

Editor's Corner

Dear Readers,

Tighten your seat belts and welcome to another roller coaster ride called 2021 which has for now not shown any horrifying steep slope, instead came with a soothing turn of vaccination taking us away from the nightmares of 2020. Cherry over the cake was indeed given to us by IT Giants like Infosys, TCS who started early hiring making this year even more optimistic.

This month so far has been very happening with showers of news from all over the world, our stock market touching an all-time high indicating a very strong recovery of our economy, and Jon Biden's election as US President shows a green flag for more business outsourcing from the US to India. Our country is expecting Union Budget 2021 on 1st February and it will play a pivotal role in the tentative & much expected V-shaped recovery of our economy. "Make in India" will be significantly visible in 2021. Not to mention 26 January "The auspicious day", marked 72 years of our rock steady constitution. A nail-biting day was Campus Placement Drives wherein our Seniors tackled reputed IT companies and bagged some decent packages continuing our legacy of placement ratios of its kind.

Best Wishes
Sanchit Gupta
Editor



Jagran Institute of Management

Accent

A Monthly E-Newsletter

Year - 2021, Issue 1, January

Faculty Contribution

Dr. Nidhi Mathur



"AI Transformation in Higher Education: Challenges and Opportunities in applying AI Technology in Institution".

The impact of AI in higher education over the last decade has amplified exponentially. The responsibility of technology is not only in equipping students with Information Communication Technology (ICT) skills but also in achieving quality education. AI has enriched the student's capability to identify the appropriate subjects in Choice Based Credit System (CBCS), the subjects have opted through AI-based suggestions list, which has reduced the subjects "drop & opt ratio". For the Student Assessment, the learning management system (LMS) using AI & is notorious as Catalyst 1.0. It provides the assessment system in which the questions were mechanically modified for the students.

The AI is also used to evaluate the performance of the staff in the institution as a part of the Performance Based Appraisal System (PBAS), in which no. of publications, quality of publications, and patents from the respective database are considered. This is an AI-Based Appraisal System-ALBAS. Overall, AI is being fruitfully adapted for not only the academic intents but also to save lives, which is the purpose of our subsistence.

Student Column

Every girl in our society is raised to be adjusting by nature to fit themselves according to society's expectations of a successful marriage.

A girl should sit with her legs crossed, she must never talk back, she must always wear "decent" clothes. What girls expect after marriage, what challenges she faces, what sacrifices she makes, and what is the reality?

Bondage and adjustment in a marriage are two separate things. Our society is very liberal at talking about career opportunities for girls but when it comes to one's daughter or daughter in law the rules and opinions are narrowed. If somehow a girl fights her way through, she loses respect and dignity. The rules for other girls are different and for a wife and daughter in law are different. Corporate are also not very welcoming for them, there are various kinds of discrimination among men, women, and married women. Often considered incompetent they go through a constant struggle of proving themselves.

Women seek equal growth opportunities and more importantly support of their family and life partner with them, in whichever journey they choose for themselves, career-oriented or family-oriented.

I. Agarwal, S. Tomar, K. Mittal, S. Shukla

Thought for the Month

A successful person is one who can lay a firm foundation with the bricks others have thrown at him.

D. Nigan

Academic Achievements

MBA students participated in a tally workshop on 6th January 2021, by Shree Ram College of Commerce in collaboration with the tally prime. Features of tally such as ease in accounting, ease of banking, ease of ratio analysis, ease of inventory, ease of taxation, and billing were discussed by experts.

SQL online training was organized by our college from 5th to 11th January 2021, for the MCA students. The training was provided by Ritusha Consultancy Pvt. Ltd. All the basics and some advanced topics pertaining to SQL were discussed.

Data analytics training was organized in our college from 4th to 11th January 2021, for the MBA students. The training was organized by Santhiram Engineering College (SREC). All the basics regarding how to use Microsoft Excel and advanced MS-Excel concepts were discussed.

MBA 2nd year student Mr. Ankit Verma has completed 7 days online workshop on "Multivariate Data Analysis using SPSS" from Inspira Research Associate, Jaipur.

MCA 2nd & 3rd year students participated in an online workshop on the topic "Build web apps with AngularJS" conducted by W3grads.

MCA 2nd year student Mr. Sanchit Gupta has completed 11-weeks of workshop on the topic "Data Structures & Algorithms" conducted by GeeksforGeeks.

MCA 3rd year student Mr. Akhilesh Mishra has completed online course on "Python for Data Science" from NPTEL online certification.

Research Work

In the evolution of democracy in America, two large processes were to be worked out the utilization of the resources of nature, and the organization of civil affairs using a government adapted. Democracy in America is a civil composite. Its evolution is recorded in a series of political adjustments which is the administration of government. Democracy in America is but slightly original. It was latent in European life long before the colonization of America.

Presently the United States is a federal constitutional democratic republic, in which the president (the head of state and head of government), Congress, and judiciary share powers reserved to the national government, and the federal government shares sovereignty with the state governments. The loss of civic consciousness is fundamental to the present crisis of American democracy. The crisis of the U.S. democracy results from dysfunctions in its constitutional system.

This election exposed deep flaws in how Americans choose their leaders. Some of those flaws are as old as the nation itself, while others are more modern creations that have been weaponized by Trump and the Republicans. Combined, they present an existential threat to America's reputation and survival as the oldest constitutional democracy on the planet.

L. Munshi, V. Sharma

Monthly Activities

• **National Youth Day** was celebrated on January 12 in memory of the birth anniversary of Swami Vivekananda. Students of our college celebrated youth day and dressed up ethnically in order to celebrate the autonomy of the youth and its influence on society.

• **Fire-Less Cooking Competition** To celebrate Youth Day, our college organized a Non-fire cooking competition where students formed teams and prepared delicious unique dishes in 20 minutes. Students got to learn about teamwork presentation skills, which helps to boost creativity and getting innovative ideas.

Winners - First - Shivangi, Rishabh, Aarush
Second - Lopamudra, Anjali, Pragya
Third - Aman, Shailendra, Aastha

• **Hindi Diwas** was celebrated on January 10 to mark the importance and fascinating history of Hindi. In this view, our college organized a Hindi poetry competition where students of MBA and MCA participated actively in competitions like Hindi Kavita, Narrating Story, Tagline and Slogan, and many more such activities to upgrade their skills.

Winners - First - Pragya
Second - Shrishti
Third - Aastha

• **Campus Placement Drive** was organized for MCA final year students where many renowned companies and Banks came for Recruitment. Many students of our college got selected and placed in those companies.

A. Gupta, B.S. Jaiswal, M. Schan, S. Jaiswal

Editor's Corner - Dr. Divya Chowdhry

Sub Editor - Dr. Nidhi Mathur

Faculty Co-ordinator - Dr. Nidhi Mathur
Mr. Ashish Mishra, Ms. Priya Chopra

Student Editor's Corner - Sanchit Gupta

Student Sub Editor - Ankit Verma

Student Column Head - Deepali Nigam, Varun Sharma, Ishita Agarwal
Mansi Sachan, Priyanka Paliwal, Vasundhra Tiwari

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Editor's Corner

Dear Readers,

February 2021 isn't a leap year but you can take a leap in your path for sure. Marking the beginning of the Spring season in India Basant Panchami is an auspicious festival celebrated every year this month by worshipping the goddess of knowledge Maa Saraswati. It is the color yellow that is associated with the festival as the color symbolizes prosperity and optimism. Apart from this, we saw how the world markets and crypto currencies are making all time high, with gazillionaire like Elon Musk backing digital currency like "Bitcoin". Moving on to the first Digital budget ever presented by our Finance Minister Nirmala Sitharaman was indeed a budget with guts, she took the bulls by its horns and gave our economy a strong push. Budget 2021 was centralized around the digitalization and privatization of many government entities. On the other hand, there's a sudden surge in COVID-19 cases leading to fresh lock down in certain areas of Mumbai but hopefully, this all will be suppressed with the vaccination drive in progress. Parallely with the budget launched our college also arranged a symposium where our colleagues presented Budget with different aspects of technology and how they walk hand in hand and how one can facilitate other. This editorial indeed turned out to be digital.

Best Wishes

Sanchit

Sanchit Gupta
Editor

Thought for the Month

COINCIDENCE OR NOT

IF
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
EQUALS
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26
THEN
K+N+O+W+L+E+D+G+E
11+14+15+23+12+5+4+7+5 = 96%
H+A+R+D+W+O+R+K
8+1+18+4+23+15+18+11 = 98%
Both are important but fall just short of 100%
BUT
A+T+H+T+U+D+E
1+20+20+9+20+21+4+5 = 100%

Academic Achievements

• National Symposium - Budgetary Outreach on "Economic Revamp Post Pandemic" was organized on 6th February 2021. Few renowned CA's of the city, CA Akshay Gupta, CA Rajeev Mehrotra, CA Govind Maheshwari, and Mr. Sudoop Goenka (Director, Goldie group) were invited to share their holistic views and opinions about budget 2021. Further, several teams of students gave their presentations on different aspects of the budget. All those presentations provided an in-depth analysis of budget implications on different sectors and were evaluated on the basis of content and way of expression. Sanchit Gupta and Anand Sharma of MCA won the Best Paper Presentation award, their topic was "Budget implications on Big Data and AI to boost import", and all the other students were awarded with the certificates.

• A Workshop on Power BI was organized for MBA Students from 16 to 18 February. The main contents of the training were - Introduction and installation of Power BI Desktop, Basic operations and loading Excel, CSV and other files, and Data visualization. Freehand provided to students with the help of case study & data analysis.



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Year - 2021, Issue 2, February

Faculty Contribution

CFA Anu Jajoo
Assistant Professor



Has Covid-19 Paved the Way to Re-Imaging & Reshape the Working World- Potentially Forever?

The Covid-19 pandemic has fundamentally shifted the way people work. A sudden shift in the distributed work has provided a once-in-a-generation opportunity to re-imagine how a company runs and how operational affairs can be arranged in a significantly new manner. A hybrid model is likely to emerge post-pandemic that will balance the flexibility and effectiveness gained by remote work with the advantage of personal interaction required in achieving collaborations, innovative ideas, negotiations & social networking. This new model will settle on a substantial new normal with a hybrid workforce and distributed workplace.

This is an opportunity to retain the best part of office culture and maintain the efficiencies explored at the time of work from the home period. Businesses have explored cost-effective & feasible ways to generate revenue, drive employee engagements, achieve organizational limberness, and coordinate across departments and locations. For example- In early 2020 Apollo 24/7 app, had enrolled 4 million people with around 30000 downloading a day (weforum.org). Similarly, Insurechard Fintech were the first to launch products focused on pandemic to enhance both breadth & depth of product portfolio. Also, health care and banking have bettered but not beaten by Covid-19 (McKinley Nov 2020). There is a possibility that companies that re-interpret and restructure their operational model will improve performance in the next new normal.

The next Normal is an opportunity to re-imagine the business model and develop an operational mechanism to achieve an IMPERATIVE RESET across industries and regions.

Student Column

WHEN REEL BECOMES REAL



Cinema is regarded by many as an escape from real life, as a device to transport you to another world. Films inspired by real people and real incidents have a charm of their own. The sentiment of 'that could happen in my life' captures the interest of cinema-goers like nothing else. Not Reel but Real I was also elated by an incident on The National Girl Child Day, January 24 when Shrishti Goswami, a 19-year-old girl, pursuing B.Sc in Agriculture from BSM PG College, Roorkee was appointed as one-day Chief Minister of Uttarakhand.

Strong headed Shrishti is clear with her focus to prevent child abuse, ensure privacy and safety of women in public places & public transport, ensure self-defense training among women to make them physically strong and learn to be defensive. Also, the prohibition on the sale of drugs in a 500-m radius of schools. I feel empowered and safe in the hands of such young leadership.

Praveen Puri, Shrishti Goswami's father happily expressed that they are proud parents and thanked Mr. Trivendra Singh Rawal, CM of Uttarakhand for giving Shrishti an opportunity to express herself freely and motivate others.

Shrishti has set an example for every girl that there is nothing impossible to achieve in life.

Written By - Ishita Aggarwal

Research Work

Dr. Naveen Arora
Assistant Professor



FACTORS INFLUENCING INDIAN CONSUMERS ONLINE BUYING BEHAVIOR IN COVID-19 LOCKDOWN

Indian consumer market is experiencing a phase of transition due to COVID-19 lockdown and substantial increase in penetration of internet and lockdown have induced a significantly large section of Indian consumers to adopt e-commerce and online shopping. Government policies promoting e-transactions are also facilitating e-commerce and online shopping. Looking at these developments, most of the marketers have shifted from brick-and-mortar model to brick and click model. While some of the e-commerce companies are growing in terms of sales and revenues, some other are finding it challenging to acquire new customers and retain existing customers. Marketers' understanding of factors that influence consumers' buying behavior is important in determining firms' growth.

This paper aims to identify the factors and dimensions that influence buying behavior of Indian consumers while they purchase online during COVID-19 lockdown. Primary data has been collected using questionnaire. Exploratory as well as confirmatory factor analysis has been used to reduce and summarize different correlated variables to a manageable level and examine the whole set of interdependent relationships among variables. The results and recommendations of the study can be helpful for entrepreneurs and decision makers in e-commerce industry to understand consumers' behavior and design marketing programs accordingly.

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Monthly Activities

• **Sports Week (1st- 5th Feb)**: Sports Week's an annual event to encourage participation. During sports week lots of sport activities were held. Under this, several competitions like cricket, volleyball, different kinds of races, basketball, discus throw, shot put was organized by IDC and students. All the other verticals (JIM, JINMC and JIDA) took part in different sports enthusiastically. Highlight attractions out of daily routine and it was great fun. JIM won the friendly cricket match.

• **The Industrial Visit (13th Feb)**: An Industrial Tour to Amul Plant : Inspiring. Obtained an insight into global dairy firm "Amul, The Taste Of INDIA". This jingle is stuck in the mind of all Indians and we can't stop ourselves from singing the jingle. The students of MBA headed towards India's most famous dairy brand factory. It was a great learning experience and students got practical insight on the functioning of the plant.

• **Basant Panchami (16th Feb)**: Basant Panchami, also called Saraswati Puja in honor of Goddess Saraswati, is a festival that marks the preparation for the arrival of spring. All the students and faculties celebrated Basant Panchami by worshipping Goddess Saraswati. Director Dr. Divya Chowdhry enlightened the Diya and we all chanted Saraswati Vandana.

• **HR Treasure Hunt (22nd Feb)**: HR treasure-hunt was organized for the students in which several teams were made and each team has a respective clue card for the hunt. Only 20 minutes were given to the teams to hunt the items in the allotted time. This activity was fun and a great way to teach the students about teamwork and time management. Two winning teams were announced.

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