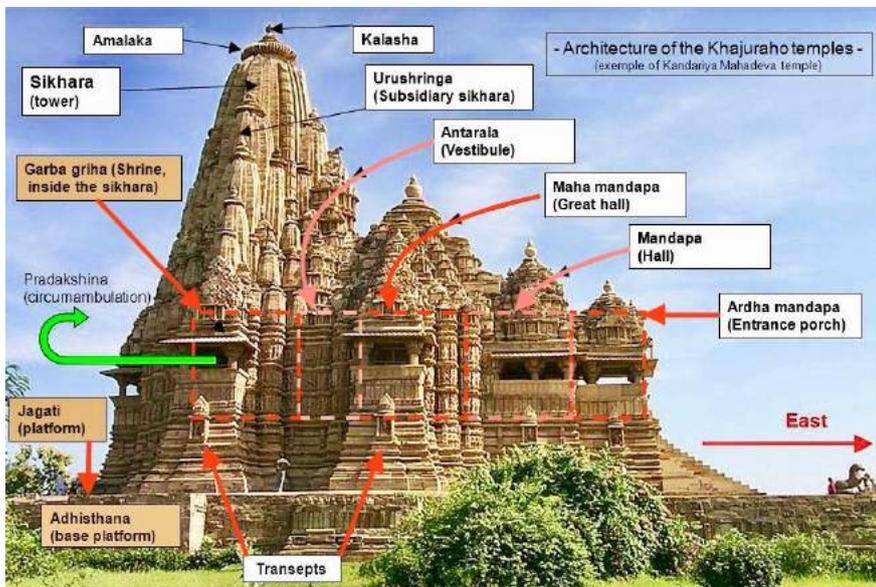
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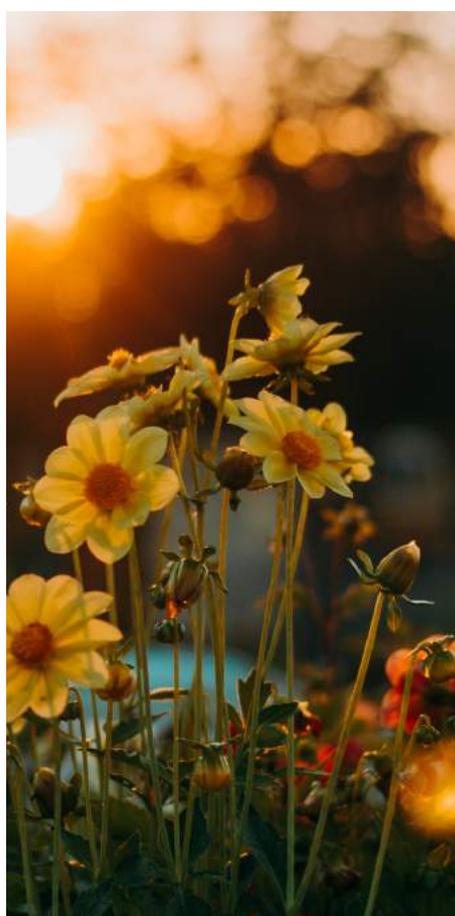
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"There are three responses to a piece of design – yes, no, and WOW! Wow is the one to aim for." – Milton Glaser

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Maj Gen Alok Kacker
Chief of Staff & Chairman AIMT

MESSAGE FROM CHAIRMAN

It gives me immense pleasure to write this message for the Army Institute of Management & Technology on publication of their bi-annual College Magazine "Manthan".

Army Institute of Management & Technology (AIMT) has had a glorious history with rich organizational culture and heritage. Over the years, the Institute has always met the aspirations of students and the corporate world by providing quality education in Management with the flexibility to adapt to changing scenarios. AIMT has accredited itself in the past with great accolades and will continue to fulfil the challenging responsibilities even in the future. The strength of any Institute lies in the calibre and dedication of its people. I am happy to note that the students and faculty of Army Institute of Management & Technology have proved their worth and have made an indelible mark with their contributions. In the past two years, the business and economic paradigm all over the world has witnessed a radical shift owing to COVID-19. Our institute met the challenge with promptness and ensured the smooth running of the online classes and various other planned activities. The corporate and academic team is continuously striving to align the curriculum with the needs of tomorrow and is always on the lookout for introducing programs and changes keeping in view the ever-evolving industry.

The Magazine "Manthan" provides the power of expression to young minds, letting them explore the creative, artistic, and prolific facets. This magazine is a collection of articles, poems, heart touching "Untold Stories- The Warriors Way," projecting the inspiring stories of the brave hearts of the nation along with the intriguing section of "The Quintessential Edit," which anchors the lessons to be learnt from the 'Pundits' of the Corporate world.

AIMT, has carved a niche for itself in developing management professionals as leaders. The emphasis has always been on values, ethics, and innovation. I am sanguine that these young professionals, with their infinite zeal and dedication, will surely make a mark in the field they choose.

I compliment the editorial team for bringing out this New Edition and extend my good wishes to the Students, Director, Faculty & Staff for their future pursuits.

JAI HIND



Cmde (Dr) Vivek Chawla (Retd)
Director AIMT

MESSAGE

FROM

DIRECTOR

Army Institute of Management & Technology, Greater NOIDA has been at the forefront in providing quality management education to the army wards to enable them to smoothly transit into the corporate world and make a mark for themselves in whichever position they occupy. AIMT has focused the teaching processes toward the development of creativity, innovative thinking, leadership qualities and communication skills amongst the students.

At AIMT students are exposed to industry best management practices, case studies, and benchmarking processes and encouraged to develop an exploratory mindset. Students are groomed to develop a deep commitment to excel and the conviction to deliver. Management skills and knowledge enhancement of students is through various extra-curricular and co-curricular activities. The Institute magazine “Manthan” is one such platform showcasing the talents of AIMT students.

During the past year, the students have displayed tremendous zeal and enthusiasm and participated in all activities. The NSS wing has been particularly active on all fronts. The Management bids adieu to the gallant MBA 16 (2019-21) batch and wishes them all the best in their endeavours. I compliment the students for enthusiastically participating in the Business Plan Competition, Club activities and Cultural activities wholeheartedly despite the geographical distances.

The current edition of Manthan presents a bouquet of articles on various subjects and contemporary topics. I take this opportunity to applaud the Manthan editorial team and AIMT family for their continual efforts to make the magazine highly relevant and informative. I would also like to compliment the Student contributors who have submitted various articles and also exhort all students to contribute at least one article for Manthan during their stay in the Institute.

Wishing you all a Happy immersive reading experience of this edition of Manthan.

JAI HIND



Ms. Arshiya Ismail
CTPO AIMT

MESSAGE

FROM

Editorial Team



We are glad to present the new edition of Manthan 2021. Manthan is a key initiative to bring to the readers the most beautiful glimpse of the institute's provide a platform for the young professional minds to present their creativity in form of inspiring words.

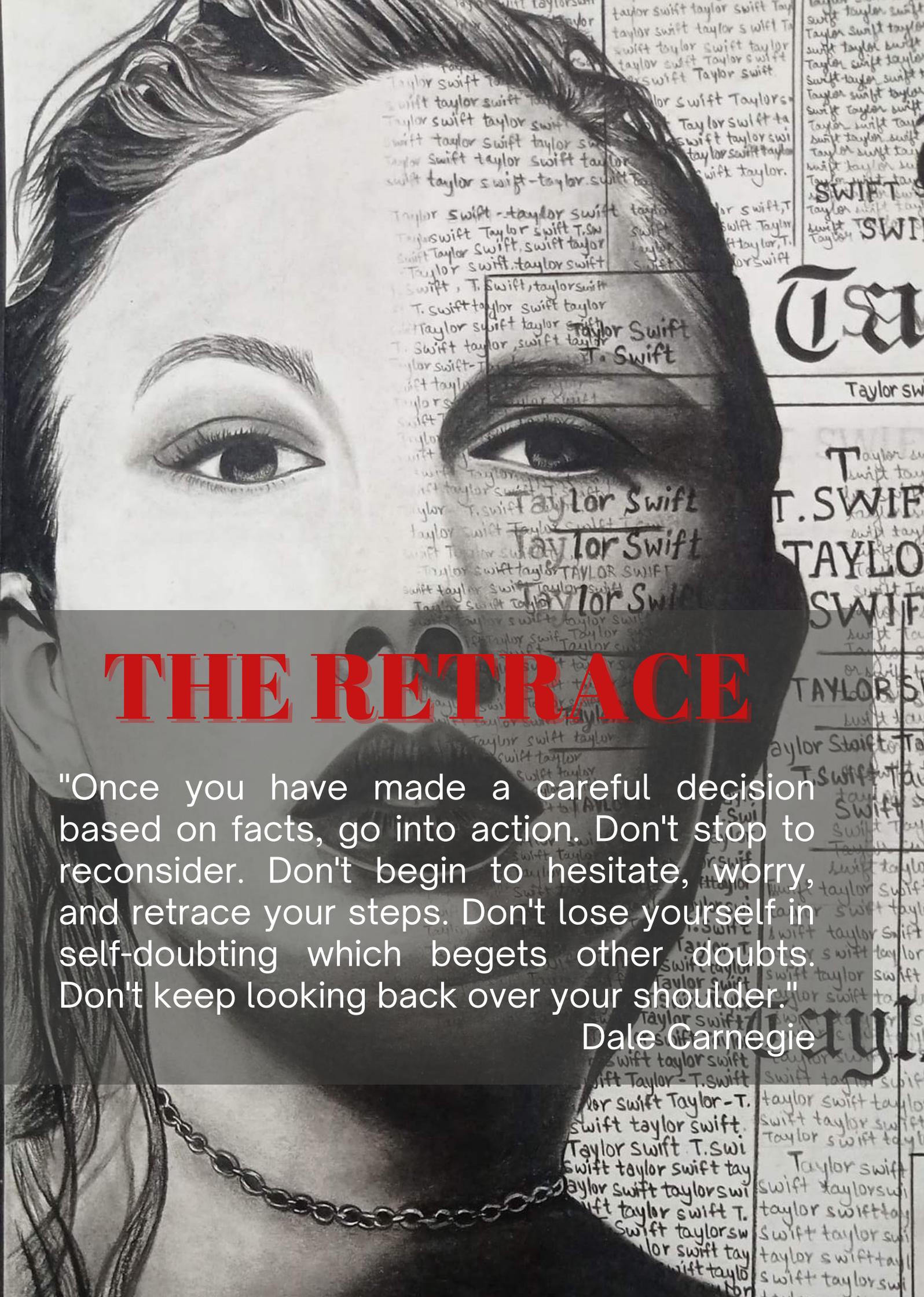
The most innovative part that makes this issue of Manthan more energizing is the three new sections of the magazine first being the external collaboration **"The Shared Pen"** where the editorial team has provided a platform for young minds from across the globe and various universities to share their perceptive on a variety of topics that interests them and are important for the global economy. You will find ideas & ideologies from fields of engineering, agriculture, food technology, economics, entrepreneurship, sports, social welfare, aerospace engineering, Vedic psychology so forth and so on. I am sure that the content presented to the readers will widen the horizons of their life and thinking perceptive.

Another section which is very close to the hearts of every countryman, which is dedicated to the real superheroes, a tribute to the great sons of Mother India, a section which has an emotional connect with us, highlighting and bringing you a few untold stories of extraordinary velour and courage, presenting you **"Untold Stories - The Warriors Way"** the unsung stories of the great warriors.

To keep our readers updated with the business & corporate world, a section **"The Quintessential Edit"** has been dedicated where one gets access to the success & struggle stories of the people sitting on the top-notch positions in the corporate sector. Great Leaders are born in adversities and their story inspires many to follow the path, so here we present you few more lessons from personal experiences of corporate leaders intending to inspire and boost your morals.

I take this opportunity to extend my heartfelt gratitude to each member of my editorial team who has put in great efforts to compile and create this wonderful pack of creativity and knowledge. I hope it adds to the treasure of knowledge and wisdom of each reader.

Happy reading!!!



THE RETRACE

"Once you have made a careful decision based on facts, go into action. Don't stop to reconsider. Don't begin to hesitate, worry, and retrace your steps. Don't lose yourself in self-doubting which begets other doubts. Don't keep looking back over your shoulder."

Dale Carnegie

Mind Management

As Important as Time Management in Covid Times

The global pandemic has brought about changes in the way education is imparted. We have moved from the age of contact classes to online classes where students are expected to assimilate all that is taught online and reproduce the same during the examinations. Internships and job interviews have moved online and the biggest challenge facing the students during the pandemic is not only TIME management but MIND and DISTRACTION management.

The concept of Time management originated from the shop floors – the factory culture in which machine productivity was the key. Efficiency was measured as a function of input vs output. Work accomplished or output produced at the end of the day defined the efficiency. The emphasis is now shifting from efficiency to effectiveness. The new online requirements focus on what difference you make as a manager in addition to your output. Stretching it to the online classes, it is not the time you spend attending the class, but the way you assimilate the education imparted while managing your mind and the numerous distractions.

The new normal is now about the contribution and value addition that you are going to make. It is no longer quantity or numbers but quality and impact. This calls for a change in the way you look at time. Unlike in the factory where machines work at the same speed throughout the day, you as a student would be going through various ups and downs during the day. This is due to a variety of psychological and physiological factors. Besides for humans each day is different, from physical energy and fitness to mental agility and fatigue. These are the aspects being observed in the new normal.

So students, when you plan the day at work or during internship it is important to identify your periods of peak performance to get the most important work done at that time. The day is no longer looked at as minutes and hours, but chunks on how to get the best bang for the buck in terms of time. Creating time and



Cmde (Dr) Vivek Chawla (Retd)
Director AIMT

mental space – avoiding digital distractions and physical interruptions is the key today in figuring out the new way to work and maximizing your creative output. One requires discipline and concentration at work. The circadian rhythm plays an important role in your activities.

The secret of doing well and assimilating all that is taught is to cut yourself from the world and shut out all disturbances. This is all the more relevant today when you are being targeted continuously by an array of external influences - starting from telephone calls, text messages, emails and social media. One needs to avoid these traps to remain focused on the work. The ability to say No to family, friends and colleagues calls for skilful navigation, which once achieved sets the rules of the game for all such disturbances. Politely suggesting that you will catch up during the tea break can lead to more productive discussions and chats with all concerned.

Finally it is important to remember that Time and Tide wait for no one. Mind control with effective time management will help you in conquering the daily background murmurs and disturbances and lead to enhanced performance in all aspects of your life.

REIMAGINING MARKET IN THE NEXT NORMAL



Ms. Arshiya Ismail
CTPO AIMT

Change is an inevitable part of life, and this year stands testimony to that. Let alone our personal lives, the business world is also witnessing a shift in the way it functions. All of this comes amidst the era of unprecedented technological innovation, catalyzed by a major pandemic being faced by the world. As governments gradually remove pandemic-induced restrictions and businesses begin to reopen, there's a sense that we might be on the verge of returning to "normal."

The question to ponder and deliberate: Are marketers doing what's needed to ensure their Goods, Brands and Organizations recover? Marketing heads of companies have prepared a new playbook for marketing strategies during the lockdown and a Post-COVID world; they have recorded important learnings and designed innovative campaigns to combat the situation. Maintaining relationships with the customer has become the paramount focus, business houses are now trying to build a long-lasting relationship with consumers.

Companies are tweaking their marketing budget as consumers are digitally available. The market needs to leverage the presence of consumers in the digital world for advertising and building brands.

Few potential important changes in consumer behaviour may be observed. Some of them are meaningful accelerations

of existing trends, some are only emerging now. So, what has changed?

1. Shopping: Getting to the major digital migration to extend digital borders

Consumers have vaulted five years of digital acceptance in just eight weeks, thanks to the pandemic. A large number of them have tried digital for the first time. It is all because consumers are finding reduced-contact ways of accessing products and services. This digital trend is magnified for Gen Z, millennials, and higher-income consumers in general. Social commerce is on the rise as well: 34 percent of people say they have shopped on Instagram based on an influencer recommendation. This shift is likely to stick, to a large extent, simply because e-commerce is often more efficient, less expensive, and safer for customers than shopping in physical stores. Moreover, as social distancing and protective measures remain the norm, shopping from our couches will seem even more convenient by comparison.



In the scenario of marketers, this means rethinking how to communicate with customers. A greater focus on e-commerce and digital channels are important, especially recognition of the position of direct-to-consumer (D2C) e-commerce channels. Yet marketers will need to think about how to handle today's latest data surge and how to leverage it to help tailor deals and communications to ever-closer consumer segments. Analytics would continue to play a key role not only in monitoring customer desires and habits at increasingly granular levels but also in facilitating quick responses to opportunities or risks.

2. E-SERVICES: FRESH 'SUPPORT CHANNELS' TO HELP CUSTOMERS TAKE CARE OF THE BUSINESSES

In recent years, we have seen different degrees of e-service adoption. Banking, along with media and movies, had a comparatively higher penetration. Other systems have been sponsored for factors ranging from limited options to under-optimal user experience. During COVID-19, people are not only rapidly shopping online; they plan to perform additional activities and access services as well.

For marketers, this growing customer trust in the use of e-services indicates a possible rise in demand and an incentive to build new interactions with customers. A special emphasis should be on improving partner ecosystems, both public and private. As services proliferate, it will be necessary for marketers to think about the role of their brands in integrated service systems. For example, food marketers may work with e-health platforms or online fitness firms to cross-promote the advantages of both to a broader audience.

3. HOME: SEEKING A PART IN THE

The crisis has made the home a multi-functional centre, a place where people live, work, read, shop and play. This would be particularly true when a rising number of multinational organisations and staff are looking to retain some of the benefits of operating remotely that they have encountered.

Changing to a virtual workplace has been a necessity rather than a desire for many of us. For many of us, the virtual offering has been a long-standing practice, but unexpectedly, after the COVID-19 pandemic, it became a standard. The Internet consumer's intention to invest in home entertainment remained robust in many countries, even though when customers cut down on other prices.

So, for marketers, It's Time To Go Digital. Over the past few months, companies have had to rapidly transform their respective market structures into an economic world currently defined by physical distancing initiatives. Although the trend for digital infrastructure was still alive and well before this pandemic, the need for internet offerings is no longer merely a consumer-driven desire; it is now an absolute demand. With the temporary elimination of trade shows and corporate events, marketing departments are forced to reallocate their budgets to digital activities. These efforts can include, but are not limited to:

- Online events
- Webinars
- Expanded presence across social media channels
- Thought leadership improvements to any/all digital properties (website, mobile apps, etc.)
- Development/implementation of self-service systems and first-time smartphone technologies.



Dr. Pallavi
Assistant Professor

MARKETING TO CENTENNIALS AKA GEN Z IN THE **DIGITAL WORLD**

When media and firms are focusing on millennials, a new generation is beginning to find their place in the market. Here are the centennials, or those who aged between 13-18 and by now makeup approximately a good share of the population. Though it is too early to find out their way of thinking or predict the overall behavioural pattern of this generation, there are quite a few indications that should be taken seriously by the marketers to stay relevant in the market. With this article, we will try to figure out the characteristics of centennials and marketing strategies to help brands to engage with Gen Z.

Less of Routine & More of Creativity: This new generation has no time for a normally tedious task. In fact, they have become accustomed to using all the modern gadgets which are available to do the everyday routine work. Instead, they are far more open to welcoming any situation and dealing with challenges. Marketers must make sure that their brand strategies should be so that can challenge their minds than just basic mental exercise. Mantra is to do things more innovatively and they will be more interested in your brand.

Pragmatists: This generation is very aware of the fact that the marketing agenda of every organization is to sell big aspirations, but marketers need to understand that this generation is far more practical than our predecessors and our generation. Consequently, they are likely to be more liberated and free-spirited than our generations.

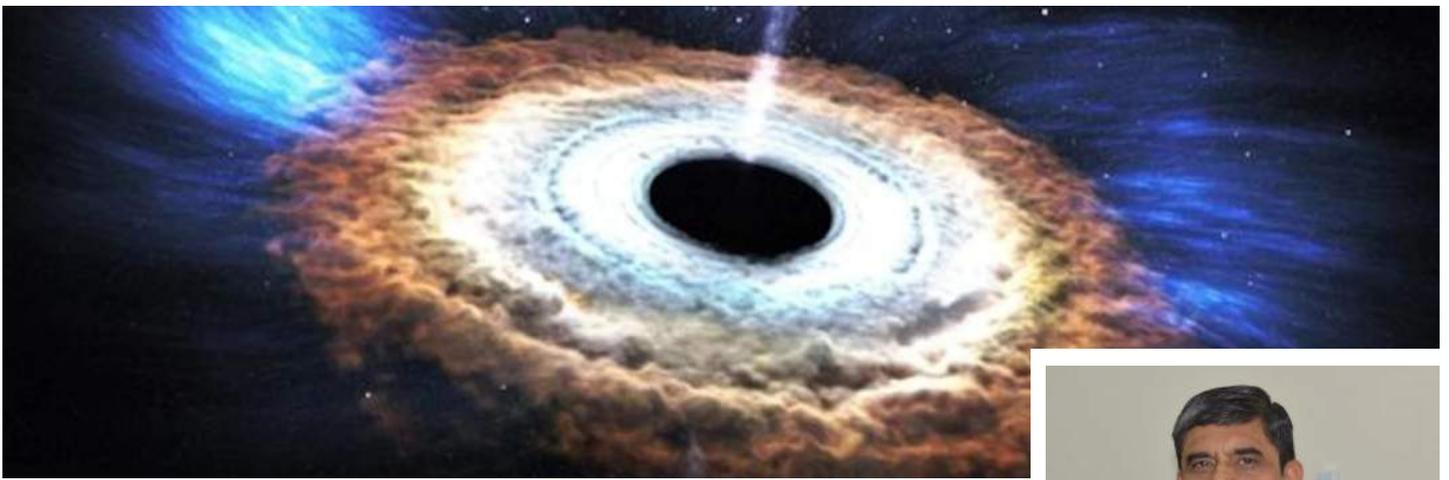
To bring them on board, marketers need to invest in that plan which reflects the real persona of brands than make tempting promises.

More Accountable towards Environmental Issues: This generation is more sensitive to societal and environmental issues. Social responsibility also requires that marketers carefully consider the role that they are playing and could play in terms of social welfare.

Short-lived Attention Span: This generation is overloaded with information from all sides which means that their minds are all occupied, making them have a short-lived attention span of about 8 seconds. Hence, marketing to centennials will mean that the company's message should stick to the KISS approach i.e., Keep It Short and Simple.

Open to Receptive to Change: It would be our age upsetting about machines taking up our job. The new generation knows that robots and AI are to assist humans and not to cause them discomfort. With so many changes happening every single day in the digital world, this generation is ready to accept changes, whether it is for getting themselves ready for Future Jobs or to set up their venture or to adapt themselves to the new technology. For Marketers, it means they need to be ready to adapt themselves to current trends every so often than not.

Although it is too early to foresee the overall behavioural pattern of Gen Z, there are cues that we can take to ensure that brands remain relevant in the market



ABC OF BLACK HOLES



Col. Rajendra Pandey
Registrar (AIMT)

A black hole is a place in space where gravity pull is so much that even light cannot get out. The gravity is so strong because matter has been squeezed into a tiny space. This can happen when a star is dying. As no light can get out, people can't see black holes as they are invisible to us by any direct or indirect methods.

HOW BLACK HOLES ARE FORMED

Black holes are generally formed by the death of massive stars/ galaxies. When such a star has exhausted the internal thermonuclear fuels, in its core at the end of its life, the core becomes unstable and gravitationally collapses inward upon itself, and the star's outer layers are blown away.

WHEN CAN A BODY ACT AS A BLACK HOLE?

In theory, any mass can be compressed sufficiently to form a black hole. The only requirement is that its physical size should be less than the Schwarzschild radius. For example, our Sun would become a black hole, if its mass is

compressed from its present size of 6,96,340 km to 2.5 km. The Schwarzschild radius tells that the gravitational acceleration is on the surface of a black hole, which is also called an event horizon. Put it very simply, when a big star accumulates mass, which is so big that nothing can stop its internal gravity from compressing all the material that makes up the star.

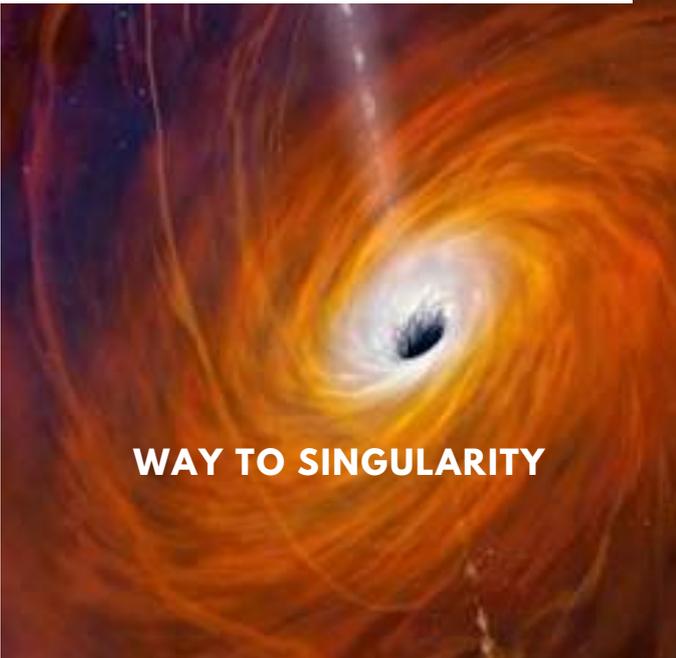
When this happens, the mass density and gravitational force at the center become so strong that all laws of physics as we know cannot explain what happens there anymore and the gravitational field inside becomes so strong that not even light can escape from there and the area becomes dark to obtain any information from there hence is called the 'black or black hole. The separation between the region where we know how things work is called the event horizon, and the region where we don't is called the black hole, and the radius of the black hole is called the Schwarzschild radius.

WHAT IS THE EVENT HORIZON (SCHWARZSCHILD RADIUS) OF A BLACK HOLE

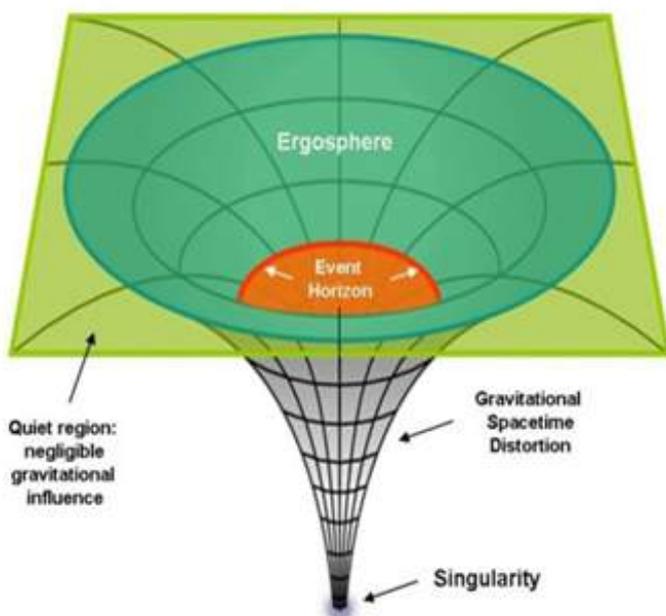
The event horizon is a very important concept when talking about black holes.

In this Schwarzschild radius calculator, we can easily compute where it is located. The event horizon is the point (or a collection of points) in space that divides two areas. The first region of space in which light can still escape the attraction and second from where not even light can escape, hence even light when entering into that zone cannot come out hence area becomes black to us and is called black hole . Because of this effect, the event horizon is usually informally considered as the surface of a black hole. The event horizon in a black hole is also called the Schwarzschild radius .

SIMPLE ARTISTIC REPRESENTATION OF BLACK HOLE



Black Hole Regions



To learn more about escape velocity simply, it is the speed required to get away from the gravitational pull of an object. The event horizon of a black hole divides the points the region of space in which light can still escape the attraction of such a massive object from the points in which nothing, not even light, can resist the pull of the black hole. Because of this effect, the event horizon is usually considered informally as the surface of a black hole. The event horizon in a black hole is also called the Schwarzschild radius, after the name of the physicist who first introduced this concept.

The black hole equation and how to use the Schwarz's child radius calculator. The mathematical representation of same s as under:-

$$g = G * M / r^2$$

The parameters of the black hole equation are:

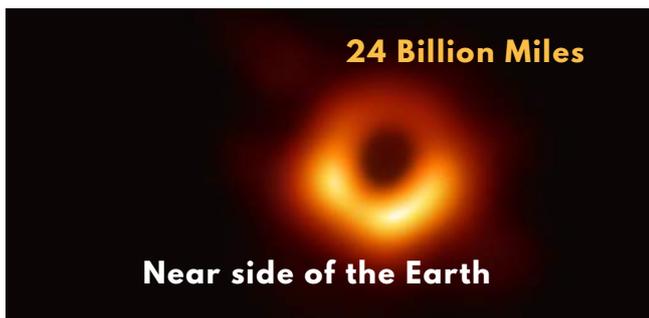
(a) M - Mass of the black hole. Typically a very big number is expressed in thousands of solar masses (at least).

(b) r Schwarzschild radius / event horizon / black hole radius. This parameter is calculated using the same equation as in the escape velocity calculator using the s

speed of light in vacuum and the aforementioned mass to obtain the distance at which the escape velocity is exactly c.

Scientists have obtained the first image of a black hole (which has a size of 24 Billion Miles), using Event Horizon Telescope observations of the centre of the galaxy M87, which is 53.49 million light-years away from the earth and the age of the galaxy is 13.24 billion years. The image shows a bright ring formed as light bends in the intense gravity around a black hole that is 6.5 billion times more massive by scientists at Event Horizon Telescope Collaboration Centre.

FIRST EVER IMAGE OF BLACK HOLE



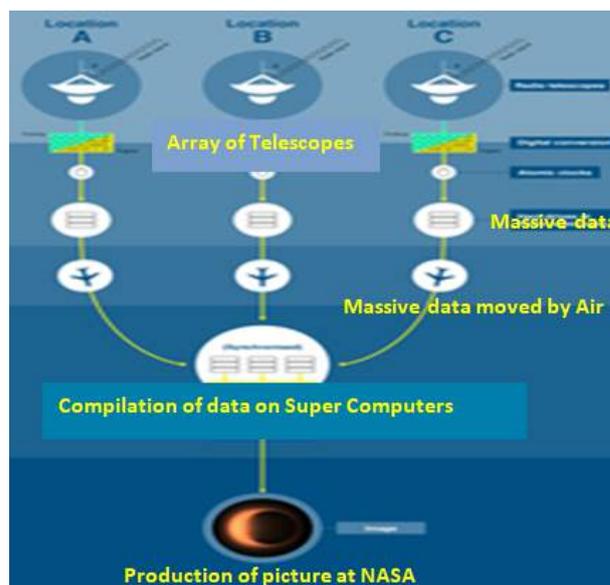
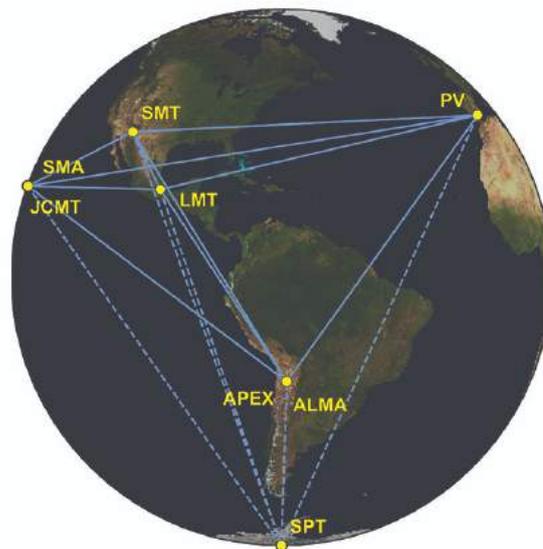
WHAT IS EVENT HORIZON TELESCOPE AND HOW IT WORKS

The Event Horizon Telescope is a global network of synchronized radio observatories that work in unison to observe radio sources associated with black holes with angular resolution comparable to their event horizons.

Thanks to the precise coordination of a worldwide telescope network. The picture is showing shadow of the light from hot gas just outside the black hole, which whirls around the invisible beauty called the black hole. Total seven observatories with an array of telescopes (Radio telescope, Astronomical interferometer, Very Long Baseline Interferometry and Astronomical radio source) at seven different geographical locations around the globe formed a wide range of virtual telescopes with aperture as big as the radius of the earth to get this picture.

So the question is what are black holes? Black holes are regions of space with so much matter and energy in such a small volume that it creates an event horizon. An event horizon is a boundary from where anything outside of it, can still escape if it moves or accelerates quickly enough, but anything that crosses the event horizon will be drawn into the central singularity regardless of what it does or how quickly it

THE COLLECTION AND MOVEMENT OF DATA IS SHOWN IN THE PICTURES



moves, from inside a black hole's event horizon, even light which moves at the fastest speed in the Universe, cannot escape. This sets up an interesting conundrum that is black holes actually black? The answer is yes, black holes are extremely black, perhaps the blackest things in the entire Universe. Yes, there can be a matter outside of black holes that emit light, but that's not coming from the black hole itself. The only thing that prevents black holes from being perfectly or completely black body, is the laws of quantum physics which state that nothing can be perfect black body.

बच्चों की परवरिश



डा० मुहम्मद यासीन खान
असिस्टेंट प्रोफेसर

माँ-बाप के नाम एक पैगाम याद रखें

जिस बच्चे का मज़ाक उड़ाया जाता है वह बुजदिल बन जाता है ।
जिस बच्चे पर एतबार नहीं किया जाता है वह धोखा देना जान जाता है ।
जिस बच्चे की आलोचना की जाती है वह कोशिश करना छोड़ देता है ।
जिस बच्चे की तारीफ़ नहीं की जाती वह अच्छी बातों को पसंद नहीं करता ।
जिस बच्चे को मारपीट का सामना करना पड़ता है उसकी सलाहियतें दब जाती है ।

बच्चों के नाम एक पैगाम
याद रखें

माँ अपने बच्चे को इसलिए डांटती है क्योंकि वह किसी और को डाँटते नहीं देख सकती ।
बाप परिवार की हिम्मत है एक विश्वास है, जो बाहर से सख्त और अंदर से नरम है ।
ज़िन्दगी भर एक पैर पर दौड़ता है बाप, ताकि आप अपने पैरों पे खड़े हो सकें ।
आपके शौक माँ बाप की मेहनत से पूरे होते हैं ।
माँ बाप और गुरु खुदा की नेमत हैं, खुशनसीब हैं आप कि ये दौलत आपने पाई है ।
किसी की मदद करते वक़्त उसके चेहरे की तरफ न देखो, वरना दिल में गुरूर आ सकता है ।

मुश्किल राहों में भी आसान सफ़र लगता है
शायद यह मेरी माँ की दुआओं का असर लगता है ।

CHANGE IS THE ONLY CONSTANT

A Story of building a Kingdom into an Empire

Heraclitus, a Greek philosopher, said the statement, "**Change is the only constant**" centuries ago and it still holds the same eminence or to say even more eminence in today's era.

If we look at humanity, it is changing that has led to the shift from one civilization to the other. From the time we are born till we stop learning, there is a constant quest to change for the better.

There is a saying that, "**Movement should not be confused with Development**".

Change is not a mere movement from the current state of knowledge or action to a new state. Rather it is to an aimed state. Michael Jeffreys beautifully quotes it, "Another word for life is Change. Two words for suffering are ` `Resisting Change".

History is full of examples of business empires that crumble down to ashes because they did not change with time.

When we look around in the present business realm, Reliance Industry Limited has become an epitome of perfectly timed and channelized change.

With one disruption after the other, there is certainly a paradigm shift from the traditional ideology. Rapid and robust change adoption and successful change management are shaping the future in this challenging and uncertain time due to COVID-19. The need for "change" has not been more pertinent than what it is in the current socio-economic environment.

Henceforth, presenting how RIL is on a meteoric rise by making the right changes, at the right time and a sneak peek into the future path of RIL.

Data is the new oil. Retail is the new engine. And digital currency will be the new wheel. RIL has built this profound profit churning vehicle over the recent years. From polyester to oil, oil to entertainment, entertainment to retail, retail to telecom and now telecom to e-commerce or e-retail. Next, will it be e-retail to digital currency?

RIL has disrupted the new normal. With whichever sector its name is associated with, the prevailing players in the market have no other option than to grin and bear it. Jio Platforms Ltd (JPL), the subsidiary of all the digital and mobility businesses of RIL, is valued at an enterprise value of Rs 5.16 lakh crore, and in a span of fewer than 4 years, it has built a customer base of around 390 million Indians. The profit from Jio Info comm stood at ₹ 2,964 Cr in FY'19 to ₹ 5,562 Cr in FY'20, an increase of a whopping 88%. With such a stupendous performance, it is clear that Reliance understands the pulse of the Indian consumer.

If we look at the investment pattern of Reliance over the past three years, the prominence of digital platforms is evident.



Abhinav Vashistha
MBA 15 (Alumni)

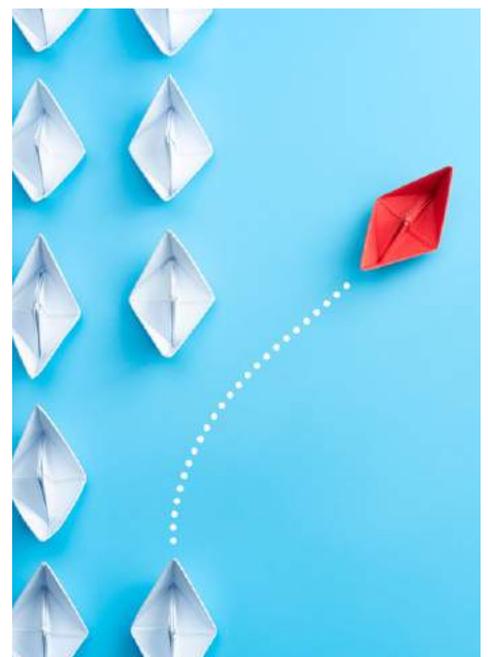
According to a Morgan Stanley Research report, of the \$3 billion invested for acquisitions across verticals, RIL has put in \$566 million in media and education, \$194 million in retail, \$1.2 billion in telecom and internet firms, \$100 million in digital platforms and \$391 in the chemicals and energy space. This indicates Reliance's inclination towards the consumer and digital market. Mr Ambani has discerned that the future lies in digital and sustainable technology. Thus, it is divesting its oil to chemicals business and ingesting that amount into Jio Platforms Ltd. The Saudi Aramco deal of USD 15 Billion for the O2C division is one of the biggest examples of it.

Since its inception, RIL has transformed into a conglomerate with businesses spanning over 10 different domains. And the latest addition is of JioMart, the online-to-offline (O2O) customer-Kirana linking platform. This is in line with Reliance's "New Commerce Plan" which was announced during its 42nd AGM in 2019. By stepping into the O2O retail with JioMart, Reliance is leveraging its Jio platform. With a wide array of investments in JPL, Jio Platforms is now more valuable than all other businesses of RIL put together. Despite the economic slump due to Covid- 19, there have been a series of investments in Jio Platforms.

Jio Platforms has raised Rs 97,885.65 crore from leading global investors including Facebook, Silver Lake, Vista Equity Partners, General Atlantic, KKR, Mubadala, and ADIA in less than seven weeks. All these deals reflect Reliance's commitment towards making RIL debt-free by March 2021, a change from the traditional ideal debt-equity ratio to being completely debt-free.

For RIL the next big step will be on the shoulder of the JioMart platform, to bring digital currency into the Indian market. For this, Reliance might come with its digital currency or it might strengthen its partnership with Facebook to bring libra in the Indian market. As far as the regulations are considered RIL is known to tweak them. Though there is no clear indication about the digital currency venture from Reliance's end, it is something that is on Reliance's long-term agenda. And sooner or later, Reliance will be the first organization to come with it. What is commendable here is Reliance's sheer vision and the well-mapped action plans to drive change. With the winds blowing in Reliance's favour, will this atmanirbhar conglomerate chart another success story with this digital currency that will be worth looking at.

One thing that is crystal clear from RIL's example is that if one is open to change then an empire can be built from a kingdom. Change is the only constant as change is the only growth path. Change can only come through constant learning and by making change an inevitable part of our life, we make learning inevitable. Learn, change and grow is the real mantra to ace in the race.





THE CREATIVE POD

"To earn the best interest, Invest in Knowledge.

Polishing the gems and bringing out the best in them, increasing their knowledge and help forming views !! Knowledge is power. Information is liberating. Education is the premise of progress, in every society, in every family."

Kofi Annon

EXPERIENCE WITH ONLINE CLASSES DURING THE TIMES OF PANDEMIC



Poshecka Kumar
MBA 16

The pandemic turned tables on all the students across the globe switching life from college, hostels, books and cafeteria to laptop & online learning in a snap. Little did we know, classes would happen right from the favourite spot in our rooms, suddenly we realized we could do a lot – courses, podcasts, lectures & whatnot. While the pandemic shut on us the doors of contact learning, it also did force us to explore the unfathomable amount of knowledge & information available all over the net. A new era of video conferencing dawned upon us, so while the world was adjusting to sanitisers and masks, students were embracing the new virtual life.

Like every new change, it began with a lot of teething problems – new technology, new interfaces, internet connectivity & compatibility. Every day, every student across the world would find just the right spot to avoid disturbance and deal with “what if my dog just decided to bark when I was on unmute?” Eventually, everything settled, online classes became a part of life as much as masks. We had suddenly shifted from the structured environment of learning we were used to and put in a new environment that offered much more at once. The online environment offered us unprecedented opportunities, compared to contact classes where we otherwise had limited access to resources in the classroom. It lets us learn, unlearn and relearn at a much faster pace than going back and referring to notes written in class. It also offered a new paradigm in which dynamic courses of the highest quality were being made available to us. At the same time, none of us was prepared for such a change. Who would not miss going to college, who would want to complete their education in isolation? Screen time had suddenly increased and the student community realized what coders felt like sitting in front of their screens all day, suddenly we wanted to shut down our laptops and go back to college. Concentration takes a toll on us while we operate from home, how does one manage to not smell the mouth-watering food being cooked and still focus on the class going on at 1330 hrs? Surrounded by wires all through the day, we would long to leave the screens after 1630 hrs. Is it why they say, you value things when you don't have them anymore? We've finally reached a stage where none of us would complain about waking up at 8:00 and going to college, none of us would crib for holidays once back to college and none of us would find excuses to miss classes anymore. So when all of this goes back to normal, college is going to receive love in abundance for sure. For those who want to miss classes anymore – CONTACT CLASSES. On a whole, even though we would love to rush back to college given a chance, but the positives of online classes outweigh its downside, online learning was the most productive way out to the problem – we were safe at our homes, learning at our own pace, making the most of the time and eventually growing as intellectuals and not just educated beings.

CORONAVIRUS COULD CREATE A 'BANKRUPTCY PANDEMIC'

The disruption by the pandemic and its impact on the business is axiomatic, the shift in business models and shift from traditional to a digital platform has enabled individuals to adapt to the testing time as this pandemic. This coronavirus has however created a repel effect on the other domains of business and demolished organizations from the roots as well. Big firms have suffered losses and big layoffs. Its impact on the financial sector has proved fatal for companies.



Animesh Singh
MBA 16

The pandemic briefly shutting numerous organizations and smothering purchaser requests, entire ventures, particularly those that as of late utilized their monetary records to exploit almost zero loan costs, are seeing their benefits vanish practically, for the time being, leaving too little income to cover obligation instalments owed to banks. This could set up the ideal tempest for a tremendous influx of liquidations in the many months ahead. "There is a reasonable likelihood that we could surely observe a 'pandemic' of liquidation filings sooner rather than later,". The pandemic similarity is especially notable, in that if the quantity of new filings is adequately high, chapter 11 courts, similar to medical clinics treating COVID-19 patients, could be overpowered.

As indicated by the worldwide overview by CFA Institute, 42 percent of Asia Pacific respondents foresee huge scope liquidations, while 50% expect that the emergency may incite developing dishonest conduct in the speculation of the board business (against a worldwide reaction of 45 per cent).

What makes the current monetary emergency interesting is that the financial mischief brought about by constrained closures is being felt by wide areas of the economy and the populace—enormous public organizations no doubt, yet additionally little and medium-sized organizations, singular family units, and urban communities and states. And these substances can on a basic level declare financial insolvency insurance. Be that as it may, every such case, regardless of whether corporate, individual, or civil insolvencies, are handled through a similar United States Bankruptcy Court framework, and are directed by a similar pool of government liquidation judges, who at a present number around 350 as it were.

The liquidation cycle likewise requires the dynamic interest of gifted lawful and monetary experts, who are additionally accessible in just restricted amounts.

It found that nearly 80% of respondents figure any recuperation would be moderate or stale in the present moment before getting to the end in the medium term. Is a hopeless situation inescapable? Hopefully, various things could happen to "level the bend" and decrease the quantity of chapter 11 filings, at any rate by enough to permit the current framework to work successfully. Enormous budgetary help accessible to bothered organizations under the CARES Act and different as of late established Federal Reserve projects may, if appropriately coordinated, permit noteworthy quantities of organizations to evade insolvency.

There are additionally enormous measures of private part capital possibly accessible to help organizations out of luck. Bank asset reports are commonly stable, and mutual funds that work in putting resources into upset organizations and private value firms have billions of dollars of investible money even though whether any of these financial specialists have the hunger to change their capital in the current condition is yet to be resolved. Furthermore, a successful fix or immunization for the infection could be discovered, energizing a quicker than-anticipated financial recuperation.

Will any of these positive improvements appear?

The truth of the matter is, determining the number of insolvencies presents similar demonstrating difficulties as gauging the number of COVID-19 cases. Without any such help, it might be important to put resources into extending the limit of the chapter 11 courts to set them up to deal with an uncommon volume of new cases, should the most pessimistic scenario happen. During this cycle which ordinarily may last a couple of years for an enormous trade on an open market organization, (albeit a lot quicker prepackaged or renegotiated liquidations are now and again conceivable) lenders are incidentally held under control, and can't practice cures regularly accessible to them when there is a default, for example, bringing in credits or holding onto organization resources.

If this is a valid supposition, at that point it's to everybody's greatest advantage to discover a shared view on an arrangement that rebuilds the organization's obligations and permits the business to proceed. Even though banks will normally be approached to make some monetary penances, for example, tolerating a decrease in what they are owed, standing by longer to be reimbursed or trading their obligation for organization stock, they will, in any case, get more an incentive than they would have had the business been closed down. Any lender may start obligation implementation procedures against a Swiss organization for unpaid obligations. To start an implementation method, the lender should initially finish a conventional solicitation for the requirement (a standard structure got from the obligation authorization workplaces) and send it to the able obligation authorization office. On receipt of the proper solicitation, the workplace will serve the indebted person with a summons to pay.

On the off chance that the indebted person doesn't have a problem with the request to pay, or if such a complaint is put aside in rundown or standard legitimate procedures, the requirement procedures may proceed and the account holder will, in the end, be pronounced bankrupt by the court at a court hearing. The court may concede the liquidation administering in line with the top managerial staff or a leaser if the organization's rebuilding gives off an impression of being conceivable. The borrower may likewise propose a plan with the lenders (i.e., creation arrangement) and solicit a ban.

In certain uncommon conditions, a leaser may document a request for sure-fire insolvency without experiencing the entire implementation measure (quick track liquidation application). The loan boss must set up that the organization is no longer in a situation to have the option to make instalments to lenders and has stopped doing as such. Be that as it may, this is a high limit. It is inadequate to just express that the organization has income issues or that one lender has not been paid.

Insolvency by the appeal of the organization sheets of chiefs must persistently screen the organization's budgetary circumstance and take certain measures on the off chance that it gets into money-related challenges. On the off chance that the break accounting report shows that the cases of the organization's loan bosses are not secured by its advantages, the governing body must inform the liquidation court, except if certain lenders are eager to subordinate their cases. That is the only way out and a solution for the world to deal with this bankruptcy crisis. Testing times like these ensure that economical changes are made to survive and grow in times to come.

CULTIVATING SELF LOVE



“We can never obtain peace in the outer world until we make peace with ourselves.” – Dalai Lama

Quick question, why is self-love so important? self-love might sound like a luxury rather than a necessity, which is often moulded as having too much time in hand. But the truth is that it is equally crucial to those of us who work too hard and who are constantly striving to surpass ourselves. It is only when you start including a portion of self-love in your meal, you are taking proper nutrients. Self-love and -compassion are key for mental health and well-being, keeping depression and anxiety at bay. And with strong mental health, you can move mountains.

It is not only the urge to strive for perfection that would keep self-love at the backbench but some other factors also, your surroundings, your schedule, your social life, self-doubting and many more. It would not be unfair if we say self-love is an essential skill, it's only when you are happy that you can spread happiness.



Bhawana Bisht
MBA 16

There is a famous saying, **“You can't pour from an empty cup”** which illuminates the path of self-awareness, self-love and indeed self-upliftment. And once you respect yourself and accept yourself the way you are, you can then start the journey of making changes to this big world. Self-love is not selfish; you can't truly love another until you know how to love yourself. If you are adding value to your life without hampering anyone else's peace of mind, it's worth it.

Take small baby steps to start this much-needed journey of self-love. Firstly, acknowledge what is toxic for you, or if something is destroying your peace of mind. It's only when you accept the problem, that you can work upon it. Secondly, you should try to resist self-doubting yourself now and then. Try taking criticism in a positive manner rather than taking them as a big embarrassment. Life doesn't stop, nor should we. Thirdly, try cultivating much-awaited self-compassion, spend some quality time doing things that you like. It could be having a walk in nature, listening to music or even some irreplaceable family time. No matter how busy or occupied you are, try taking out a minimum of 15 mins for yourself every day. Acknowledge the blessings you have in your life, develop a sense of belongingness for yourself, reach out to your family & friends, if needed and having a pet in such a case, is always a jackpot!



ESSENCE OF LIFE



Anoop Kumar
MBA 17

Passion and audacity are vital for any great work. When you live out of passion, magic does happen in life. You may have to struggle a lot to be able to do that, but struggles build strength, and you emerge a winner all the way. Possess a positive attitude and thoughts, believe you can do it and live out of your passion fearlessly. People add beauty to the world when they are true to themselves. Honesty with oneself is a wonderful way to contribute to a Happy World. You need to say what you think and believe, always and every time, even if it is not the popular opinion!

Follow your heart and do what you want to do, and think is right, fearlessly. Possess a positive attitude and thoughts, Say, and do what you believe is right, never be scared, start afresh, make the most of the time you have. Positivity is the real essence that brings faith, trust and happiness in life. No matter where you are, always believe that there is light at the end of the tunnel. Accept things with love and understanding. Do the best you can, to control the circumstances, without expecting, assuming or demanding.

What you do is well within your control whereas the results are surely not. Learn to accept the results, whatever they are, believe in yourself and the perfect designs of the Creator, possess a positive attitude and thoughts. We belong to a world where there are many differences, of all kinds, among people which may ruin relationships and weaken societies. Two things that will strengthen our relationships and our society are an Open Mind and Respectful Communication. Remember, the success of communication, both interpersonal and intra-personal, is the responsibility of the communicator and when it is handled with utmost care, respect, and responsibility it will surely succeed. Possess positive attitude and thoughts, talk things out in a respectable manner by giving due to the emotions of the other person.

There can be no sunrise without a sunset. Having a life of successes and successes alone is not possible. Failures too will find their imprints, in life, no matter what you do! A failure or a setback cannot and must not decide the fate of your entire life. Be brave and fearless, do anything that you take up with passion, do not allow an occasional failure to derail you from your journey to abundance, brave the showers and experience the rainbow, Never Give up. We have to encounter events every day in the life, and every event that we encounter, howsoever small or trivial it may seem, offers unlimited learning opportunities and possibilities. It is entirely up to us to discover its inherent wisdom or otherwise. If we learn from it, it becomes an experience and our maturity level enhances, and if we don't it just goes by worthlessly. Possess a positive attitude and thoughts, face every event with maturity, unearth its intrinsic erudition, learn and draw positive lessons out of it.

The 4 DAY WORKING SCHEDULE



With the introduction of new labour laws by the Indian government, is new initiative regarding employee working hours has been introduced. The proposed new labour codes would give the industry the freedom of four working days a week while keeping the weekly working hours limit of 48 hours intact. Therefore, the working hours could be broken into 12-hour shifts for four days a week, with an added bonus of three days off.

Many of the countries across the world have already experimented with this model, as well as it seems to be the need of

the hour because the second wave of the COVID pandemic had hit us hard.

Working for 12 hours will reduce the weekly travel time of a person and avoid the possibility of getting infected, especially those who use public transport for commuting. The remaining 3 days could be called a curfew and it would further help in reducing the spread of mass infection. This way we won't be exceeding the 48-hour cap set by the International Labour Organization (ILO).

Microsoft Japan tested this working schedule in August 2019 and saw some remarkable results. They saw that the productivity of the employees increased by 40%, the company could save up to 23% in electricity bills and a reduction of 59% was seen in page printing.

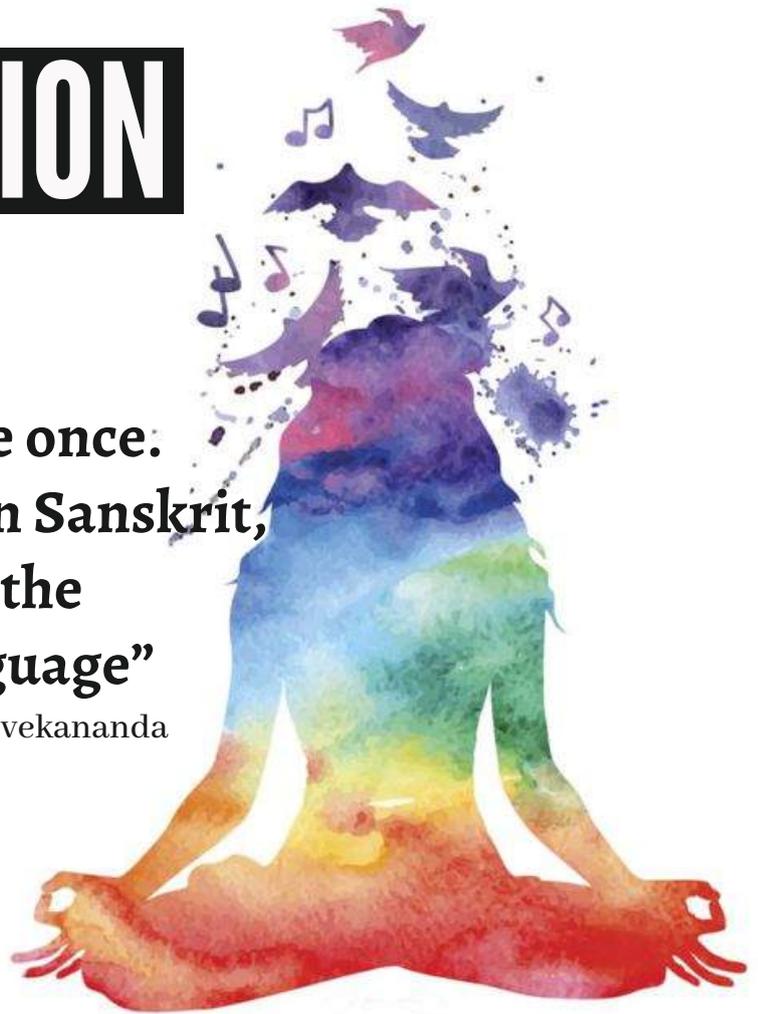
Though there are multiple pros to this policy there are some cons as well. In India, the 8 Hour working time limit never stays within that time frame and there is an unofficial extension of working hours almost in all organizations. The push for completing the overburdened workload targets is hampering the mental health of people not just in India but across the world. Sectors like real estate which runs on manual labour may face additional stress physically as well as IT firms, banks and other sectors may get mentally stressed with overexposure to digital technology which is integrated into almost all sectors today. The repercussions and the benefits of the policy must be balanced out to create a better version of this policy.

SAFFRONISATION OF SANSKRIT

**“God spoke once.
He spoke in Sanskrit,
and that is the
divine language”**

-Swami Vivekananda

In India's ancient culture, Sanskrit was accepted to be an eternal language, truly existing in the deepest domains of the universe – a language whose segments comprise the structure squares of creation. The hymns of the Veda – which are the principal records of the Sanskrit language – were viewed as the wellspring of the whole show universe. The importance of the word Veda is information, which meant that the Sanskrit psalms of the Veda are the outflow of the entirety of nature's knowledge – a statement of the unmanifest insight existing past all matter and energy in the earlier stage of the Cosmic Consciousness field. Sanskrit has always been the primordial and religious language of Hinduism. Sanskrit had influenced itself as a means of transmission between the Hindu celestial gods and became the pivotal and primary language of Indo-Aryans. Sanskrit is also known as DEVA-VANI (the language of gods or devas). The divinity of the language lies in its purity as it has been credited that it was introduced by Brahma who then passed it on to the Rishis or sages. The purity of this language has been delineated flawlessly in the Rig Veda, which is also symbolized by being known as Vedic Sanskrit.



HISTORY

Sanskrit Literature began with the spoken or hymn writing of the Vedas from circa 1500 BC and proceeded with the oral custom of the Sanskrit Epics of Iron Age India, the time frame after the Bronze Age started, around 1200 BCE. Around 1000 BCE, Vedic Sanskrit started to progress from a first language to the second language of religion and learning. Around 500 BCE, the ancient researcher Panini normalized the sentence structure of Vedic Sanskrit, including 3,959 principles of punctuation, semantics, and morphology (the investigation of words and how they are shaped and identify with one another). Panini's Astadhyayi is the most significant of the enduring writings of Vyakarana, the phonetic examination of Sanskrit, comprising of eight sections spreading out his principles and their sources. Through this normalization, Panini made what is currently known as Classical Sanskrit. Sanskrit's supremacy, status, and its place in the Indian

Culture has been recognized and identified in the 8th Schedule of the Indian Constitution.

As mentioned before Sanskrit supremacy has been visualized by many scholars as most of the words of English had been taken from Sanskrit itself, such as Mātṛ became mother, Pitṛ became father, etc. The pedigree of the Vedic Sanskrit in the Indo-European dialects was or are the Nuristani languages found in the far-off Hindu Kush region of northeastern Afghanistan and the northwestern Himalayas. The sanctification of the Sanskrit language is attributed to Panini along with Patanjali's Mahabhasya and Katyayana's editorial. The Vedic Sanskrit is mainly found in the Vedas religious texts, particularly the Rig Veda, Puranas, and the Upanishads.

ANNIHILATION OF SANSKRIT

Before discussing why Sanskrit vanished, one should consider what has taken over Sanskrit as one of the prominent languages. On the off chance that the measurement is the familiarization of the communication in the language and historians argued that Sanskrit was rarely truly alive as it is because, for centuries, Sanskrit has been solely utilized for scholarly, literary, or religious discourse rather than being a symbol of high status in this millennial universe like English also considered as the Universal language. Rivalled with the blend of spoken tradition and knowledge production, one can identify three key socio-political factors that seem to have led to the death of Sanskrit.

The primary factor is the decay of Sanskrit's literary creation. Since its top in twelfth-century Kashmir, Sanskrit writing has encountered a stagnation of not only style and substance, but also in its quantity.

The subsequent factor is the ascend of competitive vernaculars, to construe which, it might end up being helpful to draw a

correlation with the demise of Latin. One can consider Sanskrit the Grammatica and the vernaculars as Idioma.

Third, the very restrictiveness that gave Sanskrit its glory as a language of culture prompted its death, and the dialects of the majority won out. Today, although Sanskrit is intrinsically perceived as a booked language, which implies that the public authority is ordered to advance and build up the language, expanding subsidizing has not had the option to stop the decrease in grants. Sanskrit has not been involved in a critical part in post-pioneer society.

REJUVENATION OF SANSKRIT

The revival of Sanskrit is taking part in many countries across the world as it has been pointed out before that Sanskrit was a language used by the Indo-Aryan branch of the Indo-European languages. The revival of the Sanskrit language has been the responsibility of many countries not only of India but also of Australia, Germany, the United Kingdom, the United States of America, and many European countries. There have been many movements in India by past and current governments and organizations which have taken an initiative to rejuvenate Sanskrit as a language. An Indian organization, Indian Council for Cultural Relations (ICCR) has allured many scholars to produce their work in Sanskrit to contribute towards teaching, writing, studying, and research by recognizing their work by giving them the "World Sanskrit Award".

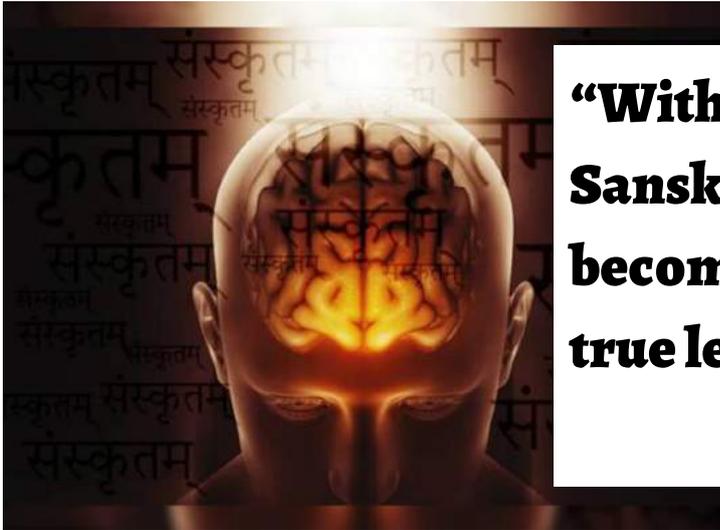
Simultaneously, Samskrita Bharati is also an organization that is a non-profit organization that works for the revival of Sanskrit as a language. The Indian Parliament passed a Central Universities Sanskrit bill on March 2020, where it has integrated Rashtriya Sanskrit Sansthan

from being deemed to be university footing to a Central University status along with 2 other universities such as Shri Lal Bahadur Shastri National Sanskrit University and National Sanskrit University to disseminate knowledge about Sanskrit as our language and also to rival its importance by promoting it through the millennials. The University will be offering various integrated courses such as BEd, B.A., M.A., Ph.D. along with a distance learning course in Sanskrit. The main role for the rejuvenation of Sanskrit as a language has been a stern initiative of the Government by introducing schemes such as the Shastra Chudamani Scheme which avails the retired eminent

Sanskrit scholars to teach and train the young scholars in a different regimen of Sanskrit learning. The government has also executed "ASHTAADASHI" which contains 18 activities for supporting Sanskrit as a language and double its growth inside the minds of the youths. To encourage the Sanskrit scholars to come out and impart their surfeit knowledge the government has also introduced Presidential awards to 16 senior scholars and five youth scholars every year. These initiatives taken by the government is not sufficient as people with a love for language should come out with the thesis of their own.

Siddhant Pant

MBA17



“Without the study of Sanskrit, one cannot become a true Indian and a true learned man”-

Mahatma Gandhi

RESURGE IN COVID CASES

AND ECONOMIC

RECOVERY



Sahil Payla
MBA 17

Last fiscal year, FY 2020-21 was no less than a roller coaster ride for India's economy, witnessing nationwide partial and complete lockdowns, curfews and increase in unemployment with no projections of the economy returning to the 2019-20 levels of GDP even in FY 2021-22.

However, with the easing of lockdown restrictions, these projections were revised favourably in late 2020. Just when there was growing optimism over India's economic rebound, when the IMF upgraded India's GDP forecast for FY 21-22 to 12.5%, the second Covid-19 wave came as a rude shock to businesses and consumers alike. India's daily new cases have been hitting higher peaks every day, with the country contributing almost 20% to the global tally of fresh daily cases. The situation is worse than last year's peak situation where the only sigh of relief is India's access to vaccines now.

India's Economic Recovery

Factors Facilitating the Growth

The gross tax collections are estimated to have touched ₹20.16 lakh crore (₹20.16

Trillion), up ₹1.2 lakh crore from the revised estimates detailed in the Union Budget a few months ago.

The Centre's indirect tax collections have touched ₹10.71 lakh crore in 2020-21, even higher than the collections in 2019-20.

Indicators like the Purchasing Managers' Index (PMI), tractor & two-wheeler sales, Goods and Services Tax collection, E-way bills, and rail freight traffic showed sustained growth in 2021.

The exports figures have also seen a huge jump standing at 31 billion dollars.

Impacts of Resurging Covid Cases and Consequent Lockdowns

As per NIBRI

The Nomura India Business Resumption Index (NIBRI), the Highest Week-on-Week Decline is a weekly tracker of the pace of normalisation of economic activity.

The reason for this downfall is mainly the second wave of Covid-19.

City-wise Impact

States like Maharashtra, Madhya Pradesh, Punjab, and Chhattisgarh, which are witnessing the highest surge in COVID-19 cases, account for over 30% of India's GDP.

Contraction in Industrial Output

The Index of Industrial Production (IIP) has witnessed the sharpest contraction in February 2021 (since August 2020), at the rate of 3.6%.

The recent spike in Covid-19 cases has raised concerns over the economic recovery, especially with the imposition of harsher restrictions on activities now being a possibility.

The restrictions currently being imposed such as night curfews and weekend lockdowns are economically less painful. However, if the situation worsens, harsher measures cannot be ruled out.

Manufacturing and Other Sectors

While manufacturing may not be directly hit due to partial lockdowns, the impact on the contact services sectors like hospitality, travel and tourism will have a multiplier effect, as these sectors have strong backward linkages with other sectors of the economy.

Way Forward

Significant Role of Vaccines

The only effective way to safeguard the economy from another massive disruption is to relax both demand and supply for vaccines.

More than 10 crore shots have been administered so far, however, it accounts for only 8% of the country's population that has received at least one shot, the US and the UK, in contrast, have vaccinated close to 50% of their total population.

Vaccination is a key element in controlling the second wave of Covid-19, but a shortage of vaccines could slow the progress of vaccine rollout.

Therefore, the government may now increase the reach of the vaccines and make the eligibility criteria for vaccination more expansive.

Reducing the Tax Levies

The RBI, which has been stridently seeking a reduction in the tax levies, foresees inflation averaging 5.2% in the April-June quarter. The price pressures are unlikely to ease significantly in the near term unless the Centre and the States bite the bullet by agreeing to forgo some near-term revenue from petroproducts and reduce fuel taxes.

Role of Policy Makers

More efforts and better policies are needed on the part of Policymakers, to nurse back demand and this must be done without letting quickening inflation undermine purchasing power and overall economic stability. Moreover, policymakers should not lose sight of the fact that India is better equipped to fight the virus compared to last year. At this juncture, the primary objective of governments, both at the Centre and states, should be to ramp up the vaccination drive.

Expenditures as Proposed in the Union Budget

The support from the rebound in global growth and implementation of the Union Budget's proposed capital expenditures will reinforce India's economic revival. Moreover, the agricultural growth and rural demand have been quite robust until now, which is also expected to support growth.

Conclusion

If the choice between flattening the Covid-19 curve and economic hardship was difficult last year, it will be even more difficult this year, as businesses and workers are still nursing the wounds of the first lockdown.

The second wave has coincided with the beginning of the new fiscal year which means that even the conservative revenue targets in the Budget could be jeopardised. Throughout these difficult circumstances, India's only silver lining is the availability of the Vaccines and its ongoing Vaccination Drive, whose advantage must be taken to the fullest.

EVOLUTION OF SOCIAL MEDIA AND PRODUCT VISIBILITY



Nikita Kadian
MBA 17

Brand visibility to the valued customers is as important as its production.

The golden mantra of **“JO DIKHTA HAI WO BIKTA HAI”** is the key of marketing. In the olden days when social media was not prevalent, brands were made visible by displaying on roadsides, trade fairs, free distribution to people, special offers, exhibitions etc. A famous example of how tea and coffee got prevalent in India is a treat to research.



In the 19th century, tea and coffee were only restricted to royal class society, especially English. In the year 1865, a massive drive of product visibility to the normal household was undertaken by tea estate companies, largely English owners of tea estates, to distribute tea free of cost and collect feedback on a weekly basis. As a result, tea became a part of the normal household and healthy village products like buttermilk, cow milk etc got second place. As a result, a boost to tea products took place and people bought them at high rates as free distribution was stopped at a later stage. This happened much before, Alexander Graham Bell had invented the Telephone in June 1875 and no social media was prevalent.

Evolution of Social Media

A decade ago, social media was largely uncharted territory essentially free digital

REal estate for anyone to claim. Businesses that were on social media had a focus on narrow goals, such as obtaining more followers and growing their network or simply just keeping their online profiles up-to-date. One of the most amazing things about social media is how much it has evolved in such a quick time frame. Something that barely existed a decade ago has become an inescapable necessity. One of the easiest ways to track this evolution is through the metrics used to measure marketing success over the years. It doesn't matter if you run a small local shop or a big national company. Social media is an essential piece of your business marketing strategy. Social platforms help you connect with your customers, increase awareness about your brand, and boost your leads and sales. With more than three billion people around the world using social media every month, the users and engagement on major platforms just keep on increasing.



Immense potential.

Social media provides immense potential for businesses because consumers habitually log on to it daily and are exposed to companies. It also presents huge challenges for businesses, however, because it is an ever-changing space that is extremely noisy and crowded. A large per cent of social media marketers believe social media positively influences their company's revenue and sales.

The five most valuable social media platforms are as follows-

- (a) Facebook (89 per cent)
- (b) LinkedIn (83 percent)
- (c) YouTube (81 per cent)
- (d) Twitter (80 per cent)

Social media a powerful communication medium.

Social media is a powerful communication medium, widespread over cities as well as remote areas. Digital transformation has not only influenced businesses and made the world more accessible, but it has also changed the way we communicate. It has had a long-lasting impact on the way people communicate and has now become an integral part of their lives. For instance, WhatsApp has redefined the culture of lms (instant messaging) and taken it to a whole new level. Today, you can text anyone across the globe as long as you have an internet connection. This transformation has not only been brought about by WhatsApp but also Facebook, Twitter, Linked In and Instagram. The importance of social media in communication is a constant topic of discussion. It has increased awareness among people about what is happening in other parts of the world. A perfect example of social media's reach can be seen in the way the story about the Amazon Rainforest fire spread. It started with a single post and soon presented on everyone's newsfeed across different social media platforms. Today, businesses rely on social media to create brand awareness as well as to promote and sell their products.

Ease of life: A powerful tool

The ease of access that social media provides has taken over the traditional methods of shopping, reading the news and even studying. Social media is a crucial section of digital marketing, helping businesses go beyond demographic and geographic boundaries. Some of the powerful tools are as follows: -

(a)Online payments While there was a time when online payments just meant

online banking services, the dynamics have changed today. Social networking platforms like WhatsApp, Grey, Phone pay, Paytm etc. are incorporating options within the application that allows you to transfer money to other people with minimal effort. The only challenge that these new payment systems present is the maintenance of security standards.

(b)Healthcare Social media has changed the way healthcare services are carried out. Rather than physically visiting a doctor for your ailments, you can now speak to a virtual doctor who will suggest medications based on your symptoms. This feature is a blessing to old people, especially during the COVID-19 pandemic lockdown.

(c)Increased civic awareness Social media has changed how we are governed by making the process more transparent. Many leaders across the world have taken to social media to voice their opinions and priority issues, giving people a better understanding of the government they have elected. Virtual courts, corporate conferences online etc were the need of the hour during worldwide lockdown last year.

(d)Disaster management Global warming has affected our planet to the extent that natural calamities make headlines every other day. In the face of this, social media has become a saviour, for example, the safety check feature on Facebook allows you to mark yourself safe in disaster zones, helping your friends and family know that you are safe, in case there is no other medium of communication available.

(e)Social justice Social media has brought people face-to-face with the humanitarian issue. Many social work organizations such as animal welfare and fundraising organizations are also taking to social media to create awareness about the issue of society.

(f)Double-edged weapon At the same time, social media can also be utilised to spread hatred by anti-social elements, especially during uncertainty. So one has to be careful about that also.

Product Visibility



Social media is a very powerful tool for product visibility. If your products are seen on social media, customers will get attached to them and your business will flourish which may be your ultimate aim. The same of the very facts of product visibility are as follows: -

(a) Ensure your display reflects your brand Your visuals should strongly reflect your brand and product identity. Colour-blocking can be a useful tool to grab attention and reflect a brand, as can using simple and bold shapes. According to a recent study, over 75 per cent of global consumers feel that brands should contribute to issues they care about, so if your brand plays a role in a cause or mission beyond everyday operations, allow this to shine through.

(b)Think about your target customer's experience When it comes to driving sales and enhancing product visuals, think about the products in relation to the target customer. Feedback and product improvement based on feedback is very important.

(c)Focus on signage clarity when making your products stand out It has been proven many times that if shoppers cannot find what they are looking for because they are presented with too many options, they will give up rather than push on to make a purchase. With this in mind, always ensure that your products are clearly organized, so shoppers can find them more quickly.

(d)Use retail technology to improve product displays The impact of digital technology and specialist software within the retail space is growing at a phenomenal rate. With this in mind, consider putting retail technology to work to your advantage. There are a lot of solutions, such as ours at Tokonoma, and tools that can increase product visibility and help you get your product noticed.

e)Customer service is key First impressions count and customer interaction in-store needs to be kept at a consistent, high standard. Store associates need to make the customers their number one focus. Whilst their role will probably involve other tasks, such as counting inventory,

(f)Product visibility fundamentals It is within the first few seconds of being in a shop when customers are easily approachable and you can engage with them. Your team will need to be equipped with communication skills, industry knowledge and deep product knowledge to engage the customer properly. Some buyers might prefer to browse without being interrupted but staff should be available to go the extra mile to offer valuable advice and product demonstrations.

Ease of business,

Yes, social media isn't a place to be overly sales, but after all, it's a marketing channel and you need not ignore the opportunity to make sales, should it present itself. Sponsored info on timelines, videos, cross-channel retargeting and shoppable posts are the mainstay of social media. Marketing costs add up, and not every business can afford huge campaigns. But you can get a lot

of value for your dollar with social media advertising. Your business, regardless of size or budget, has an opportunity to grow your audience and reach your objectives through ads on social platforms like Facebook and Instagram.

Provide Support

Social platforms have successfully broken down barriers between companies and their customers. Now, instead of calling a customer service line, many people turn to Facebook or Twitter to solve problems or find information. Develop your reputation as a responsive, caring brand by offering support through social channels. Some of the key issues are as follows:-

- (a) Create a system for tracking customer comments, questions, and complaints on social media.
- (b) Respond as quickly as possible to questions and concerns.
- (c) Go out of your way to be positive and helpful.
- (d) Listen to criticism and make customers feel heard.
- (e) Know when to resolve public conversations in private messages.

Conclusion

Social media has evolved in such a way that a common man cannot avoid it. With free data, free WIFI facilities, an increase of mobile phones, smartphones, social media has a very bright future. Therefore, the importance of social media has to be understood by all. In times to come, the success and failure of any business will depend on how effectively one is able to utilise to powerful tools of social media.

THE PERPLEXED

SAGA OF COVID-19

C OVID-19 (Corona Virus Disease - 2019) was initially considered a normal virus by the whole world including India and hence not much precaution was taken. A virus that causes COVID-19 is in a family of viruses called CORONAVIRIDAE. It all started in 2019 and the wave of this ailment put an end to the new hopes of the new year 2020. Nature has always been the source of life and positivity to humans. Whereas humans disrupted the beauty and significance of nature which someday needed to be knocked back at our doors as KARMA. However, clearly, humans could not micromanage the welcome of the disastrous virus. The first case of this virus was noticed on the 27th of January 2020 in India. A 20-year-old female was presented to the emergency department in the general hospital, Trissur, Kerala with a one-day history of dry cough and sore throat.

People were continuously falling sick by a coronavirus and a series of deaths were reported from every nook and corner of the world. JANTA curfew was imposed by the PM as the first-ever precaution on the 22nd of March 2020.

The relaxation in the lockdown was taken for granted and most people thought that we could live life normally like the pre-covid era. But we were sadly mistaken. The new versions of coronavirus hit back at the world. We can say that we have invited Corona to ruin us. We are exploiting natural resources at a pace that will ensure nothing is for the coming generations. We have accepted plastic as a part and parcel of our life. The ecological balance has been disturbed by human beings.

LET us all hope for positivity and healthy life. Let us fight for the survival of humankind.

“WE ARE NOT THE OWNERS OF THE PLANET EARTH. WE ARE JUST A SMALL MOLECULE OF THIS BEAUTIFUL NATURE CALLED EARTH AND CELESTIAL BODIES WHO SUPPORT LIFE ON EARTH”

HENCE WORLD IS A BEAUTIFUL PLACE, WE MUST PRESERVE IT.

**Titiksha Rana
BBA 01**



POSITIVE THINKING

Meghnandra Dev Sharma
BBA 02

Well, I think we should be grateful that we have a glass and there is something in it. Positive thinking is the best practice to adopt, and mostly it can be made possible through self-talking. Always believe that the best is going to happen no matter what the situation is. This optimism can help us in many ways, first, it makes the mind void of any negativism which helps one in being more focused on the positives and also helps in handling stress or issues in a more constructive way.

Our thoughts both positive and negative, always come back to us. Our feelings always have a boomerang effect, the more the positiveness in our self-talk, the more will be our ability to produce successful results. Also, try staying away from negative people; they emit negative thoughts and vibrations which could get us caught in a pessimistic web. Constantly thinking about positive thoughts is well worth the time.

It releases us from depression and eventually helps in producing an aptitude for a blessed feeling within us.

If you have an issue that is bothering you, address it. Do not let it bother you forever. Deal with it. This may be an apology, letter, establishing connections with others that you have lost contact with or ending a bad relationship. Try to have your favourite passion or hobby in mind, while you are in the midst of resolving these issues. It will make it easier, giving you a refuge from any negative effects and you will feel relieved that you dealt with the problem that had been bothering you. Also thinking and practising positive thoughts constantly can help us lead a healthy stress-free life. Positive thinking and people have a great outlook in life and are much happier, have less anger and are much calmer towards their attitude in their day-to-day dealings.

WOMEN IN COMBAT

I f death strikes me before I prove my blood, I swear I will kill death”

These are the words of our param Vir Chakra awardee, CAPT. MANOJ KUMAR PANDEY (POSTHUMOUS) was martyred during the INDO - PAK WAR of 1999 i.e. OP. VIJAY.

“The Indian Army was formed on 1st April 1895 which was known to be the BRITISH INDIAN ARMY by MANOJ SINGH. Later when the Japanese had captured the British Army in Singapore, also known as the BATTLE or FALL OF SINGAPORE and when the Indian subcontinent was on its path to freedom, a new army known as the INDIAN NATIONAL ARMY (INA) was formed under the leadership of Netaji Subhash Chandra Bose to remove the British rule from India.

So, the BRITISH FREE INDIAN ARMY was formed in August 1942.

Since then, women along with men have been an integral part of the forces. All the wings of the Indian Armed Forces allow women to have an integral combat role. An army is a place where both men and women are taught in the same manner and given the same training but there are some social stigmas both pre-independence and post-independence. Feminism, women being pulled away for not joining the forces etc. Moreover, women have been all-rounders and men mostly were considered to be the tough ones, but a woman joining the armed forces has had created an attitude or an ego that men are supposed to be superior to women.

Now this modern era has removed all the social hurdles for both men and women and both are given the same treatment.

If a male or a female soldier is ordered to be deployed at the border then he/she without any hesitation should be ready to go, be it to be the question of life or death.

The first Field Marshal of the Indian Army Sam Manekshaw or as they say “SAM BAHADUR” had also encouraged the enrollment of women in the Indian Army.



ROLE IN INDIAN ARMY

In the end, I would like to say that a soldier is one who has determination, is fearless and protects the motherland till his/her very last breath be it a female or a male.

Akshat Pandey
BBA - 01



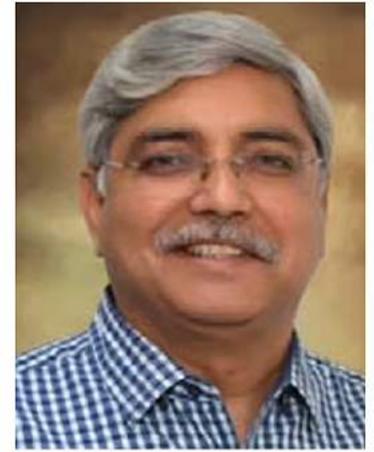


THE QUINTESSENTIAL EDIT

" An entrepreneur tends to bite off a little more than he can chew hoping he'll quickly learn how to chew it "

Roy Ash

LESSONS FROM A SMALL FIRM DURING THE PANDEMIC



Mr. Rajneesh Singh
Managing Partner,
SimplyHR Solutions
LLP

It is time for my six-month note. A lot has happened since the last one. Though there is one constant. The pandemic continues albeit with lesser intensity.

There is some semblance of normalcy returning though precautions cannot be shunned away yet. I was speaking at a webinar last week where I was asked how SimplyHR managed its business during the pandemic. I thought of 5 important Cs which have helped us through (and it continues to do so). Read on to know more about them.

Cost

Once the lockdown was announced, we thought this may be a long-drawn affair. Hence it was important to take some immediate steps. We were to move into a newly rented office on April 1. The advance was paid. But we took a call not to take up space and we did not ask for a refund of the advance. We felt it was better to let go. A call on work from home was taken as a next step, to begin with for at least 3-4 months. The overriding factor for this was of course the cost but more importantly, it was the care for our team members. This was a matter of life and death and hence we just abided by the social distancing norms. The second important step was to prevent any job loss in the team. This again emerged from a deep sense of responsibility towards each team member at SimplyHR.

This crisis was beyond anyone's control, yet we had to take this important call of no job loss as a leader. What that meant was that the leadership took an immediate cut of 50% in their salary, effective March 2020. We had a 10-15% cut for the next level of team members and folks below a certain CTC, there was no pay cut. Everyone took this decision in their stride and we continued with this for almost 6 months before reversing the cut in phases.

Communication

The decision to work from home meant thinking of new ways to maintain contact and track work. We already had work-specific WhatsApp groups which helped us to coordinate better. However, there was a unique situation, where there would be no office and we will not be seeing each other at all. In came the idea of subscribing to Zoom, the coolest platform around, at that time. We subscribed to it and fixed a video call every fortnight where everyone would log in and we could see each other. The call was about work but more importantly,

it was about checking on the wellbeing of the team members and their families and just catching up.. As the work from home model settled down and most of the team members moved back to their hometowns, work stayed unaffected. There were initial challenges, but the team rose to manage them. They stretched when needed, as the client organizations were also going through their challenges. Everyone put in their best. It was important for us as the leadership to recognize these efforts. Our quarterly R&R program was clubbed into a half-yearly one and we announced them in October. This timely recognition further motivated the team. Once the lockdown was announced, we thought this may be a long-drawn affair.

Hence it was important to take some immediate steps. We were to move into a newly rented office on April 1. The advance was paid. But we took a call not to take up space and we did not ask for a refund of the advance. We felt it was better to let go. A call on work from home was taken as a next step, to begin with for at least 3-4 months. The overriding factor for this was of course the cost but more importantly, it was the care for our team members. This was a matter of life and death and hence we just abided by the social distancing norms.

Client

Being in the service industry meant we quickly adapt to changes in the client's expectations. This required a high degree of agility. A couple of teams went through restructuring and our team members managing them did their best to align with the new plans and continued to deliver. Few clients reduced our fee which again we took on our stride and continued with our work. Few paused the work and said they will reconnect when things become normal. And then some plugged off completely. But in all this, we were quick to develop alternate products and services like shorter duration training modules which we developed and marketed, a lighter, plug & play version of our HRMS software. We were fortunate to have found some clients interested in both these offerings. During the lockdown, our presence in the market continued as we kept sharing creatives and videos of our offerings. And once the unlocking was announced, we saw things improving and new inquiries coming in. We are clawing our way back to old times, but the road is a challenging one.

This last quarter of this year and the first quarter of next, financial health is going to be very crucial in defining the way forward as far as business development is concerned. And we are prepared for it.

Camaraderie

In times of crisis, a lot depends on how the leadership acts or conducts itself. At SimplyHR, we are 4 partners who founded the firm. At the outset, it is a blessing to have a team at the top rather than a one-person-run firm. In tough times, the team comes in handy in shouldering the responsibilities and discussing the strategy. Each partner kept coming up with ideas on how to keep the firm afloat. We kept brainstorming initially, almost once a week and once we had a grip of things, we continued with the calls on a need basis. Two of our partners and a team member got infected with Covid-19. This posed a new challenge for the entire team. This jolted us, but we held each other together. September and October were testing times for us.

Thankfully, all came out well and as on date, we are back to “normal times” and in the 3rd week of December, the partners met for dinner along with our families. Just to celebrate this comradeship.

Can do

What has all the above led to? It has given a new lease of life to the firm. We know we will come out of it stronger. December saw our highest billing in one vertical while in another vertical, we got signed up for a big assignment as two of the partners hit the road for an official tour after 9 months. The entire team stands motivated and charged up as we head towards revival. The key message in all this was that we never gave up. We stayed agile and kept coming back month on month with good work. We just kept our heads low and allowed the storm to pass. Yes, the spirit of CAN DO did help. We know we are not out of the woods yet, but we have the confidence we will roar back.

I hope the above comes in handy for your firm or in case you are starting up your own venture, there are some lessons to learn. Come January 18 and we will turn 10 years old. It has been a rollercoaster ride, one that we have enjoyed. We saw good talent come in, stay with us, and leave and some more join. We lost one colleague to a tragic accident in 2019. But we have stayed focused and continued to impact.



ONLINE EDUCATION

The world came to a halt a few months ago, unfurling and unleashing a virus that infected the health, social sector, economy, education systems and mental status of many across the globe. Most of the social structure crumbled under the upsurge of disconnect and distancing of bodies, hearts and minds. Amongst the many affected by the trauma of the ambiguity caused by this pandemic, were the students in various stages of their learning lives, be it school education or higher education, each and every student comfortably sitting on their bench and desks a few years ago, is now forced to attach a relationship with digital devices which was once nothing but a source of entertainment for all.

The cry for the help extended with the everlasting online sessions, which were far from the human touch for which learners craved.

Ours is a country where the “school chaley hum” is a happy tagline for students, where “college ki canteen” is not just for food, where “Get out of the class”, is more than a blessing for the fun-filled times with friends, “lunch me kya laya hai?”, is not a just a question of food, but the integrity of friendship. School and College is not just knowledge enhancement, it is social development, the evolution of conscience, and it is the strengthening of moral values, life skills through communication. The students are losing all this in online classes; they are losing valuable time which may not recur in their lives.

Though blended learning by UGC stands to be a brilliant idea as technology will penetrate geographically isolated areas, making it plausible for the learners far and wide to have an inclusive education as well as other globalised information benefits.



Ms. Anjulika Ghoshal
Academic-cum- teaching Associate,
English Journalism Department,
Indian Institute of Mass Communication
(IIMC), Delhi

But during the pandemic, teachers, as well as all the stakeholders in the education system, must realize, that learners are going through a series of emotional jerks due to this aloofness of online classes, they are not losing “fun”, they are losing a major part of emotional comfort which is a staggering need in the growing years, a feeling of oneness and commonality altogether. The learners are going through digital anxiety for which online counsellors should be appointed, this is a new phenomenon, and this transition will take time. We are pushed into online education due to the Pandemic and transformations in adverse times are never easily adopted in the social structure with effectiveness and free will. It is crucial to expedite the understanding of each other, instead of forcing the learners to be accommodated in an environment that is questionable in the context of humane aspect; one must seek solutions to stand with these learners in the times of seclusion in education.

Education is a social activity; scholars have been discussing how group studying helps enhance learning capacities. Therefore instead of molding just the pedagogy, there is a need to create warmth and adaptability for these transitional times.

***The testing times ask for more humanity
and less of dominance!!***

The Big Challenges for Work in a Pandemic



**Kirti Kapoor,
MBA (Finance)**

Interviewed by Chitra Dhuratkar (MBA 17)

**Analyst-presentation specialist at
Crisil Limited, Mumbai**

1. Mention the transitions caused by the pandemic at your workplace?

The pandemic accelerated the office working to remote working, as a result, we adjusted to lockdown & enforced working from home. This approach has many benefits. Working remotely allows for better work-life balance, has more freedom, promotes employee well-being, and increases productivity. In addition to this, remote work has some disadvantages as well such as isolation, decreased employee visibility, lack of relationship among co-workers, and increased distractions.

So far enables the workforce to flex & adapt as circumstances change.

2. According to you with these ongoing online sessions students should focus on certification courses or on internships to gain practical knowledge?

According to me, internships are a great way to apply knowledge. Learning is one thing, but taking those skills into the workforce and applying them is a great way to explore different career paths and specializations that suit individual interests. Why should you intern rather than going for a certification course? The answer is internship provides you experience and increase marketability,

networking, and professionalism makes you able to learn how a professional workplace operates, build your resume, gain professional feedback, learn from others and figure out what you like and don't like.

3. If a student is getting an opportunity to work with a startup how do you think it would be beneficial to him commercially?

It is great if a student is getting an opportunity to work with a startup because the advantage of working in a startup company is the experience factor. It is ok to initiate your career with a start-up, no matter what happens in that company, they need you to work in various areas whether it is your profession or not. Because many startups deal with scarce resources and they don't have the option of spending theirs easily. It will enhance accountability and candidates can learn as much as they can.



EMPLOYEE ENGAGEMENT

The Good Samaritan During Pandemic !

Interviewed by Aparna Soni (MBA 17)

Many MNC prefers people with the right skills and willingness to work, rather than choosing candidates with a particular degree. What is your view about that?

I agree with the employers who prefer skills and willingness to work over the educational background. If the candidate has the desired skill set and his willingness to work and learn is strong then he would be able to adapt to the organization's culture and work environment quickly and would be able to perform and give desired outcomes faster than employees with only a degree and who don't have the zeal to work.

What do you prefer, a candidate with the right set of skills, education, or experience?

While hiring an employee for an organization we generally look for a candidate who has the desired skill set, experience, and ability to adapt and learn in a new environment. As every individual comes with his/her own experience and knowledge, what is more, important is the employee's ability to adapt to the changing environment and willingness to learn new things.

Under the grim situation of covid-19, how did the human resource management employee engagement?

During Covid -19 employee engagement has been the need of the hour for the mental well-being and sound working of the employees to ensure a good work-life balance. To maintain the engagement of the employees, we usually conduct online sessions for the overall development of employees as an individual and professional.



SONAL GUPTA

**Human Resource Specialist,
Pentair Water India.**

Engage the employee in career-building by enhancing their existing skills and inspiring them for their future endeavours. Throughout the pandemic, we organized various webinars and workshops directed towards issues like mental health and well-being along with counselling sessions to facilitate our employees to face the miserable situation of Covid-19. Moreover, we have taken a forward step to channel facilities for women employees especially, working mothers to balance their professional and personal life. We have organized awareness drives to protect our employees from Covid and made them aware of the covid-19 guidelines for their well-being.

On top of well-being, we also provided Talent Recognition Awards Incentives (Monetary and Non-Monetary). Besides incentives, we have facilitated vaccination drives and supplied resources for the employees down with covid-19. The medical facilities were not only arranged for our employees but also extended to their families management and dependents. To keep our staff healthy as a horse, Yoga Sessions were introduced along with various activities for employee's sound health and fitness. We allotted flexible work hours with adequate breaks for the refreshment of the employee. The company also ensured employee's hygiene and a safe working environment. Though it was tough to maintain employee engagement via virtual address this is new normal and we have to be adaptive to the changing environment.

LIFE IS A TEEN- TEENAGE HURDLES



Mr. Vishu Mittal
Secretary, Public Relations
Yash Foundations, Maharashtra

Probably a thought every teenager would have listened to while growing up, it's not just a thought but this is the way society expects a teenager to be, but should this be the motive for a teenager when their mind is full of thoughts, they are being anxious over minor things, when they need someone to hear them, a constant shoulder for support when they are still not revealed to reality and are slowly adapting to it.

I feel that being a teenager is an age of life where the person is most concerned and insecure about the factors that should be the least concerning factors in the life-like physical appearance and one is constantly comparing themselves to others. An age where it feels like the company of friends is more important than family, also the problems like depression, bullying, obesity, addiction, academic problems constantly chasing them likewise their "life is like a minefield, filled with nasty bombs that could be dangerous when a teenager steps on them". Age at which they are constantly running behind their fantasy world which is an effect of non-stop exposure to the internet and being new to social media which make them believe they are not enough, everything has good and bad effects to it, it's their choice.

But leaving all these so-called problems aside, being a teenager is a most joyful phase of life full of energy and hope, where one finds its interests, likes and dislikes, and new friends all together in a different set of life.

Also, it's true everything is secondary for them be it power, money, success etc but the primary thing for them is support, love and care, they need someone who can guide them through all the problems, someone who can make their vision clear for their aim, what they want to become in the life, it's true there are a lot of needs of a teenager and they are genuine.

Generation after generation trend changes, mindset changes and most of the teens live their lives according to the things that are popular at that time. Friends, school, music, social media, movies, games, sports and social activities dominate teenage years however their learning and socialization are majorly influenced by their family and their everyday life. At this age they go through several physical and emotional changes during this phase parents play a key role by making them understand many intriguing issues, also here the challenge is the communication gap in order to overcome this gap parents should try to understand their children's minds, they should have open communication with their children, as their morals become children's unwritten rules of life which lead their children to a happy and successful life.

BACK TO THE ROOTS

History is a powerful thing, it has the power to display the good & bad that has taken place in the past, thus offering us a chance to learn, a chance to do the right thing. India once home to many ancient civilisations also has a long-lived history, a rich culture and was a pioneer in almost all spheres of life be it food, medicine or astrology which ultimately became the identity of the population. India's prosperity attracted many; including invaders who looted wealth & destroyed cities, but British Colonisation was a very different phenomenon. They looted the nation of its culture, stripping its very identity, to make them fall for another option, a "western option". For instance, our country used a traditional oil press for oil extraction for thousands of years, which was present in almost every village. This press is known as a Ghaani. In 1900 our country had about 500000 Ghani's,

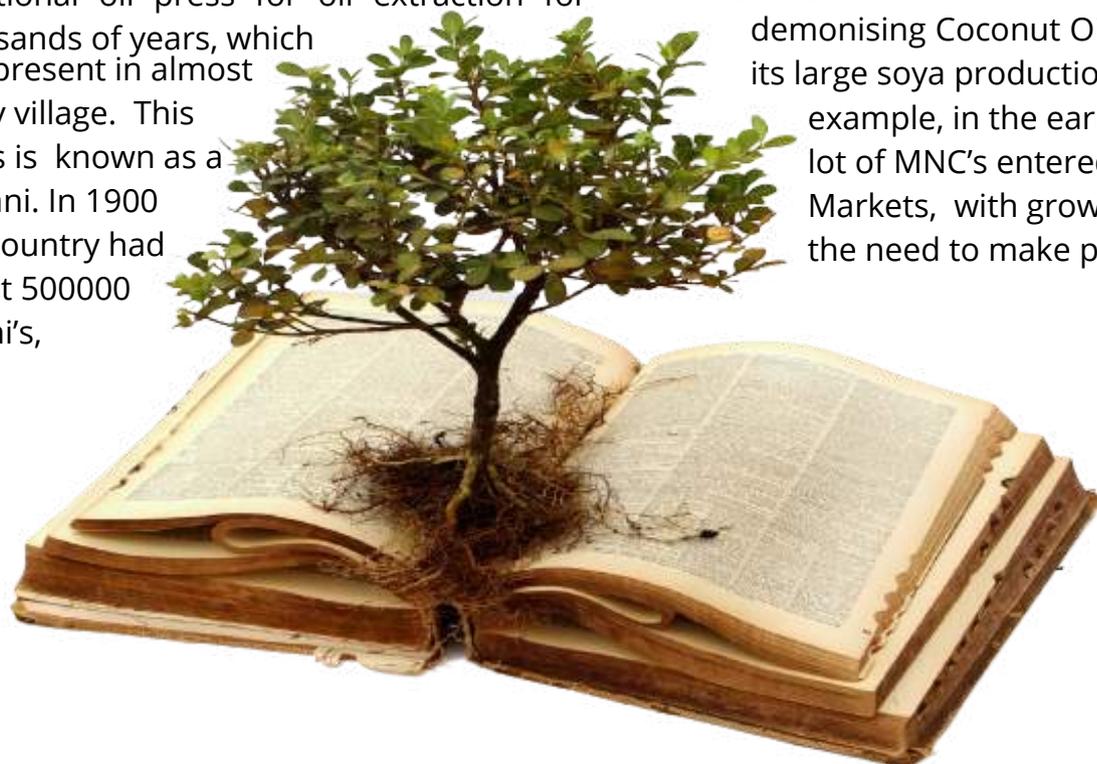


Aavishkar Patil

**Chief Operating Officer,
Jijabai Foods Pvt Ltd,**

at that time these Ghani's crushed about 97% of all oilseeds, thus satisfying the country's edible oil requirements, within 30 years the number had dropped to 40% & by 1940's it was 28%, the alternative was a European technology which had better productivity but stripped the oils of their nutritional value, which our people failed to understand at that point.

In the 1980s the figure was placed at 100 000 to 150000 & it was a time when science & technology had grown a lot, despite that it is largely guarded by self-interests, the US demonising Coconut Oil to add value to its large soya production is a good example, in the early 90's when a lot of MNC's entered Indian Markets, with growing competition, the need to make products cheaper



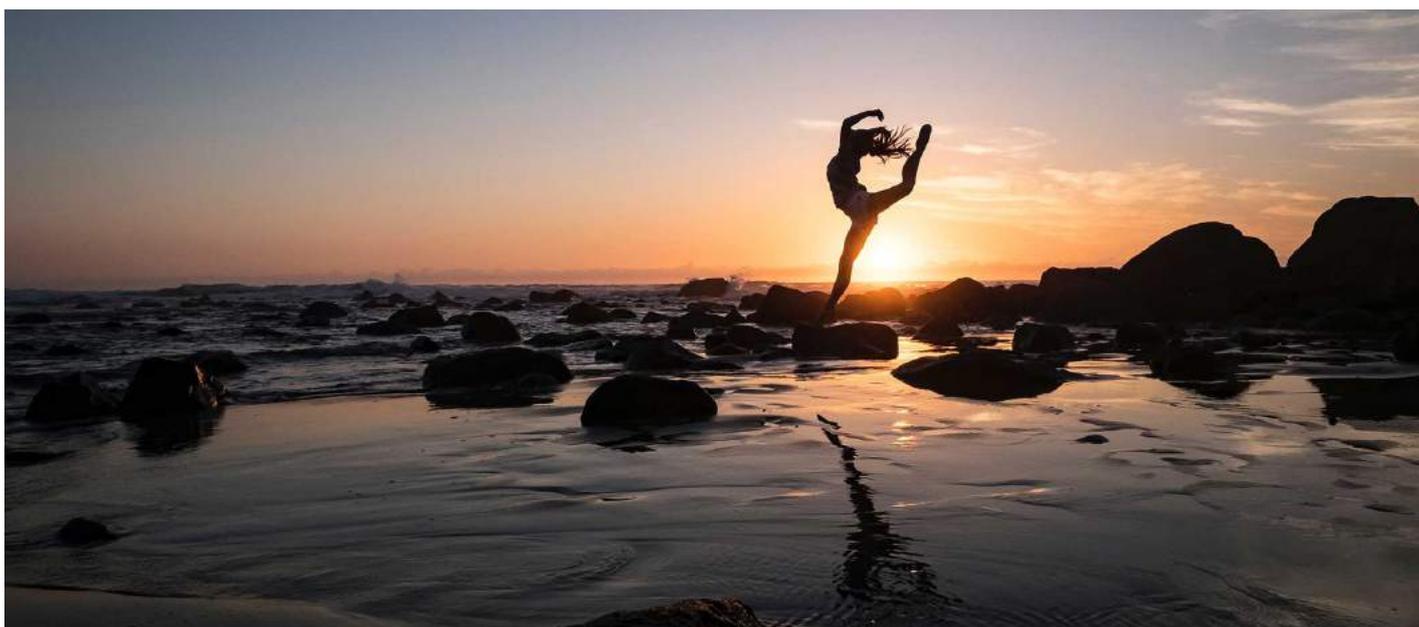
were prioritised & a relatively new technology called solvent extraction, which uses petroleum by-product Hexane was used for optimum extraction was coupled with refining, which involves boiling, deodorization & bleaching thus removing almost every inch of nutrition from the oil, making more of an “oil-like-product” rather than oil, if awareness campaigns would have happened Oil Is Not Well would’ve been a good slogan & this was not merely happening with oils but almost all products are it your sugar or toothpaste, everything was processed with chemicals & the experts we trusted in also backed these very little researched products that had vested interests, charged with marketing campaigns that blinded us for years but two decades it started showing the results, which brought into light what is now called “lifestyle-related diseases”

And by the end of the century, we went from a health sustained society to a health deprived society, which has supplemented the pharma & got people caught in a more vicious cycle. But the good thing about history is that it gives us an understanding of the problem & a chance to make the right choice so as days went by, awareness spread & today when the world has never

been more connected large scale awareness is spreading which the whole world is noticing.

The food revolution is unfolding at a very healthy pace, more and more kitchens are adopting these old traditions, and more and more traditional oil presses are opening up in villages across the nation. The reason for its strong growth is motivation, which is the thought of going back to the roots, because the root is where the sustenance is, thus more and more people are drifting towards traditional solutions and please don’t mistake it for a mere trend, a trend comes & goes. The truth stays once its value is recognized, and I believe what all bad happened in the last century will lead to positive outcomes, of not falling for such deceptions anymore & everyone will agree that truth that has been living in society for thousands of years are “traditions”. Today the world is after sustainable solutions, I don’t see a better solution that has sustained itself for thousands of years.

So now it’s time we start valuing our traditions, for today is the day we look back at history, today is the day we learn, today is the day we go back to our roots!



ONBOARDING PRACTICES FOR REMOTE EMPLOYEES



Nikhil Mathur
(OD, L&D) DBPL

While you are hiring someone today, it's a different approach to Onboarding from the prior way to the pandemic way. This might sound familiar – most paperwork was emailed ahead of time for the new employee to complete, introducing them to the team was probably done through an online meeting platform, and the building tour could have been a recorded video.

While hiring and onboarding are slightly different today, first impressions still matter to new employees. They will remember clearly how they felt that first day – how their manager treated them, whether their team members reached out and if they could find all the information they needed easily.

These early/first impressions have a lasting impact on new employees, and it's essential that these experiences be positive if you want to set the right tone for engagement. This is especially important when onboarding a new employee from far off. There is a whole new set of impressions that should be made ahead of the start date when the employee won't physically come into the office.

All of us are aware that Engaged employees get more done, remain with their employers longer, build stronger relationships with customers and become enthusiastic brand ambassadors. So how can you ensure that the same level of engagement can be built for remote employees?

During onboarding, you begin building the foundation for these benefits even before your new employees receive their first salary, and now you need to make accommodations for these processes to happen virtually. A strong onboarding program should include 4C's:

Compliance – Complete legal and policy-related activities such as signing forms and presenting workplace rules.

Clarification – Teach new employees the expectations of their new role.

Culture – Communicate organizational norms within your company.

Connection – Promote connection with peers and managers.

When these four elements are present, your onboarding process has the power to create engaged, productive workers, reduce turnover, increase job satisfaction and promote long-term retention.

Here are 5 practical ways to make the most of the virtual onboarding experience:

1. Start Before Day One – Pre-boarding is a great way to help new hires feel excited about the job they have just accepted and give them the resources they need to hit the ground running. This is very important for remote employees because they may not have the opportunity to visit the facility on their first day. Some activities can include shipping a welcome box with company swag, sending emails that keep your new hire up to date about what is going on and include a training session calendar, scheduling a welcome call with their manager and providing access to benefits information, an orientation video or a PDF version of the employee handbook before their first day.

2. Consider a Phased Approach – While the new hire is getting settled, things may become overwhelming. Conducting your onboarding process in phases will address different needs and questions over time. For example, create 30-, 60-, and 90-day checklists and ask managers to regularly touch base with new employees to answer questions or offer support. Most people learn by doing, so allow them to try out things for themselves. Especially if it's something they're familiar with, allowing them to get hands-on with a small project will give them confidence in what they're doing and be proud that they joined your company.

3. Assign an Onboarding Buddy or Mentor – Early social connections help new hires feel more comfortable while working at home, and that's an important step toward engagement. It will also make it easier for them to reach out and ask for help or find answers to questions that may arise as they learn the ropes. Put together a schedule for the new hire and their buddy/mentor to meet daily or every few days until they get comfortable with their new workload and environment.

4. Incorporate Recognition – The goal of recognition is to help employees feel valued, and that starts even before their first day. For example, send a welcome packet to a new employee's home with a handwritten note from their manager, or have other team members sign a welcome card and include that in the package. Look for ways the employee will contribute to your team and let them know you're excited to have them.

5. Use Technology Strategically – Task alerts, goal-setting software, mobile apps and social platforms can all make onboarding more efficient and reduce frustrations as you connect with your new hires. Still, don't expect technology to do all the relationship-building work for you, and you don't want burnout! Since in-person connections are almost nonexistent at the current moment, connecting on a personal level through video applications is still essential for helping employees feel appreciated and valued.

Recognition and interaction with colleagues are important at every stage of employment, from the candidate experience all the way through onboarding and beyond. When you build these components into your remote hire onboarding process, it extends beyond paperwork and tasks into a foundational strategy that sets your new hires up for long-term engagement and retention.





UNTOLD STORIES – THE WARRIOR'S WAY

"The enemies are only 50 yards from us. We are heavily outnumbered. We are under devastating fire. I shall not withdraw an inch but will fight to our last man and our last round."

Major Somnath Sharma

TRIUMPH AND ECSTASY

*"Daring ideas are like chessmen
moved forward;
They may be beaten, but they may
also start a winning game."
- Goethe*



Tejas S. Dongare
MBA 17

**In conversation with
Col. Mickie Uberoi**

The steel Bailey bridge spanned 90 feet. Assembled with steel panels and trusses and carrying a steel decking, the World War II vintage single-span bridge rested on two 20 feet high stone abutments held in place with steel wire meshing. The devastating floodwaters of the Lidder River had almost completely washed away the far side abutment. The bridge at this end rested on the remnants of the abutment and was merely a few feet above the gushing chilly waters. The bridge had been dislocated on the other side and was perilously resting on the standing abutment. The river was in violent spate as the Valley lay inundated by unprecedented floods. The savagery of the gushing waters was adequate to sweep away an unsuspecting victim attempting to even partially step into her girth.

The young Major looked at the sight before him and knew instinctively that there was nothing he could do. He had been ordered to move with his men at short notice from Aishmaqam, a tiny hamlet that lay 25 km short of Pahalgam, where he stood now. His Commander, a tall, stout and extremely dominating Brigadier whose language was invariably laced with the choicest of adjectives had barked his orders on the radio - 'Major get your butt moving on the double and get the bridge up right away else I'll have your b***s in a sling with no nurse around in a 100 km!'. Short, crisp and clear!

He and his men had just about managed to cross over to the other side in the late hours of the evening before the far side abutment gave way completely and the nose of the bridge tipped into the water. He watched helplessly in dismay. This was one order he would not be able to carry out.

The famed Amarnath Cave, the abode of the 'Shiva Lingum', lay deep in the folds of the Karakoram Mountains. Pahalgam was the release point for the journey that would take the pilgrims across a midway hamlet Chandanwari and finally onto the glacier at the mouth of which lay the Cave. The yearly ritual witnesses' thousands of pilgrims congregating in Pahalgam by the end of July when the snow melts sufficiently to make possible the arduous passage to the Cave. The main wooden bridge at the far end of this picturesque town that had carried men and motors over the years had been completely washed away. Bridging equipment to launch a new bridge lay stranded 90 km away as the National Highway was

besieged with floodwaters. The alternate route that passed over the Bailey bridge was nonnegotiable. The city of Jammu was overflowing with an unprecedented number of pilgrims who had been held back from surging onwards to the Valley. The Amarnath Yatra was in jeopardy.

Getting the bridge up while the river was in spate was absurd. The appraisal was conveyed up the channel and to the top brass in Delhi. Instructions from his Commanding Officer (CO) were unmistakably clear – do not touch the bridge under any circumstances. The risk to life and equipment was extremely profound and a mishap on account of any reckless endeavour to do the incongruous would put to peril the unblemished honour of the unit.

A few days went by....The distended waters of the river exacerbated in ferocity and might... there was no reprieve whatsoever.

The Major loved the tranquillity of the quiet surroundings, the stillness of the dark nights and the heady fragrance of the meadows and the flowers that bloomed thereupon. The place was a paradise on earth. Lush green pastures carpeted the bowls of the shallow valley that lay inexplicably surrounded by mountains along its three sides in a seemingly shielding shroud....

a masterpiece of Mother Nature in beauty, form and purity. His nostrils inhaled the fresh air that swept through the valley and rejuvenated him in body and spirit. It was bliss....he loved every moment...

But something was deeply nagging him...

He had been sent here to accomplish a task but felt



helpless. The pilgrims were piling up in Jammu. The success of the Yatra was critical in the face of the standoff that was underway in the Valley. Failure or delays would have tremendous ramifications. But for him failure for want of not trying was unacceptable. He just couldn't be a bystander any longer...something had to be done....

The genesis of a plan had begun crystallizing in his mind...He had made up his mind...

He made his mind known to his youngsters. His Second-In-Command was voraciously against any action that would put lives at risk besides attracting certain disciplinary action for disobedience of explicit orders. Surely a humiliating Court Martial would ensue for the officers besides the disgrace that would be heaped onto the unit in case of a misfortune. The Major made it clear that in the event of a mishap, he and he alone would be responsible for the same. Nerves were calmed...

The new day had begun with infectious enthusiasm, a resolute will and soaring expectations. The clear skies and serenity of the environment boosted the high spirits of the men and their resolve to accomplish the task at hand. Each man stood like a solid rock to confront the savagery of Mother Nature...

The valiant men that he commanded were tough battle-hardened soldiers who had braved lurking terrorist threats in highly inclement weather with bravado and aplomb. Seeing their infectious enthusiasm the Major felt reassured and inspired.

The radio operator was directed to switch off the radio set. Surely the CO could not be informed that his orders were being blatantly flouted!

With a prayer on their lips, the men rolled up their sleeves and began in earnest to retrieve the bridge from the clutches of unforgiving Mother Nature.

Every idea was given a try, every possibility was attempted...Daylight began fading...the men displayed exemplary courage and fortitude...for them, it was more than just getting the bridge up...They were overcome by fatigue and hunger but unabashedly carried on. But the bridge refused to budge.

The Major knew that his decision had caused his officer's considerable consternation. He had put the lives of innocent souls. But he firmly believed that a daring idea could also start a winning game....

As dusk fell and the dim light of the stars appeared in the skies, a chorus of hoorays resounded through the countryside! The nose of the bridge had finally moved albeit by merely an inch or two!

It took all of two days and long tiresome hours to get the bridge up. Unstable as it was, by the evening of the second day the Major drove over it in his Jeep while the men cheered! They had done it! They had confronted Mother Nature in all her ferocity and succeeded! Adulation and awards followed. But for the Major, it was just another daring idea that had paid off.... God had been kind!

The Major had promised one and all a party long back. It was now one to be that celebrated a double victory – of triumph and poignant ecstasy. The evening that followed was one of total abandon and merriment. Laughter reverberated through the valley...tots after tots of the wise man drink were gulped in gay abandon. The Commander led the pack with gusto in his imitable style...

Late into the night, a carton was placed on the table. At midnight it was opened...it contained a cake.

On it was embossed 'Happy Birthday'!

It was 31 July 1995.

JAI HIND

OPERATION IRON FIST

In conversation with Capt. Ashok Adhana



Mrs. Sunita and Mr Sunil Thapa, Major Abhijai Thapa were from Shyamnagar in Dharmsala district in Himachal Pradesh . Maj Abhijai Thapa was offered a job as an Army engineer, but was later trained as a helicopter pilot and transferred to the Army Aviation Corps. By 2014, Major Abhijai Thapa had gained more than 250 hours of flight experience and turned into a skilled pilot who specialized in a wide range of aviation operations.

Operation Iron Fist: 01 October 2014

During 2014, Maj Abhijai Thapa worked with 39 (Independent) Recce and Observations Flight under the auspices of the Bareilly War. On 01 October 2014, Maj Abhijai Thapa was given the task of procuring retrieval equipment near the Indo-China border at Massiyari, Pithoragarh with his former colleague Maj Vikas Varyani and chief engineering officer Capt Avinash Somavanshi. The crew took their Cheetah Helicopter and did the work they were given according to the app.

However, while returning from their sleep Maj Abhijai Thapa encountered a rotor failure and the speed became an emergency. The flight had been in for about sixty minutes of travel time until then. Maj Abhijai observed that the plane was flying in a crowded area of Bartol village and the 54th Engineer Regiment military base. He quickly assessed the situation and concluded that steps needed to be taken to reduce injuries. Maj Abhijai after quickly identifying the emergency situation showed extraordinary courage and decided to move the disabled aircraft away from the built-up area.

In the limited time available, Maj Abhijai transferred the pressure wire to the air traffic control tower and disconnected the fuel to the engine to minimize damage to the collateral. Maj Abhijai successfully diverted the aircraft despite heavy damage to save the lives of Bhartol residents in Bhartol village and other brothers in uniform at the 54 Engineer Regiment. The plane crashed into a crowded area and Major Abhijai and his crew escaped unscathed and were killed.

Maj Abhijai Thapa put the lives of his people before his own and sacrificed himself for that. He was awarded the gallantry award "Shaurya Chakra" for his bravery, dedication and great sacrifice.

Vishal Naryal
MBA 17

NO GUTS NO GLORY - A FIGHTER

PILOTS PERSPECTIVE



Gp Capt SK Ebenezer

Gp Capt SK Ebenezer SC (Retd) was commissioned as a fighter pilot in the flying branch of the Indian Airforce on 16 Dec 89. During his illustrious career in the Air Force, he commanded a premier fighter Squadron, was the Chief operating officer of a front line Air Force base, and was the station commander of a strategic base in the western sector. The officer was awarded commendations by AOC-in-C and is a recipient of the "Shaurya chakra" by the president of India. Presently the officer is flying the Airbus 320 as a Captain with Air Asia and stays along with his wife and two daughters in Bangalore.

Further, during the initial phase of training at the Indian military academy, Air Force Academy or the naval academy, the units that the officer will initially join depends to an extent on this risk appetite of theirs. For the Air Force, few officers with risk-taking genes become fighter pilots and join the elite fighter Squadrons.

A good fighter pilot has to have a streak of adventurism with a carefree and hung-ho attitude. That's what is needed to operate the flying machine fast, low and inverted. Though it may sound pompous, it is backed with a lot of training and professionalism. As a young fighter pilot, I was hammered and grilled to learn about the machine before I could sit in the cockpit. Later on, when finally getting airborne in a fighter aircraft for the first time was the most exhilarating and adrenaline-filled experience and was the ultimate dream come true.

During our growth as a fighter pilot, we mastered the skill of flying the fighter aircraft so well that we built the ability to lead the large formations of aircraft, dropping bombs, and firing missiles with pinpoint accuracy. Our risk appetite kept increasing and we flew the aircraft to their limits. However, the flip side to this fast and fury profession is that all fighter pilots during their flying career have had a couple of close shaves to their lives while flying this gravity-defying machine. It could be as

Every person has a different appetite for risk-taking. Some may thrive on taking risks in their day-to-day life while someone will call the same action "madness". This is a personality trait of an individual and cannot be qualified as being right or wrong. My personal bucket list being bungee jumping or rafting in class 5 rapids which will surely be considered total madness for a few.

Young men and women joining the armed forces is again a choice on the risk appetite that an individual has. Apart from the great quality of life and immaculate uniform in the services, it is the excitement and continuous adrenaline flow that entices most who finally join this glamorous profession.

mundane as an engine or airframe ripped due to bird hit or disorientation during a dark night or a technical catastrophe which could lead to an ejection too. However, most fighter pilots have the extra bandwidth to deal with these eventualities and love to be challenged with the extraordinary. This is what differentiates these men from the boys. In a night sortie near the Chinese border, I was flying the MiG-21 with a callsign "Bacardi"

After our mission of 40 minutes, we returned to our base for landing. On lowering my landing gear I realised something was wrong with the fighter aircraft.

On checking my cockpit indications I realised my starboard landing gear had not come down. I climbed to 6000 ft and pulled 6-7 G, reset my hydraulics, pneumatics and electrics to get the starboard gear down. It stubbornly stayed up. My commanding officer wanted to confirm the same and asked me to fly over a sodium flare in front of the ATC at 100 feet to visually see in the dark night whether the gear was up. On visually confirming the same, I was instructed to climb to 6000 feet and eject out of the crippled aircraft. Being a young cocky fighter pilot I asked permission to belly land the aircraft, which was promptly denied as it was not permitted to belly land in the total dark night. I gave an R/T call to

the ATC again...."Onus on me, would "belly land" without wheels on the Runway.

I selected my remaining landing gear up, jettisoned my canopy 15 km away from the airfield so as to quickly exit the aircraft after I belly land. On approach to land, my speeds were high as the gears were up. On touching down at the beginning of the runway, the aircraft bounced up to 60-70 feet due to the inertia and drifted out of the goosenecks demarcating the edges of the runway. However, my mind was thinking so fast that everything was in slow motion to me despite seeing 400 kmph in my air speed indicator at that stage. I gave control inputs to get back on the runway and started my skid on the runway to stop the fighter jet short of the arrester barrier after deploying the tail chute and switching off the engine.

Fortunately the next morning the defect was analysed and remedial measures on the MiG-21 fleet was instituted and the belly-landed aircraft flew after minor rectification. It's a thin line demarcating how much risk can be taken and madness. This risk is again a personality trait, the training and confidence of achieving an improbable task. If not evaluated well in your mind, then you can end up being part of the statistics. The brave men and women of the armed forces have it in them and that's what makes them stand apart from the others.

JAI HIND





LONG RANGE PATROL (LRP)

Nikita Kadian
MBA 17

In conversation with
Lt. Col Rajeev Singh

Far from home and Loved ones, Army Soldiers sacrifice their own lives so that the entire nation can sleep in Peace. They are the Men of Steel, Standing tall in the harshest of the Conditions. They disregard cold temperatures and scorching heat to always remain brave, awake, and be devoted towards the motherland.

In the year 1998, the Line of Actual Control (LAC) ahead of Tawang was considered very Sensitive. That area being the start point of the 1962 war as Dhola, Bhawani, and Tang La Ridge are part of this sector. Moreover, the Wang dung Incident had happened where the Chinese had set up a full-fledged Camp in Sumdorong Chu Valley and refused to go back. In turn, the Indian Army had occupied the hills overlooking the Wang dung Camp. The area in the sector is very vast. Most of the Infantry Units were also engaged in Counter Insurgency Operations (CI ops) in Assam and Sector was guarded by only Three Infantry Units from Army and One Assam Rifle Battalion.

Sending Long-range Patrols (LRPs) for Physical Check of the unheld area along LAC was very routine. Since Gaps were Wide, Long Range Patrol used to take 12 – 15 days to complete the circuit and most of the Route was Unheld where LRPs had to travel self-sustained on foot as no Roads and Track was available on most of the routes due to high altitude, rugged terrain, and adverse weather conditions. On the other hand, conditions towards the Chinese side were not so adverse as the terrain was not so rugged and kaccha tracks were available towards China and they could come in vehicles up to LAC in Short Time. This is the Story of such a Long-Range Patrol (LRP) where a young Officer just freshly commissioned from Indian Military Academy was detailed as Patrol Leader of 40 Odd men to go on LRP on a Stretch of Around 280 Kms along the LAC on foot with a full Battle load including Arms, Ammunitions & Ration self-sustained. Man Power for Long-Range Patrol used to get pooled in from all units of the Corps Zone. Junior Commissioned Officers and Soldiers from ASC, Ordnance, Artillery, Medical and Signal Units deployed in Assam also formed part of LRP. Most of the Personnel from other Units had reported for LRP except the artillery unit which was deployed in the counter-insurgency Operations (CI ops) area near Tezpur.

Man Power for Long-Range Patrol used to get pooled in from all units of the Corps Zone. It was informed to Patrol Leader that Party from Artillery Regiment was stuck at Sela Pass due to Land Slide & they were likely to get delayed. Briefing of the Patrol was carried out by the Patrol Leader at Brigade Headquarter in presence of the Brigade Commander & the Staff. All administrative & technical aspects were covered and long-range Patrol was set to be launched the next day at 09:00 hrs from Tawang without the party from Artillery Regt which was held up at Sela Pass due to Land Slide. However, there was a Walkie Talkie message to Patrol Leader from Sela Tele Exchange that the Land Slide had been cleared and Party from Artillery Regt had requested for a link up with the Patrol at Jaswant Garh on the start day.

Since the Patrol party was provided with a vehicle up to Jaswant Garh, a place between Sela Pass & Tawang where Chinese Army was halted for 72 hrs in the 1962 war by Rifleman Jaswant Singh Rawat & Two Monpa Tribal girls named Sela and Nura. Rifleman Jaswant Singh belonged to the 4 Garhwal Rifle Unit. This Unit was told to vacate the post due to heavy casualties and was ordered to fall back to a more advantageous position. But, Rifleman Jaswant Singh refused to vacate his post and the trio fought bravely and halted the Chinese division advance for three days till the enemy came to know that on the upper edge only one Soldier and two girls were fighting weapons and changing positions depicting a large force. Rifleman Jaswant Singh was martyred by the Chinese and a placard displaying "BRAVE SOLDIER" was Placed near his body, based on which he was awarded "Mahavir Chakra ". A memorial has been established at a Place called Jaswant Garh in memory of Rifleman Jaswant Singh & every Soldier passing by that area Especially Long-Range Patrols pay tribute to him before starting the mission.

It was decided to wait for the Artillery Party at Jaswant Garh as the roadblocks were cleared. Artillery Party Consisting of one JCO and Three Soldiers reached Jaswant Garh at Around 1100 hrs, but to the utter surprise of Patrol Leader, it was seen that out of three soldiers of the Artillery Party, two were wrestlers and completely out of touch of military battle drills as they were back in the Regiment after 16 years of wrestling and they were very frank in accepting that they were totally out of touch of battle craft as they had only been doing wrestling.

The Patrol Leader told them not to worry and be part of the leading section and he would keep guiding them from time to time. The Day walk was smooth, but the next day Patrol leader observed that both the Pahalwaans were limping and were way behind the leading party. On asking the reason they told him that they were not used to wearing heavy Army Combat Shoes and therefore, got blisters and requested the Patrol Leader to allow them to wear sports shoes. Hence, they were allowed and told to be part of the Patrol Leader Party. Both Pahalwaans were very happy to be a part of and thanked the Officer.

It was the 7th day of the Patrolling and was going smoothly along with the Line of Actual Control (LAC) till it came across a big water stream. Due to the heavy rain on the upper ridge, the water current was very strong and there was no place to cross. Therefore, it was decided to camp in that area till the water was reduced and some arrangements of making a makeshift log bridge were made. During the night there was heavy rain and night was spent on Nala Bank in the rain by the Patrol Party in the thick jungle.



The next day at around 08:00 hrs there was some movement in the bushes towards upper ridge as pointed out by duty Sentry and to the utter surprise of the Patrol Leader, it was seen that a Chinese Patrol of the strength of around 60 – 70 soldiers was trying to surround Indian Patrol from all direction. Immediate Alert was carried out and the complete patrol came into alert within a minute and all weapons were made ready to fire. Having seen Indian Patrol making their weapons ready, the Chinese Patrol leader started shouting “Hindi Chinni Bhai Bhai” and halted. But they had come very close and started shouting “Go back India! this is Chinese Territory”. On the other hand, Indian Soldiers also started shouting “Go back China! this is Indian Territory” and started advancing towards the Chinese. The standoff was imminent.

Having seen the seriousness of the situation. Both “Pahalwaans” came running to Patrol Leader and asked, what to do? The Patrol Leader told them to prove themselves and they have to be “Mahabali Bhim” of Mahabharata. The Patrol Leader told them in case of a fistfight, they have to throw the Chinese Soldiers/officer across the fast-flowing water stream. However, make sure, Chinese should not fall in the high-speed water current otherwise they may get washed away.

Having understood the strategy, both Pahalwaans joined the group ahead. Soon the fistfight started from both sides and all started pushing each other. The patrol leader was trying to control the situation but the Chinese were trying to push their way. Indian Patrol leader was aware that 5 footer Chinese are no match to 6 ft tall Indian Soldiers. He signalled both Pahalwaans to go all out. After that, all Hell Broke out on Chinese. Both Pahalwaans started throwing Chinese like a hammer, grabbing them with both hands, rotating them like a hammer, and throwing them here and there. Within no time three Chinese were thrown across 15 ft wide Nala and that was the turning point of the fight. The Chinese started running back, both Pahalwaans and the rest of the Indian Soldiers kicking them from behind.

Chinese withdrew to nearby heights and waited for Indian Patrol to move ahead. While withdrawing they left behind a 20 ft light aluminium ladder, which was used to cross the water stream and Indian Patrol moved ahead for the next destination.

Both Pahalwaans had proved that Sportsmen may not be out of touch with battle craft but always prove their worth when required.

JAI HIND

HEROES WHO NEVER LIFTED A GUN



Deepanshu Siwach
MBA 17

It was a period of starkly years, running half a decade down from the just culminating Second World War. On 25th June 1950, North Korea under the patronage of China's military support, alongside the Soviet Union attacked South Korea, which on the other hand was backed by the United Nations (majorly by the United States), causing a chaotic uprising amongst the belligerents of the respective countries. The Korean War existed for grisly gruesome years from 1950 to 1953, which saw India as a part of 21 nations under the aegis of the United Nations.

India wasn't prepared to participate in the Korean Conflict as it was still recovering from a prolonged war with Pakistan that lasted from October 22, 1947, to January 1, 1949. Border conflicts with China were also beginning to take shape. India, however, was interested in showing support to the UN and agreed to deploy the United Nations medical mission in Korea, with other efforts mostly being directed by the US. The 60th Parachute Field Ambulance, headed by Lieutenant Colonel A.G. Rangaraj, was sent by the Indians. They landed in Korea in November 1950 with around 300 soldiers and were only supposed to leave once the Indian Custodian Force finished its duty, which was India's longest overseas assignment.

On February 9, 1954, the longest Indian deployment in the world concluded. The 60 Para Field Ambulance has a unique name among 20,000 troops from 16 nations in the Commonwealth Division in Korea. 60 Para handled around 195,000 patients and practised almost 2,300 on-the-ground surgeries before the end of their term. It included the management of civil, Chinese, and North Korean casualties. It gained several sobriquets, like maroon angels, Airborne Angels, and Cherry Troopers. These medics stayed in Korea longer than any other unit, and many never took any leave. With their unstinting dedication to duty, sweat, and the blood they have served and endured in far-off countries, bringing cheer and hope to the victims of violence.



JAI HIND

Operation Pawan

Sub B P Verma (Retd)

Karam Hi Dharm - 'Work is Supreme Duty' echoed in my ears. In 1987 Sri Lanka was facing increasingly violent ethnic strife from its citizens called LTTE (Liberation Tamil Tiger Eelam). The Indian government took a step forward to intervene in the Sri Lankan Civil War for performing peacekeeping in the country. Indian Peace Keeping forces were deployed in Sri Lanka to maintain harmony and tranquillity in the country.

We were the part of auxiliary forces called as the eagles engaged in rendering services by providing integrated engineering support to the entire range and depth of Army's equipment, be it vehicles, tanks, telecommunication devices, radars or any other conceivable equipment of the Army, right from design to discard i.e., support from 'womb to tomb'.

In 1989, in Kankesanthurai a village in Sri Lanka our army was deployed in the area to transmit the day-to-day updates to Mandapam in India which was within our reach for communication.

Our infantry mates were actively guarding nearby the fences and showed great courage to secure our lives from the LTTE. It was requisite to move from one place to another to prevent ourselves from being under any combat with the Tamil Tiger Eelam. It was a delightful morning, sun-drenched and we were ready to move to Palaly. The connecting road to our destination was broken and full of pits without any proper arrangement for drainage. Our convoy was running at an average speed, birds flitted from one tree to another, chirping at each other, cherishing our day making us believe something wicked this way might not come. Ironically, we were attacked by the LTTE. Our Convoy's windshield glass was hit by the bullet, though they tried to hit our convoy's tire but failed as our retaliation was stronger to take them under control. One of my mates was injured yet he kept on motivating us by repeating the slogan "Karam Hi Dharam". It was a reckless situation. Somehow, we managed to reach the airport. But things didn't go well as our mates accompanying us in the other convoy to the airport were found dead.

In the evening after fixing the devices at the airport with our infantry jawans who supported us while we were repairing the equipment. We were ready to leave for our military base and were waiting to receive the signal from ROP to move ahead. We had to move with high speed on the road to save ourselves from being fired upon but our fortune was not in favour of receiving a green signal to pass. We stayed there for three days and merely had a meal and water to drink.

Operation Pawan was an experience wherein our men were unfamiliar with the land against the recondite enemies that wore no army uniforms and followed no Geneva convention. Protocol on ethics of war and yet lethal contempered armament and battled customarily from behind the cover of women and children. We struggled hard to stop LTTE from attacking the Sri Lankans as well as our army. 1100 jawans were martyred in Operation Pawan and the pursuit of peace happened when all forms of aggression were exhausted.



SILENT: UNTOLD STORY



Sub HK Dhuratkar (Retd)

There are various trials posited in everyone's life in the form of obstacles delineating the samples of valour, heroism and sacrifices. Some people with the tenacity and spirit take up the job of protecting their motherland and making numerous sacrifices for the nation. Those sets of people are termed as "Soldiers." A soldier is known not exclusively to

safeguard their country from external aggression but internal aggression too. It helps in keeping up with harmony and amiability both in and the country over. A few quiet untold stories are brimming with an ethos instilled in the troopers.

One such demonstration of Valor and Conviction of direction was unmistakable during 1996, when I, Naik/Clerk (at that point) HK Dhuratkar, was serving in the 11 Engineer Regiment as a Company Clerk, seeing the significance and prominence of Sapper Arvind A and Sapper Anthony, who were of the same position, same bearing, same tone and even posted in the same 436 Field Company, same Platoon, and Section. They were natives of Bangalore, neighbours to one another, and here amigos of one another in a Platoon. They seemed like twins. Indeed, even they used to go on leave together and continue their obligation together. Those days, the 11 Engineer Regiment was under the aegis of 10 Inf Division in the Northern Region of J&K, and the area of operation was near LAC in J&K. As we were entirely aware that the infiltration of terrorist activities are at high risk from the neighbouring country, especially during the winter season, the company of an Engineer Regiment was deployed in the area of operations to execute the given task of construction of shelters and bunkers for Infantry soldiers. The Engineer Regiment, which consisted of different technical trades, was exhibited according to the requirements of the regiment. The beauty lies in the fellowship of the two daring soldiers, Sapper Arvind and Sapper Anthony. The benevolence of brotherhood the two shared was bliss to view as opposed to the hostility the conditions were showcasing. The beauty of harsh surroundings is not in the falsehood of war but the brotherhood the comrade-in-arms share. The same went along very well with Sapper Arvind and Sapper Anthony until segregated to different locations before being brought together to execute the area tactically. The next nominee of the day was in progress, and at around five in the evening after the work hours, the sky was giving up its luminescence forcing people to get down the shelters via stairs. The activity of clandestine fate is unpredictable and comes to most of them unexpectedly. It came to many of us as a shock, adhering and acclimatizing to the untimely death of Sapper Arvind. The death was so unexpected that while he was descending the stairs, a salvo from across the border exploded on his forehead leading him to lie on the ground unconscious and dead.

The one vocalization of a reality check that everyone should cling to is that the supreme sacrifice of soldiers of the Indian Army should be remembered by each and everyone, who are fortunate enough to be on the sideline of the borders rather than their active participation in it. With such a supreme sacrifice, the name Sapper Arvind became dauntless in the 11 Engineer Regiment. Various stories go untold and are not circulated amongst many given the curb on the Procedures, Policies, and Orders to maintain its discipline. Thus, such acts of valour, honour, and sacrifice of our soldiers should be communicated to the young generation, paving the way for many of them to join the Army to deliver justice to the nation long-awaited.

EARLY HOURS OF TRIUMPH

Since my father is a decorated officer in the Indian Army, I grew up hearing tales of the platoon's valour, right from carrying out near-impossible counter-insurgency operations to when they incurred heavy losses, only to bounce back and hit harder. One such incident that I can recall is when my father not only took control of the ominous situation his platoon was caught in but also managed to hunt down four merciless terrorists who were outbound to Srinagar for some misdeed.

It started at the wee hours of midnight. Sunlight was a few hours away, in the distance one could hear gunshots, in the front was a vertical path draped with dense thicket and a climb of about 13,000 feet and on the other side were bunkers in which resided men who were there to either hunt or get devoured.

As a young captain with a fraction of 20 odd men, Captain Aditya Choudhary of 1/4 Gorkha Rifles stepped up valiantly and scurried steadily downhill. Halfway up, an enemy bunker started firing mercilessly, injuring two soldiers immediately. The whizzing sound of the bullets passing by revealed shots of LMG being fired at from within the woods.

The enemy was loaded and much closer than they were prepared for. There is certainly a strange, nearly laboured disconnect between the distinctive snap of the speeding bullet as it whizzes past you and the disarmingly slow movement of those around you and caught among this chaos was one of his operation's front gunner, lying squatted on the ground, shivering in dismay. Each passing bullet instilled a fear of dying in him, disabling him to move. With the front defence incapacitated and bullets slicing apart trees and rocks, they could have hardly lasted for another round of blazes.

Captain Choudhary immediately held the gunner's arm, pulled him out of the bunker and lunged right behind the machine guns to take control of the situation. With the wrath within, the war cry gurgling in his chest, he took a glance at his men



Shaurya Choudhary
MBA 17

and shouted "Boys...All guns blazing!"

After that point, there was no room for mercy. He pulled the trigger on the labor saving beast, unleashing the strength of the 5.56 calibre, tearing right through the abdomen of the foe. That day, a platoon of 20 men wiped away an entire faction of terrorists, exterminated their leader and sanitised the entire area all within 3 hours of the operation. He was awarded Sena Medal for his invincible spirit, determination and action beyond the call of duty. There are various tales of him and his fellow coursemate's valour, this being one of them. I am indeed blessed to be a small part of this closely-knit network of heroes.

JAI HIND

REMEMBER AND NEVER FORGET



Subedar Major and Honorary Lieutenant Yogendra Singh Yadav PVC is a Junior Commissioned Officer in the Indian Army, who was awarded the highest Indian military honour decoration, the Param Vir Chakra, for his action during the Kargil War. Aged 19 when he received the decoration, he is the youngest person to be awarded the medal. In 2018, he met my father. He was my father's troop leader. My father had then gone for a course i.e. JLA Junior Leader Academic.

My father narrated to me that he had received the PVC in the Kargil war as he was declared dead but was not. I was then told the story of how the brave soldier fought valiantly for the country. To add to it, my father also stated that he is a humble person who always guided him throughout the course.

Honorary Lieutenant Yogendra Singh Yadav PVC was enlisted with the 18 Grenadiers, and part of the Ghatak Force commando platoon, tasked to capture three strategic bunkers on Tiger Hill in the early morning hours of 4 July 1999. The bunkers were situated at the top of a vertical, snow-covered, 1,000 ft (300 m) cliff face. He volunteered to lead the assault, climbed the cliff face and installed ropes that would allow further assaults on the feature. Halfway up, machine gun and rocket fire came from an enemy bunker, killing the platoon commander and two others. Despite being hit by multiple bullets in his groin and shoulder.

He climbed the remaining 60 feet (18 m) and reached the top. Though severely injured, he crawled to the first bunker and lobbed a grenade, killing four Pakistani soldiers and neutralizing enemy fire. This allowed the rest of the platoon to climb up the cliff face.

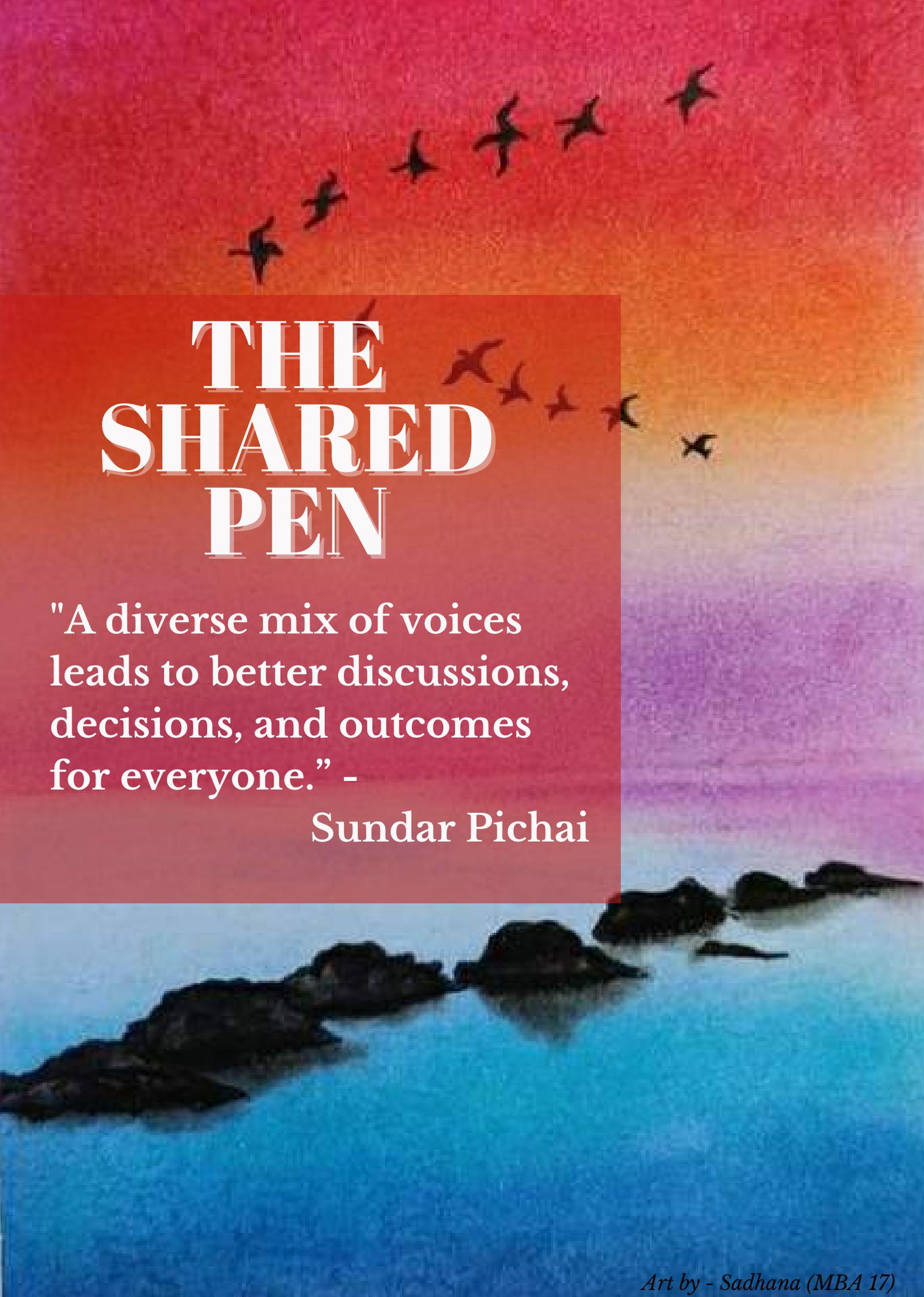
He then charged the second bunker along with two of his fellow soldiers and engaged in hand-to-hand combat, killing four Pakistani soldiers. The platoon subsequently succeeded in capturing Tiger Hill. Though he was hit by 21 bullets he played a major role in its capture.

The Param Vir Chakra was announced for him posthumously, but it was soon discovered that he was recuperating in a hospital, and it was his namesake who had been slain in the mission.

He then became an example of the most evident valour, invincible circumstances. From his story, my father taught me to never give up in life and inspired me to always push myself to do better.



Akansha
BBA - 02



THE SHARED PEN

"A diverse mix of voices
leads to better discussions,
decisions, and outcomes
for everyone." -

Sundar Pichai

NEW SPACE

A BRIGHT FUTURE OF THE INDIAN SPACE SECTOR

“The sky is the limit” - a frequently used metaphor, was put to rest with the successful launch of SLV-3, an indigenous launch vehicle, realized in 1980. Numerous milestones were achieved in the next few decades, including the development and successful flights of PSLV (Polar Satellite Launch Vehicle) - a workhorse of the premiere civilian space agency of the country, ISRO (Indian Space Research Organization). Solving the problem of indigenous cryogenic engines led to the successful flight of GSLV Mk 2 (Geosynchronous Satellite Launch Vehicle Mark II). The Mangalyaan mission of 2014 and the record-breaking orbit insertion of 104 satellites in one launch put India on the map as one of the top space powers right alongside the USA, Russia, Japan, the EU, and China. Although this attracted many commercial small satellite businesses, the Indian space market still occupies just 3% of the increasing global space market worth over 350 billion dollars.

The limitations on the involvement of the private industries, imposed by the government, lead to the decline in the growth rate of the Indian space sector. ISRO - primarily a research organization, did most of the heavy lifting work of manufacturing and production of satellites and rockets. A very few private companies contributed by supplying raw materials, components and sub-systems.



Few reforms and non-disclosure agreements came in the late 2010s, leading to the emergence of various private space sector companies. But still, most of the revenue was brought in by Antarix Corporation, the commercial wing of ISRO, by providing launching facilities and technical consultancy to the foreign players in the space sector. To become a prominent stakeholder in the rapidly developing industry, which is estimated to reach the 4 trillion dollar mark by 2040, there is an immense need for privatization.

Quite recently, few remedies, provided by the government in the form of a new commercial wing, a guiding and handholding centre for inclusion of non-

governmental-private entities, and a draft of a new space policy. The Indian space sector was put on a trajectory of high growth when the Antrix-style corporation called NewSpace India Limited (NSIL), headquartered in Bengaluru, was set up in 2019. Later, there was an announcement of the establishment of the Indian National Space Promotion and Authorization Centre (In-SPACE) in June last year. These steps were similar to those taken by NASA outsourcing the rocket building contracts to giant private companies like SpaceX and Blue Origin. The main objective of these public sector entities is to increase the participation of private companies, research institutes, and universities all across the country in the production and manufacture of satellites, rocket engines, and the development of space-based services. The In-SPACE will allow start-ups and other corporations to utilize the knowledge, facilities, and infrastructure built by ISRO over 50+ years. The NSIL will deal with capacity building of local industry for space manufacturing - which includes the production of the mighty PSLV. Contrary to NSIL, Antrix will continue to bring in deals for satellites and launch vehicles from foreign companies.

The above initiatives with the change of focus from supply-driven to demand-driven strategy will help propel India towards becoming a prime space hub in the years to come. These changes will enable multi-billion-dollar homegrown space companies to satisfy the increasing demand for space-based solutions and products of different sectors such as telecommunication, transportation, banking, defence, agriculture, and meteorology.



Mr. Yash Salian
MIT School of Engineering,
Aerospace Department,
Pune.



BIOENGINEERING

RECENT ADVANCEMENTS AND FUTURE SCOPE



Sanjana Gharat
MIS

BIOENGINEERING is a vast field of science in which biology and technology work hand in hand for the betterment of human life. It also incorporates the knowledge of each and every field of engineering and medicine to help practitioners like physicians and doctors in their health care practices. Anticipating the high-quality medical care that Indians are in great need of, there seems to be a growing demand for bioengineers in India. There are many different areas of specialization in bioengineering like bioinformatics, biotechnology, bionanotechnology, bio instrumentation etc. Some bioengineers work to improve and develop new machineries, such as robotic surgery equipment or design software to run new medical equipment while others work for advancement in the field of prosthetics such as dentures and artificial limb applications. Tissue and genetic engineering are sub-fields of bioengineering in which biotechnological methods are used to manipulate an organism's genome for the betterment of humankind. Bioengineering has made remarkable progress in the field of bionics where artificial body parts are made as a substitute to biological organs because of which we

can replicate and restore organ functions and sundry body parts.

Bioengineering is not only helpful in the field of health sciences but also plays a vital role in the agricultural sector for modifying crops for increasing their nutritional aspects and productivity. In the wake of the covid 19 outbreak, there was a nationwide shortage of ventilators, machines that help people to breathe. Bioengineers played a huge part in manufacturing these ventilators and ensuring their maintenance. The different devices made by skilled bioengineering professionals for rapid diagnostics and automated testing had a great impact on the survival rate of coronavirus patients. Many bioengineers came forward and contributed to the making of the coronavirus vaccine thus preventing people from catching the virus. Hence bioengineers are one of the many unsung heroes of the covid-19 crisis.

Bioengineers sure deserve a lot of praise to increase the quality of life and life expectancy. India now has a huge demand for medical services and bioengineering is a key to address this demand.

Bioengineering seems to be a booming field in India as biology and technology work in unison to revolutionize health care and quality of life.

YOUTH IN



Kulvir Sharma
International Squash Player AIR #2 (U-17)
Mayo College, Ajmer

ENTREPRENEURSHIP

The pandemic was a blessing in disguise, with the Board exams being deferred! I got the good news when I was in the ICU, fighting for my life, just one month away from the finals. With slow recovery and Covid striking a week later, I was isolated at home with my favourite possession, my mobile!

While getting in touch with all my friends, from my hometown Nagpur, to my schoolmates from Mayo College, to my squash circuit player friends, I realised that the youth today are passionate about hypewear and are even willing to pay premium prices for international brands. Pondering over this, I felt that the demand and supply of such products was not at all met due to their unavailability or procurement difficulty.

Having been a part of various NGOs like Rotary and Paper Planes, social welfare was always a concern of mine and seeing the

privileged being exploited by the hyped-up value led me to find out ways of getting over this through the sleepless nights that I faced because of my illness.

With the help of networking, I found reliable sources of importing such fashion and started my own company named KoolKollects! I launched the first brand called Kool Kicks in May 2021 which deals in exclusive hypewear, sourcing sneakers and clothing from brands such as Nike, Adidas, Jordan and more. It aims to source products to the customers below the market price with a full refund policy to ensure customer satisfaction at the best pricing.

To create hype for the newly launched company, I introduced events on social media such as free giveaways, raffles, membership to an exclusive club etc. This not only brought in more youngsters who are hooked onto social media and follow trends but also resulted in increasing goodwill, orders and sales.

KoolCollects also plans to launch its luxury brand next month followed by sportswear and electronics soon, selling everything at good prices in keeping with the tagline "Where Affordability meets Authenticity."

With other ideas in the pipeline, I needed a team to help with my over-ambitious plans and partnered with some of my talented friends whom I could trust, to take care of sales, launches, handle the website, instal page, etc. All of us are still in school and are proud to have started an exciting venture where we enjoy, hence even working from 6 am at times or working until 3 am seems

worthwhile!

Kool Kicks is also donating a share of profits to NGOs and to healthcare facilities, which are the most affected during this pandemic. For example, by donating sneakers to Off Kicks, Mumbai, we were able to raise funds through an auction for the Lung Care Foundation, Mumbai. We also plan to donate face masks to private and government hospitals during these unprecedented times, allowing me to fulfil my goal of social welfare and continue spreading positivity all around.

THE FORGOTTEN ART OF PROBLEM-SOLVING



Kundan Kumar
MANET, Pune

Introspection is made of two words. Intro meaning "within" & spec meaning "to look". Simply put, introspection means to "look within" and this is the core philosophy of most religions, be it Hinduism, Buddhism, and Jainism to name a few.

During the daily life of hustle and bustle, we hardly get any time to introspect since this art requires solitude. It is very difficult to look within yourself when you are amidst chaos. However, this deadly pandemic has provided us with an opportunity to reflect upon our lives while we are sitting at home practising social distancing.



journaling can be an effective tool to help you with introspection. Journaling means writing your thoughts and feelings on paper so that you can view your thoughts from a distance. This simple yet profound act can make you realize that you are not your mind but an observer of your mind and help you to combat stress.

Now that you have identified which thoughts or emotions are bothering you, probably you might be having a solution for them too.

A solution for any problem requires 3 important virtues to get the desired results.

1. Discipline
2. Consistency
3. Patience

This trinity of what I call “The Golden Virtues” can help you in any field, be it business, relationship, or life for that matter. You can try it for yourself and the best way to experiment with this is on your health.

Let's say you have identified your problem, maybe you want to lose weight but before diving into all the exercises and fad diets, you need to ask yourself why you want to lose weight. As humans, we all need a strong motive to commit to something. If you want to lose weight just to impress someone, maybe you will give up after some time but if you are planning to lose weight because of an underlying health issue then you are likely to stick to your commitment. So before beginning all the exercises and diets, know your “Why”. This is where the introspection begins.

Now comes discipline, simply put discipline is an ability to keep aside your short-term pleasures for your long-term goals. Stay

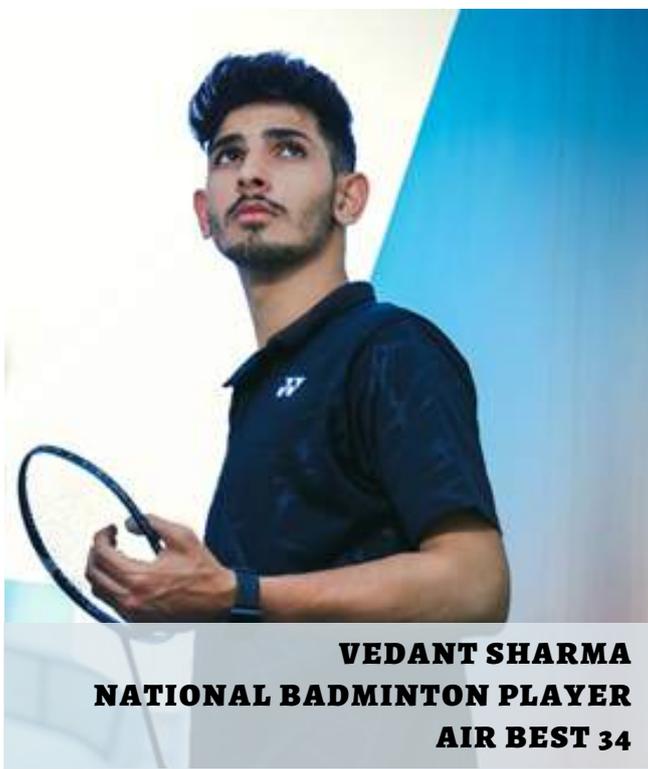
true to your commitment and your body will automatically pick up discipline. It is said, without commitment, you will never start but more importantly, without consistency, you will never finish. You don't have to be extreme in your approach, you need not do many exercises in one day but some exercises every day. During this journey, you will notice that some days you are not able to give your 100% and it is completely



Alright. You don't have to always burn yourself in the process. Go easy on yourself and you shall reach the destination. The most important virtue among these is, “Patience”. Patience separates greatness from mediocrity. Rome was not built in a day but it was built every day.

Once you have gained sufficient control over your physiology, you will automatically gain control over your psychology, for they are not different but two different sides of the same coin.

Most of the time when I introspect, I realize that at the very core of introspection is gratitude. I feel immense gratitude that even during such times of a deadly pandemic, I am safe at my home. I believe there are two ways to go through life. Either you can be content with what you have or discontented with what you don't. Contentment doesn't mean to leave your ambitions aside but to be grateful for what you have, while the whole world is struggling to just survive.



VEDANT SHARMA
NATIONAL BADMINTON PLAYER
AIR BEST 34

Having been a sportsman all my life, the journey to get where I am today has been a rather tedious one. Pursuing a sport is not merely about excelling in the given field, there are many factors that follow. Dedicating my life to badminton has been a complete juggle between my training, academics, family and finance. Being a sportsman in India, I believe that our society is rather archaic when it comes to living a sport as your hobby, passion and your career. A tonne of my relatives showcased resentment towards me choosing badminton as my means of recognition. They believed that a desk job would do me more justice. However, it has taken me years of turmoil and support from my close friends and family to get where I stand today.

My academics have always been a steep mountain climb for me, but I was staunch enough to ensure that I strive hard to strike a balance between my studies and my training. Take it from someone who has spent more than half their childhood on the badminton court, I barely managed to enjoy any of my school, college or graduation days. But today as I look back to take a peek at how far I've travelled, the potholes

and pit stop all seem worth it.

The second factor I would reiterate would be the financial aspect that seems rather gruesome for a sportsman in India. Bearing the financial expenses for a sport does get rather burdensome at times. Right from high-end sports equipment to training fees to diet plans. The journey uphill withers you down completely.

Lastly, your health is like the golden egg laid by the goose. It is the primary and most important factor that once existed as an athlete. Bodybuilders rightly say that 'Abs are made in the kitchen and that stands to the T for all types of sports.

Being a student-athlete is no easy feat and it takes a large amount of dedication and hard work that shouldn't get unnoticed. It's not for everyone, but those who can do it have immense fortitude and commitments. It takes hard work, but the passion and love for the sports make all of the struggle worth it.

"THE UNCOMMON CAREER OF SPORTS; A BEAUTIFUL JOURNEY"



GROWTH OF THE FOOD PROCESSING SECTOR IN INDIA



Tejas R. Suthar
MIT College of
Food Technology, Pune

The Food processing industry is one of the world's most important sectors with value addition of USD 1.7 trillion. The United States of America (USA), China, Germany, Netherlands and Japan hold the top markets of the global food process industry. The Indian food processing market is projected to double from USD 263 billion (2019-20) to USD 535 billion (2025). According to the India Brand Equity Foundation (IBEF). Indian Food Processing report, the Indian food processing industry accounts for 32% of the country's total food market. In addition, it accounts for 13% of India's exports and 6% of total industrial investment. The Indian food processing industry mainly comprises 6 segments i.e., dairy, meat & marine, cereals, grains & oilseeds, fruits & vegetables, beverages (non-alcoholic) and packaged food.

With the introduction of new product categories, the Indian food processing industry is rapidly expanding. This pattern reflects a change in consumer preferences toward processed foods. Furthermore, several states that have historically been weak in the food processing sector have seen their food processing capacities increase.

As a result, the industry is expected to develop in terms of product types and geographic reach. During COVID-19, In comparison to other industries, the effect of the recent pandemic on the food processing industry was minimal. Rural and semi-urban India has seen a rise in demand for processed foods in recent times, and the pandemic has increased acceptance and demand for packaged foods, snacks, dairy, and the ready-to-eat (RTE) segment. Allied industries such as food processing equipment and food logistics are also expected to grow in demand. To take advantage of opportunities in domestic and foreign markets in the post-Covid-19 period, the food processing industry's processing capacities must be substantially increased at all levels of the value chain. The Indian government has launched several initiatives to boost processing capacity in the meat and marine, dairy, and food and beverage sectors. India has the potential to be the food export hub in the post Covid - 19 era and with the right interventions can become the global leader in this industry. The post-Covid-19 world looks promising for India's food processing industry as it provides India with an opportunity to capitalize on increased opportunities in the industry, calibrate its strategy and gear up to capture new markets.



IMPORTANCE OF LEADERSHIP AND HOLISTIC DEVELOPMENT IN UG & PG



Cdt. Saiba Uberoi
MIT- ADT University

Leadership is the quality that helps you to inspire and encourage people to work together to attain their goals. A good leader always follows three R's: "Respect for self", "Respect for others" and "Responsibility for the team's actions." Nowadays every organization i.e. corporate or defence search for leadership qualities in candidates while hiring them hence developing your leadership skills is very important.

Leadership begins with understanding and analyzing our beliefs and thoughts. Our values are the fundamental beliefs – the principles we consider to be useful and desirable. The best platform to acquire leadership skills is during student life because it helps you to face challenges in the outside world. It is important for students to have leadership opportunities during their education so that they can learn the art of forming bonds within teams, creating identities, and effectively completing tasks. It also allows you to learn how to recognise and demonstrate good communication and interpersonal skills.

During our college days, it is very important to grab every opportunity that comes your way which can help you to grow and evolve. For example, leading your team in a project to organise events in college, one should try and engage themselves in every activity possible. Moreover, it's important to have good seniors in college who always encourage you to do your best.

Leadership and holistic development go hand in hand. Leadership is one quality that needs to be developed in students but holistic development can enhance the personality of the student. Holistic schooling fosters interest while also improving communication and social abilities. Children are encouraged to make connections in a topic by using their artistic abilities in a holistic approach. It means to enhance your psychological, social, emotional, mental and physical abilities which make you capable of facing the challenges of life. It instils curiosity in the student and makes learning enjoyable and normal. These abilities are important for you to gain success in your career.

Hence leadership and holistic development is an integral part of a student's life as it prepares you to face the challenges of the outside world.

THE TRADITIONAL INDIAN ARCHITECTURE



India is a country with a very vibrant and eclectic architectural heritage. This is because various rulers governed India for many years. Through which it came to the exposure of different cultures and civilisations. We as Indians are fortunate to get an opportunity to witness varieties of traditional architecture spread throughout the holy land. A spectrum of architectural diversity is seen in the parts of the country because of its diversified culture, traditional and religious background.

The most important buildings of different eras were built on the traditional building methods with a perception of cultural prestige.

The emergence and breakdown of different dynasties influenced the evolution of Indian architecture.

TEMPLE ARCHITECTURE - Most of the architectural remains that survive from Ancient and Medieval India are religious.

- In different parts of the country, the distinct architectural style of temples was the result of geographical, ethnic and historical diversities.
- Two broad orders of temples in the country are known as Nagara in the north and Dravida in the south.
- At times, the Vesara style of temples is also found as an independent style, created through the selective mixing of the Nagara and Dravida orders.

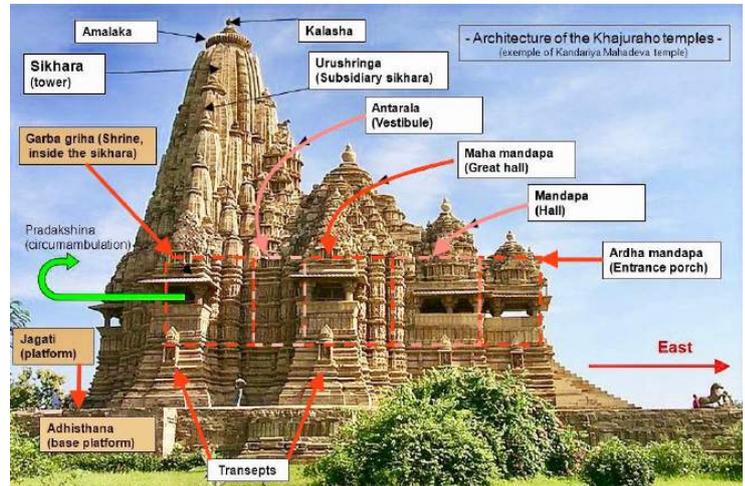
As temples grew more complex, more surfaces were created for a sculpture by adding more and more rhythmically projecting, symmetrical walls and niches, without breaking away from the fundamental plan of the shrine.

important buildings of different eras were built on the traditional building methods with a perception of cultural prestige.

RAJPUT STYLE - The Rajputs were great patrons of art and architecture, who built fabulous palaces and forts. The Rajput palaces are complex compositions built as inner citadels surrounded by the city and enclosed by a fortified wall as at Chittorgarh and Jaisalmer. Some forts, such as those at Bharatpur and Deeg, were protected by wide moats.

INDO-ISLAMIC ARCHITECTURE - The influence of Islamic architecture on Hindu buildings in the form of extensive use of domes. The combination of these two styles resulted in minimizing the stiffness of Muslim architecture and minimized too much decoration in Hindu Architecture.

Bhavesh Rao
B.ARCH- MIT School of Architecture



THE RISE OF ONLINE EDUCATION AMID COVID-19 PANDEMIC



Mayank Pandey

University School of Management Studies

Attending online classes every day has become the 'new normal' for students during the lockdown in India as well as all over the world. As schools were shut because of the lockdown to contain the spread of coronavirus, the online class has taken centre stage in students' life now. Despite the lockdown, many schools have taken timely steps to continue the flow of education by holding online classes for students to maintain their continuity of studies. Interestingly, these online classes have helped students in a way that they don't need to run to school daily. They can study and learn at the cosy ambience of their home and submit their assignments online. The government has been making efforts to encourage online education to achieve academic continuity. Most high-end private and public institutions have made the switch smoothly using online platforms such as Zoom, Google meets, Microsoft teams, WebEx etc.

Online education allows for learning something beyond the norm. A thorough learner has access to unlimited topics and global experts in niche subjects – something otherwise not affordable or imaginable for many. Online programs allow not only students but also people of wide age groups as well to learn at their own pace, without inhibitions, and without compromising on their other responsibilities. Online learning has brought education to people without them going anywhere, and it is more flexible. Probably, students are finding it a welcome change from strict schedules and long-distance commutes to attend classes. Many teachers are also making the best of this situation by exploring new methods of teaching and assessment.

But the moment online education moves from an optional to the only form of learning, and that too long term, the bad and the ugly slowly become evident. India is beginning to get a taste of this now. Using the internet for entertainment is common, but online lessons are a big challenge. Teachers may not be well-versed in creating digital content and conveying it effectively online. A sudden expectation from them to upgrade, and from students to adapt, is unfair. Body language and eye contact, which are important cues for the teacher, are difficult to perceive in an online class. Sometimes phones can be very distracting. While India enjoys a wide geographic and cultural diversity, it also suffers from a huge socio-economic divide. Only a small part of the Indian population has access to online education right now. Interrupted power supply, weak or non-existent internet connectivity, and unaffordability to buy necessary devices are major concerns. To deal with internet connectivity and device availability issues, 'classes' in many places are happening via sharing of videos by teachers over WhatsApp or YouTube so that students can watch them at their convenience. This too, however, comes with difficulties in understanding the lessons and promotes rote learning. Finally, education is not just about subject knowledge but also about developing social skills and sportsmanship among the students, which is built over years. Relying solely on online education may hinder the holistic development of children, and many may underperform later in their professional and personal lives.

LIMITLESS LIVEWIRED ENIGMA AND ITS RESTRICTS



Medical Cadet Aman Arya
Armed Forces Medical College

We all are born with an enigmatic mass (of about 370 cc) in our skull that is the Brain. When a neonate opens his/her eyes into this world of 7.8 billion people, millions of sensations start pouring into this brain. This brain is bland, it is not “hardwired” or preprogrammed, rather it is completely “livewire” with no preprogramming and a splendid journey of life sets in. The brain rewires itself to adjust to inputs, outputs and tasks at hand. It reconfigures its circuitry of vast neuronal networks. Evolution does not need to continually redesign this circuitry of the brain, just the peripherals and the brain figures out how to utilize them. In our lives, we reach the world via different senses – their organs and pathways leading to the brain from its receptors. Is the real world full of such rich sensory inputs? David Eagleman in his book, *The Brain*, has said it is our brain that lights up the world with its sensuality and ‘the world outside you is a large part of who you are’. Such an enthralling organ isn’t it?

So can this live wired brain be at the hands of some manipulative minds? This is what a handful of tech companies have been doing for the past 10 years or so, reading and manipulating this amazing organ developed over years of evolution. Manipulation techniques are being grossly and unethically used by social media companies to addict their users and at the core, Human Psychology is leveraged to achieve this fate. How do they do it? Big Data and sophisticated algorithms are put into these giant supercomputers at Silicon Valley and multiple places around the globe to track user actions on various online platforms.

These algorithms are getting finer and more accurate with each passing day and the most brilliant aspect of our brains, its Neuroplasticity is at its toll.

Why is there no buzz around this existential crisis? Because tech advances are always considered “progressive”, it becomes challenging to admit and confront the negative effects associated with them. According to Mark D. Griffiths, a pioneer in the field of behavioural addictions, The Internet especially Social Networking Sites, SNS we call them, may fulfil the basic evolutionary drives of contemporary. Humans after mass urbanization. This is happening as online communication is being used to cope with a new “individualized way of life” in modern societies, in contrast to the basic psychological needs of secure predictable “community life” that evolved over millions of years.

Thus, a ludic loop of social anxiety, depression, self-doubt, sleep deprivation and neuroticism are seen among people especially teens and adults. Dependence has its ways and means too: To maintain the escapist feeling, Too much relevance, Conflicts of real-life and Mood modification. This loop of ‘manipulative’ social media industry and excessive screen time issue has to be broken to tap the limitless potentials of our livewired brains. The only way out is the limitless brain and the limitless you.

MENTAL HEALTH AT WORK PLACE. END THE STIGMA



it is not so much whether your business can afford a mental health strategy, but more that it cannot afford not to have one

The extensiveness of mental illness in the general population is alarming, as it has emerged as one of the most pertinent causes of disability globally. If we can see that, the pandemic didn't create the problem, but it eventually exacerbated it. There is no denying the fact as we know that mental health challenges will continue to impact employees and businesses for long even after the virus has been managed completely. But as leaders, it's important to do more to help.



Mohit Jain
XIMB 22

This pandemic has highlighted that we're human, and mental health will always be part of our reality. It's not temporary. It's not going to go away." It is better to understand what it is and how to deal with it in the long term as monetary benefits aren't going to solve this. While there isn't a silver-bullet solution, what I can think of is that there are many ways with which we can provide our employees with the support they need at work and in life.

Some of the impacts of Declining mental health at the workplace

- Confused thinking, eventually leading to reduced ability to concentrate
- Unable to complete the desired tasks, or failing to complete tasks with optimal performance
- Tiredness, lethargy and low energy seeping in, leading up to low motivation
- Increased absenteeism
- An inability to accept any perceived criticism or for the suggestion of performance improvement;
- Physical problems such as back pain, headaches and migraines
- Inflexibility in thinking patterns causing relationship difficulties and team problems

Why is it difficult to deal with? We barely focus on our physical health let alone mental wellness. It is pertinent to understand the reason that makes it happen. You don't need any fancy tool or out of the box thinking to neutralize but all that can help alleviate this issue is to be human and just by being flexible enough to accommodate. We need to be as generous and realistic as possible and it can help your team thrive amid the continued uncertainty.

We may have to take a closer look at our rules and stipulated norms around such flexible hours, paid time off, or email and other communications, and paid and unpaid leave, while at the same time we can try to reframe performance reviews as opportunities for compassionate feedback and learning instead of strict evaluations against defined targets.

Having now been in intermittent lockdown for months at stretch, the uncertainty and concern around our current situation and the longer-term outlook have generated a whole mix of emotions and related physical symptoms. Working in isolation had a deep impact on mental health as it ingrained a constant sense of loneliness and disconnection from everything and everyone. As we could observe, for many, this extended period of isolation and overarching lack of contact has created stress, anxiety, boredom and the gradual accentuation of some underlying conditions that previously were manageable.

Financial implications with mental health are huge and for decades it has been largely overlooked but this pandemic did bring the issue to the forefront and the intensity with which it stirred havoc when workers are being laid off and on the personal front dealing with this health crisis, which is taking life at will. The environment that we are supposed to

work in has made us defensive against the constant fight of being the best and that when we do it day in day out with no home we go back to when the fight is done.

The result is what we feel, which is burnout. It consumes our resources from within to the point of depletion and effects last longer than we can imagine. Today when we are bounded by four walls with minuscule or no social interaction, it gets worse. We need to have a birds-eye view into the state of mental well-being of India's corporate segment for the ongoing epidemic which is silently cruising through.

Today a very important role that an HR manager plays is not only about strategic planning and allocation of human resources but with it how those resources are taken care of, making them mentally resilient to stress and anxiety.

It then transcends into improved thinking, decision making and workflow eventuality leading to increased productivity.

It shouldn't be a stigma anymore

Today almost everyone has experienced some level of discomfort on the mental health front and covid 19 made it extensively clear. But the most important of it is to share that experience among others as well. As a leader, one must take charge of being honest about it and this will help decrease the stigma as it will open doors for others to feel more comfortable and open about their own mental health challenges.

External Perceptions should change

It means a representation of our role in the outside world. How ridiculous it would be if I say I am a world-class dancer but I don't dance. It is the same

for portraying support for mental health, one should as a Manager or leader model the behaviour, by building a culture of connection and support. In a Harvard study with Qualtrics and SAP, from which it was evident that nearly 40% of the global employees said that no one at their company had ever asked them if they were doing OK and at the same time, those respondents in the study were 38% more likely than others to say that their mental wellness had declined since the outbreak took precedent.

Preventive Training

Training is not a one-stop solution to the issues we are concerned about, rather it is a holistic approach to take the whole gamut of resources in building an ecosystem of a mentally healthy culture. As more and more employees struggle with their mental health



issues, it's of utmost importance to debunk common myths around mental health, reduce stigma, and build the necessary skills to have productive and proactive conversations about mental health at work.

We have now been taught in the hardest way that employee wellbeing is critical to a business's success. A leading organization will always take care of its employee during any adversity and eventually reap its benefits with employee loyalty, reduced absenteeism, engagement along increased productivity.

Summarizing all of it would be having a shared culture where one feels accepted along a

ak the stigma.



with his/her mental health will allow the employers to understand the range of issues and challenges that employees are facing. It eventually will help build a supportive culture in which the leaders will help role-model these characteristics and the subordinates will follow suit. In the end, I would like to conclude it with an anecdote

“it is not so much whether your business can afford a mental health strategy, but more that it cannot afford not to have one.”

IS INDIA THE NEXT MANUFACTURING HUB?

Is the power of manufacturing shifting to India's hands?

And are the constructive steps taken to enhance foreign investment in the domestic market Succeeding?

For centuries the Indian economy has been classified to be agrarian making up 15.96% of the GDP as of 2019, reported by Statista. Does this reputation impede its transformation into a global manufacturer? Empirical data speak otherwise.

India astutely circumvented through the manufacturing phase and transitioned gracefully into a service economy, with evidence that services make up almost half of the 2.8 trillion-dollar economy. Although services contribute a 'lion's share' to the GDP, it only employs 32.04% of the labour force. A major reason that can be cited for this disparity is that most service jobs are available only in cities and to urban-educated people and require infrastructure and consistent utilities which are predominantly available in developed regions.

With an expanding young and capable labour force, and high rates of rural to urban migration; improving the ease of conducting business in India is the need of the hour. Reforms introduced by the government such as 'Make in India' campaigns and the PLI schemes have boosted the country's image on the global stage. The PLI scheme boasts estimations of creating \$307 billion in the manufacturing sector and 30 million jobs for the youth. The sectors covered by the PLI are automotive, steel, textile, telecoms et cetera. These benefits have translated into a significant improvement in India's 'Ease of Doing Business' ranking from 134 in 2014 to a whopping 63 in 2020. This gives India a competitive advantage over other Asian contenders like Vietnam (currently ranked 70).

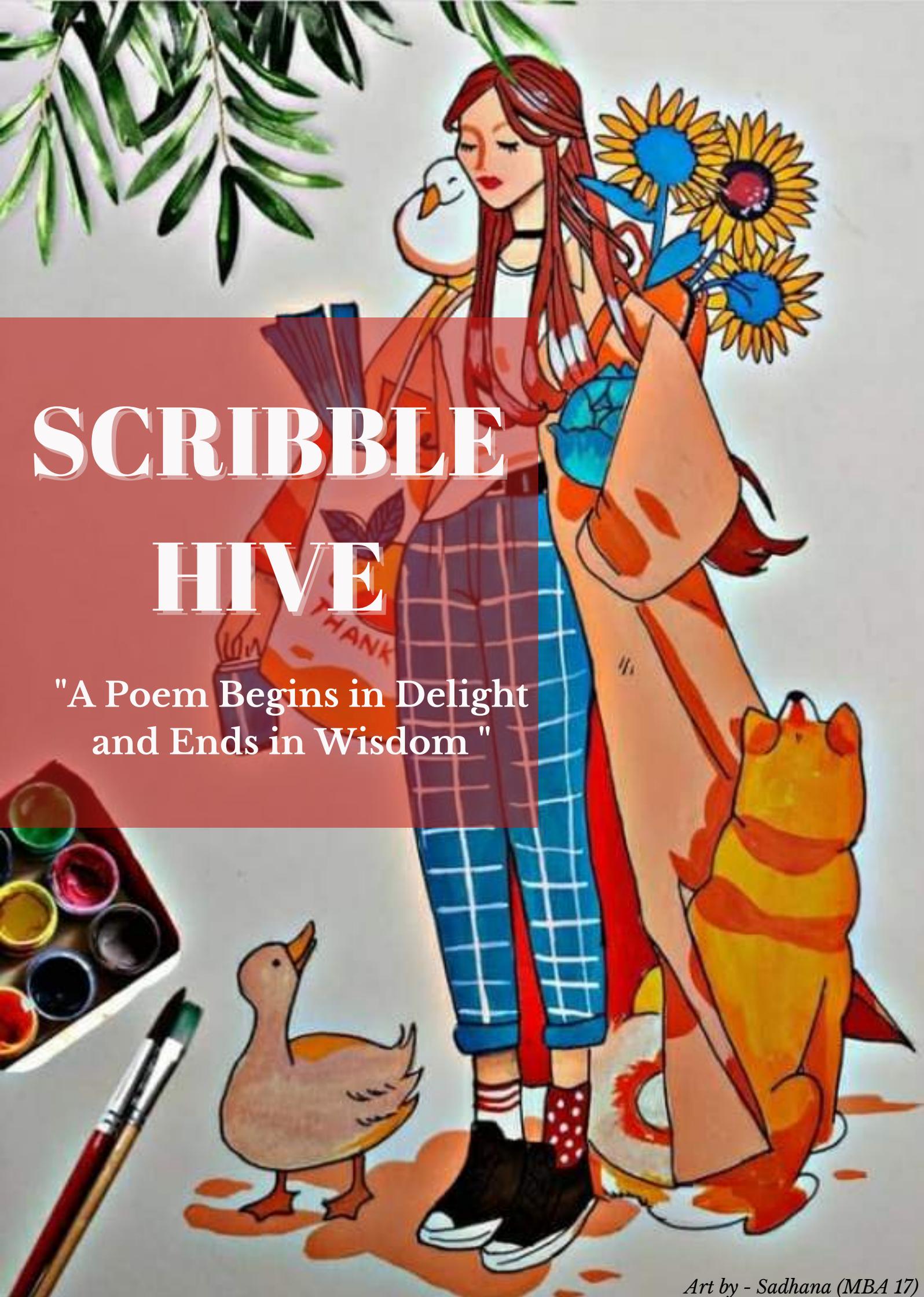


Niharika Jandial
Bachelor's of Commerce
(Economics & Marketing),
University of Melbourne

In addition to launching structural reforms, other challenges involve dissolving governmental and bureaucracy backlogs and catalysing the slow decision-making process.

Furthermore, in a post-covid struck the world, many MNCs are looking to diversify supply chains and find supplementary manufacturing hubs in addition to China to reduce risks. For example, Japan has promoted an "exit china" subsidy of \$2 billion for native companies to shift manufacturing to India and other hubs. In such an ever-changing world, capitalising on current trends can be one of the best opportunities to elevate the quality of life for Indians as well as to propel the economy to successful heights. In this scenario: a massive market, minimal corporate taxation policies and efficiently priced labour; India possesses favourably attractive features. With a tad of marketing and wooing foreign investment, can India transform into the next biggest manufacturing hub?





SCRIBBLE HIVE

"A Poem Begins in Delight
and Ends in Wisdom "

BUBBLE

In a dream
I was a bubble
Floated around the world
With no weight and
The ground was far away
from my gaze.

With nothing inside but
Air
Life seems a little fairer
The light fell on me to
unveil
all the kaleidoscopic
colors

I was made of and
I didn't even resist
When I started to fade off
Like there was nothing
I was afraid of.

These are the colors of
your choices
Made the life beautiful
and fair
You must know the
sunshine
Come to us after shedding
lots of tears.
But concentrate on
yourself
To be naïve.

Kumari Devki
MBA 16

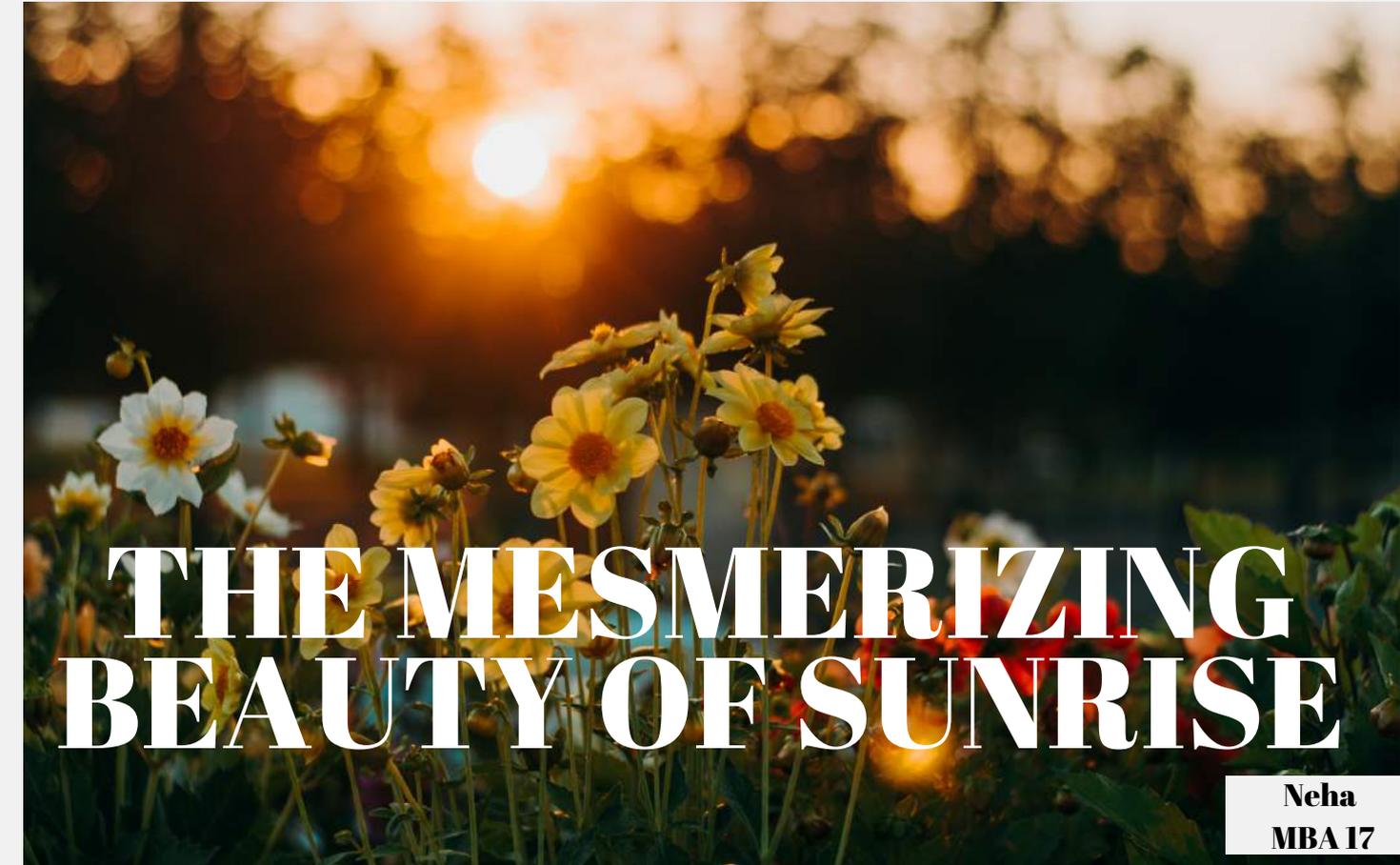


क्यों??



गरीबों को क्यो पेटभर खाना नही मिलता,
चाहकर भी बच्चों को स्कूल में जाना नही मिलता।
क्यो किसी की बेटी को दहेज़ के लिए सताया जाता हैं?
मिट्टी के तेल से अकसर उन्हें जलाया जाता है।
इस देश में लालच इतना बढ़ गया हैं?
दौलत का नशा क्यो हर एक की आंखों में पड रहा हैं?
क्यो संसार में मां की इज्जत भी घट गई?
पूत तो कपूत हो गए, बेटियाँ भी पीछे हट गई।
क्यो टीचर भी अब तनखा, के लिए आने लगे हैं?
मजबूरी समझकर बच्चों को पढ़ाने लगे हैं।
क्यो छात्र भी इज्जत करना भूल गए हैं?
ऐसा लगाता ही नहीं यह कभी स्कूल गए हैं।
जिन नेताओं के पास है देश की भागदौड़,
वही कर रहे देश को खोखला और कमजोर।
दौलत ने कितने ही घर उजाड़ दिए,
कितने ही रिश्ते बिगाड़ दिए।
दौलत ने इस सच्चाई की किताब से,
अच्छाई के पन्ना फाड़ दिए।

Akansha
BBA 02



THE MESMERIZING BEAUTY OF SUNRISE

**Neha
MBA 17**

Every morning
Are such a blessings
For us to still indulge in the
beautiful
Creation of God around us
And to be with the people that
we love
And for us to see
Experience and witness
The beautiful scene of
SUNRISE
In the morning
It such incredible feelings
Priceless and incomparable
As the sunrise is happening
Let's not wake up full of
complaining
It's a new day, new beginnings
Let's thank GOD for another
day He gave us for living
Wake up with a smile so sweet
And then consume the day
without regret

Spend the day full of strength
Face the battles full of courage
Every day is a never-ending
battle
And we are all undefeated
warriors
Every day is...
A new opportunity to grab
A new chance to begin with
A new battle to conquer
A new battlefield to fight.
Let's embrace it and make the
best out of it
Let's appreciate every single day
that we still wake up
Not everyone is lucky to
experience that
Our life is precious
Be grateful every morning
That we still see the light of life
Let's be worthy for the life that
GOD entrusted with us

मां क्या होती है?



Anju Dhama
BBA 02

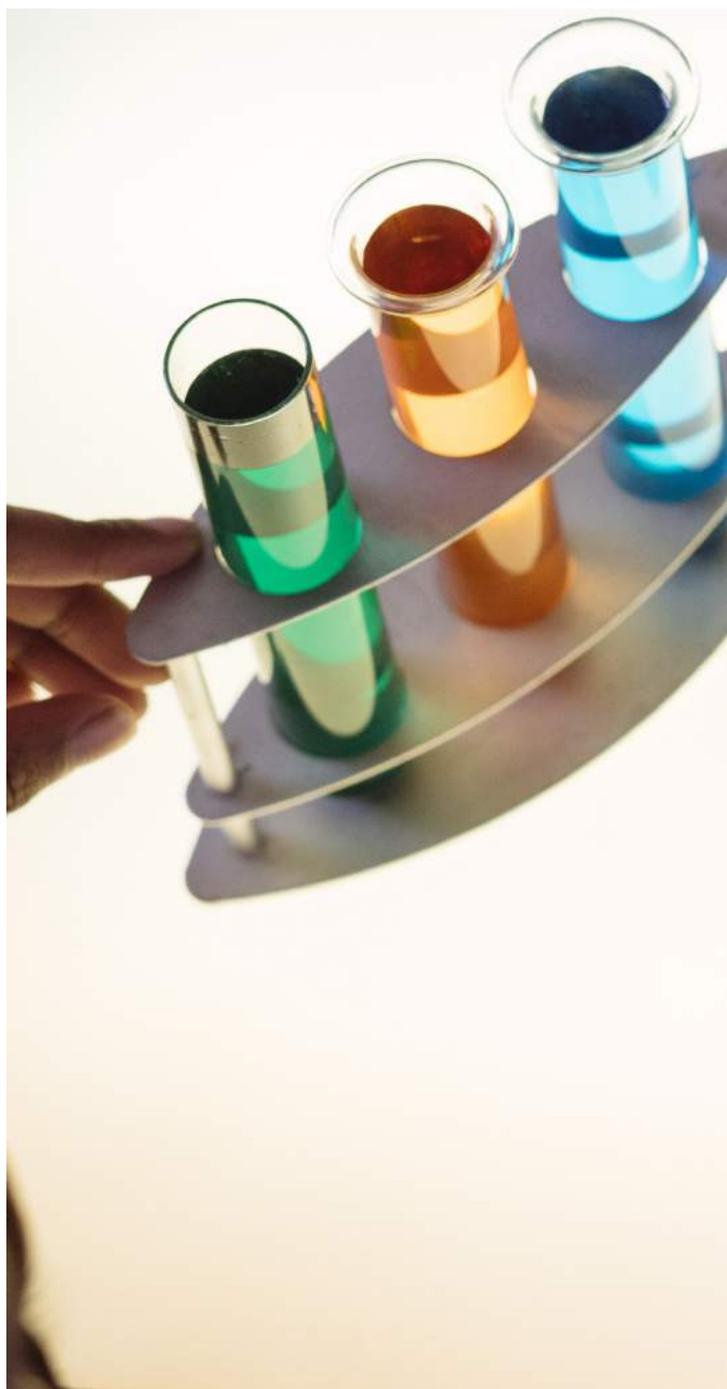
वो इंसान जो अपने गमों को छुपाकर,
हमारे आंसू पोछती है;
वो मां होती है।
वो इंसान जो हमारी खुशी में,
अपनी खुशी ढुंढती हैं;
वो मां होती है।
वो इंसान जो हमारी इच्छाओं को पूरा
करने के लिए,
अपनी पसंद को भी नकार देती हैं;
वो मां होती है।
वो इंसान जो अपने बच्चों के लिए,
दुनिया से तो क्या... भगवान से भी
लड जाती हैं;
वो मां होती है।
वो इंसान जो अपना पेट ना भरकर,
हमारा पेट भरने की कोशिश करती
है;
वो मां होती है।

वो इंसान जो हर किसी को प्यार
करती हैं,
दिनभर सबका काम करती हैं;
वो मां होती है।
वो इंसान जो अपने बच्चों को रोता
देख,
खुद भी रोने लग जाए;
वो मां होती है।
हां वो मारती और डांटती भी हैं,
पर भगवान से बढ़कर जिसका दर्जा
हैं,
वो मां होती है।
ये जिंदगी जिसकी अमानत है,
जो सबका साथ पाने का हक रखती
है,
वो मां होती है।
जो अपना सपनों को भुलाकर,
अपने परिवार को पालती है ना!
वो सिर्फ-और- सिर्फ मां होती है.....।

A CHEMICAL SONG



**AKANKSHA
BBA02**



If you find chemistry
bore,
Take a few drops of
 H_2SO_4 ,
If you want to go hell,
Take a bottle of HCl ,
If you want to get rid
of your life,
Take a dose of P_2O_5 ,
If u want to make
some bricks,
Mix sand with C_2H_6 ,
If you want to catch a
hen,
Do not go to bed,
Otherwise every bit
of chemistry,
Will come out of
your head.

HERITAGE OF ARMY LIFE

My hometown is nowhere, my friends
are everywhere

I grew up with the knowledge that
Home

Is where the Heart is and the family is.
With no dependence on the dwelling
Mobility is my way of life

Yet they are as deep and strong as the
might oak

Travelling has taught me to be open
Shaking hands with the universe

I find brotherhood in all men.

Farewells are never easy.

Yet, even in sorrow comes strength and
ability

To face tomorrow with anticipation.....

And when I leave one place, I feel that
half my world is left behind

But also that other half is waiting ahead
Friendship is formed in hours and kept
for decades

I did not grow up with anyone

But I will mature with many

It is inevitable that the paths will part
Though there is constant hope that
they will meet again

Love for the country, respect, and
pride,

Fill my being when old glory passes in
review

When I stand to honour the flag
I also stand to honour all the brave
soldiers.

Anoop Kumar
MBA-17



CRADLE OF LIFE

Living life to its fullest is a
must,
as it is unfair and unjust
The throes you tread on,
are one aspect of life with its
pros and cons.

The tenets of life ruled by
masses,
hence, frenzy in its behavior
leading to a path of
devouring and sadness.

To the eternal miseries of
life,
overshadowed by the mere
memories which imply
the kingdom is one and the
masses unified
To the very depth, in masses,
I confide.

Living a good life to the very
last,
There the chariot awaits afar
At last, the death meekly
anticipates
For the masses humbly
depart.

SIDDHANT PANT
MBA 17



An Alumni Meet is an occasion when students gather at their Alma Mater, go down memory lane and look forward to new interactions with new hopes. The 16th Alumni Meet of Army Institute of Management & Technology, Milaap 2020 was held on 3rd October, 2020.

MAJOR EVENTS AT AIMT



"Most of us end up with no more than five or six people who remember us. Teachers have thousands of people who remember them for the rest of their lives."

Teacher's Day was celebrated on 5th Sep 2020, in memory of Dr. Sarvepalli Radhakrishnan, who was a Teacher par excellence and also one of the successful Presidents of India.



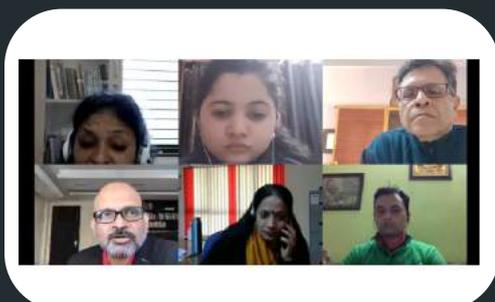
Virtual HR Conclave 2020 "New Normal of People Practices: Issues & Challenges", organized on 17th October 2020, Saturday. The Chief Guest for the session was Shri (Dr.) Ramesh Pokhriyal (Minister of Education, Government of India), Mr Prem Singh (President, NHRD), Guests were Dr Manoj K Prasad (VP Talent Development, Reliance Industries Ltd.), Mr Sandeep Tyagi (Director- HR, Samsung Electronics), Dr Irfan Rizvi (Prof. Leadership & Change Management, Chair HR Program, IMI, New Delhi), Mr Mussarat Hussain (Head- Leadership & Functional School, Maruti Suzuki India Ltd.),

AIMT

MAJOR EVENTS AT



Army Institute of Management & Technology organized Vyapaar Today- The Marketinar 2020 on the topic "THE FUTURE OF MARKETING: CHALLENGES & OPPORTUNITIES" on 28th November 2020, Saturday.





Army Institute of Management and Technology, Greater Noida had applied for 2nd cycle of NAAC Accreditation. The Peer Team visited on 17-18 Feb 2021. The team was headed by Dr Parimal Vyas, Vice-Chancellor, The Maharaja Sayajirao University Of Baroda, Pratapgunj; Dr Seema Joshi, Director, School Of Management Studies, North Maharashtra University Jalgaon and Dr Yash Pal Sharma, Principal, DAV (PG) College, Karnal

MAJOR EVENTS AT

AIMT



The International Women's Day, which was observed on 8th March 2021 was celebrated at the Army Institute Of Management And Technology, Greater Noida. Prof. Dr Prerana D. Shere, Mr Rishabh Tiwari, Ms Zakira Soman were the chief guests for this occasion



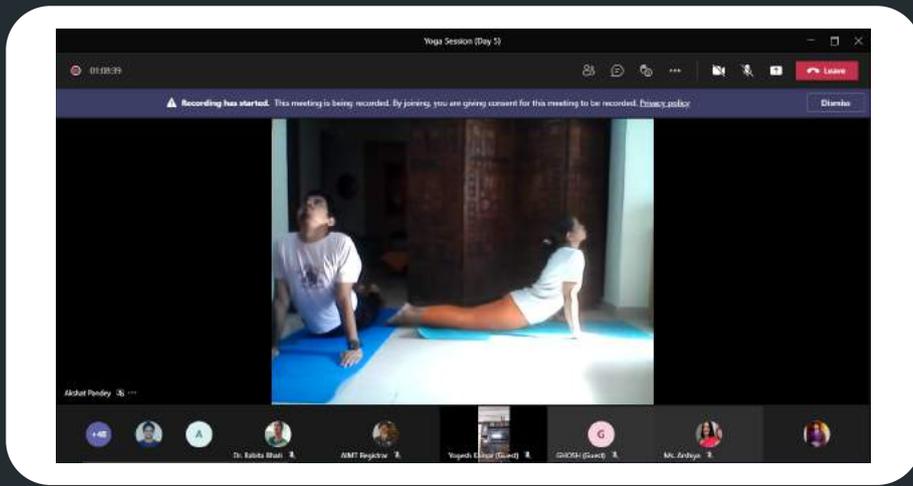
Army Institute of Management and Technology, Greater Noida celebrated its 17th Foundation Day virtually on the 7th of January 2021. The session was conducted through MS Teams by the students of MBA 16, MBA 17, BBA 01 and BBA 02. The speakers for the event were Mr Gireesh Neema, President and Mr. Navin Kaul, Vice President, and other members of the Alumni Association.

AIMT

MAJOR EVENTS AT



IQAC and E-Cell of Army Institute of Management & Technology organized the “Entrepreneurship Development Programme” under the aegis of NSIC, Faridabad from 12th - 19th April 2021. The introductory session was taken by Mr. Ram Yadav (Center Head and General Manager NSIC, Faridabad) and Mr. Shakeel Ahmed (Faculty, NSIC).



Army Institute of Management and Technology organised an Online Yoga Session for MBA, BBA, AIMT Faculty and Non-Faculty from 10th to 14th May 2021 on the MS Teams platform. The session was conducted by Yoga Instructor Lalita Pandey.

MAJOR EVENTS AT AIMT



To understand & learn the black & white of the New Education Policy and the future of Education in the country after NEP 2020, Army Institute of Management & Technology, Gr. Noida organized the Webinar on NEP-2020 on 22nd May 2021.

The National Service Scheme of Army Institute of Management on 5th June 2021 organised a webinar on the eve of World Environment Day. The theme for the webinar was Ecosystem Restoration.



AIMT

MAJOR EVENTS AT

Army Institute of Management & Technology
Greater Noida
hosts the

FIFTH ONLINE CONVOCATION CEREMONY

MBA- 12 Batch (2015-17), MBA- 13 Batch (2016-18) & MBA- 14 Batch (2017-19)
AT 09:15 HRS ON 12TH JUNE 2021 (SATURDAY)

Chief Guest	Guest of Honor
 Prof. M. Jagadesh Kumar Vice-Chancellor Jawaharlal Nehru University, New Delhi	 Tanmoy Chakrabarty Group Government Affairs Officer Tata Sons Pvt. Ltd.
	 Nixon Joseph President & Chief Operating Officer SBI Foundation



On 12th Jun 2021, AIMT, Gr. Noida organized the Fifth Online Convocation Ceremony to award the MBA degree to the students of MBA12th, 13th & 14th Batch. The ceremony was graced by Chief Guest Dr. M. Jagadesh Kumar - Hon'ble Vice-Chancellor, Jawaharlal Nehru University, Delhi, Mr. Rahul Chaudhary, CEO TATA Power SED, Mr. Tanmoy Chakrabarty, Vice President and Global Head, Government Industry Solution Unit (ISU) at TCS Ltd.

and Lt. Gen Vijay Kumar Mishra, AVSM, SM, VSM, GOC, HQ Delhi Area and Patron AIMT, Maj. Gen. Alok Kacker, YSM, COS Delhi Area and Chairman AIMT. Students from MBA 12th, 13th & 14th Batch whom degrees were awarded, guests from Industry, alumni of the Institute, local dignitaries, current batches' students and faculty & staff members witnessed the occasion.



ARMY INSTITUTE OF MANAGEMENT & TECHNOLOGY

NAAC ACCREDITED; AFFILIATED TO GGSIP UNIVERSITY, DELHI

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