



N. L. Dalmia[®]

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

sparsh
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ROAD TO RECOVERY



Pic Courtesy: Kraya Shah

**Opportunities and
Challenges**

**Unnati: Case
for Cause**

**Lighting
Lives**

**United We
Fight**





TABLE OF

CONTENTS

- 4** Vision, Mission and Obj.
- 5** Editorial Note
- 6** CEO's Message
- 7** Director's Message
- 8** A New Hope
- 9** The Phoenix Moments for springing back to action during the Pandemic
- Students Articles**
- 12** A Decade of Being Socially Responsible
- 14** On the Brighter Side
- 15** Ready to Recover
- 16** Covid-19 Pandemic As an Opportunity
- 17** Opportunities and Challenges
- 19** Pandemic Times
- 21** The Way to Freedom
- 22** A Long Road to Recovery
- 23** Adapting to New Normal
- 24** Will this Road to Recovery ever end?
- 26** Economic Challenges
- 27** Build Back Better
- 28** Green or Brown: The Covid-19 & The Road to Recovery
- MSR Events Articles**
- 30** Makar Sankranti: Patang Kato Pankh Nahi
- 31** Kondgaon Visit (August 2021)
- 32** #IamPhilogynist
- 33** Covid-19 Online Awareness
- 34** United We Fight
- 35** Share Your Smile
- 36** World Mental Health Day
- 37** Dussehra: Burn Away The Injustice
- 38** Unnati: Case For A Cause
- 40** Diwali Campaign
- 41** Kondgaon Visit (Dec 2021)

Mission

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

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

Vision

Objectives

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

Editorial Note

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

The society around us had been ravaged by the pandemic and our lives had been turned upside down. We are not living in fear, we are living in faith. In this edition of our magazine, we bring you all fresh perspectives on this long road to recovery from the pandemic and also certain social issues. These articles have been written by our esteemed professors and alumni of the college and will give you hope and positivity to carry on through this time.

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

We hope you enjoy reading the articles.



Dr. Seema Saini

CEO

I congratulate Team MSR for bringing forth another edition of 'Sparssh' Magazine based on the theme 'Road to Recovery'.

As we move towards a rejuvenated world, who could have predicted a virus's ability to literally and figuratively put the world to a halt while also altering it in a variety of ways? However, the virus's virulence caused the unthinkable, the unbelievable.

Past two years have taught us lessons which cannot be forgotten for years to come. Lesson from lockdown are now to be taken ahead in future with us. During this tiring time, MSR played an instrumental role in keeping up the spirit of people through regular organizations of online activities.

The social media posts acknowledged the spirit of humanity and real life heroes who helped people despite facing innumerable challenges.

On this road to recovery, MSR stand firm 'to be socially conscience' and sensitize the students towards social cause. We shall & we will rise over every obstacle and every speed breaker for a new beginning. We remain inspired by the words of Swami Vivekanand, "We want that education by which character is formed, strength of mind is increased, the intellect is expanded, and by which one can stand on one's own feet", which enables us to reach the next level of giving back to Society.



Dr. M A Khan

Professor & Director

As a result of COVID-19, this academic year has been a huge challenge. However, the epidemic provided an opportunity for people all around the world to reconsider and review their academic acumen with a new perspective. In times of crisis, creativity, critical reflection, transformation, and renewal should all be encouraged. Road to recovery for our institute in the new normal was to adapt, renew, and position the curriculum for a robust and long-term future.

For us the Road to Recovery is towards maintaining academic integrity and responsibility, maintaining open and transparent procedures, and being socially conscious.

Only a collaborative, sharing, and consultative work culture could make this happen. Constructing on strong foundation of our prestigious institute, let us all aim for careful, consistent, and catalytic improvement in overall development of our students, thus paving the way for fresh ideas.

All contributors and students deserve congratulations. I hope other students will also feel inspired and motivated to build up their writing and presenting skills.

Let's move ahead together and be prepared for a promising future!

A New Hope

Dr. Nazia Ansari (Faculty Mentor)

“Our human compassion binds us, the one to the other – not in pity or patronizingly, but as human beings who have learnt how to turn our common suffering into hope for the future”

- Nelson Mandela

In the last two years humans have witnessed some pretty bleak and depressing events due to the pandemic.

Empty streets, desolate public places, death tolls miles high, restrictions imposed, people fighting over lifesaving resources. While living through these times one thing we knew for certain; the world will change.

Through the collective & tireless efforts of people around the globe we persevered during the tough times. A result of this can be felt by seeing students returning to their sacred campuses. People are now able to socialize through get-togethers, parties, sporting events and entertainment programmes instead of staring at glass bricks. Global unemployment & recession levels are in check.

Mental health, which took a hard hit for all, is getting better as humans deemed as ‘social animals’ return to their natural environment. Dreams of the youth which were stagnant and grounded like the local trains, have picked up the pace. Tourist places like hill stations, beaches and places of worships which yearned for human presence, have been witnessing flocks of happy and hopeful faces.

We as people of society are making small contributions and incremental adjustments that seem to nudge things a little closer to normal. Let us continue to do so in a more inclusive and optimistic way.

As it is said by Helen Keller, “It is not possible for civilization to flow backwards, while there is youth in the world”.



The Phoenix Moments for springing back to action during the Pandemic

Dr. Suhas Rao



The Phoenix Moments for springing back to action during the Pandemic

Moving slowly from setbacks which we encountered at the start of the pandemic in the year 2020 to transitioning now to comebacks, all the stages from the 'New-Normal' to 'Now Normal'; and 'Not Normal' has been nothing short of a roller coaster ride for each of us across the world. The grind which began 'Before Covid' to 'During Covid' and towards 'After Covid' has brought about a complete paradigm shift in our approach, behavior and relationships with people. All this has deeply impacted our personal and professional lives on all fronts. It's not been as simple as a step-by-step 'How to Bake A Cake' recipe. It has been all about understanding the experiences, we and others learnt to survive, sustain and thrive for moving on towards normalcy and coming back to terms with life as usual phenomenon. I am delighted to narrate some of the lessons learned along the way and share some key practices which I am using even now for adapting to get back on track.

Charles Darwin's adage for developing Resilience "***It is not the strongest of the species that survive, nor the most intelligent, but the most responsive to change.***" holds good during these unprecedented and difficult times.

This manifested mission to be accomplished required a holistic approach by me towards all others to develop positive relationships with teams, friends, family members and general public. The keywords or Mantras featured in almost all our minds were kindness, gratitude, reaching out, trust, empathy, engagement, enabling of remote conversations etc. We all started by taking baby steps and using a different lens to view and bring a shift in our mindsets to align with individuals and groups who possessed different motives, priorities, and philosophies and for nurturing our relationships. The bedrock to all this springs from empowerment, support and collaboration with generous doses of informal approach, display of affection and breaking of rigidity which we all nursed conventionally earlier. Nevertheless, all this was daunting. To champion this noble cause, it was awfully hard to make things happen initially but now reaching out to the people has become much easier than earlier.

Sharpening the saw, refining our people skills was of critical importance and top priority. The pandemic made us more aware of our own and others' attitudes, strengths and expectations, and in developing new ways of handling difficult situations together. Only one thing mattered the most - handling the pandemic together and making our personal and professional lives less stressful.





In this journey we all have become mentally tough, harvested our positive psychological capital and strengthened our psychological construct to adapt positively to pressure, setbacks, challenges and change in order to build positive relationships. Reflecting on a personal note I was able to enable effective remote conversations enabled through video conferencing platforms, an interesting maze of cherished relationships with people across 17 countries spread over 3 continents with a rich bountiful treasure trove of assimilated cultures, learnings, insights, tips, suggestions etc.

Irrespective of different geographies and timelines, I gained all this and much more during the pandemic, which was indeed a blessing in disguise and of course made me learn handling of new virtual collaboration tools too. This made my interactions during the webinars, sessions, meetings, interactions, workshops more meaningful and objective, and in gaining new friends and fostering relationships with a difference. This garnered the approach through modifying of behavior, to let go at times to avoid heart and head aches and instilling the belief that 'the show must go on'....



Ritika Ramane
PGDM 2020-22
Finance

A Decade of Being Socially Responsible

It was Dalai Lama who said that our prime purpose in life is to help others, and one could not agree more. In this process of helping, sharing, and connecting, we discover that even though on the surface we might look very different from one another but at the core, we are all the same.

My Social Responsibility (MSR), earlier known as 'Sparssh' was founded in 2011 with a similar view of contributing towards the betterment of society and enriching the lives of underprivileged people. Ever since its inception, MSR has been in a constant endeavour to make people's lives better.

It all started in 2012 when team MSR celebrated Christmas with more than 150 orphan children wherein one wish of each child was fulfilled with a gift. 2013 was when the first Blood Donation Camp was held in the college campus and since then, the number of volunteers has only grown.

Keeping in mind the hardships of the support staff on campus, in 2014 and every year thereafter, a thanksgiving lunch is organized for them. While in some years, education kits were provided to the support staff for their children, other years as a gesture towards their contribution, a grand lunch is organized for them. MSR also started celebrating International Women's Day in 2015, which has been a tradition ever since. In the same year, an initiative was taken under the 'Swacch Bharat Abhiyan' wherein the students cleaned nearby vicinity of campus to send a loud and clear message - cleanliness is next to godliness.

In 2016, initiatives like 'Scrap Camp', 'Raddi Drive' were taken up wherein the students collected newspapers and other recyclable items through which the money raised was then utilized for various programs of 'Sparssh'. The "Joy of Giving" was another initiative wherein faculty, students and their parents donated materials like

stationery, clothes, groceries which were then used for donation.

In 2016, 'Sparssh' was renamed as 'My Social Responsibility' (MSR) and a new chapter began with the plans to adopt a 100% tribal village located in the Palghar district of Maharashtra named "Kondgaon". The purpose of adopting Kondgaon was twofold – To help the beneficiaries and empower them for a better tomorrow and to sensitize the students in understanding the lives of the people in villages. This plan was executed in the same year and since 2016-17, MSR has been working towards the betterment of Kondgaon through various developmental interventions like – a medical camp for the residents, providing sanitary kits to women, conducting donation drives for the villagers, etc. Every year the institute also makes the initiative of taking the entire batch of NLDIMSR students for a one-day visit to Kondgaon as a part of the rural immersion program.



MY SOCIAL RESPONSIBILITY

2017 was also the year when MSR introduced their first-ever Garba Night fundraising event called “Jalsa” which is now one of the most popular events on campus.

In 2018, a donation drive was carried out during the Kerala floods, and students with faculty members donated necessities in huge numbers for the people affected by the Floods. In 2019, “Kondgaon Utsav” was celebrated with residents of Kondgaon where they were invited to the institute campus to sell their organically grown vegetables, warli-painted products, bamboo products, etc., handmade by them. They would also perform their traditional tribal dance form – The Tarpa Dance.

Social media initiatives like #KnowKondgaon, #MSRstories, #HumansOfKondgaon were some of the highlights of

2018-19 which aimed at showing the beauty of Kondgaon and sharing stories of villagers.

#SheCanSheWill, #Let’sTalkPeriods were campaigns aimed at empowering women and breaking the taboo associated with them. MSR in 2019 also conducted a Roti Donation Drive through which they were able to feed more than 700 underprivileged people living on the streets.

However, things changed when the Covid-19 pandemic struck in March 2020. This outbreak caused disruptions in every possible way however, it couldn’t stop MSR from helping people during these tough times. Right from donating ration kits to 400+ families to generating over 4 lakh rupees for distribution of masks through SHGs under the #MaskforMasses campaign were some of the highlights during the pandemic.

In order to also appreciate the enthusiasm of people quarantined at home, #ABetterMe was initiated to share the stories of those who were spreading positivity and joy by helping people and doing what they love during these dire times. #ColoursOfGratitude campaign undertaken during Navratri 2020 was a campaign dedicated to all the essential frontline workers battling the deadly virus wherein each colour of Navratri was dedicated to one essential worker. Team MSR ended the year 2020 on a sweet note by conducting #SantaCause event on Christmas where a ‘Smile Kit’ filled with goodies was gifted to the underprivileged kids to spread joy and bring warm smiles on their faces.

Through these initiatives over the years, MSR has come a long way and still thrives to stay true to the ultimate goal of helping people.



Aanchal Shah
PGDM 2021-23
Finance

On the Brighter Side

The current pandemic has put the entire world at a stop with countries going into lockdown to slow down the infections. All things considered, there is no particular information on when circumstances will settle. What is sure is that individuals are learning important examples through this worldwide emergency, and life after COVID is certainly going to improve. Individuals figured out how to live with the basic necessities during the lockdown. Sound home-prepared suppers supplanted unhealthy food.

Close shopping centres exposed the vanity of thoughtless commercialization. As contamination levels went down and nature thrived, individuals understood the need of a reasonable way of life for the soundness of the planet. Later on, greater climate-amicable ways of working will without a doubt arise, similar to remote attempting to save fuel and online paperless exchanges. Individuals are bound to give need to a straightforward yet remunerating way of life, lessening utilization, expanding savings as safeguards against future pay vulnerabilities. The insurance of the earth and the cutting edge will drive a larger part of life-decisions.

The pandemic focused on the need to set up the medical care framework for dealing with fast floods in the volumes of patients. Steps are in progress for making sufficient limit in clinics to adapt to crises better. Wellbeing advances like the utilization of contactless thermometers are on the ascent, working on understanding consideration. The disease has brought issues to light among the majority about satisfactory tidiness. Individuals are wearing covers and washing hands oftentimes, practices that are sure to foster generally cleanliness.

Expanded utilization of telemedicine is making admittance to clinical help advantageous. Since the assurance of their family's wellbeing has turned into everybody's essential concern, the further developing face of cleanliness and medical services will assuage tensions.

Maybe the most crucial illustration that COVID-19 has shown individuals is the need to safeguard their friends and family from the vulnerabilities of life. The ideal opportunity for living willfully ignorant of the inescapable is presently past. Coronavirus has shown that regardless of financial foundation and age, possibilities can strike any time. No one could foresee such devastation, and presently individuals are undeniably more mindful of getting their families against unexpected dangers. Up to this point, individuals saw life insurance generally as a duty saving instrument. Presently individuals understand its significance as important monetary supports for their cherished one's financial circumstances in their nonattendance. Interest for life insurance will unavoidably increment after the pandemic. Individuals begin to put the insurance of the family first over each and every other thought.

As individuals cooperate in breaking the chain of Covid contamination, a superior world is arising. The difficult stretches are certain to pass, leaving behind the wisdom of practicing sympathy and really focusing on the main thing throughout everyday life, similar to the government assistance of relatives. Individuals have understood the need for savings and are taking precautions against future uncertainties, to keep the coming generations safe.



Siddhi Lanjekar
PGDM 2020-22
Marketing

Ready to Recover

It has been about 2 years since Covid-19 pandemic has affected our life and the globe as a whole. The world has been grappling with multiple Covid waves. India is under the 3rd wave, which many believe is less threatening than the devastating 2nd wave which took the country by storm and caused massive loss of life.

The governments across the states and center opted for lockdowns, which definitely had a direct impact on the economy of the country. Lakhs of people lost their jobs and there was reverse migration of people from cities to their villages. We all remember the very first lockdown, right? It was the strictest lockdown ever. Since then, things started opening up, to help the GDP recover. We are on a road to recovery. The road to recovery is proving to be difficult for economies all across the world. India is no different. In spite of the surge in the number of Covid-19 cases in the past one month, everything still seems normal. The biggest positive is that around 1.63 billion vaccine doses have been inoculated till date. This has really helped the death count due to the 3rd wave to be at a lower side.

It has been estimated that the 3rd wave of Covid-19 pandemic will be over by February end and early days of March 2022. So, India is gradually returning back to pre-covid times. The most essential thing for this journey back to pre-Covid times is fast-paced vaccination. Also, the covid-appropriate behavior by the people will help in achieving normalcy. Covid-19 continues to be enveloped in mystery. Building stronger infrastructure and social capital, such as people's and industries' health, will almost certainly boost resilience.

This could be a chance for policymakers to raise capital spending in order to boost productivity, build assets, and monetize those assets in order to produce money. To compete with its global contemporaries, India must drastically improve its physical and social infrastructure.

Infrastructure and health-care spending will likely alleviate the demand uncertainty problem, generating jobs for low-skilled workers, enhancing private-sector performance, and encouraging activity among small and medium-sized businesses. The Indian government has already kicked things off by unveiling one of the largest and most ambitious infrastructure projects in the world.

It is also completing many previously planned projects and resurrecting a few that have stopped. In terms of long-term initiatives, the administration must keep the reform momentum going in order to strengthen the institutional framework and increase efficiency and transparency. The government can attract investors who are looking for alternative manufacturing destinations to diversify their supply chains and reduce costs by addressing structural bottlenecks (related to environmental and other regulatory clearances), complicated tax processes, labor challenges, land acquisition, and so on. The Production Linked Incentive (PLI) scheme by the government will surely help in increasing manufacturing locally and in term create more jobs. This will serve the purposes of "Make in India" and "Atmanirbhar Bharat" and thus will pave the way to recovery post Covid-19.



Anisha Jambhale
PGDM 2021-23
Finance

Covid-19 Pandemic As an Opportunity

The coronavirus disease (COVID-19) pandemic is unprecedented in most people's lifetimes. Lockdowns and curfews imposed to stop the virus from spreading had an impact on how children study, how their families make a living, and how safe they felt in their homes and communities. Despite the concern, countries around the world are beginning to relax their limitations. As we consider if we will ever return to "normal," it's important taking a step back to consider how we may use what we've learned to create a better environment for the future generation.

To date, we have discovered that it is one of the most difficult problems that humans face in the fight against COVID-19. The pandemic should have taught world leaders some important life lessons, with everyone working together to combat the illness and its devastating economic effects. To avoid a potential COVID-19 pandemic, we, as a community of shared future for mankind, urge all international leaders to support preparedness in low and middle-income countries in particular, to take strong global interventions using old or new tools, to mobilize global resources to equip hospital facilities and supplies to protect against noisome infections, and to provide personal protective tools such as facemasks to the general public.

In addition to bringing new dynamics, the epidemic has verified what experts have known about social inequality and amplified the interlocking factors of race, class, and gender on different life chances. For example, the new coronavirus disproportionate, life-threatening impact on Black communities across the United States is a symptom of a larger, deeper societal pandemic of structural inequality.

Socioeconomic opportunity, work sector, incarceration and detention status, housing instability, and educational access have all been linked to health and wellbeing for a long time, according to social scientists. Supply chain failures, which have been heavily reliant on China, have resulted in shortages throughout the manufacturing world.

Social research must shift from being mimetic to being consciously dialogic with the reality it tries to comprehend and improve. This is an opportune time to build knowledge bridges to a better world. This is an opportunity to reimagine the educational universe and to promote an equitable, collaborative, ethical, and accessible culture of teaching, learning, and knowledge. With patience and unflinching support, some countries will be able to reach the resilient recovery stage sooner than we can think today. As a result, it's critical that we all start thinking about how each developing country can rebuild more effectively. It'll be a long path, and we'll need a truly global coalition to respond at the scale required to flatten the pandemic's curve while steepening the recovery curve. But we'll get there eventually. There will be no winner in this game; it will be a draw, in which the virus will hide, and we will triumph; we may emerge from behind our facemask. We've made it this far, so let's be a little more patient when it comes to putting this pandemic to rest. Let's be hopeful that as the year progresses, we will likely emerge from the pandemic very soon.

Opportunities and Challenges

Hrushikesh Patil
PGDM 2021-23
Finance



Despite the horrible things caused by the pandemic, it has brought us learnings and change in the way families behave. While it is very much a fact that families across the world have been devastated by the pandemic, it has also brought many families closer than before.

Going ahead, it's time for businesses to focus on sustainability aspect as it's not only a compulsion but also their responsibility. Some big business houses have certainly started taking action, but the medium scale businesses need to shoulder part of the responsibility as well. Cutting direct air release of pollutants can be considered a starting point.



Family resilience is built by finding flexibility to react to changing circumstances, leading to cooperation and closer family bonds. Families have had the opportunity to spend more time together and get back to basics, increasing the time they spend with our children. When the first lockdown led to fresh and breathable air, people took notice. Global warming and pollution have certainly started showing their effect on people's health.

The word hygiene lives rent free in the people's minds cannot be sidelined. Pandemic or not, we have to be more careful with our hygiene, given our recent understanding that a lapse in hygiene standards can lead to dire consequences. Therefore, it is essential to continue practicing the newly picked up hygienic habits even after the pandemic is behind us.

The Covid-19 pandemic has shown how weak primary healthcare is across the globe - but especially in developing nations where there is already a huge burden of infectious disease. There is a big opportunity for global collaboration between all stakeholders in strengthening primary healthcare delivery in low-resource settings, accelerated by the use of technology for telemedicine, remote diagnostics as well as Augmented Reality and Virtual Reality-based training for frontline healthcare workers. Cross-border collaboration, while recognizing that countries

need to be self-sufficient at providing primary healthcare, is key to making this change happen.

We now need trusted knowledge more than ever. "We're not just fighting a pandemic; we're fighting an infodemic," as Dr. Tedros, the WHO's director-general, put it. There has been abundant misinformation and disinformation. Many global institutions have come together to launch initiatives to educate people to navigate this wave of information and decide who and what to trust. Technology platforms implemented fact-checking functions.

This issue has been building up for a number of years, and COVID-19 brought this to the forefront. Global communities have the opportunity now to work on solutions to rebuild credibility of media and public trust of professional expertise.

Whether the pandemic remains or not is yet to be seen however, we have learnt to live with it now. On the road to recovery, we need to grab the opportunities that will make our lives better and easier while also building a stronger society.





Hrishikesh Pandit
PGDM 2021-23
Finance

Pandemic Times

To say that the novel coronavirus (COVID-19) has changed the world would be an understatement. The pandemic has changed how we , and interact as social guidelines have led to a more virtual existence, both personally and professionally. As a game-changer, COVID-19 has impacted human life and business organizations at a global level and challenged employers. A paradigm shift has taken place at the workplace in many ways and if organizations are not in tune with these changes and shifts then definitely there would arise a survival issue. The only way to stop the spread of the pandemic was to stop all the activities related to social and economic activities. Unsurprisingly, the pandemic has triggered a wave of mental health issues. Whether it's managing addiction, depression, social isolation, or just the that's resulted from COVID-19, we're all feeling it. It seems to especially be hitting younger people. While much of the world has come to a stop at times during the pandemic, the need for health care has not. Many people skipped or delayed preventive health care visits because of the pandemic even though health care providers have gone to to ensure that keeping those appointments is safe for everyone. Throughout the pandemic, we've seen both benefits and drawbacks of being cooped up with family for long periods of time. And there's certainly been added stress for families who have had to deal with remote learning situations for school-aged children.

Despite the headwinds created by the COVID-19 variant, the economy is recovering. Almost two years after the World Health Organization declared COVID-19 a pandemic, the world is coming to terms with the disruptions caused by the virus. The most profound and consequential impact has been the pandemic's toll on healthcare systems. And then there has been the more persistent and reverberating economic toll. Many tech that the advancements in digital transformation that were achieved within a couple of months would have normally taken two to three years. These are hopeful signs, but there is still much work to be done. While much of the world came to a stop at times during the pandemic, the need for health care had not.

Eating and exercise are new areas of focus for many respondents. The current pandemic situation has demonstrated that one of the positive changes, in this turbulent time is the shifts in thought processes and mind-set of the people. Today everyone is more receptive, challenging, and willing to go beyond established norms. There is a strong need of tech-enabled culture and tech-savvy people as remote working has triggered every human being to become more tech-enabled. It has also been realized technology is really playing a very important role in fostering business activities. Thus, the working from home concept has led all the organizations and industries to deploy highly advanced technology.



However, WFH cannot be seen as a panacea for all organizational problems. As technology is playing a very pivotal role during this crisis, it has to be used in a judicious manner to ensure employees are trained, motivated, and harnessed to deliver the best towards the business result. There is also an urgent need to invest in the advancement of digital platforms and tools for bringing more productivity and efficiency. Skill building and enhancement are urgently required to make employees more competent.

Lockdown Pandemic COVID-19 and its Implications on Human Life has really proved to be successful in the non-transmission of coronavirus. PPE and other safety measures like Masks, gloves are being used globally. Employers are required to pay more attention in engaging the people by asking about their well-being, counseling them and maintaining an emotional bond with them, engaging them in fitness programs and stress management programs, and providing them financial and other help and assistance.

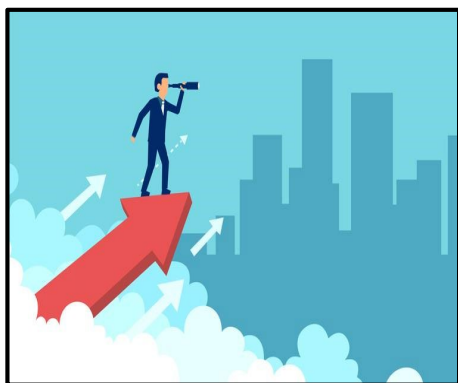


Jill Sangrajka
PGDM 2021-23
Finance

The Way To Freedom

After the obnoxious fight to Covid-19, we are on our way to fight against it and enjoy the freedom.

The current world order has been substantially altered and this is bound to give rise to a new post-COVID dispensation. In this state of flux, space has been created for aspiring and emerging powers to take centre stage and help shape a new world with a better future for all.



Despite the economic devastation caused by the virus, India's agile response has been commendable, especially as the country rallied to manage a deadly second wave of the virus early in 2021. India was the first country to feel the impact of the virulent Delta variant but quickly swung into action to ensure that as many people as possible were vaccinated. One billion doses of the vaccine have already been administered. Away from the pandemic, India is meeting other

global commitments including living up to its climate mitigation promises. It is also well ahead of target to achieve other ambitious commitments such as making renewables 40% of its energy mix by 2030 and managing the sequestration of 2.5 billion tonnes of carbon. The current administration's efforts to promote digital empowerment and last-mile financial inclusion are especially noteworthy. Under the auspices of a government-backed digital payment system, millions of poor, unbanked families have entered the formal economy and can now access basic financial services.

Going forward, India will have to prioritize economic expansion and sustainability to maintain its trajectory of growth and influence. The country must continue to embrace transformational, rather than incremental change to shape an economic policy that supports rapid growth. This will require a continued commitment to wide-ranging and systemic sectoral reforms, with strong measures to restore fiscal balance and strengthen the banking system. India will also need to continue making strides to increase competitiveness and the ease of doing business.

The country will also have to ramp up its infrastructure efforts, not just for roads and bridges, but for health and education too. Equally critical is the need to ensure that India's demographic advantage becomes a dividend and that millions of young people entering the workforce every year gain meaningful employment.

Last but not least, India is also expeditiously moving forward on its energy transition journey: the government's plan to establish a National Hydrogen Mission is a step in the right direction. India also has a unique opportunity, and an important role, in fostering regional co-operation in South Asia, thus creating new opportunities for growth and prosperity.

Amid the ongoing volatility and change, India has a rare opportunity to undertake several policy changes to not only address the short-term public health challenges but also to become an important axis of power and influence in the post-COVID world. The World Economic Forum stands with India in its efforts to assume new leadership roles and to help propel the world into a better, brighter, and more sustainable future for all.

A Long Road to Recovery

Divyanshi Jain
PGDM 2021-23
Marketing



C COVID-19 continues to have a far-reaching effect on people's lives, families, and communities as well as on the global economy. Amid the bleak economic reality, companies in response are focused on driving a dual agenda: protecting lives and livelihoods. As the crisis continues to upend lives, companies are struggling to understand its full impact on their businesses and how best to respond.

HIT by COVID-19, economies across the globe are discovering that the road to recovery is bumpy. India is no exception. The extent of contraction in its GDP in Q1 FY 2021 reflects the severity of the blow to its economy due to the pandemic-induced lockdowns and social distancing norms between March and May. While the staggered reopening of the country over the following months improved economic activity, concerns around the sustainability of this early rebound remain.

Uncertainties around COVID-19 continue to abound. Building a stronger infrastructure and social capital, such as the health of people and industries, will likely drive resilience.

The path to recovery will depend on how long the pandemic lasts. The availability of treatment and vaccines will be key, and the sooner people have access to either of these, the quicker will be the economic revival. This is because the rapid spread and longevity of the virus are slowly leading to another contagion—of caution and fear. Anxiety about health, employment, and finances among consumers may change their consumption behaviors and demand patterns, while businesses may modify their practices, leading to rapid automation or business models such as reshoring. However, a prolonged pandemic and the possibilities of several outbreaks (as seen in several countries recently) will have -

implications on the intensity of the supply-chain disruptions (intermittent lockdowns), business transformations, productivity, capacity building across industries, and financial sector fragility. Within India, rural demand may hold up for some time because of a good monsoon and the government's support to provide employment opportunities in rural areas. In contrast, the increasing levels of infection in urban areas may keep demand subdued. That said, the oncoming festival months may generate enough demand to keep the wheels of the economy moving till the end of the year.

With uncertainties around COVID-19 still looming large, the road to economic recovery will remain dotted with challenges. Thriving in post-pandemic times will require policymakers, businesses, and investors to demonstrate resilience and the ability to convert challenges into opportunities, now.



Nain Baldawa
PGDM 2021-23
Finance

Adapting to New Normal

Sonia was MBA aspirant in December 2019 and this one day she read a news article about a virus outbreak in China and just like the other news she let this slide away and started to focus on her assignments and submission deadlines. Little did she know that this little news would bring the whole world at a standstill. The outbreak of the COVID-19 disease had posed great challenges to the worldwide economy and people's daily lives and had far-reaching consequences beyond the spread of the disease. This outbreak resulted in an abrupt change in routines and livelihoods all around the world. This was something that the world was not ready for and did not know how they should react to it. We saw some people losing their family in this pandemic and some people finding it difficult to keep their family afloat. This pandemic has been a lesson to the human

race which taught us that nothing is forever. Now speaking about the road to recovery, I think today we can say that we have come a long way. Things are improving with time and people are getting used to the fact they have lived through a pandemic and now is the time to get everything back to normal. If we have to speak about recovery, I personally believe that it will take more time because of the impact of this virus on people physically and specially mentally. If we are to talk about worldwide everybody is getting back to their lives. The global cues for the financial recovery of country are looking good even though its slow. Hotels are opening up, tourism is picking up, businesses are coming back into force, and we are moving forward from the standstill. Health has become a major concern for them and are doing everything in their control to eat and live healthy life.

Jobs were majorly affected in this period but as time has passed people are getting their jobs back and companies are again hiring students. The film industry had also faced a big hit due to the theaters being closed but now we can see people going to back to the theaters. But we also saw that everyone adapting to the OTT platform like Netflix and Amazon Prime. Before where people were more used the lazy and lavish life, but SARS Cov-2 has taught people to live their life the simplest way. Students are also now getting the chance to go into their classrooms and have chance at face-to-face learning.

The one quote that everyone would agree with and implemented it too is by Charles Darwin In which he says, "It is not the strongest of the species that survives, nor the most intelligent. It is the one that is the most adaptable to change."

“Will this road to recovery ever end?”

Aakanksha Rawat
PGDM 2021-23
Marketing



There is virus all around us, Making ‘road to recovery’ difficult thus!

If I were to give “Brand Coronavirus” a Brand Personification i.e., giving it a human like characteristic, it would be its ability to extend its family line, just like humans! Because as we are evolving, Coronavirus seems to be evolving too. New variants of coronavirus are hampering our road to recovery. As I write this article, a new variant of coronavirus, called as the “Neo-CoV” has recently emerged and scientists say that this variant is even deadlier than the previous variants. So, wait, is road to recovery even possible? Yes, I agree that businesses have opened, colleges and schools have opened, economies are slowly improving but what about us, have we completely opened ourselves to the changing environment? I do not remember a single day without wearing mask. I may forget my earphones at home, but I will never forget to carry my hand-sanitizer whenever I leave home. What an irony!

Many of us have had double vaccination, we feel super safe but at times, some of us do take this safety for granted. I see many teenagers and kids walking freely without mask, wait let me rephrase my statement.

“They do walk with mask, but in hands!” And mind you, these are the same people walking with us on the same journey of road to recovery... but alas, without mask! So, would they recover or are they inviting the virus to reach themselves and eventually to us, as we stand beside them?

“Herd Immunity”, “Herd Immunity”, that’s what people keep talking about everywhere! We’ll lag in our progress to overcome this pandemic due to this herd mentality. What’s more surprising is that there are still many “Anti-vax” people with us on this road to recovery! These ‘against vaccination’ people think, they have science to support their rigid belief that vaccination causes more harm than good. They think, they are acting in the best interest of self and society, but instead, their actions tend to be more counterproductive than ever!

It’s hard to believe but the huge surge in corona family’s recent addition- ‘Omicron’, was majorly driven by unvaccinated people in North America and Europe. So, are we really on the road to recovery? Or are we on the path of self-destruction? Because in this case, the famous idiom- “One rotten apple, spoils the whole barrel” fits perfectly!

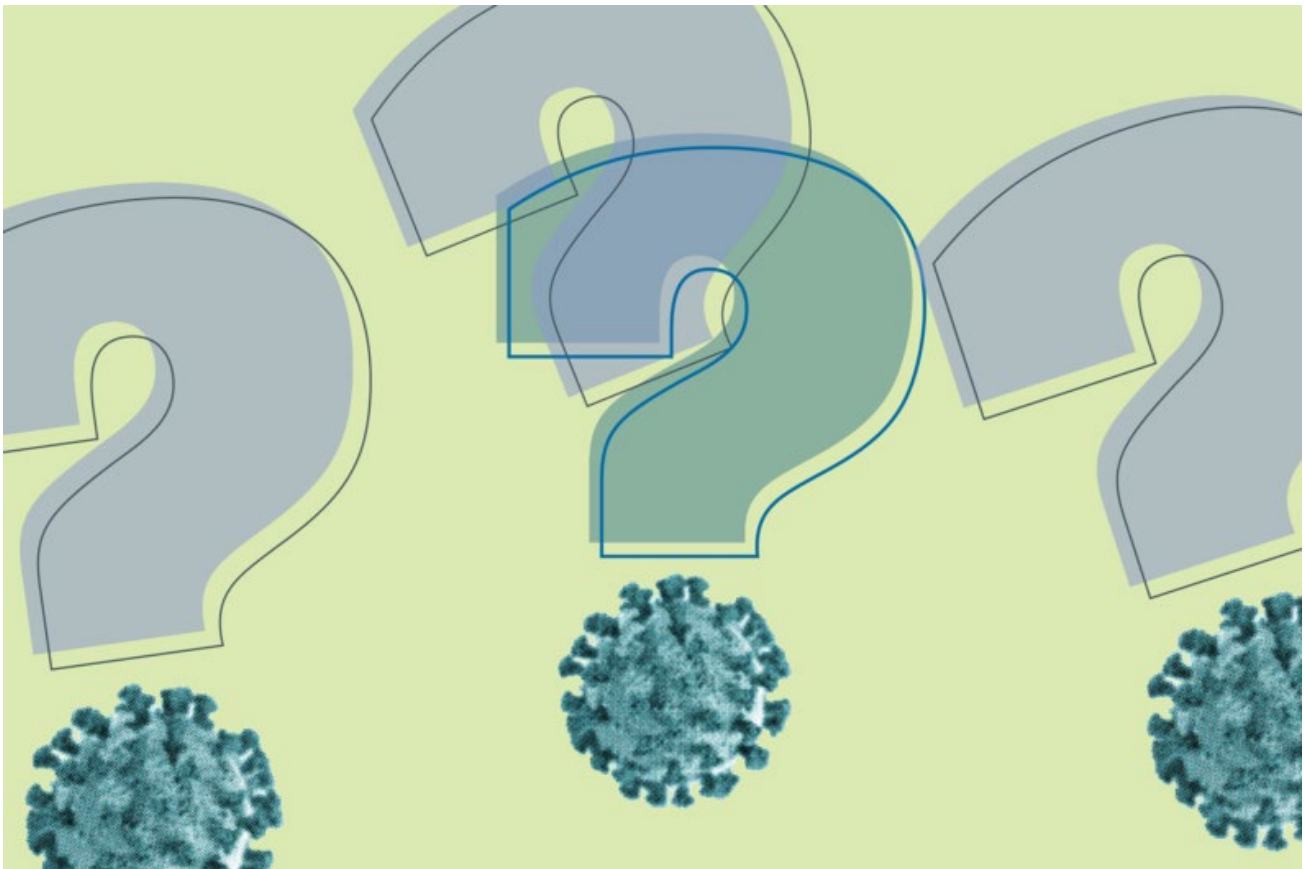
So, on one hand where, people rant about herd immunity, on the other hand, the corona family is busy finding a way to make itself more deadly than ever and multiply its long-lasting effects. Yes, corona which attacks respiratory system of humans is now attacking the brain too!! Growing evidence suggests that the coronavirus causes 'brain fog' and other neurological symptoms through multiple mechanisms.

Coronavirus assault on the brain could be multipronged: it might attack certain brain cells directly, reduce blood flow to brain tissue or trigger production of immune molecules that can harm brain cells, cause memory loss, strokes, and other effects on the brain.

This thus, makes our road to recovery filled with multiple potholes! Careless and anti-vax people on the other hand are traffic-rule breakers on the road, who led to several unwanted accidents and injury of self as well as the innocent victims! We are all on the same road, as they are...

So now coming back to my question- "Will this road to recovery ever end?"

Well, seeing the current scenario, I don't see any near end, only time can tell **'when'** we finish this road to recovery journey together! Till then put your masks up, press your precaution button 'on' and your life can go on and on...



Economic Challenges

Gaurav Hingnikar
PGDM 2021-23
Finance



Almost two years after the World Health Organization declared COVID-19 a pandemic, the world is coming to terms with the disruptions caused by the virus. The most profound and consequential impact has been the pandemic's toll on healthcare systems. And then there has been the more persistent and reverberating economic toll. This pandemic has laid bare the fragilities of the global economic and geopolitical order. The churn in the international order, however, had begun even before the pandemic; power equations had already started to change because of geopolitical shifts. There was an indisputable trend towards a more multipolar world and the power center of the global economy began to shift to Asia.

Despite the economic devastation caused by the virus, India's agile response has been commendable, especially as the country rallied to manage a deadly second wave of the virus early in 2021. India was the first country to feel the impact of the virulent Delta variant but quickly swung into action to ensure that as many people as possible were vaccinated.

In addition to protecting its own population, India has also acted in the world's best interest by providing medical supplies and equipment to more than 150 countries across the globe and placing a critical supply of the COVID-19 vaccine on the world market. Indeed, the pandemic is an inflection point for India to introspect on its potential as a global leader.

At the start of the COVID crisis, India's South Asian Association of Regional Cooperation (SAARC) initiative held the first multilateral summit, inspiring the G20 and others to follow suit.

With the country taking over the G20 presidency in December 2022, it will certainly play a leading role in the post-COVID global recovery process. On the global stage, India's diplomatic efforts are driven by the philosophy of *vasudhaiva kutumbakam* - the world is one family. This is the kind of narrative the world needs for such a time as this. Indeed, India's call for renewed and reformed multilateralism is resonating with global leaders and policy-makers.

The pandemic has exposed and exacerbated existing inequalities and their impact on vulnerable groups who are mainly employed in the informal sector. These are inequalities that the Indian government was addressing even before the pandemic struck through inclusive and equitable development that includes the provision of income support for farmers, safe and affordable housing, safe drinking water and electricity for all. Going forward, India will have to prioritize economic expansion and sustainability to maintain its trajectory of growth and influence. The country must continue to embrace transformational, rather than incremental change to shape an economic policy that supports rapid growth. This will require a continued commitment to wide-ranging and systemic sectoral reforms, with strong measures to restore fiscal balance and strengthen the banking system. Amid the ongoing volatility and change, India has a rare opportunity to undertake several policy changes to not only address the short-term public health challenges but also to become an important axis of power and influence in the post-COVID world.





Vishnu Sangala
PGDM 2021-23
Finance

Build Back Better

Covid-19, the buzz word for the past two years. While we live in the fear of virus and hope of vaccine, it has already disrupted our world forever as we see it. The Coronavirus impacted countries differently, while developed economies can afford to prioritize surviving the pandemic and getting back to pre-pandemic living standards, emerging economies like India must treat recovery as a necessary opportunity to remedy the long-standing problems. Nevertheless, India's road to recovery is faster than anticipated. It must be appreciated the way India fought back to achieve 97% of pre-pandemic level of economic activity while surviving through lockdown and the pandemic.

The pandemic has provided us an opportunity to really solve some of these underbelly problems that no one cared two years back. While India improved to 63rd rank in ease of doing business, its faring very poorly in the global hunger index with the rank of 101 out of 116 countries. India must take this road to recovery as an opportunity to eradicate socio economic inequity in the country. In the recent budget (FY 2022-23) Rs. 7.50 lakh crore is allotted for capex but at the same time Rs. 1,281 crore wages still to be paid to workers under Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA). India must balance social well-being along with the economic growth as part of road to recovery. Along with the economic infrastructure,

Government must spend on social infrastructure like education, health, rural and urban employment schemes.

India has recovered very well but the recovery is k-shaped. It means technology and large capital firms recover at a far faster rate than small businesses. India's unorganized sector contribution to GDP is 15-20%. In spite of that, credit gap to MSME is 1 trillion dollars which is around 33% of GDP. Going ahead, India must make plans to close the credit gap as 45 crore people dependent on employment provided by informal sector.

The focus should not be on road to recovery but to "Build Back Better". A central dimension of building back better is the need for a recovery that focuses on well-being, improves inclusiveness, and reduces inequality. Recovery policies shall not only address economic growth and job creation but also emphasize other elements that improve well-being, such as income, job quality, housing and health.

India is experiencing growth, but it is an inorganic growth. Onus is on Indian government to make sure no one is left behind and lay a path to organic growth while emphasizing inclusivity and social well-being. India's road to recovery can only be completed when we all contribute to the welfare of the society and build it back better.

Green or Brown: The COVID-19 crisis & the Road to Recovery



Mithila Kherdey
PGDM 2021-23
Finance

The world economy is emerging gradually and unevenly from the collapse triggered by the COVID-19 pandemic. This year may see the fastest worldwide expansion in nearly five decades, although the recovery will remain subdued in many emerging markets and developing economies (EMDEs). Reductions in fossil fuel use contributed to substantial declines in pollution, brighter skies, and cleaner air in 2020, but carbon emissions are back and are accelerating with the recovery, a fact often referred to as “revenge pollution”.

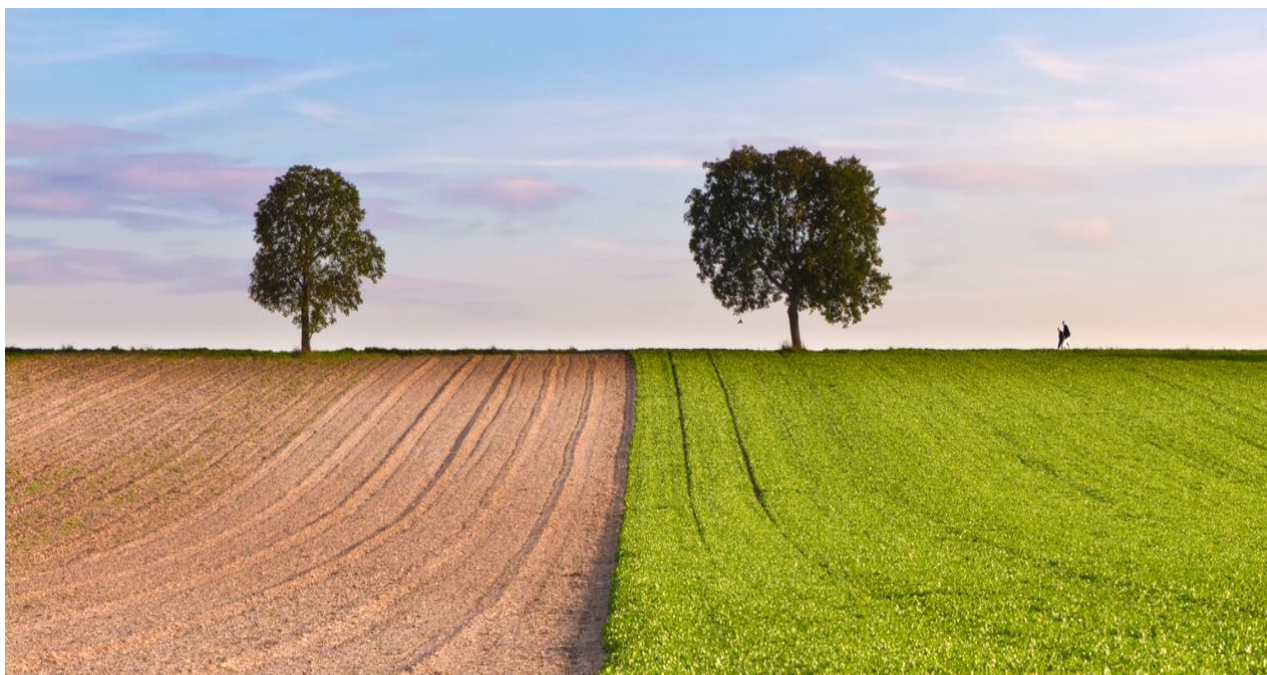
The massive fiscal stimulus was aimed at ‘rescuing’ the economy.

Rescue spending - cash transfers, temporary liquidity support, tax relief measures and testing and vaccination programs - represented 85 percent of total stimulus and essentially helped families and businesses forced to remain in lockdown. Some 90 percent of this amount can be classified as “legacy” or “light brown” spending, aimed at keeping up activities that would have otherwise been terminated in the absence of these policies. Since most economies rely largely on fossil fuels, this spending has increased GHG emissions, despite not being intentionally aimed at doing

so. Spending is classified as green or brown if it is likely to decrease or increase carbon emissions respectively, compared to a situation in which it is not implemented. Both green and brown spending represented a small percentage of rescue spending (0.27 percent and 1.68 percent respectively).

Green and brown spending have roughly the same shares in recovery spending.

Recovery spending – either on direct public investment or fiscal incentives for private investment - accounted for only 15 percent of total spending. It included a relatively high share of green spending (19.4 percent) but an even larger share of brown activities (20.4 percent). Almost half of recovery spending can be classified as having a neutral effect on carbon emissions and the rest as “light brown.” The United States, India, and China allocated only a small share of their recovery spending (8 percent, 5 percent, and 12 percent respectively) to green activities, and a much larger proportion to brown activities: 20 percent, 65 percent, and 26 percent, respectively. Some 70 percent of the recovery spending for Indonesia is classified as brown. Brazil’s total spending is mostly “light brown” and its large.



share of green recovery spending (51 percent) supporting renewable energy must be put into perspective: Brazil's recovery spending only makes up 0.3 percent of its total spending.

Russia, Mexico, and South Africa — three major fossil fuel energy producers — have provided unconditional support to oil, gas, and coal, refining industries, and carbon-intensive transport infrastructure projects. Similarly, Argentina, Saudi Arabia, and Turkey have directed a significant proportion of their stimulus packages toward polluting industries. Overall, recovery spending in most countries has been brown or light brown, reinforcing and exacerbating existing patterns of carbon-intensive development. Even the countries with a relatively high percentage of green spending — mostly in Europe — have invested the same or more in brown activities, thus “neutralizing” the positive impact on emissions which could potentially lead to a widening gap between countries’ environmental performance.

Another interesting result of the analysis is that many countries — irrespective of their status as advanced or EMDES — have adopted similar green or brown spending strategies. What can explain the similarity of countries’ spending patterns? Greater equity in health system have

been associated to more egalitarian rather than individualistic values, and the latter have similarly been associated with greater concern for environmental and climate issues. Likewise, higher levels of political corruption have been found to be strongly associated with lower stringency of climate policies. In line with this literature, our findings indicate that countries with relatively good health outcomes, equitable distribution of resources and less corruption are the least likely to belong to the “brown” recovery spending group, and more likely to belong to the clusters with a mix of other types of spending.

COVID-19’s impact on the energy transition is mixed, ambiguous, and still to be determined. In 2020, despite the decline in energy demand, renewable energy generation increased substantially — while fossil fuel capacity declined — mostly in countries that are already leading the low-carbon energy transition. At the same time, laggards (particularly among EMDEs) face mounting challenges to renewable energy deployment, and risk becoming locked into high carbon energy dependency. Countries have continued to invest in fossil fuels, even when under pressure from a destabilizing global health and economic crisis.

Makar Sankranti

Harsh Nangia
GMBA 2021-23



One of the major festivals celebrated with much pomp in India, Makar Sankranti holds great significance for Hindus. The festival is considered auspicious for tenacity, worship, charity, and sacrifice in the scriptures. **Makar Sankranti**, or simply **Sankranti**, is dedicated to Lord Surya (Sun God) and marks the sun's transit into Makara (Capricorn) raashi (zodiac sign). This festival is considered the most auspicious occasion and is one of the few Hindu festivals aligned with the solar cycle. It marks the beginning of the harvest season when people worship new crops and share them with delight.

Sankranti is worshipped as a God. Sankranti, according to legends, killed the devil Sankarasur. Karidin or Kinkrant is the day following Makar Sankrant. Devi killed the devil Kinkarasur on this day. According to Drik Panchang, "the time between Makar Sankranti and 40 ghatis (roughly 16 hours for Indian locations if we consider 1 ghati duration as 24 minutes) from the time of Makar Sankranti is considered good for auspicious work. This duration is known as **Punya Kaal**."

Sankranti activities, like taking bath, offering Naivedhya (food offered to the deity) to Lord Surya, offering charity or Dakshina, performing Shraddha rituals and breaking fast should be done during **Punya Kaal**. If Makar Sankranti happens after sunset, all **Punya Kaal** activities are postponed till the next sunrise. Worshipers usually bathe in sacred rivers such as the Ganga, Yamuna, Godavari, Krishna, and Cauvery on this day.

For believers, taking a dip absolves them of their sins; it is also seen as a time of peace and prosperity, and countless spiritual deeds are performed on this day. Sesame and jaggery ladoos or chikkis are distributed on this day to symbolise the desire for people to live in peace and harmony.

This year, Makar Sankranti fell on Friday, January 14, 2022, according to Drik Panchang. Additionally, the Makar Sankranti **Punya Kala** timings are from 02:43 pm to 05:45 pm. The duration is 3 Hours, 2 Mins. The Makar Sankranti **Maha Punya Kala** timings are from 02:43 pm to 04:28 pm. Lastly, the Makara Sankranti moment is 02:43 pm, as per Drik Panchang.

This Makar Sankranti the MSR (My Social Responsibility) team of NL Dalmia aimed to spread awareness about the ongoing COVID-19 issue and talked about the precautions to be taken to fight this virus together. Coronavirus has taken almost 57,00,000 lives in the world and we aim to make people aware about wearing a mask and maintaining six feet distance apart from being doubly vaccinated to defeat it.





Manushi Shah
PGDM 2020-22
Finance

My Social Responsibility (MSR) team of N. L. Dalmia Institute of Management Studies and Research has adopted Kondgaon village and has been contributing in different ways for the development and upliftment of the village. Regular visits are scheduled quarterly in order to supervise on the undertaken activities, understanding upcoming problems and find more areas where team MSR can work upon in order to develop the village. In these visits we usually visit the main school after having an interaction with the sarpanch madam. After reaching the school we greet the students and have detailed conversation with the teachers regarding the progress of students and understand the current situation regarding the stationery available and other resources. Later on, the team is divided into smaller groups which visit all the sub-padas and interact with the people there. This helps us to cover entire village properly and understand all the difficulties that the villagers are facing.



The next distribution was done in the month of December 2021. The team had managed to raise funds for the donation of sanitary napkins and received a donation from a patron for the same. The MSR team believes in long term goals and therefore has already made plans to do more social work towards the development of Kondgaon in the coming months.

Kondgaon Visit (August 2021)

In order to address these problems team MSR organizes different projects, drives, and events to help the people in the village. One such project is 'Sanitary napkins distribution'. This project was launched in the year 2019. Under this project, team MSR donates sanitary napkins to the females in Kondgaon. We also contribute towards menstrual hygiene awareness for all the females in Kondgaon. Sanitary napkins are distributed by the members of My Social Responsibility team quarterly each year.

A kind gesture can reach a wound that only compassion can heal. With a motive to spread awareness about menstrual hygiene and distribute sanitary napkins along with Dettol soaps, masks and sanitizers, Team MSR visited Kondgaon, a tribal village in Palghar district on 15th August 2021. The objective of the visit was also to understand the problems faced by the residents by conducting a survey and interacting with sarpanch of the village.

The details of the items distributed are as follows-

Sanitary napkins	800 units to serve 400 girls
Dettol soaps	400 units
Masks	100 units
Sanitizers	300 units



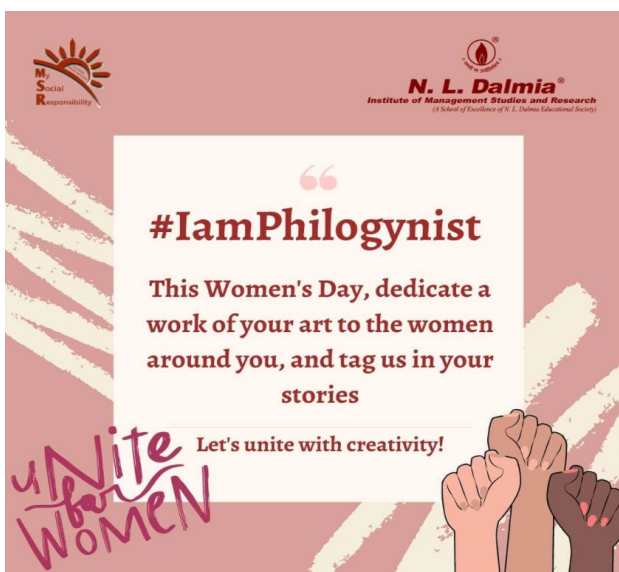
#IamPhilogynist



Prasad Gharat
PGDM 2020-2022
Human Resource

'The women in our lives deserve our utmost respect, and the least we can do is to appreciate them'. They are a personification of love, resilience, strength, and beauty. To celebrate their contributions, we have 'International Women's Day' dedicated to them. It is a day to spread awareness among the people regarding women's rights and gender equality.

MSR's #IamPhilogynist was a campaign where people participated and showcased their talent through artwork like a poster, poems, etc., dedicated to women.



The rules were pretty simple. People just have to post it in their story tagging @msr_mySocialresponsibility and @nldalmiainstitute on 8th March 2021 before 3 PM. The artwork of the top 3 was posted on the official social media pages of MSR.

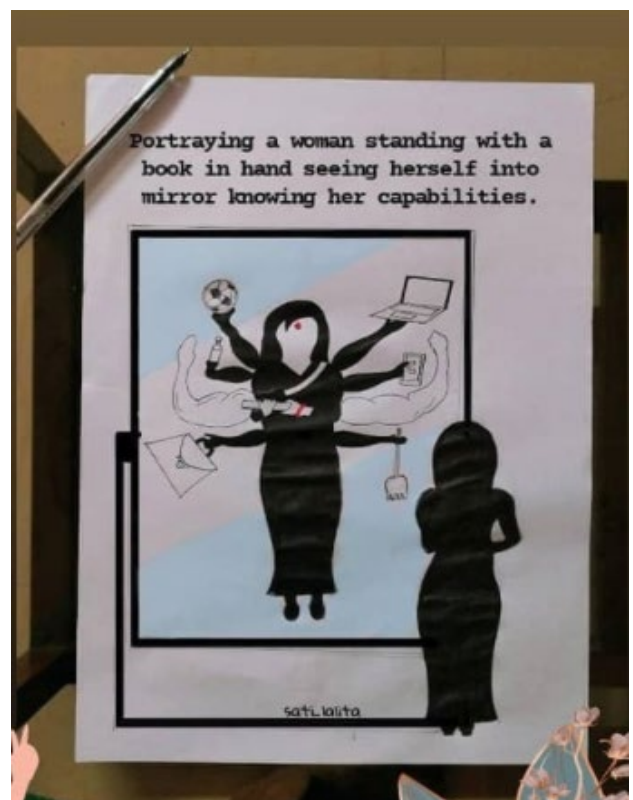
After much deliberation, the winner and runner-up were chosen for:

The most gripping, edge-of-the-seat 'Write-ups'
Winner - Nikhil Bhati
Runner-up – Shoaib Shaikh

The most soulful 'Art' of their heart
Winner – Ali Imran
Runner-up – Lalita Sati
Special Mention - Maithily Barekal

The mesmerizing Women's Day 'Videos':
Winner – Asha Mendes
Runner-up – Anirudh Sharma

We wish to congratulate every participant for the efforts they put in their post and for the love and support shown towards MSR during this event and we hope this bond continues in the future.





Vaishnavi Farkade
PGDM 2020-22
Finance

COVID-19 Online Awareness Campaign



With the spread of Covid-19, the entire world was witnessing a wave of fear for their lives. The environment turned gloomy with constant news related to Covid-19 from all parts of the world. There was news related to lack of oxygen supply as well as shortage of hospital beds due to which people took extreme measures even when they weren't needed due to which there was chaos all around. To tackle this problem, Team MSR came up with an online campaign to educate the masses and to clarify the myths related to Covid-19 and give guidance related to its treatment.

Team members of MSR posted videos on Instagram and also included useful links which provided information related to treatment of Covid-19, availability of hospital beds, government schemes as well as information of NGOs which were helping people in treatment.

We also created awareness regarding the importance of plasma donation and how it can help in the recovery of Covid positive patients. Awareness regarding the Double Mutant virus- its symptoms and treatment were also covered through videos so that people can take the necessary precautions. Team MSR through this initiative made an attempt to reduce the panic caused due to circulation of fake news articles by giving right information and by making sure that people follow the necessary course of action related to precautions and treatment of Covid-19.



United We Fight

Joel Mendes
PGDM 2020-2022
Marketing



In May 2021, a devastating second wave of COVID-19 spread all over India, fuelling a massive spike in the number of cases. The healthcare

facilities were overburdened and the livelihood of many daily wage earners were impacted. At this crucial time, team MSR supported the NGO 'United Way Mumbai' to fight against Covid-19 through the campaign #unitedwefight.

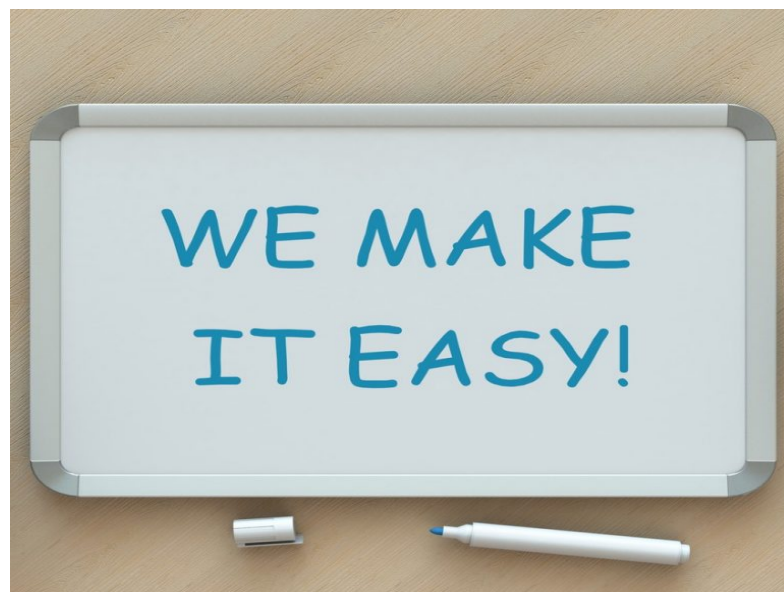
This was a fundraiser campaign that had 2 verticals through which contributions could be made to support the fight against Covid-19. The first vertical was healthcare where funds were utilized to procure and supply medical equipment to public hospitals as there was a shortage of oxygen as well as other necessities like masks, sanitizers and PPE kits.

The second vertical was livelihood, where the funds were utilized to assist the daily wage earners. The work done under this vertical was focused on the following 2 parameters:

1. Women: These initiatives were aimed at sustaining women during the pandemic where women from low-income communities were provided with occupational tool kits to encourage them to be self-reliant.

2. Auto/Taxi Drivers: United Way Mumbai had tied up with RTOs to provide training to these drivers. Small kits were provided to them which included sanitizers and masks.

A total of Rs.50502 was raised within a period of 2 weeks from students, staff, family and friends.





Anushree Dash
PGDM 2020-22
Marketing

Share Your Smile



Thank you for sharing your happiness!

#ShareYourSmile

'What made you smile today?'

The #shareyoursmile campaign was inspired by this notion. During the pandemic, people began to treasure simple pleasures like sipping coffee or tea, playing with pets, and spending time with family. As the Covid wreaked havoc once more, we felt it would be great to share those small happy moments with everyone.

'Smiles are contagious!' That's true and we MSR Committee members experienced it through this social media campaign which ran from June 17th to June 21st, 2021. A campaign in which individuals were invited to send us a snapshot of a happy moment along with a one-line description.

A total of 52 people took part. For five days, we posted all the responses to our stories throughout the day. This campaign provided a daily dose of positivity to anyone who viewed our Instagram and Facebook stories. We had no idea that this little gesture would have such a positive influence on everyone involved in making this campaign successful.

One thing that we can take away from this campaign is 'There are 100 of languages around the world and a smile speaks them all'.

So, buddy, keep smiling!

World Mental Health Day



Abhiraj Mendhe
PGDM 2021-23
Finance

World Mental Health Day was first observed on October 10, 1992, as an annual activity of World Federation for Mental Health.

It is aimed at raising awareness and spreading education about mental health issues across the globe. **Mental health** has come to focus in pandemic times like never before as people of all age groups and occupations bear the brunt of the 'new normal'. Health and other frontline workers, students, people living alone, and those with pre-existing mental health conditions have been particularly affected.

"In recent years, there has been increasing acknowledgement of the important role mental health plays in achieving global development goals, as illustrated by the inclusion of mental health in the Sustainable Development Goals," according to World Health Organization (WHO).

People with mental health conditions are at higher risk of dying prematurely. **Depression** one of commonest mental health illness is one of the leading causes of disability while suicide is the second leading cause of death among 15-29-year-old, as per WHO.

The day initially did not have a specific theme and its aim was to promote mental health advocacy and educating the public on relevant issues. Seeing the popularity of the campaign, in 1994 for the first time a theme for the day was used which was "Improving the Quality of Mental Health Services throughout the World."

With each passing year, the day's popularity continued to grow. Some of its early themes were Women and Mental Health (1996), Children and Mental Health (1997), Mental Health and Human Rights (1998) and Mental Health and Ageing (1999).



Theme for this year's World Mental Health Day

The theme of this year's World Mental Health Day is 'Mental health in an unequal world'. While the pandemic has affected everyone, people with long term health conditions, or facing discrimination or parenting on their own are struggling the most and need more support.

"Along with treatment gap, we must address workplace stress, help adolescents in schools as also caregivers and families of people living with mental health issues. We need to proactively address stigma and discrimination associated with mental ill health that creates barrier to access care and treatment," the Regional Director said.

World Mental Health Day provides an opportunity to talk about mental health in general, how to break the stigma around it, and the importance of speaking out when struggling with a mental health issue.



Ishit Singh
PGDM 2021-23
Marketing

Dussehra



India is best known as a land of festivals and celebrations. Festivals bring peace and joy for everyone. They are an expressive way to celebrate glorious heritage, culture and long-lasting traditions. And Dussehra is one of them, which is undoubtedly unique in its perception and significance.

Dussehra is widely celebrated in India as it marks the day on which Lord Rama defeated the demon king Ravana. This celebration is thus to remember that the good and holy always wins over evil. Dussehra basically marks the victory of truth and good over evil.

This year on the auspicious occasion of Dussehra, My Social responsibility (MSR) Team of NLDIMSR addressed some of the crucial social issues that almost all of us face in our daily lives. The motto was to spread awareness, that we can make small changes in our everyday habit to make a big difference.

Entire MSR team came together for a cause to - Burning the evils from the society. By burning away these 10 social issues prevailing in our society which are equivalent to ten heads of Ravana namely - **Inequality**, **Hunger**, **Lack of education**, **Patriarchy**, **Stereotypes**, **Envy**, **Hygiene issues**, **unemployment**, **women safety**, **animal abuse**.

Unnati: Case For A Cause

Waqar Ahmad
PGDM 2021-23
Marketing



Team My Social Responsibility (MSR) of N. L. Dalmia Institute of Management Studies and Research has adopted Kondgaon village and has been contributing in different ways to the development and upliftment of the village. Team organizes different projects, drives, and events to help people in the village.

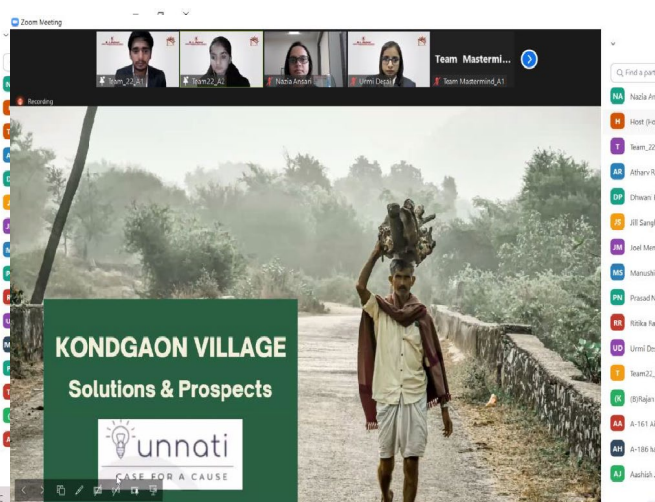
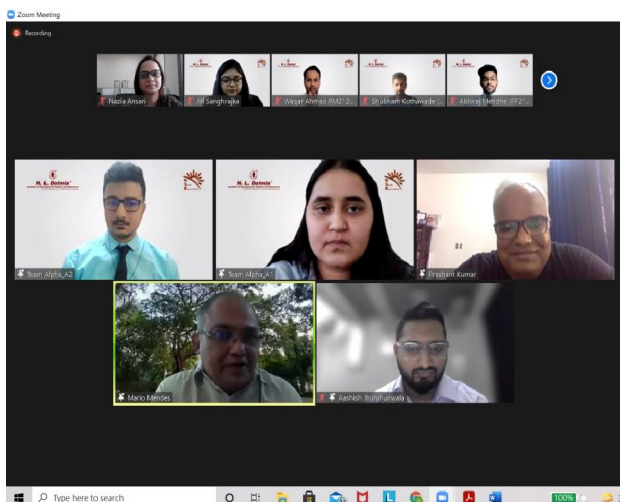
One such initiative is “Unnati: Case for a Cause”, its first and foremost event, an in-house case study competition on “Kondgaon Village - Problems and Prospects” on 30th October 2021 over the Zoom platform.

The esteemed panel of judges included Mr. Prashant Kumar, a Harvard Grant Winner and

Co-founder & COO of The Apprentice Project (TAP),

Mr. Mario Mendes, former Director of the Centre for Social Action & currently working as a lecturer for the last 16 years on Sociology, Social Work Research, Social Analysis, and Human Rights, and Mr. Ashish Jhunjunwala, Management Consultant at Boston Consulting Group and has over 6 years of professional experience with Goldman Sachs and the Sovereign fund of India.

Out of 20 Groups, the best 5 were chosen as the finalists to present their ideas and strategies for the sustainable development of Kondgaon Village.



- Team Alpha stressed about Sanitary napkin-making machines and possible collaboration with organizations like Teach for India.
- Team Mastermind concentrated on creating awareness about Health, Hygiene, & Education by organizing Magic Shows, Nukkad Natak & Film Shows. They also suggested for the Women's Committee in the village.
- Team 22 discussed about providing Portable Washrooms, Water Purification, and Rainwater Harvesting. They also stressed the importance of biodegradable sanitary napkins and the eradication of open defecation.
- Team Inferno suggested fun learning activities and innovative teaching methods to bring children to schools along with counseling parents. Their innovative idea was to construct soak pits for wastewater management and to generate employability in the village.
- Team Defenders discussed Plastic restrooms, Solar still & Organic fertilizer. Also suggested a possible collaboration with hotels and businesses to generate employability. All the 3 judges shared their insights.

Mr. Prashant Kumar appreciate everyone's efforts and stressed the importance of young people participating in social activities. He suggested giving importance to the sustainability of the projects. Mr. Mario Mendes shared his experience of practical difficulties faced by Rural India. All the judges appreciated and thanked team MSR for creating awareness by conducting this event successfully. After fruitful insights were shared by all the panelists, the results were declared by Mr. Prashant Kumar.

Priyansh Tiwari and Gaurav Hingnikar from Team Mastermind were the winners, Anisha Jambhale and Tapasya Gupte from Team Inferno were the 1st runner-up and Parth Patel and Roopal Dhody from Team Alpha were the 2nd runner-up.

The team had managed to organize the competition successfully and received a lot of appreciation for the same. The MSR team believes in long-term goals and therefore has already made plans to do more social work towards the development of Kondgaon in the coming months.

Diwali Campaign

Shivray Deshpande
PGDM 2021-23
Finance



My Social Responsibility Team of N.L. Dalmia Institute of Management Studies and Research has executed Diwali Campaign successfully for the less privileged and downtrodden of the society. The MSR team organizes different projects, drives, and events to help the people in the society. Diwali Campaign launched in the year 2021. Under this project, team MSR reached out to the less privileged people in our society and distributed a hearty meal to them, in turn lighting up their Diwali with healthy meal. This project has been accepted to share joy of full meal at least a day.

For the distribution of meal during Diwali, the team has commenced a social media campaign on Instagram, LinkedIn and Facebook with the hashtag “#LightingLives Campaign” to share the Social-Joy-Hygiene. Along with members of the MSR team, college professors, students and the staff members of the college participated in the Campaign lighting lives of the downtrodden people.

Our goal of donating meal to 2 or more underprivileged people or donate any basic necessities that the campaigners feel necessary was enlightened with the chain of participants’ two friends in and off the college and their other contacts. The beneficiaries of campaign talked about their experiences and shared their joy to our project team. The distribution of meal and other necessary items was executed in October-November by the MSR team in collaboration of other students and staff of the college. The photos and videos of the Campaign were uploaded on MSR’s social media handles that are on Facebook, Instagram and LinkedIn with the hashtag “#LightingLives Campaign”.

The team had managed to raise fund for riding over the mission of distributing a meal to large number of people. The MSR team believes in long term goals and therefore has already made plans to do more social work for less privileged people in the coming months.



Kraya Shah
PGDM 2021-23
Marketing

Kondgaon Visit (December 2021)



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

We as a MSR committee organised a visit to Kondgaon village with the vision "Only a life lived for others is a life worthwhile" on 30th December 2021.

The series of activities conducted is as follows:

- We reported there by 9:30 am and headed to the Sarpanch Mrs. Manju Kombh's house. We interacted with her for a while and also got a chance to introduce ourselves.
- We then left for the main school and our faculty coordinator Prof. Nazia Ansari Ma'am along with the seniors interacted with the senior faculty of the main school Dukhale Sir.



- Moving on to the most fun part of the Kondgaon Visit:
 - We played outdoor and indoor games such as catch the ball, Pictionary, Kho-Kho, Sakli, Uthak-baithak and many more.



- We worked on our first vertical "HYGIENE" :
 - We distributed sanitary pads to the girls of the main school. We provided the sanitary napkins to 300 girls which would help them for 3 months.
 - We also made them aware about the menstrual hygiene and its importance in their lives.
- We moved on to celebrate New Year with the Kondgaon kids:
 - We distributed food boxes for 450 students of the main school and 1 zilla parishad on account of celebrating new year with them.
 - We also interacted with them and played games with them and arranged a session where we talked about their future plans and the things they like the most.



Apart from all this Kondgaon planned activities, the bond which we as a MSR team formed is tremendous. From working virtually, organizing meets, planning, arranging for the kits and other requirements for the people of Kondgaon, travelling and actually executing it was remarkable. The happiness you feel seeing the smiles of those people is worth all the hardwork done behind it.



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