



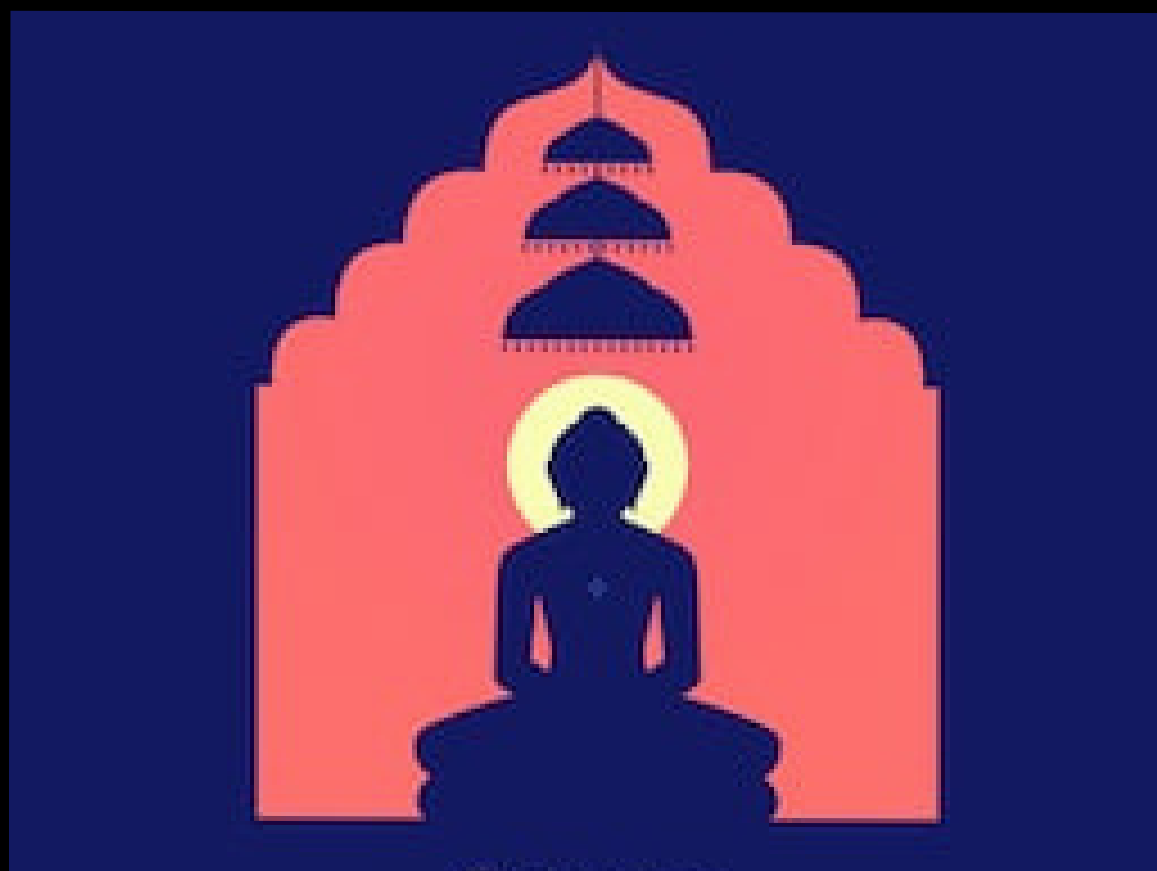
**JAIN**  
DEEMED-TO-BE UNIVERSITY

CENTER FOR  
MANAGEMENT  
STUDIES

# ERGO 2019

CMS ANNUAL  
ENGLISH MAGAZINE





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# OPENING MESSAGES

# CHAIRMAN'S MESSAGE



*DR CHENRAJ ROYCHAND  
CHAIRMAN - JGI, PRESIDENT - JU TRUST*

The world today seems to agree that while conflict of interest is inevitable, aggressive combat is definitely optional. Nowhere is the philosophy more evident than in the ever changing world of business, where the emphasis, more than ever, is on "reach out to reach us".

The mantra of success is simple; focus, persevere, budget time, network wisely and above all, sharpen the mind.

At JU-CMS, the vision of holistic education acquires a completely new dimension - producing thought leaders and managers of excellence with an abiding social conscience. Success best fits those who wear it with humility. 'Ergo', the student voice of JU-CMS, emerges with yet another thoughtful reflection of young minds in a world of aspirations and efforts I wish them all success in their endeavours. My message to them would be "to strive, to seek, to find, and never to yield".

# VICE CHANCELLOR'S MESSAGE

Dear Ergoites,

I am amazed by the incredible professional maturity being shown in bringing out this magazine regularly. I am convinced that your energy, enthusiasm, and quest for knowledge will take you to greater heights. Rabindranath Tagore says, "the highest education is that which does not merely give us information, but makes our life in harmony with all existence". Are we equipped enough to deliver such 'quality information'? University World News reporting about OECD Higher Education Conference, 2010 quotes Richard Yelland's conclusions "some of the fundamental challenges facing society and Higher Education are the need for into intractable global issues on one side and access and equity on the others. There is certainly no room for complacency. We must be careful about moving towards overemphasis on instrumental research-there must always be fundamental research."

I hope the faculty are quite aware of the challenges of higher education and will work towards developing the right kind of education for the upliftment of society.



*DR N SUNDARARAJAN  
VICE CHANCELLOR*

# DIRECTOR'S MESSAGE



*DR DINESH NILKANT  
DIRECTOR, JU-CMS*

Dear Ergoites,

2018 was a memorable year at JU-CMS and 2019 has also seen commendable progress. More than a mere recollection of memories gone by, Ergo embodies the challenge and spirit of CMS. It is a succinct montage of activities, perspectives, and opinions.

The semester was full of activities, events and programs that were challenging, highly focused and replete with academic promise and deeply fulfilling; academically and otherwise. Every activity was a learning curve and sharply focused. From academic sessions with industry professionals, to co-curricular activities in fests and competitions, to the finale of the CMS Fest, Precipice, in The British Isles. Each of these have been flawless in execution and deeply rewarding to the student body, as well as the faculty.

I would like to enunciate that college life is a memorable period in any student's life. It is of paramount importance that we remain focused towards an important purpose.

Life is a continual learning process, but for some, their formal academic education ends with their undergraduate degree, after which other career or business related pursuits take their place in life. Hence, it is prudent to seize today, and utilise one's means without slipping astray.

It is not wise to dwell on problems that do not exist within an institution. So, instead of chasing loopholes and resisting academia, I urge you all to immerse yourself in a mode of open mindedness that is focused and conducive to learning. Have intellectual discussions, participate in meaningful activities, such as open mics and critical debates. After all, experience is the true mark of personal growth and Ergo is a testament to the university experience.

Ergo is a quiet reflection of the confidence and insights gained by students into the realities of life and self confidence gained through synergistic effort. It is a meaningful recap of a memorable year. My heart goes out in appreciation to all students, to the organisers and participants of CMS activities, to the contributors of these meaningfully crafted articles, to my faculty and staff, and especially the editorial team who made this journey an unforgettable one. As you flip through Ergo, do take time to share our pride and joy, and to cherish these memories that lie enshrined in the heart and soul of every CMS-ite.

# EDITORIAL

“Cogito, ergo sum” is a theoretical proposition by the Latin philosopher, Rene Descartes. It translates to “I think, therefore I am”. This was an attempt to end scepticism as we know it, by finding something that must be true. It shows us that we, as humans, can never truly be certain of anything that we believe that we know.

Keeping this idea in mind, we at Ergo have strived to bring you the very best of CMS in a brilliantly curated work. The Ergo Team has closely collaborated over the last several months to work within our deadlines

and to maintain the quality of our work.

We would like to thank Ms Shilpi Agarwal for being a constant source of support to us and guiding us whenever we have needed. The rebirth of this magazine would not have happened if it were not for her consistent efforts.

This magazine has been written and designed entirely by students. We wish to reinforce the importance of consistency despite circumstance and hope that you enjoy reading this rendition of college life as much as we enjoyed working on it.

MANSI K PANANI  
AMATULLAH VAHANWALA





# ENGLISH ARTICLES AND SHORT PIECES

# PAY THROUGH THE NOSE FOR POPCORN!

*DR DINESH NILKANT*

It is not for the first time I went for a movie to a multiplex with my family but this time it pinched me really hard, having paid an extortionate amount for the tickets, the movie we watched was hopeless and I kept wondering about when it would be appropriate to ask "I want my money back". In so many other sectors, it is possible to be compensated if the commodity being paid for is not up to the mark but here I feel I have no choice. Yes, I understand the practical problems but I feel very disappointed. To make the matter worse, disaster came in form of 'The Interval', which is the most profit-making time for these multiplexes. When I went to purchase popcorn during the interval, I was harshly taken aback by the prices. Any single person would end up paying at least 350 - 450 Rupees to avail theatre snacks and beverages in the multiplexes. Everything there was absurdly priced, from popcorn to aerated drinks and yet so many people were buying it. Buying not out of choice but out of hunger and family pressure... What a waste of time and money!!

If you go to watch a movie with your family, you end up spending thousands to eat snacks in these multiplexes. In every theatre experience, an individual spends three hours of their day being closed off from the outside world, and the only access they have to food is the snacks and beverages provided by these multiplexes, which are sold at highly soared prices.

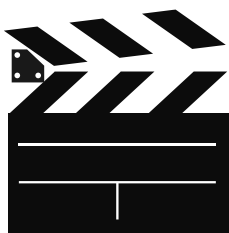
The majority of the country's wealth is concentrated within a small percentage of the population. This isn't how democracy works, and it certainly isn't what the Indian Constitution stands for. Who are the people responsible and which ministry do we complain to?

There are so many questions but nobody is available to answer these questions. We have accepted the wrong with closed eyes and have turned blind to it. We mull over a small increase in prices of petrol, gas, etcetera; but do we ever make mention of popcorn prices?

Think about a young child who has visited the theatre with his parents for the first time. He watches other kids eating popcorn and feels tempted to eat it too. He is too innocent to understand that the price of the popcorn is five times more than what his parents spent to bring him to the multiplex. He demands popcorn succumbing to the peer pressure and parents buy it. Imagine the plight of all the people who feel this pinch in every aspect of their life, the people who remove items from their small pile of groceries at the billing counter because the amount was a few hundred rupees higher than what they can manage to spend that month.

Another important point I want to highlight here is, whenever there is a new movie release of a big superstar, the price of the ticket increases by leaps and bounds. I have recently observed that some malls have inflated their parking charges because of these multiplexes. My genuine question is - where is this money going and why are we sitting and watching it silently? Sometimes, I feel, this is a violation of our basic human rights in the guise of taxes.

While this country is a relatively a mixed economy and the government isn't an entity that interferes with the functioning of privately run businesses, it definitely is obligated to intervene when a certain industry has such a significant volume of stakeholders and when it comes to the greater good, all else must be sidelined.



# LENS TALK

AMATULLAH V.

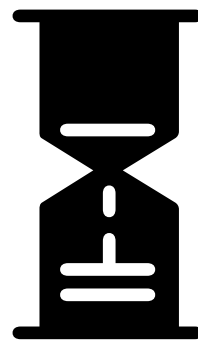
I love taking pictures. A while back, I realized that it was because I subconsciously wanted to preserve every moment that happened; because once elapsed, they're gone. Forever.

While pictures taken at special moments give you something to reminisce over when the memories fade away, there's a *je ne sais quoi* occurring when you unlock that phone screen, open that camera, focus on your subject, and capture. I'm not sure what it is, but a certain layer of the moment is lost. The moment isn't lived and experienced to the fullest.

However, the same can be refuted. You can never be too sure about which memories won't fade away into oblivion, and which ones stay, but you can be pretty sure that the reminiscent pictures will stay and hold the capacity to bring back strong memories.

Sure, I'd rather be behind the lens than in front of it; but lately, I'd rather stay away from 'The Behind', and experience 'The Around', and let someone else be the shutterbug. Selfish? Perhaps. This is probably why people hire strangers to take pictures at events instead of doing so themselves. So that they get to have their moment and keep it, too.

Take your pictures, admire them, but most importantly, live in the present moment.



# MISFIT?

MANSI K PANANI

Sometimes I wonder, am I really a misfit in this world?

A world where people don't take too long to hurt you.

A world where discipline is rare and nothing is fair.

A world where carefree is the new cool,

An emotional and a caring human being is perceived to be a fool.

A world where people form judgements irrespective of whatever you're doing,

Without knowing where the world and its vibe is going.

I feel like a misfit very often, in this world.

But...

The truth is, we all misfit in a lot of places a lot of times.

We feel like who we are isn't what the world needs. We feel like certain places and people aren't meant for us and that's not where we belong.

But that's not what matters.

The world has places, the aura of which can be changed with your presence. There are places waiting for you to show your power and beauty. There are people who make you love yourself. There are people seeking out there for a person like you. There are people who feel like home, there are people who exactly come where you come from and are living with the same purpose as yours.

Am I really a misfit in this world?

No, not really. I am a misfit only in places I never belonged to, and to people who were never meant for me.

To everything and everybody else, I am the definition of confidence. I am the benchmark of power. I am the greatest example of real. I am myself. Happy, content, and powerful by being the best version of myself.

The last one standing,  
A free spirit.  
Cautiously picks at her cage's locks  
And plays around with fate's map  
made for her  
Contemplates snipping away at this  
'life' force  
While her two sources  
Taunt and provoke and poke at  
each other's sensitivities  
Constantly at each other's throats  
She is numb to it now  
With crumbling respects and morals  
She cares for very little  
but that it mustn't be known  
That her cage unlocks,  
That she can hear the storm as it  
rages behind a bedroom wall.

## BIRD BOX

ANONYMOUS SUBMISSION



time flies,  
roofs in corridors that were above  
your reach  
now touch your hair.  
people you've known your entire life  
only seem older when you see  
photos.  
time flies,  
friends who were next to you for a  
better part of two decades  
are two six-hour flights away.  
people who you looked up to  
are six feet under.  
time flies,  
the junk you had every day of your  
teen life  
you can't think about touching  
anymore.  
all the things you did without being  
the one responsible for them  
you can't do that anymore.  
time flies,  
you don't remember who you were.

## TIME FLIES

ASIF HASSAN



# THIS IS WHERE I COME FROM, AND I'M NOT ASHAMED OF IT.

*MANSI K PANANI*

Remember you feeling inferior about yourself just because of your body weight?

Remember you hating yourself because of not having a fair complexion or those brown, golden eyes?

Remember when your friend cracked a joke on you in front of a few more people and you laughed it out but deep down, the same joke stung like a bee to you?

Remember that one day when you fell off the stairs and pretended like nothing happened but kept holding onto that incident for hours?

Remember the times you compromised on your self respect just to save a friendship?

Remember the times you pretended to be cold and ignorant just because you were scared to show you care?

Remember facing a panel of interviewers with thousands of elements of self doubt?

Remember giving your 100% in an exam and thinking you'd fail anyway?

Remember that one day when you wanted to be alone but were worried to walk alone in your college corridor and felt awkward to visit a cafe alone?

Remember you pushing a loved one away because you felt you're being too clingy?

Remember a part of you that wanted reassurance for everything?

Remember yourself overreacting to everything?

Remember the times you battled with your own demons to protect your peace of mind?



I'm sure you do. Even I do.

Yes, I've had parts of me filled with insecurity. I think a part of all of us comes from there, we just don't talk about it. Now that I know that it is completely okay and that coping with insecurity isn't going to happen overnight, I am talking about it and I'm not ashamed to do the same.

I'm fortunate to have friends and a few amazing people around me who accept me for the way I am and love me despite my insecurities. But what about those who don't?

So today, let's understand people who are going through it. Let's accept them for who they are and remind them they are beautiful every time they forget their worth. Let's stop judging people for who they are, let's come to terms with the fact that all of us have flaws and it's okay to have them. Let's help those who are insecure, conquer their fears.

Let's break the cages where people build their own walls.

# À SUIVRE

ASHAY GUPTA

There's something beautiful about the way some things end. Be it something as small as a movie or something as big as life. There's something beautiful about endings. Don't get me wrong, they, in their entirety, are tragic. But when I say endings, I don't, by any means, hover around the concept of loss. Endings, in my own humble opinion, don't signify the end, but an end; and unlike loss, endings still leave us room for hope. But, to be honest, I've always thought of endings as somewhat similar to dementors (to those muggles who don't know, Dementors are foul creatures who drain peace, hope, and happiness out of the air around them) and in that respect, I thought they were the same; that is, until recently I did. But Life is truly like a box of chocolates and you never know what you're going to get.

And that was exactly what happened because today was different; today was the day I realized the beauty in ending. Today was the day my perspective altered and that, I think, was for the best.

Endings, in my own humble opinion, are beautiful because, in the end, you remember only the good things and not the bad ones.

They're beautiful because, in the end, no one remembers the fights and the drama.

They're beautiful because, in the end, no one remembers the unpleasantries.

They're beautiful because, in the end, all we have with us is the good stuff.



They're beautiful because, in the end, it all comes to rest, and in one way or the other, for the best.

They're beautiful because, in the end, we all rejoice with the happy memories.

They're beautiful because, in the end, the memory of those happening, eventful & joyous moments is seared into our hearts and years later when we think back to that moment, we rapture, with the happiest of smiles and the brightest of glows.

They're beautiful because, in the end, we hope to meet again and maybe, in that same greed, we recreate those memories over and over again, just to relive those precious moments.

So you see it's never the end, just a momentary pause in the ever flowing river of time.

It's never the end, but a promise to see you again.





# TOE PRINT

*ASIF HASSAN*

"Appreciate the lengths you've gone to, to get this far into your life."

Most of us don't remember too far into our childhood. Maybe you remember a particular incident, or a fight you had with your best friend, but we don't really remember us making decisions and matters like that. It's hard to imagine we were all once innocent little kids. But that was a part of your life too, you had to get through so many things. You got through endless pages of homework, through bullies, and people not listening to you because you're a kid, and only occasionally getting what you want. You got through all of that.

Later on you got through your adolescence. Trying to understand yourself and finding your purpose in the world. All of us are taught that each of us is special and unique in our own different ways, this builds up the pressure to plant your roots firm and give yourself an identity. You got through identity crisis, friendship drama, relationships and what not.

And then a day you came you had to actually make decisions that would determine how your entire life plays out. You got through that.

So what I'm saying is, you didn't just get here because you just went through life. We made active decisions and went through struggles and uncomfortable moments to get where we are. To get to wherever you're standing right now.

# THE QUINTESSENTIAL NIGHT

ASHAY GUPTA



Someday perhaps, about some beautiful girl and a perfect night, I'll write. About how perfectly the stars atop those hills form a constellation of love, and how the town beneath, with its lights, shimmers magically; and us, like two lovers, shunned by the beautiful setting, lay frozen among those flowery plains, gazing into the infinities of the night.

First, into the infinity of the star embedded sky;

And second, into the infinity of the universe of each other's eyes.

And maybe, just maybe henceforth that night, I'll write of Love and sing its songs.

And perhaps open my heart to the possibility of loving again.

And maybe, just maybe henceforth that night, I'll love again.

# STROKES

SARTHAK BAIJAL

And do what with it? What with it? Not that it is going to mean anything in the end? Just a few beautiful moments in life? How does it matter? We are all going to get hurt, we are all going to feel bad. We will miss out on doing things. We will miss out on meeting new people. We will make our own mistakes. We will be affected by our own mistakes and we will be affected by the mistakes of the people around us. Mistakes that may ruin our moment, our day, our month or even our entire year. A mistake that we might regret for the rest of our lives. But remember, these mistakes are what will define your life. Because every single stroke that a painter makes on a canvas is individually a mistake; but he goes on, continuously making mistakes until, in the end, all the mistakes come up to give birth to the masterpiece that he creates. Your life is that masterpiece and your mistakes are the strokes, you are the painter. Make the mistakes, because after the end of your life, your painting shall be remembered and not the strokes.



# DANCE OF DEATH

TRISHALA SANTHANAM

Death - the word itself scares us. Well, there are plenty of reasons of why. The fear of missing the most important person in your life, the feeling of loneliness, the fear of a pathetic or gruesome death and most of all, having absolutely no idea what it's going to feel like.

We live in a chaotic world that we built for ourselves, but little do we realize that our lives have a pattern set for us. Through the chaos, if we at some point, have the ability to say "Life is beautiful", why tremble with fear at the thought of death? Death has naturally been looked down upon as it brings a sense of negativity in our lives. It brings sadness, no doubt. But we're all going to die one day and I'd like to think that it simply means the end to a wonderful life. Every story has an end, everything by nature comes to an end.

Compete with death by truly experiencing and living life while you can. Go through its ups and downs because they were meant to happen. And, finally, when you know your time is coming, greet death like an old friend and say "I won all my life, now perhaps, it's your turn."



# FEMME FATALE

AMATULLAH VAHANWALA

Storms and hurricanes and tornadoes – they're beautiful to look at from a distance, and they're very good at destroying everything in their wake, including those eyes privileged enough to penetrate their inside, and witness the inertia from within the chaos – the eye of the tornado. They're also usually named after women.

When she made the effort, she really was something to look at. She relished the feeling of being visual art. Of being beautiful.

For someone who cared too much, for a little this, and a little that, she functioned like there was nothing to really lose, and nothing to really gain. There was something new to every level and side and facet to her, like plot twists in a P.G. Wodehouse story.





She experienced a world of her own, oblivious to the negative, just the way in which she was oblivious to the positive.

The impression she had of herself was the only one that really mattered. People always talked, and there was good, and there was bad. She knew none of it, and nor did she care.

Her open mind withheld all forms of judgement. She often zoned out, to a place that was entirely her own, and it would make people wonder if they said something wrong, upon looking at her perpetually sombre expression. With her, it was as if everyone had a second chance, but nobody had their first.

She stopped at nothing if her heart truly wanted something. She, in a way, wrote a fate of her own. Where her will existed, there was always a way.

# IT'S NOT FAIR

ROHAN RAVINDRA



A dark-skinned woman wrapped in a lush cantaloupe frock shields her face as the piercing Indian sunlight hits her. She then hears a voiceover boom - "Protect your natural fair skin from the harmful rays of the sun."

How many of you see these types of advertisements or promotions? How many of you are comfortable with these types of advertisements?

India's obsession with fair skin is not something new.

Actresses in Bollywood have a requirement that they should be fair skinned to get a job. Check today's newspaper, almost every matrimony advertisement requires 'fair' brides or grooms. Fair-skinned people have a higher chance to get jobs than their darker friends.

What our society doesn't seem to realize, is choosing fair is not fair.

So how has this obsession with white skin been so deeply rooted in our society? In my opinion, there are three major reasons why Indians have such an obsession for people with white skin:

### 1. The British Colonialism.

When The British colonized India, there was a distinct race and culture gap between these two societies. The British embodied a distinct high-class and the main feature that distinguished the British from the Indians was their white skin. Thus, white skin was linked with people of high class.

I strongly believe that if the British were of darker complexion, Indians would never have let them rule us in the first place.

### 2. Contemporary Indian Culture

Indians have this unusual craze for foreign products. In fact, the majority of the start-ups and companies today focus on naming their company something foreign to gain a mass appeal, and it's working! Companies like Louis Philippe, Allen Solly, and Peter England are a standing testament to the statement.

The ever growing appeal to Hollywood has added to this craze too. Indians are more exposed to the beauty standards of these foreign countries much more frequently and this has led to distortions in the perception of beauty in our people.

### 3. Fairness Creams and Soap Advertisements

Fairness creams merely fuel the paranoia of fairness skin in Indians. Soap advertisements are no help either. "Fairer skin if you use milk soaps or sandalwood soaps" is what is propagated time and again, and is viewed by millions in the country. These advertisements are also endorsed by prominent actors that worsen the problem.

Companies like, 'Fair and Lovely' have constantly positioned themselves as the perpetual antidote for the disease called 'dark complexion.'

Whenever I used to visit my grandmother, I would regularly find a particular beauty product on my grandmother's dresser - 'Fair and Lovely'. She must have been about 55 years old when I first watched her carefully extract a softly-perfumed white cream from the pink tube and gently massage it onto her face.

I always used to ask her, "Granny, why do you do this?" and her reply was the usual, "This cream makes my skin fair and beautiful."

What I did not understand then was the profound mistake that we all do in thinking that fair and light-colored skin makes one beautiful.

In all honesty, this is not an anti-fair skin writeup. All I intend to bring through this is the idea of inclusivity, equality, and beauty beyond color.

Let's consider this:

How many of you are fond of the night? The infinite stars and the blissful quiet that make the entire time magical. How many of you are fond of the morning? The opportunity to wake up and do something new is something that excites many of us. But if you decide that night is better than the morning or that morning is better than the night, you truly haven't seen the dawn or the dusk. This happens when both the darkness and the light blend together to form something truly magical. Similarly, when we come together as united people, regardless of whether our skin is like night or like daylight, we can truly make something magical happen. For that magic to happen, we must rid ourselves of the bias of choosing fair over dark, because choosing fair is not fair.

Do we have to be fair to be considered good enough to obtain jobs? Do we have to be fair-skinned to be considered eligible for marriage?

Does the demeaning of dark complexion somehow mean that fair-skinned people are somehow better? One day, I'm sure that the answer to this will be a definite, 'No'; but this objective requires each one of us to understand and eliminate these biases against each other. Each one of us present here have to take active steps in our own way so that this paranoia of fair skin shall not pass down to the further generations.

Because choosing fair is not fair.

# CUT TO THE CHASE

SHRUTHI SRIRAM

Would you stay long enough to know me?

Please, cut to the chase.

To satiate your prejudiced fable clearly defined by your understanding of humans and lack of time, I need to quickly tell you an introduction that is so erratically conveyed through blasphemous episodes of anxiety conditioned with desperate reasons.

Would I rather prefer to fax you my vivid experiences growing up?

No, I must place the experiences in the order of priority, which may interest you whilst you earn a living, out of pruning through the details, of what I call an unpublished book of real situations that, have actually gotten me to this pivotal point in life, as described by society – predefined standards of settling down. Adding to the list of your zilch, if I ever dared to write you an essay of myself, which would add up to the hair you have in your head, there's a clear image of you eating those butter biscuits on my papers; wiping the excess butter off your hands of relish. While my insignificant wisdom is not something you'd wish to see as your early morning fax,





I'm left with a void of options that is suitable for an introduction as a substitute, for a glimpse of my life through your eyes rapidly controlled by the situation that you may be placed in which you shall use to avenge your pay-slip.

I could even call you, we could have a session of tele-introduction, a term which is of prime requisites in my quest of avoiding human contact, of which the specific one that requires you to judge me.

While I attempt to call you, I could chew the ends of my nails because the movies have periodically portrayed it as a sign of anxiety at its periphery. Also, I could pretend that the details you wish to know are not in your cochlea for transformation; explicitly due to the alarming imbalances of signal transmissions.

At trivial conversations struck at parties that are very complacent, lost in awkward airs of silence, I pretend to count my pulse. In scenes of my disappearance to feed my belly in spite of aversion, I hope you do understand I need to escape the art of socializing whose topic of choice is- Weather at work. In your play at watching me while I grab every opportunity to mask the need for an agreeable introduction if you manage to catch me unguarded, you may proceed.

If I ever begin to introduce myself, will you care enough to stay?

Because I do not cut to the chase.

# COMFORT ZONE

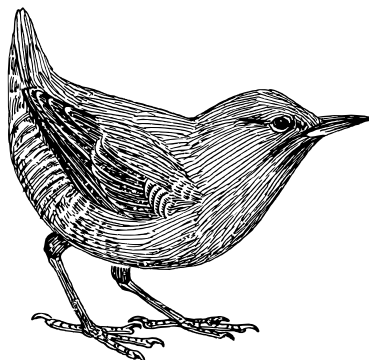
SHASHIKANTH GL

"Fear is more likely to kill my dreams than failure ever will"

There was once a king who received a very special gift - two beautiful, magnificent falcons. He handed them over to a man who was an expert in training falcons. Months passed. The trainer informed the king that one of the two falcons was doing really well, but the other had not moved from its branch. The king bought healers to try and get the falcon to move, but the bird didn't fly. Having tried everything he could, the frustrated king said to his minister, "Maybe we have to get the person who is more familiar with birds and animals. Go and find someone like this from the countryside." The next morning, the king was thrilled to see the two falcons flying. He called his minister, and told him to bring the person who made this falcon fly. When he came, the king asked, "What did you do?" He replied, "I cut the branch on which the falcon was sitting." So, until we come out of our comfort zone, we don't know what we are good at. We all are created to fly, and lead a life with incredible potential, and that is what we all have been invested with, but what is the branch that is holding us back from flying high in the sky? It's nothing but fear in us.

The only way for us to develop our knowledge, and our experiences, is to try things that we have not yet tried, and to do things that we have not yet done. This is the only way to come out of our comfort zone, and discover our strengths, our potential, and what are we good at. We should have the courage to take risks. We should have the courage to accept that we are not perfect. Nothing is, and no one is. If we want to discover who we are, and what are we good at, we have to come out and face our failures, and our rejections, and learn.

"A comfort zone is a beautiful and secured place but nothing grows there."



# FEMINISM IN INDIA

NIKHIL KUMAR JAIN



She's a phenomenal woman. That's her. A woman without a man is like a fish without a bicycle. Feminism is a radical concept that women are people and they deserve the same rights as everyone.

So how did the idea of oppressing women arise?

It was due to that faction of people in our country who thought that giving a voice, privilege or even basic rights to women, would mean betraying traditions. The conservative mentality in this country is that women are mere objects, meant only for giving birth.

A young man talking to his peers has the notion that no one can reject him. Clouded by his egoistic perceptions, he will always find faults in his relationship and blame it on his other half, making her feel insignificant.

Why are those who give opportunities to women, appreciated more than the woman herself? I mean, it isn't something extraordinary that they have done; it was their duty.

When I tell people that I'm a feminist, they look at me like there's something wrong with me. It's because these people take feminism to be optional, but unlike the toppings that we put on pizza, granting equal rights to women, like paying taxes, is a national duty. Regrettably, we don't do either.

The deep-rooted chauvinism in our country has made sure that we feel no fear in telling our mother not to bother us and leave us alone, but are afraid to raise our eyes in front of our father.

The accelerating number of rape cases in our country are not because of what women chose to wear, but due to the rotten mindset of men. I do understand that we have imprisonment verdict for the guilty but, in my opinion, capital punishment is the verdict that should be served.

Arguments between two people of opposite sexes in our country usually end with the statement, "I'm sparing you because you're a woman, or else...." We all know what fills those blanks. What bothers me is the 'why' behind this statement. The only way a man, in this country, can win an argument against a woman is either by brute strength or by threatening her with rape. The idea of giving a voice to a woman scares them because they are incapable of having an intellectual conversation.

It's empowering to see how great men have an influential mother, sister, or wife. I do wonder as to how many women have an influential father, brother, or husband behind them.

It's about time we all support feminism and become feminists.

After all, it is 2019.



# AND SHE REALISED



And then,  
She realised where she was  
Worth where she belonged.  
She realised what she had  
Worth what she deserved.  
She realised who was fake  
Worth of who was real.

She realised where she went wrong  
Worth making it right.  
She realised her flaws  
Worth making her more beautiful.  
She realised herself  
Worth creating wonders.

# NOTHING BETTER

VRISHIKA JAIN

School's journey completely had a  
different view,  
Memories were many and people  
were new.  
It was so much fun,  
To have kitchen sets and play  
with the gun.  
To have some of the best  
classmates,  
From where we could find our  
first soulmate.  
Sharing of secrets and sharing of  
bench,  
Went on with sharing of tiffins  
and fulfilling quench.  
Friends and teachers always  
created a mystery,  
But here we could find friends  
with great chemistry.  
Short breaks were always on wait,  
Teachers took five minutes extra  
which we still hate.

Sports days, annual days were a  
bliss,  
Because everyone wanted to be  
a part and nothing they could  
miss.  
Exams and tests were hated,  
Till then lots of memories were  
created.  
"I wasn't well", was the best  
excuse,  
With homework undone, this  
would be our rescue.  
Everyone misses their school life  
for a reason,  
Which was like a beautiful  
season.  
Carrying bag and books was a  
heft,  
Can't we go back to what we  
left?

# GRATITUDE

SYED MOHAMMED AAMIR

Life is going to get tough  
sometimes.

Life is going to throw obstacles at  
you.

Life is going to try to acquaint you  
with difficulties.

Life is going to take you for a ride.  
But that's not something to ponder  
over.

That's not something you can  
change.

Here's what you can do;

Think about all the things and  
family and friends in your life at the  
moment.

Think about the roof above your  
head.

Think about the meals in your  
kitchen.

It's the small things that matter in  
our lives.

It's these same things that make us  
believe in things we never thought  
we could.

Focus on the one thing that gives  
you happiness.

Focus on YOUR happiness and  
Watch things fall right into place.  
Watch your life unfold like a  
beautiful butterfly unveiling itself  
from its cocoon,

Ready to take flight and enchant  
the world with its beauty.

Life is only what we make it to be.  
You attract what you think.

So dust yourself from the dirt of  
negativity.

Get up and get going.

Spread your wings and soar with  
the wind having only the sky as your  
limit.

Conquer your fears.

Face them right in the eye and take  
them down.

Count your blessings.

Gratitude never goes unnoticed.

What you give, you receive.

You're not here for long,

Make it worth the while.



# DRIP RED

Drip drip red,  
The end of a featherbed.

Mom I bleed,  
Congrats! That's the spark to breed.

It's a full moon night today,  
Each month it's got to come this way  
.

A river flushes down  
It is loyal and returns every month.

Maa, am I being punished?  
No, it is a gift that you hadn't wished.

Keep your sanitary clean,  
You are on the edge, queen.

You'll go through ecstasy,  
And be a little moody and a little  
messy.

Stay away from temples,  
You've got powers to disgust the  
almighty.

Bleed, bleed, till you're fifty,  
You're left untouched, a pity.

The next full moon is about to set,  
And I am still stained and wet.

We love red, we love that they bleed,  
But I do hate myths of customs and  
greed.

It's been years, it's been a century,  
Why restrict this life giving treasury.

You'll enjoy the phase,  
When you'll have nine months to  
chase.

Moon stay once and forever crescent,  
Take me out of this adolescent.

*AKSHIT DAVE*





# MEN OF STEEL

*NIKHIL PUROHIT*

They are men of steel, standing firm in the worst conditions. They ignore the freezing cold temperatures in Kashmir and the burning deserts of Rajasthan, to always remain brave, awake and devoted towards us and their country. Far from their home and loved ones, these heroes sacrifice their own lives so the entire nation can sleep in peace. The stories of their courage and passion are larger than life.

This story might seem unreal to some but is definitely fascinating.

Harbhajan Singh, a boy from a small village in Punjab, had decided to join the Indian army when he was in his teens. And he was so dedicated towards his goal, that one day he achieved it. But it wasn't easy for him, he faced a lot of problems and criticism. He was posted near Nathu La Pass in Eastern Sikkim. It was in 1968, during one of the conflicts between the Indian army and the Chinese soldiers, that Harbhajan Singh died near the Nathu La Pass. It is believed that he drowned in a glacier while trying to keep the enemies away. Three days later, a manhunt was launched to find him and they discovered the remains of his body. He was laid to rest with full military honours.

Legend has it that he appeared in the dreams of one of his colleagues, and instructed him to build a memorial after him. His regiment followed the instruction and a memorial was constructed, which later expanded into a shrine.

This shrine is guarded by the soldiers of the Indian Army who polish his boots everyday, keep his uniform clean, and they even make his bed. The soldiers reportedly say that they find the bed linen crumpled, and his boots muddy. The presence of the Harbhajan Singh spirit is also acknowledged by the Chinese soldiers, who set a chair aside for him, every time a flag meeting is held between the two countries.

Just like any other soldier serving in the Indian Army, the late soldier also draws his monthly salary and 'takes' an annual leave of two months. His mother, who lives in Punjab, was also taken care of by the soldiers posted in Nathu La,

During the two months annual leave when the late soldier comes home, people of his village in Punjab, receive him with much respect. His homecoming is fixed every year on September 13th, and two soldiers carry his personal belongings to his home.

This is a kind of a place of worship, which can easily be brushed aside as a superstition, but the Indian Army soldiers believe that they derive strength from his presence.

In our busy lives, we don't know the struggles that these men of steel go through. They don't know if today is their last day. They leave their families. There is this one quote by our soldier for his mother - "Either I will come back after hoisting the Indian flag, or I will come back wrapped in it, but I will be back for sure."



# MY GRANDFATHER'S LESSON FOR LIFE

*B PRAHALAD*

“You can’t change the past, but you can ruin a perfectly good present by worrying about the future”.

This famous quote has been an inspiration for me, right from my childhood; and was imbibed in me by my mother, who herself was influenced by it from my maternal grandfather, who followed this in his day to day life.

We should never let the sadness of our past and the fear of our future ruin the happiness of our present. The reason people find it so hard to be happy is that they always see the past better than it was, the present worse than it is, and the future less resolved than it will be.

The past is over, but what about the future? Shouldn’t we plan to make it the best, by setting goals and thinking of how to make it successful? Can we live solely in the present, enjoying each and every moment, without having vision for the future?

Always concentrate on the present, which makes your life successful. We should take our past as an inspiration, and set goals for our future. Only then will our present seem perfect.

Look closely at the present you are constructing. It should look like the future that you are dreaming. Sometimes, the best we can do is not think too much about the past, and not wonder and imagine about the future. Just breathe, and have faith in the present.

“Live for today and make it so beautiful that it’s worth remembering”.



# AND I WATCHED

SHRESHT PODDAR

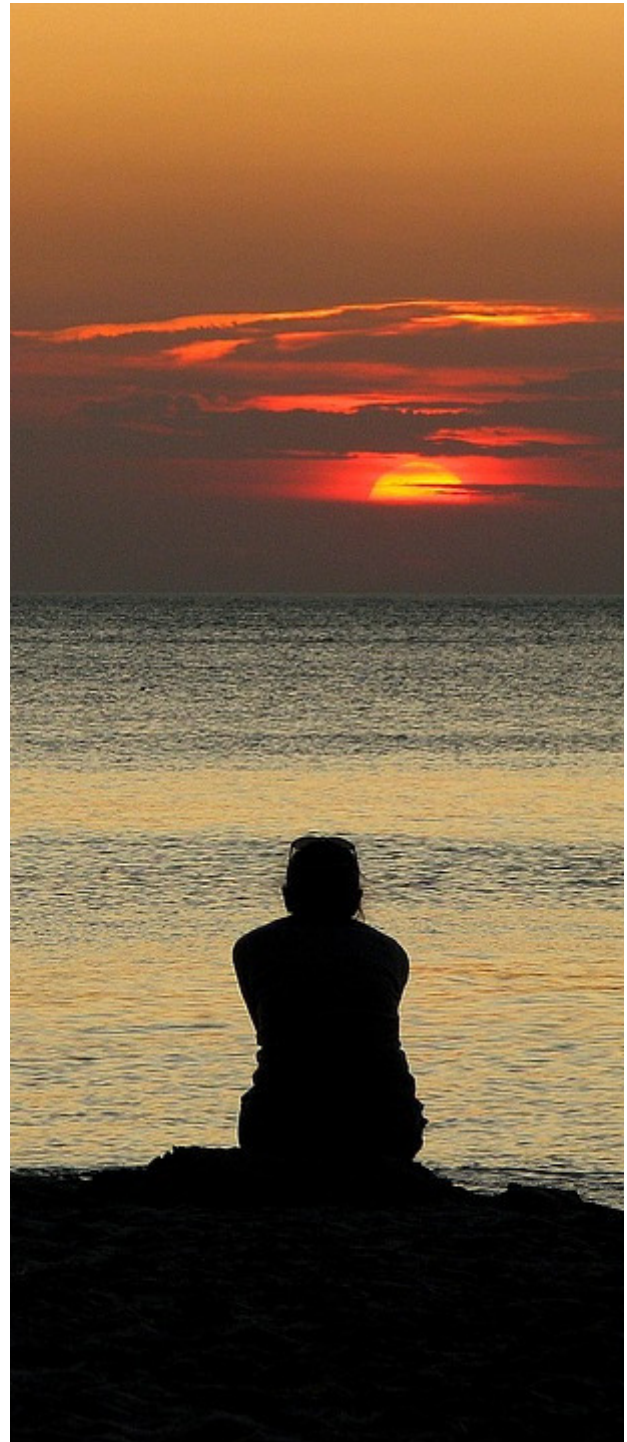
I watched as the clouds rolled away,  
I watched as the birds flew chasing  
them;  
And, I watched as the world hustled  
on indifferently.

I watched as the rain fell towards the  
earth,  
I watched as the earth quenched its  
thirst from the rain;  
And, I watched as the world carried  
on.

I watched as the sun went below the  
horizon,  
I watched as the horizon embraced  
the sun;  
And, I watched as the world embraced  
the darkness.

I watched as the light pierced the  
darkness,  
I watched as the darkness surrendered  
to the light;  
And, I watched as the world turn its  
eyes on this serenity.

And I watched .....



We're all humans, but we don't inhibit humanity.  
We're all sane, but we don't display our sanity.

We're all running a rat race, leading a rush life.  
We all have our eyes open to see and ears to hear,  
But we just don't have time and patience to wipe off someone's tear.

We all can, then why don't we?  
In the time of crisis, why do we flee?

Why don't we understand that humans have one religion, that is humanity,  
Why don't we understand that we're sane enough to use our sanity.

They say if there's a will there is a way!  
Then why do we keep that will to help at bay?

We wait and watch and sit and stare,  
For we're just too occupied to even care!

But we've to understand that happiness belongs to those who believe in being  
helpful,  
Let's be that God's Angel and provide hand to the needful.

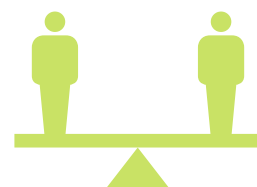
Let's be humans again and get to our real work,  
Which is to get rid of this inhumane behavior and unnecessary smirk

Let us wake up from our deep slumber and give a new start,  
Let's practise an art which is to help others and get blessings added to our  
cart.

Let us all say in unison, Veni Vidi Vici  
Which means I came I saw I conquered.  
We came into this world we saw humanity and we will conquer it!

MAHAK BOBAL

BEING HUMAN



# A LETTER TO DESTINY

SHRESHT PODDAR

To Destiny  
Cloud Nine, Destiny Lane,  
Opp. Luck, Fate –101  
Neverland.



Dear Destiny,

It's been ages! How are you? Or rather, where have you been??

I know you may not remember me, as our paths have not crossed since our first encounter but please bear with me. This may jog your memory. In fact, you were the love at first sight for my mom, since she saw you there.

First, I must admit, since I was a kid, I've wondered why she fell for you much harder than I ever did. Many times, I wish I could go back to that room and listen to your conversation with her. Thus, to crush the curiosity bug within my grey matter, I am writing this letter to you.

Anyway, I am getting ahead of myself. What I want to tell you is that there is no place in the world that I haven't looked for you. Ironically, I stumbled upon your address when I abandoned the accepted societal myth - that only those who fell into the chasm of the fame, and success will ever find you. Therefore, you may rest assured I won't grill you about money or fame.

So, here goes.

Every myth I have ever heard about you had these things in common:

1. Only you and, you alone determine the success
2. You are elusive
3. No amount of Hard work or toil can change you.

Are they true? I need an answer from the horse's mouth.

Because in my opinion its other way around. I believe only hard work and dedication can seduce success, you are merely an auditor who can easily be bribed by dedication and determination. I don't know why, every time I see a post on Facebook praising you, every time I see couples on Instagram posting wedding pics hailing you. I smile, I smile sarcastically. Am I broken? Or is this out of jealousy? Please, break it down for me.

How can you be elusive? Every time that I zorb through snapchats or hashtags, all I ever see are hordes of witless accounts citing you as their best pal. Which makes me wonder, have I been living under a rock, that I didn't even receive a postcard from you in all these years? Anyhow, I hope and wish that you remain lifelong friends with them. I am really very proud of you for stepping up for them.

All these years spent searching for you have made me realize that life is meant to be hard, but even a vague promise by a compassionate stranger can make it extraordinary in the hopes that maybe he is seeing something good that we are still to experience or stumble upon. These promises may last a lifetime or become distant memories. But you know what? It's okay, because at least it provides solace in the fact that sometimes life just gets in the way, but still we must continue growing up and changing ourselves.

Remember, I will always be waiting for the day to be your host.

Yours,  
Shresth

If Undelivered Please return to:

Shresth.  
Third Rock from the Sun,  
by the Ocean of Opportunities,  
on the Boat of Hope,  
paddling away with Oars of Success...



# LIFE IN HOSTEL

SHAHID MOHAMMED

Before, vacations meant going away from home.

Now, vacations mean coming back home.

Once you are in a hostel, life is completely different. It's just amazing to have fun at hostel. From late night completions of assignments, to last moment studies before the exam, or coming late to the hostel together and facing those consequences are such things that are unique to life at a hostel, and so these moments are priceless.

I experience the same scenario which everybody has seen in the movie called 3 Idiots - which is standing in a queue for the washroom. Knocking the door and pleading for people to come out as soon as possible. Hostel is a place where you don't realize but just make such wonderful memories that can be cherished for life.

In the starting of my hostel life all I wanted was to go home and be with my family, but once I got adjusted to the hostel lifestyle then the homesickness decreased. Other than all the fun, the thing which I become aware of is that our responsibilities last forever. It's really hard to be away from home, the place I'm used to, but this experience of hostel has some new senses in a box for us.



I got to live an independent life and understand what it is. I started to realize the value of our parents, and the extent to which they made our life so comfortable. Living a complete different life, with the set of new rules, new responsibilities. Solving our problems by ourselves. Taking major decisions in life. Meeting new people and getting to live with them is such an adventure in itself. I started opening up to people. I started valuing things, I started valuing the importance of money. By living in hostel I became more mature, now I'm ready for all the unexpected challenges of life.

I have one personal experience to share -

I have a friend of mine who stays in my hometown, he always tells me, "Buddy at least once in my life time I want to get out of my comfort zone. I want to live a life as you people live in hostel. Once if I get out of my comfort zone I will start valuing the things". However, because of his family he is not able to get out of his hometown. I just feel that he is just missing out on the greatest opportunity of life.

Whenever in life if you get a chance of getting out from the place you are from, please get out of your comfort zone and experience hostel life at least once in your lifetime.

Hostel life is a life where you have

A single bowl of Maggi, with a single fork, and several empty tummies.



# WOMEN EMPOWERMENT

REEMA JAIN

She didn't get to open her eyes even once before she was made to close them forever. She didn't get to dream of anything before her life was taken from her forever.

I write this article to convey the horrors of which every single person of this world, irrelevant of caste, creed, gender, and race, should know; the horror of pseudo-equality of women.

It doesn't take much to assemble public and deliver a speech in favor of women empowerment or to tweet a quote on how one is a feminist. We speak about equality among men and women but when it comes to the deed, women are shot when they demand their rights. Inhumane practices of abandoning or worse, killing, the girl upon birth still prevail in our society. How hypocritical of us to expect celestial beauty from a woman without ever giving them the chance of being born.

The struggle of a girl begins right from her birth itself, and carry on till her dying breath. She has to toil right from being born, and somehow manage to make something of herself in face of grave adversity. Why must this injustice lure over the heads of women?

We find reservations for women in various fields in the educational sectors, politics and many more, but in my opinion, women don't need reservations, because they are equally, if not more, qualified for said positions. The thing that needs to be transformed is the mindset of people whose only intention is to demean women and assert their dominance over them.

Society thinks only men can work efficiently and dedicate themselves to the job and it is because of this kind of mentality that women are not offered more job opportunities.

The notion that she would take more leaves because of her menstrual cycle or because of some issue is false. Women can work as efficiently and patiently as men, if not more. What employers need to focus on is granting jobs based on skill set, and talent, rather than gender.

Women are being used for various purposes, we are not anybody's property that they use us as they want; we are not a tissue paper or a want - that they use us to satisfy their wants and then dispose of us. But sadly in the society that we live in, our women don't get freedom. Our women are not free from the fear of walking alone on the roads anytime anywhere, from the fear of being harassed anywhere, from the fear of being abused anytime. This is a society where women are worshipped on one side and are not even seen with respect on the other side.

The six inch gap between saree and blouse is known as culture and a one inch gap between jeans and top is known as shamelessness. It doesn't make any sense. I think women are the strongest in this world, because as much as pain she goes through in her life I don't think any men can even handle it. She bleeds every month, she gives life to her younger ones, it's like a rebirth of a woman, because pain what she bears while giving birth to a baby is more than men can ever imagine. Even then I don't know for what are men more superior than women.

To all the ladies reading this article - know your worth. Be confident about what you are. You are more than anyone can think, you are more worthy than anyone can ever imagine, you are the ruler of your own world. So just rule your world, rule your own life and don't allow anyone else to decide your life. Also there will be days where you will have to take a stand for your own self, so in those days stand up for yourself and prove that you are stronger and braver than anybody can ever imagine.



# LIFE'S LESSON

A SHORT STORY BY FARDEEN AHMED



The class was like how it always was during Mrs Rana's class: the teacher chattering away about a Mathematical problem and us talking to each other about every other thing in the world except Mathematics.

Mrs Rana bore the mark of any typical, old, cliched Indian woman teacher, obese with white hair and big spectacles, dressed in a saree, a red and fiery bindi on her forehead and also had a commanding voice. Oh, a very commanding voice!

'Listen all of you,' said she in that commanding voice which put an end to our chattering, 'I want to finish quadratic equations by today. Since there are just five minutes to bell, I will take the seventh period today since Mrs Shukla is on leave. I want to finish the portions soon.'

Not soon, very soon. There was just one more chapter left and the exam was in the following month which meant that she had enough time to give us fifteen free classes of her own. But her desire to take away our free time was more than giving herself some free time.

So much so that she was prepared to even take another teacher's class. A dedicated teacher who wasn't good at teaching, she had an uncanny ability to frustrate students very easily through both her teaching and also her hunger to take more classes.

She even told us one day that she didn't even miss a class a day when her son met with a serious accident.

I later learnt from one of my seniors that it was just a lie invented by her to make sure that students realise that she would always take class and that would make them write and submit class notebooks and projects on time. It's not Mathematics but dedication that she should have taught us!

But my classmates, and my best friend, Shubham never believed this because they hated that senior who told me about this because he had made a prediction about Mrs Rana before which had not come true, making us go through an ordeal with a teacher whom we didn't like. Shubham and a couple of others fought and even beat the fellow up a bit unnecessarily, not realizing the life could bite back at them.

The bell rang as we were contemplating about having to sit on those hard chairs for another forty-five minutes in class.

Then, the usual business of us chattering and roaming around the class resumed. The teachers taking time to reach the class from the staff room made this business possible. Also possible due to this was us going back to places when new teacher would arrive.

'Bob, it came, Bob!' screamed a chap in the class and then suddenly 'it' appeared making us go back to our places. 'It' was Mrs Chaturvedi, another teacher with that quintessential and daring look that Mrs Rana had with the exception of the big spectacles and the white hair. Geography was her subject, for which she needed a hell of a lot of time to teach. But that time had often been taken away by Mrs Rana for 'completing the portions' and that coupled with her being absent on many occasions meant that she had started very little of her subject and definitely needed some extra classes to teach. This had created a sense of animosity between our two teachers. Both didn't like each other, but neither did we, hence we often took advantage of their disrespect for each other.

'Before starting today's class, I want to tell you that Mrs Shukla's class, later in the day is available for me to take and I want to take it.'

'But ma'am' I said and suddenly Shubham, who was sitting next to me pinched my skin, asking me to shut up.

'What's it?' Mrs Chaturvedi said, 'Does another teacher want to take the class?'

'No ma'am' said Shubham hesitantly and also signalling others not to say anything, 'You can take the class ma'am.'

Shubham, my friend and the de facto monitor of the class had the ability to shut us up. His word was always the final word.

She then turned to me and said, 'What's it Karan?'

'Nothing, ma'am,' I said.

'Karan, I know you were going to tell to give you a free class this afternoon, weren't you, Karan?'

'No, ma'am.'

'Stand up when you talk to a teacher!' she said in voice so loud and horrible that even others almost half-rose from their chairs.

I stood up, while looking down on the desk.

'I am giving you a warning, Karan. If you do something next time, you'll be out of the class!'

Speaking of dedication, Mrs Chaturvedi wasn't far from Mrs Rana herself. With this dedication she began her class.

'Alright, today we are going to discuss soils of India. There are eight major kinds of soils in India. Can anyone name them?'

'Ma'am, alluvial soil,' said Owais, one of the nerds of the class.

'Red soil,' said Abhishek Shetty another stiff competitor.

After the discussion about the soils, their textures and their merits and demerits in Geography class, we discussed the merits and demerits of a possible clash of extra classes between teachers about Chaturvedi's class.

'Bob, what are you doing?' I said to Shubham

'Chill, Bob,' said Shubham, 'We'll pull off this stunt. Usha Rana and it will fight for an extra class and we'll create some scene.'

'But...' I said. 'Chill, Bob,' he said, snapping his finger once, 'Just wait and watch and see what happens.'

Others told him to reconsider his plan given the fact that we'd interrupted her in class once and this could backfire on us, especially Shubham and I.

But Shubham wielding his power of a de facto class monitor convinced us that nothing of the sort would happen and that he would bear the punishment of everything.

Then the classes went on as always as other classes had except that there was no chattering like there was in Mrs Rana's class. Other teachers including 'it', as a kid in our class called Mrs Chaturvedi, knew how to control the class and had a firm grip over the class. As time went on, our restlessness grew and fell and grew and fell again as the bell rang again and again and this process continued as any other scientific process described by Newton or Pascal and could be postulated as the Law of Attention Span.

But when the seventh period came, everyone's attention could not have gone anywhere. Everyone attention was on the plot being created by Shubham. The class was going to turn into a battlefield, a battle between two teachers both with the desire and the aim to take a class and both battling out on the grounds of completing the syllabus. I personally thought that Mrs Chaturvedi had the upper the hand;

She had more to finish and also had a louder and daring voice. But Mrs Rana was a senior teacher and the head of department.

Who would win? Till time presented the battle to us we had to wait just as how we had been the whole day for the classes to end. But the same time that goes too slow when teachers teach goes too fast when teachers arrive to class, ending our desire for a short class and less time of teaching.

But this time, time came too soon and along with it came only one teacher. It was it! It was Mrs Chaturvedi! Five minutes went by and we wondered where Mrs Rana was. Both always came early to class. Had they both talked to each other? Or was Mrs Rana coming a little later? Who knew?

Suddenly, Mrs Rana appeared and said, 'Good evening, class.' And then looked into Mrs Chaturvedi's face. 'What are you doing here?' said Mrs Rana.

'I am taking an extra class.'  
'But I told the class that I'm taking.'  
'You told them ma'am? But Shubha...'

'Excuse me ma'am,' said an attender, who suddenly appeared to the other door of the classroom, 'Usha Ma'am, your son has met with an accident, so you have to leave immediately to the hospital. Your daughter is waiting for you.'

'What!' she said, removing her big spectacles.

'Don't worry it's not so serious. You don't have to worry at all. But your daughter wants you to be there.'

'I am going, I am going! ,' she said as she and the attender left us, giving Mrs Chaturvedi the liberty to take our liberty.

That day I realized this: teachers may come and go throughout life, but the biggest and best teacher called Life, never stops teaching lessons.





# VALUE ADDED PROGRAMS AT CMS

# DUAL PROGRAMS

Center for Management Studies believes in imparting practical education of substance to bridge the gap between theoretical abstracts and industry practices. In this regard, CMS is a pioneer in introducing several programs for its undergraduate students in the areas of Finance, Marketing, Entrepreneurship, Family Managed Business, Human Resources, and Event Management. The dream to provide value added education, along with traditional education to bridge the gap between academia and the industry is what sparked the idea of a dual program course.

In this program, students get to learn practical aspects of the industry from field experts to enhance their next phase of life.



The list below gives a brief description of the Dual Programs at CMS:

- The Chartered Institute of Marketing: A program titled "Certificate in Professional Marketing" is offered to the students.
- Chartered Institute for Securities & Investment: A program titled "Investments Operations Certificate" is offered. This course is a financial planning/management programme aimed at global capital markets.
- Fellow Chartered Financial Planning, Singapore: A program called "FCHFP". This course covers retail financial planning in the areas of portfolio management, risk, investments, retirement planning, etc.
- Entrepreneurship Development Institute of India, Ahmedabad: A program titled "Graduate Diploma in Entrepreneurship" is offered, which revolves around identification of business opportunities, sources of finance, etc.
- A program titled "Diploma in HR" is offered to the students covering various facets of HR, Global HR, HRD, HRM, etc.
- A program titled "Diploma in Family Managed Business" is offered to help them gain practical knowledge in terms of running any successful business.
- A program titled "Diploma in Event Management" is offered to provides the students with a wealth of exposure in the field of Event Management.



# COLLABORATIONS

## *BABSON BUILD PROGRAM*

CMS has collaborated with Babson College, Boston, USA for its Babson Build Program. This is a global program for students to be trained by experts in various field from Negotiation to Entrepreneurial Finance.

Babson College is regarded as one of the most prestigious colleges in the world and has been ranked No. 1 for Entrepreneurship Programs.

## *IIMBX PROGRAM*

JU-CMS gives an opportunity to its students to master special elective courses certified by IIM Bangalore through its digital learning. IIMB is offering courses in the Marketing, Entrepreneurship, and Finance streams.

## *CAPSTONE BUSINESS SIMULATION*

The capstone program is executed across the top B-schools of the world and India. CMS brings this business simulated environment to their students through the Capstone Program. The participants go through a real-world competitive business environment, which provides the opportunity to build business knowledge and acumen.

It allows students to grasp how the individual parts of a business impacts the entire organization, nothing beats the experience of running a business in a competitive marketplace. It helps students integrate theory into practice.

## ONLINE COURSES

Students are given an opportunity to learn beyond the classroom, with content available online. Students are encouraged to enroll in subscribed online programs offered by JU-CMS across their specialisation like Finance, Human Resource, Marketing, and Entrepreneurship. There are structured courses which complement the syllabi. Successful completion gives them an additional certificate, which turns into a major asset in terms of placements and further studies.



# CORPORATE INTERNSHIP PROGRAM

The Corporate BBA Internship program is designed to maximise programme experience and networking opportunities to the students. The high quality learning and internship environment help students achieve their goals while studying at CMS. It has a strong reputation for excellence in internships and actively promotes innovative approaches.

The Internship team consists of:

Prof. Varalakshmi

Mr. Satish M R

Ms. Anisha S

The Internship Program is not without its objectives. It empowers you with a head start in your career and to secure a placement at the end of the program. It also has other objectives, such as helping students gain work experience and transferable skills, be able to experience a prospective career path, gain practical experience, network with professionals in your field for references and future job opportunities, develop new skills and gain confidence in existing ones, and also work on refining skills.

The Corporate Internship program is a vital element of the three year BBA programme, as it bridges the gap between theory and practice. Areas of internship include: Marketing, Sales, Finance, Event Management, Management Trainees, etc.

There are more than six hundred students in the internship program per batch, with 400+ recruiters across all major sectors. Some of the top recruiters with whom our students have completed their internships are: Zara Retails, Puma, Tommy Hilfiger, MakeMyTrip, IPL 2018, Cafe Coffee Day, Purvankara, and many more.

The program ensures that you leave from the college as a seasoned professional, trained to meet the challenges in the world of business.

# VISHWAS COUNSELLING CENTRE



Counselling is a professional activity which involves helping individuals or groups with various vocational, educational, and emotional problems. It is the intervention that numerous individuals turn to each year, as the challenges and stress of daily living exceeds the normal coping abilities.

Sree Bhagwan Mahaveer Jain college has initiated the concept of a counselling Centre in the year 2004, in a moderate way; with an objective to extend guidance and support to all the young individuals enrolled with them.

Today, the counselling centre has metamorphosed from small units of counselling, which worked in isolation, to a much sought after counselling centre of Jain University, known as Vishwas.

It is aimed at promoting mental health in campus community. It tries to solve issues related to learning challenges and disabilities, substance abuse, chemical dependency, relationship problems, anger management, and cultural/ethnic diversity.

Counselling helps students cope with issues connected to normative stress, adjustment difficulties, and life transitions.

The counsellor of the institution suggests ways to cope or overcome the problems with relevant guidance. Vishwas conducts training sessions for parents, teachers and administrative students. Extended referral services are utilized in cases of extreme mental illness by leveraging networks in the local community; such as NIMHANS, Abhaya Hospital, Sahay Suicide Prevention Foundation etc.

Vishwas has pitched its own image as a wellness centre, rather than a problem solving centre. Career development programs are also undertaken for students across the campus by involving career counsellors in collaboration with the placement wing of Jain (Deemed-to-be University).

Academic support programs intended to alleviate the learning disability problems are provided in the form of psycho-educative sessions across the campuses.

All these services are added on to the main service of personal psychological counselling, where a trained psychologist counsels the individual on a one-on-one basis.

Over six hundred students were counselled this year. Confidentiality is maintained for the services and information. It is an altruistic effort and services are not chargeable.



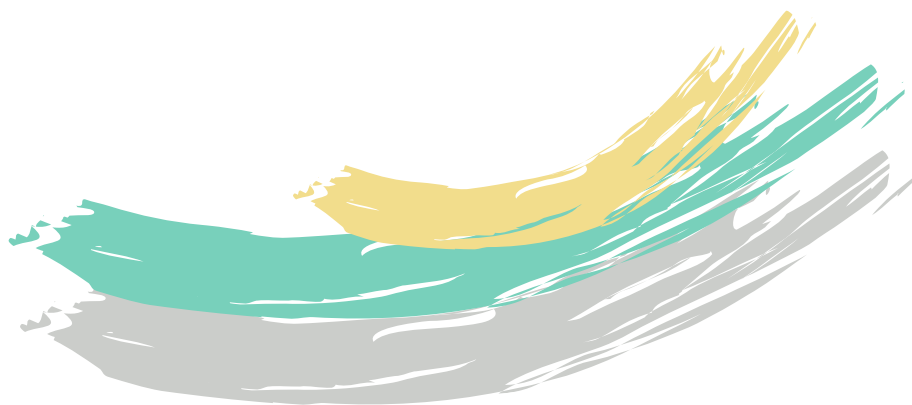
# DUKE OF EDINBURGH PROGRAM

The Duke of Edinburgh's International Award (referred to as 'The Award') is the world's leading benchmark for non-academic achievement for young individuals. It is voluntary, non-competitive and available to anyone in the age group of fourteen to twenty four years old. The award is tough to attain, but it is about the individual challenge and not about reaching specific standards set by someone else.

Young people design their own award program, set their own goals, and record their own progress. They fulfil the criteria for the award by engaging in Community Service, Physical Activity, and structured Creative Skills Activity. In addition, they are required to go on an Adventurous Journey. To achieve a Gold Award they also take part in a Residential Project.

The only people that the participants compete with are themselves - by challenging their own beliefs about what they can achieve. There are three progressive levels. When successfully completed, they result in a Bronze, Silver or Gold Award.

At Center for Management Studies, the undergraduate students are given the opportunity to attain this award through the college programme under the mentorship of some of the institution's renowned faculty members.





# **CMS COLLEGE TEAMS**

# THE MANAGEMENT FEST TEAM



The Management Fest Team, also referred to as the “MFT”, is a team that works keeping in mind a single vision, which is “Performance is Reality”. We organize the entire CMS Festival, and participate in other management fests across the country.

The team consists of different sub-departments; which are Human Resource, Public Relations, Marketing, Finance, Business Quiz, and, finally, the Best manager. The Best Manager is the face of his/her entire batch for all the three years spent .

Selections for the team are conducted at the start of every year and this is restricted only to the first year batch. The selection is a one month long process that judges not only one’s intellectual and analytical skills, but also, patience, perseverance, consistency, leadership skills, group effort, stress bearing capacity, and, most importantly, multitasking and the desire to learn. We conduct boot camps, training sessions, and strive to build upon skills like time management, effective prioritisation, and communication. With this, we work through countless reports and PowerPoint presentations based on various case studies and simulations.

Over the last couple of years, our win rate has been at its highest. We were the overall victors at Nishka 2018, Querencia 2018, and Esprit 2018; which have exponentially increased the feathers in our hats.

When it comes to organising a fest, we undertake both the fun and tedious aspects; starting from registrations, trophy design, round design, sponsorship, simulations, and many more. The exposure that we get through organising and festing is so immense, that it really does give us a strong ground for the future. IIM graduates and most of the 'highest package' students are from the Management Fest Team.

We believe that opportunity comes when we work on our desired path of success every day. The management fest team provides an assured opportunity of growth and a window to the outer world.



# THE CULTURAL FEST TEAM



The CMS cultural team is a bundle of artistry. From dancers to speakers, the team consists of various creative and talented individuals.

The team selections took place over a period of ten days, for all the current batches at CMS. Stage Events such as Personality, Western Dance, Indian Dance, Western Music, Indian Music, Fashion, Band, Theatre, Mime, and Mad Ads were mostly performed on stage by the first semester students;.

The Art, Literature, and Photography teams were selected off-stage, with creative topics for participants to cover. The CMS Cultural Team has taken part in various inter-collegiate fests in Bangalore,

The team has been placed as follows:

- Runners up in Autumn Muse, by St. John's Medical College

- Overall winners in Querencia, by Christ, Bannerghatta

- Runners up in Cul-ah, a National level fest organised by Mount Carmel College

- Overall winners at Dhwani, organised by St. Joseph's College of Commerce

- Overall winners at Tarasamskruti, by Jain, Jayanagar

The CMS Cultural Team also organises Verve and Lasya,

# TOASTMASTERS INTERNATIONAL



## *MENTOR COUNCIL 2018-2019*

Toastmasters International is an American non-profit educational organisation that operates clubs worldwide for the purpose of promoting communication and public speaking skills. While it was founded in 1924, the first unofficial Toastmasters meet took place on 24th March 1905; with the participants delivering short speeches and the more experienced individuals evaluating them.

JU-CMS comes within the jurisdiction of District 92 in District 13; and, this year, holds clubs in the Areas A4 and B4. District 92 is one of the highest performing in every segment. Our Area Directors for the year 2018-2019 were Rohan Ravindra and Shruthi Sriram.

The Toastmasters Council is the most united club in college and its functioning has grown exponentially over the years. Every year, the new students are given an introductory session during their Orientation week and all first-years are given the opportunity to take part in weekly meets for the first two semesters.

While it becomes an optional activity in the second and third year, Toastmasters has touched the lives of all those involved.

Toastmasters at CMS is facilitated through The Mentor Council, consisting of twenty eight Junior Mentors from the second year batch and eighteen Senior Mentors from the final year batch. Council selections take place at the end of the even semester, where a new batch of Junior Mentors is chosen after a year of observation and a few days of rigorous selection rounds to gauge each student's competence, character, and how they handle stress; in addition to the potential quality of their mentoring and evaluation. The existing Junior Council is narrowed down to the best performing members and they comprise our Senior Council. This group of is responsible for leading the newer batches of CMS Toastmasters in delivering their speeches, becoming confident individuals, and witnessing personal growth over every semester.

Over this past academic year, the Toastmasters fraternity at CMS has seen and been a part of a host of events, which are as follows:

- > Installation 2018
- > Toastmasters Leadership Institute, twice
- > Forte 2018
- > Emparch 2019
- > International Speech Contest
- > Evaluation Contest
- > Table Topics Contest
- > Education Session and visit by Lark Doley, International President
- > Coronation 2019

For the upcoming year of 2019-2020, CMS Clubs shall come under the jurisdiction of Area A2 and Area E2, under District 92. This year also marks the complete and final transition to The Pathways Program.



# YUVA IGNITED MINDS



‘Sometimes, it falls upon a generation to be great. You can be that great generation. Let your greatness blossom.’

Falling on these lines, a young boy, back in 2008 - where every other young individual was talking about profits, money, and jobs - started an organization with the vision of making a difference. A difference in the minds of young individuals who are going to comprise a major part of the society. Mayank Solanki, the founder of Yuva Ignited Minds, strongly believes that success comes to those people who help others succeed. Since then, Yuva Ignited Minds has been loud and proud across the city, with CMS being its stone of foundation. Yuva Ignited Minds has always tried to

make an impact by organizing life changing events. We have conducted more than one hundred activities, and impacted more over one lakh lives. Some of the events we have conducted are as follows:

- No Litter by Me Campaign
- Yuva Ek Aasha- Let's Walk For Those Who Can't
- Plastic Surgery Camp
- Eye Camp
- Make a Day Campaign

The flagship event for the year 2018 was The Cyclothon, which was conducted on 15th July, for women empowerment in all sectors. This event received a footfall of two hundred participants.

The Independence Week is a significant series of events that Yuva Ignited Minds conducts every year, for the students of CMS. To conclude, our sole purpose is, “To Ignite a conscience of social service and responsibility in young minds”. our aim is to inspire our youth to take relevant actions to build a just and a peaceful society.

# HOSPITALITY AND LOGISTICS



Hospitality and Logistics, as the name suggests, is the backbone of every fest of CMS. We believe in the motto, 'Do not just watch the show, run it'. H&L is a team which is more like a family.

We work in teams and are united. We have different roles, but at the end of the day, we work towards a common objective. We are a team of fifty core members, with hundreds of freshers applying every year.

We coordinate and work along with the Cultural Fest Team, Management Fest Team, and the Yuva team, and contribute to the majority of events happening in college. We make sure that all the events function smoothly and the name of CMS is held high under all circumstances.

We don't work for recognition, we just work for our CMS.

H&L works on the basis of departments; which are transportation, manpower, discipline, backstage, requirements, valedictory, and security. We open our hearts out to each one willing to give their best.

# THE STARTUP CLUB

The Startup club or the 'Self Start Club' as we call it, was founded a year ago by our Director Dr Dinesh Nilkant, with the aim of promoting new business ideas and turning them into reality. Since then, the club has been growing, and so have been its members.

Today, there are more than thirty members working on their business ideas, which might come into existence in just some more time. The only criterion to become a member of the club is to have an innovative business idea. After becoming a part of the club, they are given the opportunity to attend different workshops that cater to their business ideas in general.

The members have to create a business plan, but they have to give in their best to make it the best business plan that they have ever made. When they are able to finally do so, they are personally guided by the mentors. It is not as easy as it seems, as they have to dedicate a lot of their time and energy thinking about all the various aspects of the idea and its possibilities. Finally, when the idea is ready to become a business, the students are given opportunities to receive funding and are promised guidance in making it a business.

Before taking the final step, the parents of these members are approached, and are asked whether they are comfortable with their child opening a start-up, and whether they are ready to support him/her in the best ways possible.

This club motivates youth, as it does not demand work experience to be able to be successful in the startup segment, and that's where it stands out; by letting one know that it is not necessary for them to be thirty or thirty five years old to be able to start a business. Now is the correct time and we are proud to be a part of this club.

# THE EMCEE & SCRIPTWRITING TEAM



Every fest and every event requires a Master of Ceremonies to keep the day's agenda flowing smoothly, and to welcome and engage the audience through transitions.

At CMS, we have had a team dedicated solely for the production of original scripts and for the impeccable emceeing that it showcases at each event. This year, the team was led by Rohan Ravindra and Mohit Mandani. From minor short events, to full scale scripts for days like Freshers' Day 2018 or Lasya 2019, this team has worked tirelessly and thanklessly.

The students in the Scriptwriting Team have worked for hours on their end to produce scripts that are not only thought provoking and relevant, but scripts that also are phonaesthetic; that is, scripts with words that are especially pleasing to listen to, with a certain beauty to the sound that they make when said aloud.

Once the scripts are written, edited, approved, and ready, the Emcee Team students practice their delivery and coordination several times under heavy supervision to get the right pitch, timing, and pronunciation.

The end results of this team's efforts are events that leave an impact in the heart and soul of the audience and a magnificently orchestrated flow throughout.

# CONFLUENCE

The English Club at JU CMS stands for improving and enhancing the calibre of literary skills at the college. Under the aegis of this club, exists an editorial board for the English magazine, "Ergo", and a department that conducts events every fortnight like open mic sessions, JAM sessions, poetry recitals, and a lot more for the enrichment of linguistic art and prowess.

## SANKALP

Sankalp is a word that means "oath" in Hindi. It is a student led initiative at CMS to promote Hindi literature and culture. They organise events such as Vishwa Hindi Divas, and Kushi (a social service event), and release an annual Hindi magazine called "Aabhaas". This magazine comprises of poetry, stories and art pieces curated from the CMS faculty and student body. It consists of twenty five members and conducts selections annually for the team. The faculty coordinator is Prof. Shefali Verma.

## KALPA

Kalpa means creation and dissolution. At JU-CMS, it is a student led initiative to promote Kannada as a language and its literature. They organise events such as Kannada Rajyotsava.

The faculty coordinator for Kalpa is Dr Hemalatha B S.





# CMS FESTS

# PROTÉGÉ

Protégé is a first-hand experience on the diverse aspects of management fests for the college graduates. It provides a platform for the students to develop a dynamic, out-of-the-box thinking and discover their true potential in diverse fields by creating a stimulus of the corporate environment. Protégé 2018 – The Economic Conundrum took place for two days, 27th and 28th December, and included events such as Marketing, Finance, Human Resource, Business Quiz, and Best Manager.

Over forty teams registered across three years, the competitive spirit drove the event to a major success.

The event was organised by the first year Management Fest Team, with the guidance of the Second and Third year teams. The overall trophy was bagged by 6th semester, section 'I'.

The event was a major success and left the audience in awe, waiting for the next chapter of Protégé.



# VERVE

Verve is an annual intra-collegiate fest conducted by the students of the cultural fest team at Center for Management Studies.

Verve 3.0 took place over the span of two days; with off-stage events such as Creative Writing, Street Play, Solo Singing, Debate, and Aircrash being held on 5th January 2019; and stage events like Group Dance, Mad-Ads, Personality, and Fashion being held on 7th January 2019. Verve witnessed a fierce competition this year, with emerging talents from the first year students, going up against the legacy of the third year students. The exhilarating performances and baffling talents showcased by the students led to Verve 3.0 bringing a memorable chapter to this semester. The overall trophy was bagged by Section "I", Sixth Semester.



# THRESHOLD

Threshold is an annual intercollegiate management fest. Threshold is designed to be an event for 1st and 2nd year, undergraduate students, to test their managerial skills and provide them with an experience of the business world. Over the years, Threshold has seen the finest display of managerial acumen and intense competition among the brightest minds of our generation. Participants take part in a series of events with rounds tackling various issues of the corporate world. This year, the Threshold theme was "The Concatenated Dilation". In the slipstream of the business world, companies consist of shareholders as vital position holders. They form the fulcrum that balances the corporate front on the stock market. However, trends suggest that there are various entities with smaller contributions that have a major impact on the position of the company in the business world.

Companies can stay afloat, but cannot dominate the market by focusing only on themselves. They need to strategically align themselves with smaller and diverse entities to attain the threshold of success. An e-commerce entity cannot be successful by solely doing their part of the bargain, they need to ensure the smooth operations of other intermediate bodies such as the logistical chain and narrow down to finer details such as the timely delivery and behavior of delivery boys that ultimately impact the perception that the public has about the company.

Similarly, these entities range from small union bearers to big conglomerates and government agencies. The concatenation of these small composites becomes the supporting structures that dilate the periphery of these organisations. They often dictate the future and position of power of these companies on the business horizon.

On 16th, 17th, and 18th January 2019, participants experienced the alternated era of economics and witnessed the cumulative causation of these several entities with an opportunity to overturn the fate of the new age corporate world. The overall winners of Threshold 2019 - 'The Concatenated Dilation' were the team members of Christ University - Bannerghatta.

# LASYA



Lasya is an inter-collegiate cultural fest hosted by Center for Management Studies – Jain University. With over thirty six events spread across two days, The multi-discipline events vary from the field of dancing, to the likes of beat-boxing, giving college students across the city a chance to show off their talent, and bag the championship trophy.

The theme of this year's event, The Sheriff's Trail, promises to be a journey to remember. Serving justice to the ideology of making the fest grander each year, this time around, the event organisers invited Rahul Subramanian for comedy pro-night and 'Pineapple Express' for music pro-night. Celebrity judges like Kunwar Amarjeet Singh and Kishen Bilagili graced the fest with their presence, pushing energy levels in the venue through the roof of the audience and contestants alike.

The fest was an amalgamation of applaudable events, with kudos to the participants for their passion, the audience for their enthusiasm, the event organisers for their dedicated efforts, and the college management for their continued assistance.

# MELANGE

Melange is a National Level Media fest and is an amalgamation of media, management, lifestyle, and law. The fest took place on 16th, 17th and 18th January 2019, and has been conducted for over six years now. It brings out the essence of various aspects of media. The theme for Melange 2019 was 'Armageddon', focusing on the feud between Marvel and DC. Through time, both, Marvel and DC, have created new superheroes with powers greater than ever, creating the unanswerable question of which hero is stronger than the other - Batman or Ironman? Superman or Captain America?

With an anthology of both formal and informal events, we brought out the informative as well as the amusing attributes of media. Formal events included Media Manager, Advertising, Public Relations, Vogue Fashion and informal events comprised of things like Creative Writing, JAM, Air crash, Graphic Design, and so on.

The winners of Melange 2019's Informal events were Jain Jayanagar and Christ University.

The winners of Melange 2019's Formal events were Christ - Department of Professional Studies, Christ - Department of Media Studies and Mount Carmel College.



# PRECIPICE



The 20th Precipice was the most inspiring journey undertaken by the CMS fraternity. Every year, the final round of this prestigious management fest is held at exotic locations worldwide. This year, our finalist pairs hailed from Saint Joseph's College of Commerce, Christ University - Bannerghatta Road, and Jain University - Jayanagar. Together, the three duos competed at a notable campus of The University of Ulster in Belfast, Northern Ireland. Each team was given the complex topic of the Brexit conundrum to work on. The event was judged by a lovely jury couple Mr Amrit Lal Bhardwaj, and Ms Neelam Bhardwaj, both of which have had extraordinary accomplishments to their names. The team members from Jain University, Jayanagar emerged as the winners. Having Precipice held in Belfast made it opportune for all the lucky two hundred and thirty five spectators to be part of a comprehensive tour covering London and Manchester in England, Edinburgh and Glasgow in Scotland, and Belfast and Dublin in Ireland.



On this trip, we saw the city of London from a new perspective, as the sun set upon us in our capsules aboard the London Eye. We felt the years of hard labour and exploitation amidst the Cobblestones streets of the industrial city of Manchester. We were witness to the breathtaking ancestral architecture of Scotland's palaces, cathedrals and parliaments. We relived our childhoods and teen years at the nerve wracking Titanic Museum at Belfast and at all of the respective Game of Thrones filming locations. Finally, we explored Ireland's beautiful culture through the gorgeous foothills of the Wick low Mountains and a visit to Glendalough, a glacial monastery valley.



This trip was meant to be a luxurious educational tour through a beautiful place, but it turned out to be much more than that. We gained insight and inspiration through the cultural immersion that we were privileged to be in. The people whom we met taught us that there is so much more to life than the ordinary timelines that we set for ourselves. In fact, in Dublin, some of us were privileged to be under the wing of a tour guide who was a hundred and one years old. At her age, she was a striking image of vitality and passion. Her enthusiasm for her country's sights and people had not worn out in all of her experienced years. We had so much to learn in little time.

Every leg of this journey was made possible in the span of a mere precious week through mounds of careful planning; and the judicious use of several buses, one boat, three trains, and a few planes, too! Each day spent on this endeavour has been memorable to those who were there. It is a lovely testament to how the institute has, over the last twenty years, made confident globetrotters out of its students.



# ABHINAYA



Center for Management Studies conducted and organised “Abhinaya”, a national level inter-collegiate theatre festival on 13th March 2019.

Abhinaya's stage saw an amalgamation of three languages - Kannada, Hindi and English at the auditorium of Prabhath KH Kalasaudha.

This year, the theme of Abhinaya was “Emotions of the Soul”. Mr.

Gurunandhan, an eminent actor, was the chief guest of the program. The guests of honour were various notable actors and directors from the Kannada Film Industry, like Mr. Pramod Shetty, Mr. A.P. Arjun, Mr. Bhuvan Ponanna, Mr. Sunil Acharya, Mr. Virat, and Ms Srinila, to name a few.

The audience saw beautiful works of theatrics from five prominent colleges in the city. The show was judged by the famous theatre personalities- Ms. Lakshmi Chandrashekhar, Mr. Narayan Raichur and Mr. Sundar.

National College bagged awards in six categories for their play 'Malavikaagnimithra', and their students were the final winners of Abhinaya 2019.

Christ University's team won the "Best Comedian" award and was judged as the first runner up for their play "Democratic Collesum". PES University's representative won the "Best Actress Award", and the corresponding team was declared the second runner-up for their play "Gadiyanka Kudimudda". All in all, the event was a major success and a fitting conclusion to the series of fests organised under the banner of CMS Festial.



A scenic view of a mountain valley with a lake and a smaller lake in the distance, overlaid with a pinkish-red gradient.

# ACTIVITIES

# ORIENTATION PROGRAM

The orientation program at JU-CMS is one that cannot be found elsewhere. It is a ten day long program, where every student is familiarized with the plethora of activities, fests, and teams that co-exist in the college.

The orientation can be divided into three parts, each curated and presented in a student-friendly manner. While the orientation is going on, the college also ensures that the students ease up into academics and for that purpose, a minimum of two classes take place each day throughout orientation. The second part of orientation is where the second and third-year students visit various sections and inform the students on how they can be a part of various college teams, such as the Management Fest Team, the Cultural Fest Team, Yuva Ignited Minds, the National Cadet Corps and many more. They also inform the freshmen about the functioning of prestigious clubs in college, such as Toastmasters, which are internationally acclaimed.



The third element of the orientation program consists of various sessions with guest speakers from a diverse range of fields. The objective behind their sessions was to make the students aware about the real-world situations that graduates face. The speakers were personalities who have achieved great heights in life through their hard work and dedication, and they came to CMS to impart their knowledge to the budding minds. They made sure that the freshmen headed into their college life undaunted and with an unfettered zeal.

# FRESHERS' DAY

SYED MOHAMMED AAMIR

Freshers' Day 2018 took place on 21st July. It was truly a day to remember. The general air of excitement was nothing compared to what I was feeling. I had a host of emotions running inside me. One wanted me to jump, one wanted me to sleep, one wanted me to laugh, one wanted me to cry and there was



just a plethora of emotions flowing through me. The reason for this was because I was one of the Top Four participants of the Best Manager event. The finals of this event were to be held on Freshers' Day itself. For a brief amount of time, all four of us were "left loose" into the crowd, enjoying the event just like any other student would on that day. Then, there came a time when we received a message that said, "Best Manager participants report to the board room immediately." This sent jitters down my spine, and I knew that the moment had arrived and that I need to bring out the best in me in order to be crowned The Best Manager of my batch.

We proceeded to the board room and we were given a questionnaire that we had to fill in fifteen minutes. After this, we were taken outside for a round wherein we had to sell a product on spot without preparation. That was a real tough challenge because the products we got were pretty controversial. Then came the physical round. We had to run around the MLR Convention Centre in a relay form. In our blazers, ties and heeled shoes! That wasn't very pretty for any of us. It was a little less tiring for me because I came first in that round. We then had a 'pick and speak' round where we had around five minutes to speak on the topic that we had picked on the spot.

After all of this, we were again taken to the board room where we had to sit for almost an hour. We were then called one by one to go up on stage for the final round. Personally, I did really really bad in that round and ended up losing.

However, at the end of the day, it's the experience that matters and the lessons learnt that counts.

Freshers' Day 2018 was truly a magical day for me. A day filled with mixed emotions. A day where I was tested on my fitness as well as my general knowledge. A day that gave me a reality check. A day that I embarrassed myself on stage and a day when I was inducted in the Management Fest Team. For me, it was just onwards and upwards from then on.



# INTERNATIONAL MANAGEMENT DAY

The International Management Day at Center for Management Studies is a day dedicated to celebrating and embracing the cultural diversity in the world. It is a healthy competition meant for only third year students. Each section is allotted a country that they have to do their research on and represent. It is an opportunity to gain insight on the culture of different countries, and what makes their economy unique from that of others, and impart the same throughout the institution to students and faculty. The classes also make models of various significant sights from across the country, demonstrate popular sports, animal life, enact the hardships and tragedies suffered by the country in form of a play and much much more. The attempt is to immerse the audience in a mini-replica of the country. The planning for the day begins a month in advance. Each class promotes their country throughout the college using various marketing techniques such as campaigning, promoting their country through social media, organizing games and activities such as cycle-a-thons and much more. The students help in raising funds and often bring in sponsors as additional financial support. In the end, the best class is selected based on various parameters. The winner is declared after accounting the votes of students from different years, external judges, and also social media outreach. This year the event was also covered by News 9. The overall winners were Section A (Finland) and Section C (Chile). In all, International Management Day is a thorough learning experience for all its students.



# OBOW

Open Book Open Web (OBOW) is a simulation based assessment program that aims to bridge the gap between the environment in classroom, and the real corporate and industrial worlds outside. It helps students improve their managerial skills and focus on developing entrepreneurial capacities through a combination of research work, a simulation based round, and a case study analysis. The duration of the program is of three months, involving three levels:

Level 1: Industry and Company Analysis

Level 2: Initiating the IPO Process

Level 3: Case Study Round

The faculty of JU-CMS came up with this initiative two years ago, and OBOW has been one of the most enthusiastic and commendable events in CMS ever since. Students of each class are given a particular domain to work, on the basis of which they conduct their industry analysis, initiate an IPO process and solve the case study.



# CYCLOTHON



A woman needs a man like a fish needs a bicycle. We, at Yuva, strongly believe that today's women have reached great heights and the sky is the only limit. However, there are still regions in our country where women are not treated equally. Owing to their years of oppression, women are still struggling for equal rights in our country. There are villages in India where women are still devoid of their basic rights; basically, they are not allowed to have desires and ambitions. Basic aspects of growing up, like going to school or riding a bicycle are snatched away from them.

Yuva did its bit to help catalyze the paradigm shift by conducting The Cyclothon on 15th July 2018. The Cyclothon was conducted at the Freedom Park and received a footfall of more than a hundred and sixty people from Center for Management Studies. Participants cycled two laps of three kilometers, each; and the top three winners were awarded with cash prizes. All the participants were addressed by Ms. Seema Gadiya a, renowned faculty at JU-CMS.

Our main purpose was to acknowledge the fact that we have not created a better society for women to live in and not unearthed the hidden treasures in them for the good of all.

Hopefully, we, the youth of this country, will continue to make efforts to empower women and bring about a change.

# HR CONCLAVE

The HR conclave aims to bring together India's influential thought leaders from various domains of the HR world to share their views and ideas on emerging trends, that are shaping the future of this industry. This year's edition of the HR conclave provided an engaging and exciting platform for professionals, practitioners, academics, and students alike.

The world of work is rapidly changing. As a part of any organization, Human Resource Management must be prepared to deal with effects of changing world of work. For the HR personnel, it means understanding the implications of globalization, workforce diversity, changing skill requirements, corporate downsizing, continuous improvement initiatives, re-engineering the contingent workforce, and employee involvement, all of this have financial implications in the organization. The pace of change is phenomenal, and one can only imagine what the new world will look like. The theme of the HR conclave for this year was 'People Management - Dimensions and challenges'. The four guest speakers for the event were Dr Meera Venkat, Dr M Venugopal, Mr Shyam Sundar Krishnaswamy and Dr Siddharth. The main topics focused by these speakers were Leadership Agility, Employer Branding, People Analytics, and Man-Machine Collaboration.



# INDEPENDENCE DAY



“At the stroke of midnight, when the world sleeps, India will awake to life and freedom. A moment comes, which comes but rarely in history when we step out from the old to the new when an age ends, and when the soul of a nation, long suppressed, finds utterance.” These were the first words of a free India; words of an age when the youth had a purpose in life. Freedom was their future and they sacrificed their all for it.

To commemorate the grandeur of sacrifice upon which the foundation of this nation was built, Yuva Ignited Minds, made sure to contribute their bit towards making a difference and igniting the sense of responsibility and unity among the future leaders by dedicating an entire week to Independence. With a view to realize the concepts of national pride and increase the knowledge of the nation's history, current affairs, political aspects, the members of YIM took pride in organizing Independence Week. The week was packed with a series of activities like Independence Quiz, Mock Stock, Mock Parliament, Humorous Speech, Air Crash, and Treasure Hunt. Each activity was judged by the external judges and prizes were distributed to the winners.

In order to intensify the sense of competition, all events were conducted in form of an Inter-Class Contest, wherein, a team of two people, across all sections of first year were called to participate in the events. The objective was to enhance and test each participant's knowledge with regards to the nation's history, current affairs, and political scenario, and at the same time also preserving the sparks of entertainment. The week was a grand success and concluded on the day of independence, i.e. 15th August.



# ICON



ICON, an annual inter-collegiate junior level management fest was conducted on 25th August 2018, at Center for Management Studies. ICON gives pre-university students a platform to experience a simulation of the real corporate world. The fest hosted various events such as Best Manager, Business Plan, Treasure Hunt, and Reptech. Each event was specifically designed to test the knowledge and business acumen of the students. Best Manager was an event that catered to the various aspects of the corporate world.

The zeal and innovation of the participants left the judges astonished. The audience witnessed immense competition and a plethora of remarkable ideas throughout the fest. All contestants performed their best and tried their maximum to be creative in order to prove themselves worthy of winning ICON 2018. The various events in the fest exposed the participants to diverse cases and proved to be a valuable learning experience for all those involved. Overall ICON proved to be one of the most successful and well organized fest in Bangalore.

The Teachers' Day event in JU-CMS was conducted on 6th September 2018, by the Event Management students, under the guidance of Dr Anita Walia. The celebration took place during college hours and went on for about two hours. It was attended by all the faculty members of JU-CMS, as well as by our esteemed director - Dr Dinesh Nilkant.

The theme for the day was Black and Red and all the decorations were done in accordance to this theme. Photographs of all the teachers were put up all over the seminar hall. The event was opened with the prayer, followed by the lighting of the lamp.

The main aim was to provide a space for the teachers to unwind, enjoy and relax, to meet the same purpose, games like Dumb-Charades, Guess the Song, Saree Draping for the male faculty were organized.

Towards the end, the teachers were dancing to the tunes of their favorite songs. The teachers were also given a bouquet of flowers, chocolates, and a gift, as a memory of the eventful day.

## TEACHERS' DAY



# BUSINESS MANAGEMENT DAY



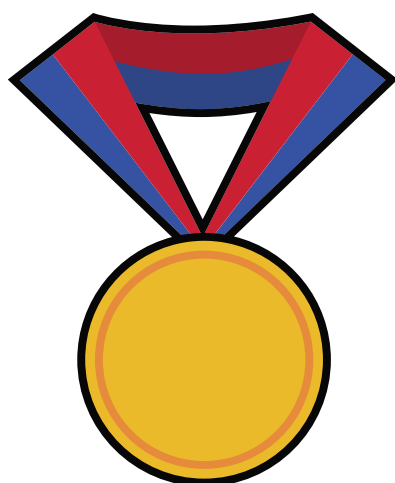
The Business Management Day was organised on 26th September 2018, it was a day dedicated to understanding the myriad of companies that co-exist in the global economy. The activity was exclusively for first semester BBA students, with the purpose to encourage the freshmen to gather information about the companies and also get a glimpse into the real-world workings of such global companies. Each section was divided into groups of 8-10 people. These groups had to pick three companies each and had to make a chart and put up photographs of unethical practices as well as all the corporate social activities undertaken by the companies.

External judges were invited to judge the event. The judges allotted each team ninety seconds to present their charts. The teams were judged on various criteria and in the end, Section 'E' was declared the overall winner.

The activity was the very first of its kind and was a huge success, as the students got to learn a wealth of new things about the global economy and its functioning.

The Spelling Bee competition at Center for Management Studies took place in the month of August 2018. It was an initiative taken up by the English Department of the college to test the students on their spellings. A list of spellings was provided to the students by the department, which they could use as their reference material for the competition. All first-year students gave the test, out of which the top scorers were selected for the second round. In the end, three victors emerged.

## SPELL BEE



## GRAMMAR MARATHON

The Grammar Marathon was organized by the General English Department for the second semester students of BBA and BAJ. The marathon helped students to put their knowledge of English Grammar to test. It also helped them improve their command over the language. It was held on 4th and 5th February 2019 with around 1000 students participating.

# TRI-CITY IMMERSION PROGRAM

The annual industrial visit for the first-year students at Center for Management Studies was undertaken through a trip to and around the state of Gujarat. Students usually have a misconception that industrial visits are boring, but these thirty one students were glad that they didn't have that experience. This industrial visit gave them a lot of opportunity to learn, along with loads of fun. With this trip, not only did they gain a wonderful insight about the industries they visited, but also learnt a lot about the culture, food, and traditions of the people of Gujarat. It is not very surprising that the United Nations declared Ahmedabad as the only 'World Heritage' site of India.

The students on this visit were given the opportunity to visit five notable industries like AMUL, BLUE STAR, RAMDEV SNACKS, AGL, and CONCOR; where they learnt about each one's functioning, administration, management functions, technical developments, products, and operations.



# GERMANY TOUR



The educational tour to Germany was organized for the students of CMS with the intention of learning more about global industries and their functioning.

On the first day of the tour, the students landed in Frankfurt and went for a city tour to explore various places in and around Frankfurt.

On the second day, the students visited the European Central Bank (ECB) and the BASF. ECB was a great learning experience and our students learnt a lot about the Euro system. The European Central Bank (ECB) is the central bank for the euro and administers monetary policy of the Eurozone, which consists of 19 EU member states and is one of the largest currency areas in the world. The main objective of the ECB is to maintain the price stability.

BASF is a chemical factory and one of the largest chemical producers in the world. It operates six integrated production sites and 390 other production sites in Europe, Asia, Australia, North & South America and Africa. BASF produces a wide range of chemicals, for example, solvents, amines, resins, glues, electronic-grade chemicals, etc. The most important customers for this segment are the

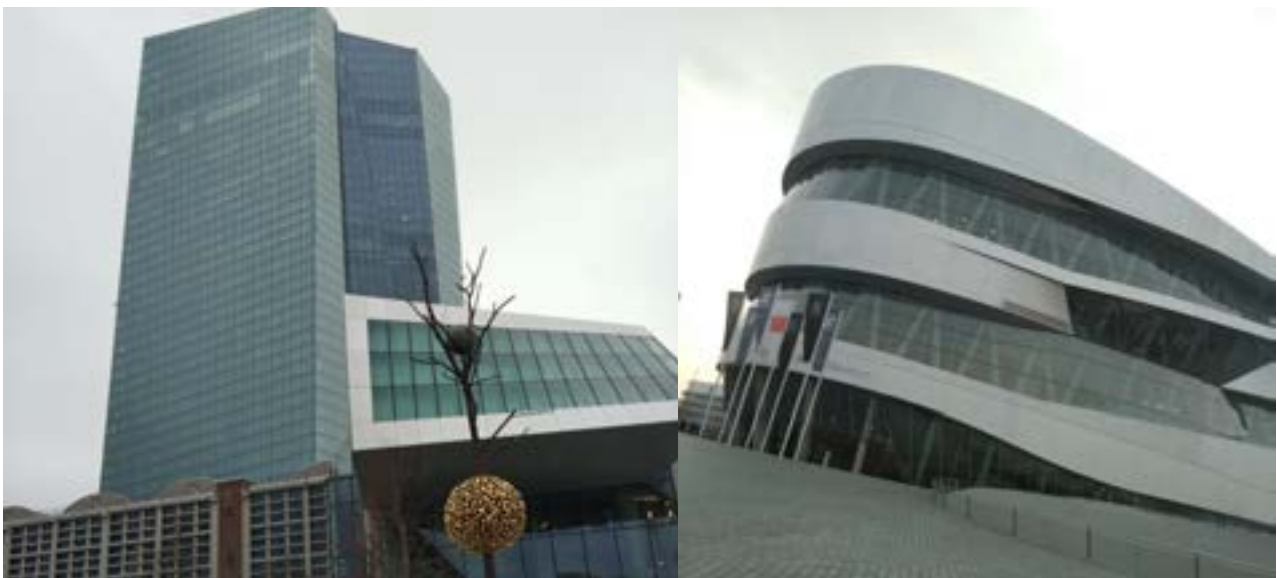
pharmaceutical, construction, textile, and automotive industries. The production units were well set up with good connectivity across departments. They also had a few self-driven vehicles to transport chemical containers.

On the third day, the students visited the Mercedes Benz plant and its museum. Students were not only educated about the history but also witnessed the depiction of each car and the upgrades of each model. On the fourth day, the students visited the Krones Company and the BMW plant at Landshut.

The Krones Company is a German packaging and bottling machine manufacturer. It is the world's leading manufacturer of lines for filling beverages in plastic and glass bottles or beverage cans. They were shown the three machines produced by them: the bottling machine, labelling machine and the filling machines.

On the fifth day, the students visited the Neuschwanstein Castle and museum. They explored the scenic beauty of the castle with the guide who educated them about the planning and significance of the architecture and the history of the paintings in the museum.

On the sixth day, the students headed towards the Nuremberg Documentation Center, which was the last stop of the tour. Students ended the tour with an insight about the history and facts of Hitler's rule.



# MODEL UNITED NATIONS



Considering the importance of diplomacy and international relations, CMS MUN promised to deliver an exquisitely scripted, yet fiercely fought, saga over three days across various essential committees. CMS MUN has always been renowned for its quality of participants and executive board members. The 5th edition of CMS MUN was held on 23rd, 24th and 25th November 2018.

The four committees in the mix this year were:

The UN Security Council

The UN Human Rights Council

The UN-GA Disarmament and International Security Committee

and the Continuous Crisis Committee

The Security Council is the apex committee of the United Nations. It is mandated with the responsibility to defend International Peace and security around the globe. The UNSC was dealing with a matter of grave international concern, which was the Reassessment of weaponized nuclear technology with respect to the NPT, Treaty of Tlatelolco AP 2 Presidential Notifications, Vienna Convention on Liability and Convention of Supplementary Compensation.

The CCC discussed the growing concern of status of Tamils in Sri Lanka, the nuclear situation in East Asia and the geopolitical conundrum of India-Pakistan. The committee had a fast-paced dynamic with tools such as communiques, portfolio requests and action orders being utilized by the participating delegates.

The UNHRC discussed preventing and countering violent extremism and radicalism globally. Violent extremism is an affront to the principles of the United Nations, embodied in universal human rights and fundamental freedoms. In recent years, the number of attacks by violent extremists has raised across the world. Not associated with any particular religion, nationality, culture or ethnic group, this threat affects the security, well-being and dignity of many individuals living in both developing and developed countries, posing a global risk for sustainable development and lasting peace.

DISEC discussed countering a cybersecurity attack and establishing cybersecurity strategies in the digital age. In today's world, nearly three billion people (forty percent of our population) have access to the Internet. The endless possibilities coupled with the vast number of users have made the Internet a perfect place for cybercrime. The scope of hacking attacks can range from small scale personal websites to national security information. Access to the Internet needs to be controlled, so as to make it a more secure and safe network for information, while protecting rights to information and controlling the risks of Cybercrime and Cyber Warfare.

The Best Delegates of each committee are as follows:

UNSC: BOLIVIA

CCC: USA

DISEC: KAZAKHSTAN

UNHRC: GERMANY

These delegates performed extremely well in their respective committees, in exploring solutions to the various problems & crisis and through their first-hand experience, and had a competitive advantage towards the rest to eventually emerge victoriously.

# KANNADA RAJYOTSAVA



On Monday, 10th December 2018, the Kannada Kalpa of Center for Management Studies, celebrated Kannada Rajyotsava with great joy and vigour. The event was all about the glorification and the history of Karnataka. The event witnessed a great turnout, with the contribution of around sixty students and faculty members. The program began with a short video clip celebrating the state of Karnataka and its language, Kannada. The clip featured people from Karnataka who had achieved honourable mentions throughout the globe.

There were dance performances to the tunes of famous Kannada songs and the students sang widely recognised Kannada songs. The event also included a Kannada skit, performed exclusively by the first-year students, regarding the importance of wearing a helmet. The skit was well executed and lauded by the students and faculty alike.

The chief guests for the event were Mr. Nadoja, Dr. Mahesh Joshi and Kannada film director Mr. Shivamani. The guests spoke about various elements of Karnataka, and all the little facets of the state's beauty, such as the language, the culture, but most importantly, the people of Karnataka, commonly known as 'Kannadigas'. The event was a great success and received commendable appreciation from all.

JU-CMS held a Hair Donation Drive on 30th November 2018 with the help of Radio Mirchi 95 and Naturals Salon. This campaign was initiated by The Cherian Foundation. This drive was held for people suffering from cancer at Kidwai Hospital. This event was covered live by Radio Mirchi 95 where students of CMS interacted with RJ Sara on topics like “No Shave November” “What does your hair mean to you” and some of them shared their personal stories too.

Fourteen students graciously donated their hair and made this event a memorable one. Students donated rice grains, oil and toys as well. More than fifty kilograms of rice was collected through donation. A special mention to our third year student Amatullah Vahanwala, and her organisation 'Hair For Happiness'; for conducting various hair donation drives across the country.

## THE HAPPINESS PROJECT



On 11th December 2018, The Viral Fever conducted a Talent Hunt at the JU-CMS campus. The Viral Fever is an Indian YouTube Channel with an outreach of about five million viewers. This event was conducted in collaboration with the ShareChat App, and was conducted on a large scale throughout the country. Selected finalists from across the country went to Mumbai, to fight it out for the ultimate crown, prizes upto Rupees twenty lakh were given. The Viral Fever is also partnering with CMS Festival and made a lot of gestures to promote the fest using their reach online, and using their YouTube channel. In turn, students from all three years, from both, BBA and BAJ participated in this Talent Hunt with great ebullience and enthusiasm.

## TALENT HUNT

## GOOD GOVERNANCE DAY

The morning of 12th December 2018 marked the observation of 'Good Governance Day' at Center for Management Studies.

The theme of the event was surrounding the need of good governance amongst budding managers, entrepreneurs, and leaders.

Good governance day at CMS opened with the lighting of the lamp and prayer, On this occasion the revered Justice N. Santosh Hegde, a former Lokayukta of Karnataka and former judge of the Supreme Court of India addressed the gathering. In his address, he spoke about his experience from within his line of work and all of his times of watching the common man suffer at the hands of corruption. This was followed by a Question and Answer session, where students were given guidance on their academic and professional decisions, .

# HR WORKSHOP

On 12th December 2018, Center for Management Studies organized a Human Resource Workshop under the aegis of Prof. Roopa Traisa and Dr. Uma Warriier; which was primarily intended for the students interested in the area of Human Resources, as a prospective field to work. The proceedings of this workshop were conducted by Xplore Consultancy Services, represented by the key speaker of the day, Mr. Rajender Kulkarni - an individual with twenty two years of work experience in the corporate world. He provided an interesting and motivating account of the success stories of various global personalities. Along with the lecture and videos, various activities such as puzzles, games, and quizzes, played a pivotal role in the session; as a lot of them were based on analytical and logical reasoning.

The students also experienced a “mock interview”, through which they were equipped with a few useful tactics for possible future situations. Towards the end of the workshop, those students who had walked the extra mile to further their learning and those who contributed to the quality of the session, were acknowledged and honoured with medals from Xplore Consultancy Services.

The session was of utmost productivity and provided a useful learning experience to everyone present; as it comprised of so many varying elements, which together, transcended the typical limitations of a conventional classroom learning. Every student present had the privilege of gaining practical experience of the corporate world in an interesting and concise mode of learning.

# VISHWA HINDI DIWAS



For the first time in the history of our institution, a day was dedicated to the most widely spoken language of India, Hindi, by observing Vishwa Hindi Diwas on 10th January 2019. The event was organized by the Sankalp Team, headed by Prof. Shefali Verma and it was a grand success. The Chief Guests for the event were Dr. Dinesh Nilkant, Mr. Hansraj Munot, Dr. Arvind Kumar and Dr. Rekha Sinha, who gave inspiring speeches on life and motivated the students to achieve great success in their lives and field of work.

Cultural events such as dance, singing, poetry and quiz added even more grace to the event. The event was immensely appreciated by the Chief Guests. They congratulated the entire team of Sankalp for dedicating their efforts in keeping the culture of the country alive, so as to transform young minds while preserving the country's roots.

# MANAGEMENT EXPO



On 11th January 2019 at JU-CMS, the Management Expo. was organized by the Second Year BBA students. It was a display of learning within given subjects and an expansion of views within these particular subjects. There were thirteen significant industries (such as Agriculture Industry, Cosmetic Industry, Artificial Intelligence Industry, etc.) displayed across the campus, each industry being allocated to a certain BBA Section, who would in turn dissect the functioning of their industry in accordance with their subjects. Each classroom was bedecked in grand but environment-friendly sustainable models, charts and decorations. The Finance team of each section had a food stall to raise money for the event, in addition to the sponsorship they bagged from the local companies. The whole experience was quite thrilling. The Management Expo allowed students to not only learn about intricacies of the different industries, but also helped them gain some personal perspective, in terms of character, social relations, and diverse work ethics.

# FUNDAMENTALIST

13th January 2019 was a remarkable day for CMS and the Quiz circuit. CMS hosted a National Level Quiz Competition - The Fundamentalist. The Fundamentalist is a national level quiz competition and its primary focus is Business. This Business Quiz was held over the span of an entire day, where participants from different states and cities in the country were put to test their knowledge.

The art of quizzing is exciting, albeit tiring. It is spontaneous, yet deadly. Fundamentalist is no exception. Over a series of grueling rounds, a winner was declared and awarded an outstanding cash prize of ₹45,000. The Quiz Master who conducted the final round was Mr. Chandrakant Nair, an extremely renowned personality in the Quizzing Industry. He's an Army Major by profession and a quiz master by passion. He is popularly considered the best Quiz Master of India and has set an unbeatable threshold in the quizzing fraternity. The Fundamentalist is a part of The CMS Festival and is truly amongst the most awaited events in CMS.





Ethnic Day at CMS is a day when we celebrate our cultural roots. It is a recurring tradition at CMS and was celebrated this year on 14th January 2019. Pomp and beauty was showcased by all the students who put their feet to work with the beat and made this day a grand success.

## ETHNIC DAY



The event was organised on Christmas Day by Yuva Ignited Minds. Funds were collected from the students of Center for Management Studies. Instead of distributing the money directly to the needy; the Yuva team prepared food and fed nearly two hundred destitute people in and around the Lalbagh area. With the spirit of Christmas, the Yuva team indeed became the Santa in their lives for a day.

## GIVE HOPE



## CANDLE MARCH

Yuva Ignited Minds at Centre For Management Studies organised a Candle March on 16th February 2019 to honour the soldiers who lost their lives in Pulwama Attack. More than 100 students participated in the march. CMS stands in solidarity with the armed forces of the country and our hearts reach out to their family members. Every soldier's sacrifice will become an example for the generations to come.

# MY COUNTRY RUN

Jain (Deemed-to-be University) has an ever-evolving and open-minded system that encourages its students to exceed expectations in their area of interest by guiding them to become ethically sound individuals. In an effort to continue the sporting legacy, the institution organised "My Country Run" on 3rd March 2019. It took place around the NICE Road Toll Gate and received warm participation from thousands of runners. Split into three formats - Elite 10K, Open 10K and Cool 5K - My Country Run aimed to promote future Olympians of the country and to create awareness among the masses regarding the health benefits of staying fit and active. My Country Run was also AIMS certified.



# NATIONAL CONFERENCE



A National Conference on “Emerging Trends in Business and Finance” was organized by CMS on 8th March 2019. It witnessed more than 150 delegates across India. It focused on themes of business and finance and how market can be improved considering the present situation and future challenges. This was the biggest event in the year both in terms of the research papers received and presented, and the volume of business transacted in the conference.

Delegates were welcomed by the Director of CMS, Dr. Dinesh Nilkant. While welcoming the guests and delegates, he spelt out the objectives of the conference and highlighted its significance in the backdrop of the recent developments in the area of business and finance.

The Inaugural Function that was presided over by the honorable Vice Chancellor, Dr. Sundararajan. Ms. Archana Rai and Dr. K Erasi were keynote speakers of the event.

Approximately 125 abstracts were received, out of which 75 were selected for presentation during the academic sessions. Selected research papers were published in the UGC listed Journal with an impact factor of 7.36 and an ISSN publication.

The guest speaker of the conference was Ms. Lalita Archarya.

# INTERNATIONAL VISIT



Every year, as a legacy, the highest performing eighty students of the outgoing batch of Center for Management Studies are rewarded with an all-expense-paid international Trip. There are several performance parameters to determine the top eighty, such as: Academic performance, including internal and examination scores, Toastmasters speeches, Attendance, regular classes as well as special events, participation in college fests and fest teams, Dual Program, etc.

This year, the students were taken on a luxury trip to Dubai for five days, accompanied by few senior faculty members. Their stay was at The Grand Excelsior and expenses were borne by the college.

Here is a list of some places explored by the group:

- Ferrari World in Abu Dhabi
- Burj Khalifa
- Shopping at Meena Bazar
- The beach at Burj Al Arab Jumeirah
- The Dubai Museum
- The Miracle Garden
- Global Village

The students also went on desert safari, bike riding in the sands, camel riding and enjoyed the belly dance show. They were also allowed to interact with a few prominent personalities of the business world.



# ILLUSION

Prof. Lakshman, Prof. Abhishek V. and Prof. Kiran Maney organized an event on 18th February 2019 for the Marketing specialization students of final year BBA course, the event was called ILLUSION - 2019. It was an advertisement campaign, where students were required to create a print advertisement, a video advertisement or a radio jingle as a group assignment. This activity was judged by an external resource person. The overall winners of ILLUSION 2019 were the students of section 'H'.

# UTKARSH

Prof. Sunitha B.K. and Prof. Lakshman organized an event on 2nd March 2019 for the Entrepreneurial Development students of final year BBA course, called UTKARSH 2019 – A Day with an Entrepreneur. In this activity, students were given an opportunity to interact with successful entrepreneurs and learn about their success stories.

## COLLEGE TO CORPORATE- C2C

College to Corporate is a series of activities that are designed for the sixth semester BBA students with the objective of enabling them to face the corporate world.

To complete this activity, students were assigned five tasks.

The tasks were:

- 1) An online certification course from Swayam
- 2) Adding professional contacts to their LinkedIn profile
- 3) Creation of a start-up report
- 4) Domain (Finance/ Marketing/HR /ED) specific task
- 5) A video of Curriculum Vitae

The students were considered to be corporate ready once they completed the above mentioned tasks.

# GUEST LECTURE SERIES 2018-19

1. Sheri Markose (Professor of Economics, University of ESSEX, UK): "Impact of Finance on the Economy"
2. Pooja Iyer (CEO, founder of Aspiyer): "Do you know your greatest potentiala for success lies in your strength? Do you want to identify your unique entrepreneurial profile?"
3. Retd. Justice. Santosh Hedge (former Lokayukta and Supreme Court judge): "Principles of Sound and Good Governance in Nation-Building"
4. Ms. Naadia Mirza (Founder of Naadia Mirza & Co.): "Start-up"
5. Mitchell Dudani: "Social Media for professionals"
6. Lucky V Jain (Director at Meghraj Food Processing India P Ltd): "Start-up"
7. Meghana Manay: Entrepreneur NKE Floorcare Pvt Ltd/Management Consultant (Entrepreneur - S.R. Gopal Rao Opticians & Optometrists/Business Consultant & Krishnan Dilip)
8. Mr. Devaang Savle: "Business Law" (8th February 2018)
9. Ms. Sudha Nambiar: "Wise and Sensible use of Social media" (9th February 2018)
10. Ms. Sumitha Sabrinath (HR from ABB Ltd): "Various job prospects and to understand the different roles in HR." (10th February 2018)
11. Mr. Karan Machado (RJ KAY): 21st June 2018
12. Mr. Rahul Kapoor (Motivational Speaker): 12th – 15th June 2018
13. Ms. Ushy Mohandas (Communication expert, Doctor, Writer, and an Educator): 12th and 13th June 2018
14. Mr. Sourish Ghosh: 13th and 14th June 2018
15. Mr. Balaji: 15th and 16th June 2018
16. Ms. Meenakshi: 18th June 2018
17. Mr. Ajay: 18th June 2018
18. Ms. Seema: 14th and 15th June 2018
19. Ms. Sakshi Shroff: 12th June 2018
20. Mr. Vivek: 13th June 2018
21. Ms. Aarthi: 15th June 2018
22. Ms. Shreya Krishnan: 19th June 2018
23. Mr. Renukaprasad, Mr. Vinay Baijal (Consultant): Business Presentation and Communication - 12th March 2018

24. Mr. Naveen Lakkur (Chief Innovation Coach at Institute of Inspiring Innovation): "Founder 101" – 22nd August 2018
25. Mr. S. Pranab Singh (CEO, ThoughtMill Communications Pvt. Ltd): "Sales and Negotiation" – 18th September 2018
26. Dr. Mohini Prasad (Gynaecologist, Desai Hospital): "The Effects of Alcohol, Smoking, and Drugs on Women and their Gynaecological Problems." – 27th September 2018
27. Ms. Gloria Benny (Founder of Guardians of Dreams - NGO): 1st September 2018
28. Mr. Cecil Premi (Serial Entrepreneur and Business Transformation Coach): 25th September 2018
29. Mr. Chetan Murthy: 4th December 2018
30. Mr. Krishnan (Co-founder of S R Gopal Optical): 21st December 2018
31. Mr. Raunak Dembla (Founder Payazzo): 14th November 2018
32. Ms. Shweta Jain (Founder Investography): 20th January 2019, 13th January 2019
33. Mr. Ankit Jain (IIM Ahmedabad & IIT Kanpur - Senior Manager Amazon): "How to Hone English Language Skills for Competitive Exams."
34. Prof. S Manikutty (IIM-A): "Gaining Broader Perspective Through the Study of Literature and Humanities."
35. Rekha Upadhyay (IIM Calcutta - Certified HOGAN Assessments; Practitioner & Coach): "Basics of Business Communication."
36. Prof. Geetha M Rajaram (Principal & Director global Institute of Management Studies): "Research Methodology"
37. Jacqueline Kareem (Professor School of Education, Christ (deemed-to-be) University): "Service of Learning"
38. Dr. Vivekanand G. (Post Graduate from Delhi University; M.Phil & Ph.d. from IIT Bombay): "Data Analysis in Research"
39. Mr. Akshara Damle (Consulting Psychologist, TEDx speaker, Founder of Memo Samraada): "A Session on Group Behaviour and Peer Pressure"
40. Ms. Prateek Kamath (Marketing Consultant): "Influence Marketing - The Future of Social Selling"
41. Ms. Shweta Jain (Certified Financial Planner): "Book Launch: 'My Conversations With Money'"
42. Ms. Karina Shah (Chartered Accountant; Launched SOGAL): "Redefining the Next Generation of Diverse Founders and Funders"

# MORE ACTIVITIES....

Dr. Anita Walia conducted several activities in college for the students. The activities conducted by her are listed below:

- A training session on E-Commerce for final year students with Certification from Amazon.
- A seminar on Social Awareness, topic being 'Transgender Stories'. A resource person from the LGBT Community was invited to address the students.
- Dr. Anita Walia and Prof. Samini Mathew jointly organised an event named FIRELESS COOKING for the final year Event Management students on 22nd December 2018. This activity was aimed to provide practical experience to the students on how events should be conducted and organised.





# SPORTS AT CMS



## COLLEGE FOOTBALL LEAGUE

The College Football League is an inter-college football tournament conducted by JU-CMS every year, featuring the top colleges from Bangalore, competing to be crowned champions. CFL was conducted from 11th to 16th August 2018, where the Top Twelve colleges participated to fight it out for the trophy. This was coordinated by Shlok and Mohsin Ali Khan. Once more, the winner of the league was Jain University Sports Department.

## COLLEGE PREMIER LEAGUE

College Premier League is an inter-college cricket tournament conducted by JU-CMS each year; where the best cricket teams from Bangalore compete to exhibit their prowess. It is an exciting and a popular tournament. The 2018 edition of CPL was coordinated by Akshay Ashok and Aseem Basha, which was held from 11th to 19th December 2018, featuring the Top Ten teams from Bangalore. The T20 Format and ten teams in the competition brought out the best of cricket by colleges across the city. The Jain University Sports Department emerged as the winner of CPL 2018-2019.

# CMS CUP

The CMS CUP is an annual inter-class sports meet hosted by Centre for Management Studies, Jain (deemed-to-be University). The tournament was organized by the students of CMS CUP committee and was promoted by the Campus Red Bull Wings Team. The faculty coordinator for the entire sports event was Mr. Chand Pasha. Every year, students across the different years and sections compete against each other. The events at CMS Cup are segregated into indoor and outdoor events. Indoor events include Indoor Cricket, Indoor Football, Bowling, Badminton, Table Tennis, Carrom, Chess, Push-ups, PUBG, Arm Wrestling and Snooker. The outdoor events include Cricket, Football, Basketball, Volleyball, Throw ball, Tug of war and Athletics (100 mts, 200 mts, 400 mts & relay). The Winner of CMS Cup-2019 was 6th Semester - Section 'M'.





# NSS ACTIVITIES

# WORLD ENVIRONMENT DAY



Center for Management Studies, celebrated 'World Environment Day' by organizing a rally in association with the 'National Service Scheme' (NSS) on 5th June 2018. The rally was inaugurated by Dr. Dinesh Nilkant, the Director of the institution. More than ninety NSS students from BBA and BAJ carried placards with messages and slogans on the importance of safeguarding and nurturing our environment.

The event was coordinated by Dr. Hemalatha B.S. the NSS Officer, along with Prof. Babitha B.S., Prof. Yashoda and Prof. Shankar Prasad. The rally was a great success and was supported widely by every member of the institution.

# INTERNATIONAL YOGA DAY

Center for Management Studies, in association with the National Service Scheme (NSS) celebrated International Yoga Day on 21st June 2018. On this occasion the volunteers of Isha Foundation organised several Yoga sessions for the faculty members and the students of the college. The event was divided in two sessions - Morning and Afternoon. The participants felt a rejuvenation of both: body and mind, as the volunteers played videos of Sadhguru to instruct every yoga posture.



# TREKKING

Sixty students of the NSS team at Center for Management Studies, took a day off to experience trekking on 22nd December 2018 at Channarayana Durga. The perseverance of the students was tested as they trekked towards the Channarayana Fort, which is characterized by a steep slope right from the base of the hill, each step was a constant struggle. The steep slope ended with the entrance to the fort, where the students were greeted by trees growing along the walls, lush green grass and mangrove-like trees at the edge of a pond, spotted with various shelters, and ruins that conveyed the historical significance of the place.

# BLOOD DONATION CAMP

A mega blood donation camp named 'Sampradhana' was organised by the National Service Scheme (NSS) of Center for Management Studies on 7th July 2018 between 9:30 am to 3:30 pm on account of Founder's Day. The event was inaugurated by the Director of the institution - Dr. Dinesh Nilkant. The blood donation process was conducted by the Rashtrorothana Blood bank with a team of twelve doctors. The event began with Dr. Nilkant and Yash Jain - a final year student - who had handed over the first donated blood unit to the Rashtrorothana group. A large number of students and faculty members donated blood with the motto of saving many more lives.



# GURU PURNIMA

The occasion of Guru Purnima was celebrated with pomp and grandeur at Center for Management Studies on the 31st of July 2018. Organised by the Language Departments - Kalpa (Kannada Department) and Sankalpa (Hindi Department), under the guidance of Dr Hemalatha B.S. and Prof. Shefali Verma, the event was celebrated as a tribute to all the mentors of the institution. The students of different departments and semesters showered their love and respect towards the faculties by giving speeches about the bond of a 'guru' (the mentor) and 'shishya' (the mentee) followed by various cultural programs.



# VILLAGE SURVEY

As a part of a National Service Scheme (NSS) activity, a group of students actively participated in a survey on rural health, nutrition, and sanitation facilities in the villages of Doddasadanahalli and Chikkasadanahalli. The objective of the survey committee was to take collective action on issues related to general health and its social determinants at the village level by creating awareness on nutrition, health, hygiene, and proper sanitation facilities amongst six hundred and ten villagers. The survey emphasised on creating awareness and improving knowledge about the impact of deficiency of nutrition, especially with regard to the women and children of the village.



# SELF DEFENCE

The Women's Cell of Center for Management Studies organized a demonstration session on self-defence to empower women and educate them about the basic do's and don'ts of self-defence. The session was undertaken by Mr. Praveen Ranka, Chairman and Grand master of 'The Martial Arts Trust', a man who believes in the traditional methods of martial arts, but is also able to wield the ethos of this sport into contemporary life. Mr Ranka, along with some student volunteers, demonstrated the self-defence techniques by role playing different situations and shared some of the important expected responses for them. The program ended with a vote of thanks by Prof. Sangeetha Nikkam.



# SWACHH BHARAT ABHIYAAN



The students of the National Service Scheme (NSS) and the Event Management conducted a Swachh Bharat Abhiyaan on 2nd March 2019 at Lalbagh.

More than hundred students participated in the event and cleaned the allotted stretch at Lalbagh. The students initiated a rally from CMS campus at 8:00 am, all the way to Lalbagh Garden. The students were split into small groups and were allotted areas to clean. They swept the areas and disposed the waste.



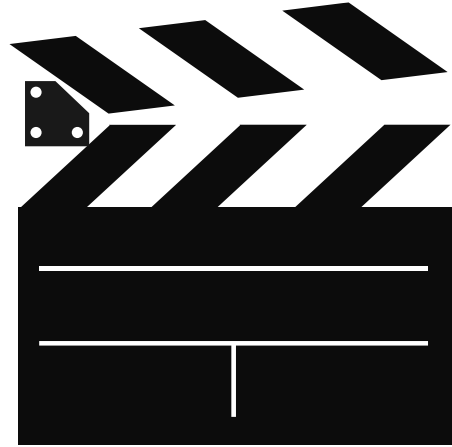
# BAJ ACTIVITIES

# 48 HOUR FILM CONTEST

The 48-hour Filmmaking Competition, was one of the most enriching and successful intra-collegiate competitions conducted at CMS. Led by Prof. Aswanth G Krishnan, the event was held from 4th August 2018 to 6th August 2018.

The contest was about making a short film in 48 hours while ensuring that the set rules were abided. There were three important factors to keep in mind while making a short film - Dialogue, Property, and Character. The given dialogue was, "We were helpless"; the property, a mug; and the character was, 'Thief'. These factors were a compulsion to be included in the film and had to be prominent.

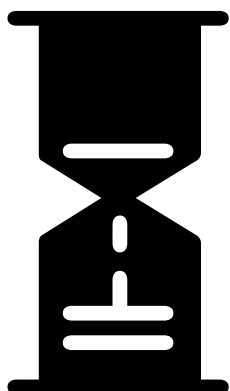
All the participants were briefed about this on the 4th of August at 9:00 AM and were supposed to script, shoot, edit the film, and submit it to the organizers latest by 9:00 AM on the 6th of August.



The minimum time frame of the film was three minutes and the maximum time frame was five minutes.

It was overwhelming to receive 27 total entries by the end of the allocated time, especially in a college where Mass Communication students are in minority.

The enthused students, many of whom were first-time filmmakers, put forth great films. Varun and his team from BBA won the competition with their emotional film. The second position was a tie between Karan and his team of freshers, and post-graduate students. The department is looking forward to hosting many more such competitions to hone film-making skills in students.



# DOCUMENTARY WORKSHOP

Serena Aurora, a documentary maker, has got her techniques right to brim the audience with emotions and give them an experience like never before. Currently, working in collaboration with Auroville Outreach Media, she is keenly producing documentaries on the story of Auroville. CMS proudly hosted Serena Aurora on 27th November 2018. The workshop was organized by Prof Aswanth G Krishnan.

Serena Aurora, having picked the art of documentary making on the go, turned out to be a great source of inspiration for the students. The workshop covered concepts like storytelling, camera techniques, script writing, aesthetics, sound management, and subject management. The workshop was an interactive and engaging session. "My Cheesy Goat Farm" a story of an organic farmer and animal husbandry, screened during the first half of the workshop. The audience were affixed to the documentary, not merely by the story, but by the story-telling technique unfolded post the screening. Serena emphasized on her impromptu skills and their importance.

The workshop detailed the steps to be followed in creating a documentary and how to deal with post-productions hurdles. Students also got to know how creative imagination helps develop various narrative techniques. This technique was visible in another documentary screened by Serena, named "Indian Hands and Legs." The documentary focused on the gifted craftsmen who design handicrafts on the streets of Punjab. The virtual world that her documentaries portrayed were of great vitality to the students who are seeking to produce an impactful documentary. The workshop intended to suggest students about structuring stories in documentaries and the connection one can build with the audience when dealing with stories like self-sustainability and human-driven emotions. "But all these come at a cost. Your zeal and your undeterred passion towards filmmaking and documentary making", said Serena.

# TALK JOURNALISM



"Talk Journalism", is a non-profit initiative, created with the motive of discussing and debating journalism, a profession that is, seldom, self-explanatory. For the year 2018, the event was conducted in Hotel Fairmont, Jaipur, Rajasthan. The initiative for organizing the event was taken by Vox Media Foundation, who aim to progress towards imitating media dialogue. The three-day conference was held from 10th August 2018 to 12th August 2018 and proved to be an educational experience for anyone who aspires to become a journalist. The event addressed this initiative by hosting sessions, enlightening workshops, book releases, mobile talkies, media startups, and much more.

This year the event was graced by speakers such as Akash Banerjee (Political Satirist), Anirudha Bhasin (Editor of The Kashmir Times), Guna Gunasekaran (Senior Editor of News18), LP Pant (Dainik Bhaskar), Anupam Banerjee (Indian Air Force), Vikas Pandey (Senior digital producer BBC), and various other renowned personalities.

A video convention with Edward Snowden was also arranged wherein, he addressed the audience on many important topics. The third and final day of, "Talk Journalism 2018" saw the ballroom graced by Barkha Dutt who delivered a speech on "Journalists who seek popularity is the death of Journalism." Sessions on Soldiers detailing on Conflict Reporting, Dateline Kashmir, Defending a whistleblower, rural reportage in Indian media, challenges in covering North-East, and many more such topics provided insight on unspoken issues addressed by today's media.

# TIMES LITFEST

On 23rd and 24th February 2019, the leading newspaper organisation of India - Times of India hosted the fifth edition of the rolling Times Litfest 2019 at Jayamahal Palace, Bangalore. The fest yet again transcended all the barriers of Age, Gender, and Geography and witnessed the most cognitive minds. This edition of Times litfest revolved around the theme of Astutva (existence). Students who opted for the event management elective from final year BAJ were sent to volunteer for the biggest literature festival 'Times Litfest'.

The fest was inaugurated by the auspicious lamp lighting ceremony, performed by Vinita Nangia ( Chief Executive Editor, TOI). Students from CMS volunteered for the event which paved a path for the students to experience new things and opportunities for the various future career paths. It helped them understand how to manage an event and meet different people of different ideologies and skillsets and celebrate literature in the form of art by helping to mend perceptions of people towards an ideology that seems to be right.

# MEDIA CONFERENCE

The 2019 National Conference on Media and Society was scheduled on 22nd March 2019 in the campus of JU-CMS. With a broad theme of "Changing Dimensions in Media: Looking of New Paradigms", this one-day National level Media Conference invited scholarly and original submissions related to its theme.

The conference welcomed both quantitative and qualitative work from students, research scholars as well as the faculties from across the different universities in the country.

The aim of the conference was to provide a platform to the interested students, research scholars and faculties to present and publish their research papers in a peer reviewed journal. The National Level Conference served as a platform for transferring knowledge to the people related to Media and Mass Communication.

# STUDENT EXCHANGE PROGRAM



The BAJ students of CMS went to Germany for Student Exchange Program that lasted for 23 days starting from 19th July 2018 to 13th August 2018 wherein, fourteen students that were selected, were guided and assisted by the department coordinator Prof. Leena Philip. The itinerary consisted of three places i.e. Cologne, Frankfurt and Berlin.

In the first week of the trip the students were introduced to Prof. Tina (HOD of Mass Media at HMKW) with two other students Benett and Julia who were the guides as well as a part of student council. They helped the students to familiarize with the routes in and around the hostel and gave them a gist of the university.

The students studied subjects pertaining to journalism , political journalism , culture studies , electronic media and communication, and got hands on experience with regard to film making and sound recording. This comprised of class room sessions, visits to media homes and publication houses.

The stay at Cologne was followed by a journey to Berlin where the students were welcomed by the Vice Chancellor of HMKW - Mr. Ronald Freytag. The students also explored the topic of mind psychology where they learnt about the difference between what's being perceived and what's actually being presented and also explored the campus, and interacted with a few of the faculty members.

The last pit stop was Frankfurt from where they boarded their flight back to Bangalore, the students only spent two days and got to interact with the Director of HMKW - Prof. Mr Shulz.

The time spent by the students in Germany was defined by exploring the cultural richness of the place and familiarizing themselves with the cuisine, and learning more about the way the country functions in general. They essentially spent the time more exclusively diving into the potential of journalism and media in Germany, as well as travelling around the many tourist spots, and streets of Germany, where they discovered and learnt most about the country.



# DIGVIJAY STUDIO VISIT

The students of BAJ were excited to visit one of the fastest growing news channels studio - Digvijay News.

The students were guided from the entrance towards the passage leading to one of the largest open studios in India. The open studio was divided in different parts that included live news, reading space, conference space, the working journalist space, and spaces for shooting different shows that are broadcasted on the Digvijay news channel.

The room that students were most excited to explore was the production control room. This room included multiple screens with different controlling units of broadcasting the show. Each member working in this room was in constant contact with the journalist reading the live news, projection of writing content and digital elements of the show.

Communication with the crew members was done at the same time. It was astounding to watch the working of members towards incorporating all the elements of a live show. Pre-recorded clips were simultaneously placed. The technical director was solely responsible for switching of cameras and content. The screen monitors displayed each camera and clips of each program.

The supervisor shared a few words about the working of the news studio with the students who also effectively guided us with the inside tour. The students found the insight tour productive with the acknowledgement of the functioning of the studio.



# ECHOES OF EARTH

As part of the department activity, students from III-year BAJ, who opted for the event management elective, under the guidance of Prof. Leena Philip were sent to volunteer for the music festival 'Echoes of Earth'. The activity was meant to give students a hands-on experience of the event management industry.

Echoes of Earth is India's exclusive eco-friendly music festival with over forty international artists coming together to celebrate the musical journey. The festival was conducted on 1st and 2nd December 2018. This year marked the third edition and the theme was 'Ocean and Marine Conservation'. The festival was one of its kind as it had a flea market, chill zone, brunch with the artists and other such exciting highlights.



The festival was produced by event handlers Swordfish and Watsons. It had a rousing line up of more than forty artists, few of them being Dusky, When Chai Met Toast, FKJ, Vanlup, Mind Map, etc. Being pet friendly, this music festival celebrated people from different backgrounds and ages coming together to enjoy different types of music.

Two renowned media houses such as VH1 and Indigo were their partners. Overall it was a worthwhile experience that helped students come to terms on how an event industry works. With a much prevailing glass ceiling and no time constraints, irrespective of the work one does, it sets a challenging and an unforgettable experience for everyone, giving them an insight into event management as a career option.

# VISIT TO HAMPI



In September 2018, Center for Management Studies organised a trip for the students of media department to the city of rich culture and heritage, Hampi. The trip was a part of the fifth semester curriculum of Culture Studies. Hampi is a mythical city that was built during the Vijayanagar dynasty. The city still stands tall and majestic with brilliant architecture from the 7th century. The buildings and temples speak a lot about the culture of the Vijayanagar dynasty. The trip to Hampi lasted for two nights and three days.

The students were accompanied by two teachers, Prof Leena Philip and Prof Shiju Kannan. The students headed out for a trek and visited temples, and then went on a coracle ride.

The students also visited the Tungabhadra dam, the aquarium and finally the musical fountain. Throughout, a guide was constantly with the students giving information about the beautiful city and how people lived there in the seventh century. He explained the simple lifestyle of Vijayanagar dynasty people.

Through this trip, students brought back with them great values of cultural heritage and its importance in the 21st century, and also a hoard of memories to cherish for years. The goal behind this educational trip was to explain to the students various cultures and how cultures have changed over the years and at what cost.

# THE VOICES



The first year BAJ students of CMS took an initiative to craft newsletters with original content. As a part of the subject 'Writing for Mass Media', students started analysing editorials and eventually wrote their own editorials on significant and relevant global issues. These editorials were compiled into six different newsletters in the name "THE VOICES" with guidance and support of Prof Leena Philip.

The event took place on the 4th February 2019 at the college and was graced by C K Suryanarayana, Senior Officer, Editorial Administration,

The Hindu. As the director, Mr. Dinesh Nilkant joined the occasion, both, the chief guest and him lit the lamp to inaugurate the function. It was a good start with a small prayer song sung by a student of journalism.

The newsletters were later released in groups by the chief guest, director and the designers on stage. As they unwrapped the beautifully crafted newsletters, the audience applauded for their hard work and success. After all the groups released their newsletters, Mr. Suryanarayana addressed the gathering by talking about the editorial board, functions of news room, responsibilities of reporters and empowered the students about the importance of internships. The programme culminated by a small talk of inspiration for all the journalism students and gratitude for the professors and the chief guest by the director, Dinesh Nilkant.

# FIELD PROJECT

The Department of Journalism and Mass Communication engages its students through a subject known as Emerging Media. As a part of this emerging media assignment, the students were asked to visit schools to notice the influence of technology on the education.

They were asked to interact with the faculty members of that institution and analyse the information attained by elaborating on certain concerns; how mediatization and digitalisation of society impacts the way children and young people grow up, how the different forms of education change through the usage of technology, how content and orientation of education have changed to tackle the challenges imposed by digitalisation, and what are the basic potentials and possible applications of digital media in different areas of education.

Upon doing so, all of them were able to learn the effect that technology has on each and every one of our lives. Through the task given to students, they were able to understand the scope of technology in the field of education and how it sometimes proves to be beneficial for everyone.



# MAJ ACTIVITIES 2018-19

## - **Design Workshop**

During this workshop students were taught to use design principles such as page set-up of a newspaper and also to arrange different elements in the newspaper. They were also introduced to recent software and techniques used in the industry. Mr. Arun Barboza from Times of India facilitated the process of the workshop.

## - **Film Workshop**

A film workshop for first and third semester MAJ students was organised between 25th to 31st October 2018. During this week, the students were given the opportunity to work with RED cameras under the guidance of professional filmmakers. Students screened their short films by the end of the workshop and received a certificate for the same.

## -- **Write Angle Edition -1**

An initiative was taken by the first year MAJ students to launch their annual newsletter 'Gensexture'. This was an amalgamation of various articles which touched upon topics such as gender, sexuality and culture.

## - **Panel Discussion**

Third semester MAJ students organised a Panel Discussion on 'Media Representation: Gender, Sexuality and Culture'. Eminent personalities from the industry like Alwin Mendoma - a journalist for News 18, Pinky Chandra - the Director Radioactive, Tushar S - a social activist and Johnson Rajkumar - a filmmaker and academician, were present at the discussion. They gave the students an insight into how these concepts were portrayed in today's media.

### **- Industry Visit (Television)**

On 6th October 2018, first semester MAJ students were taken to the 'Digvijaya' Office to show them the workspace and process of news production. The students had a great experience in Asia's only Open Newsroom.

### **- Literary Club**

The workshop was conducted by Heera Hawaz who spoke about the basics of poetry and laid emphasis on 'Emotions' being an important concept in writing poetry.

### **- The Children Good Will Program**

A sponsorship program was organised for the Vathsalya Charitable Trust on 15th March 2019 at Kalyan Nagar. The trust aims to educate and inform migrant children while providing them with basic needs and training for career advancements. These children were part of the one-day sponsorship program conducted by the students. The program included various educational and recreational activities such as self-defence, puppet show, music, and dance events, along with a student-sponsored lunch.

### **- Digital Marketing**

In the month of October, a week of Digital Marketing workshop was conducted by NICT Computer Education Pvt. Ltd. for the second year MAJ students. Twelve students got the opportunity to learn how to market their business digitally through social media platforms like Facebook, Twitter and YouTube. The students were required to create their own temporary business ideas and were tuned to the marketing process on a digital platform.

### **- Theatre Workshop**

A one-day theatre workshop by Dr Pavithra was conducted for a basic understanding of street plays and theatre. A small discussion on the basics of performing arts gave the students an idea from how to select a topic and perform it. Activities to improve teamwork were also conducted. At the end of the workshop, the students had to perform an impromptu act based on a given theme. Everything that the students learned during the interactive session was applied in their street play.

### **- Campus Radio**

The department of Mass Communication and Journalism has a campus radio. The students, as a part of their curriculum, are supposed to make a radio program for the same. It is called Radio Vibe and the students are required to come up with a theme or a topic, write a script, and get it approved. After the script has been approved, the students can go ahead and record their program on the campus studio. The students were also trained to use Adobe Audition.

### **- Studio Visit**

On 12th February 2019, the second year MAJ students visited Resonance Studio as a part of their Radio Specialisation Course. The students got the opportunity to familiarise themselves to the working of a studio, learn the basics of recording through a 64- channel mixer, and also understand the technical aspects of the same. The Resonance studio staff allowed the students to record and edit on Logic Pro., the most commonly used software in today's time for audio recording and editing.

### **- Advertising and Public Relations**

Mr Dhananjaya Kulkarni, Zonal Head for Public Affairs and Communications at Hindustan Coca Cola had engaged a session for the students of the third semester on 9th October 2018. As an industry expert in the field of Public Relations, he spoke to the students about his experiences and threw some light on the means of excelling in the field of Public Relations.

### **- Communication Research Methods**

As a part of the subject 'Communication Research Methods', the students of MAJ second semester conducted a survey on 15th February 2019 at Koramangala 5th Block. The research dealt with gaining an understanding of public opinion regarding Traffic in Bangalore. The questionnaire was prepared by Dr Rajnesh Pandey. All students in the class were divided into the groups of three. Each student was required to get eight responses and could then report back to the professor once their task was completed. The students got practical insight into how a survey must be conducted.

# ACHIEVERS' DAY



They say that nothing stops a man who desires to achieve. Every obstacle is simply a course to develop. It is the purpose of human existence, to build upon, to conquer, and to attain. Every achievement is a by-product of hard work, hope, and vision. And so, on 19th March 2019, all final year students at CMS, who endeavoured and accomplished to get to positions beyond their wildest imaginations came together for Achievers' Day 2019.

Achievers' Day 2019 recognised and awarded the individual and collective achievements of all at CMS, and was truly a day to remember. The day consisted of several speeches, observances, events, and showcases. Along with this, the new Mantle bearers' names were announced, and the corresponding responsibility was formally handed over by the outgoing post holders to the selected new.

At the end of the day, we all learnt that there is no achievement more honourable than the achievement of those who have strived against all the odds and circumstances to accomplish their dreams. One must bank on their resources at hand to empower themselves - be it their capital, their skill or their knowledge. Achievers' Day 2019 was indeed a celebration of the extra in every ordinary.

# GRADUATION DAY



“We had joy, we had fun, we had seasons in the sun, but the hills that we climbed were just seasons out of time.”

Every year, a new batch walks into the classrooms of CMS, uncertain of what is to come; and, just so, another batch walks out with the same uncertainty of what is to come. Somewhere, between these two milestones, we all grew up; some of us a little more than the others and that is why we can all agree that these three golden years of university life have equipped us to become more insightful, open-minded, and grateful.

The Graduation Ceremony on March 20th marked a momentous occasion for the outgoing Batch of 2019 and was overflowing with a myriad of complex emotions for everyone. With every batch of Graduates that walked on stage, there was a batch of Graduates that stepped out, with several heartfelt speeches and emotions overflowing in them. The day also saw some stellar performances by the faculty members and junior students, as a final act of farewell to the outgoing batch. We wish the Batch of 2019 all the best for every future endeavour that they undertake.

# ALUMNI MEET



The 12th Alumni Meet at CMS took place on 13th April 2019. The event was inaugurated by the alumni and was presided over by Dr. Dinesh Nilkant, Director of CMS, who addressed the gatherings with his motivational words, being a source of inspiration and a role model for everyone. He felicitated the distinguished alumni for their achievements and announced the Alumni Association Office Bearers for the year 2019 - 2020. The audience witnessed a number of cultural and entertaining performances by alumni and students. The curtains came down with high tea and a desire to reunite again.

# JET 2019

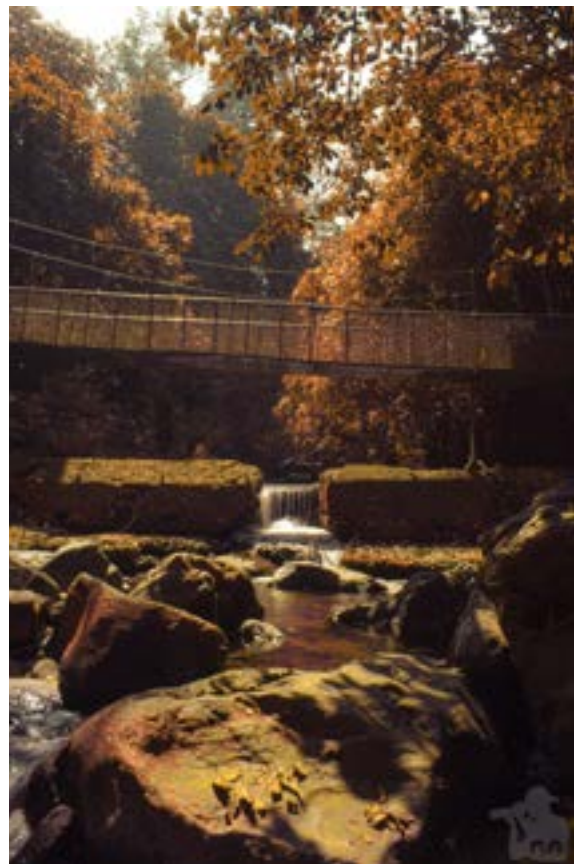
Jain Entrance Test (JET) is conducted by Jain (Deemed-to-be University) every year for admission in various UG and PG program. Candidates who wish to get enrolled in Jain (Deemed-to-be University) should qualify the JET. Jain Entrance Test 2019 was conducted in three rounds for all BBA and BAJ aspirants. The first round was an entrance test conducted at CMS, Lalbagh Campus on 26th April 2019. All the applicants who managed to score 85% and above were offered a chance to appear for a Scholarship Test wherein; they had to undergo a more difficult test. The second round was a Group discussion conducted on 26th April 2019, where students were expected to exhibit their on-the-spot thinking capabilities. The final round was a personal interview, which was conducted on 27th April 2019. The purpose of this round was to assess the subject knowledge of the aspirants and to gain some insights about their goals and ambitions.



# SHUTTERBUGS AT CMS



ROSHAN CHETAN



GAURAV GAUTAM



GAURAV GAUTAM



AMATULLAH VAHANWALA



# PHOTO GALLERY

# THE BATCH OF 2019.



**BBA - A**



**BBA - B**



## BBA - C



## BBA - D



## BBA - E



## BBA - F



## BBA - G



## BBA - H



## BBA - I



## BBA - J



## BBA - K



## BBA - L



**BBA - M**



**BAJ**

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