

The USMS Times



MONTHLY NEWSLETTER OF UNIVERSITY SCHOOL OF MANAGEMENT STUDIES

At Orientation Programme 2018

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MISSION

"To develop managers with the capability to understand and analyze the dynamic business environment for effective decision-making while maintaining higher domains of professionalism."

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On August 1, 2018, 160 young minds embarked on their journey towards a bright future as they congregate for the orientation ceremony at USMS. The Orientation Day started with Dean, Professor Neena Sinha, addressing the freshers also motivating them to grow and excel in life. The ceremony proceeded with the introduction of our faculty members.



Freshers were given a chance to introduce themselves and interact with their fellow classmates. Post lunch, there was an interactive session with an alumnus, Mr. Mohit Sawhney, Program Manager at Sapient Corporation.

It was an enriching experience for the students of USMS as they learned new things about work-life balance, how to tackle stress, to focus on hard-work or smart-work and much more. The Orientation Day ended with a visit to the Library.

Here at USMS we not only learn, grow, enhance but also move forward as a whole. All we can say is, there'll be times of joy and there'll be times of trouble, but we all will stand together as a community for now and forever. This is very well taught to us by our teachers. Grow not only for yourself but for your society as well. There is a focus on holistic development.

Stand tall, stand in the present and work your way to a bright future.



National Service Scheme (NSS)

"Not Me But You" is the motto of NSS, The National Service Scheme established by the Indian government in 1969. It was initiated to help students develop consideration towards other beings and towards the welfare of the society. NSS volunteers in over 200 universities, actively supporting the objective of this scheme through various activities.

Under NSS, GGSIPU has also done many successful events. The very first event was the commencement of yoga classes which will be a regular activity. The orientation was done by Guru Ramesh Kumar and his disciples. The yoga classes held at our university's community center are free for campus students and staff. This one-hour activity includes meditation and exercises. The disciples of Gururji are there to guide the audience and make them aware of the benefits of this art. The aim is to imbibe the feeling of fitness among the youth.

The very next event was a tie-up with Swatch Bharat Abhiyan under which our volunteers along with the coordinators work for the development of poor villages. The interns (volunteers) daily routine work includes many activities such as teaching and wall art.

Tree plantation is a harbinger of prosperity and our next drive was conducted to promote "Tree Plantation". This drive was held in the campus on 31st of July, in which students and teachers participated with great enthusiasm irrespective of this day being a holiday making it a successful endeavor. The idea behind this event was not just to plant a tree but to plant a life and take care of it, which our volunteers would be doing on regular basis.

Enactus USS

ENTrepreneurial,
ACTion,
US.

play an essential role in advancing entrepreneurial action that transforms lives and creates a better future. Enactus USS believes in making the world a more sustainable place by changing communities and providing environment-friendly

services and products. And that is exactly what we do with our ongoing projects *AAKAR* and *ANKURAN*. We also impart certain skills to the target communities so that they themselves are able to sustain their livelihoods.

Enactus USS' project ANKURAN finds optimism in 'grass is greener on the other side'. We brought together the practice of waste re-use and the novel concept of vertical gardens into an idea we like to call 'Ankur', a portfolio of indoor and outdoor gardens. On November 21, we installed a vertical garden designed into the symbolic Enactus logo.

Aakar-This project strives to make orthopedic pillows affordable and accessible and through this providing opportunities for menial wage Foam-Fillers who are struggling to earn enough to feed themselves.

SEEKING POSSIBILITIES. CREATING OPPORTUNITIES. CHANGING COMMUNITIES.

" A candle loses
nothing by lighting
another candle"

-James Keller

Placement 2018

The University School of Management studies has established itself as a progressive business school. The distinguished faculty continues to create an environment that intellectually stimulates the students and encourages individual growth, teamwork, and co-curricular activities. USMS faculty employ a combination of lectures, case studies, video presentations, and a wide range of management exercises to impart knowledge to its students. The Ministry of Human Resource Development, Government of India has ranked USMS 35th, in its National Institutional Ranking Framework 2017.

This year placement drive started in the month of August 2018 and the school welcomed global recruiters, to name a few Evalueserve and Grail Insights.

Evalueserve is a leading provider of proprietary solutions and specialist services for research, analytics and data management to companies in every industry. With its clients being 8 out of every 10 top global investment banks, 3 of the 6 oil and gas supermajors, 12 of the 15 largest global pharma companies and 3 of the top 5 strategy consultants, 15 job offers were made in profiles like Financial Services and Corporate & Professional Services (CAPS).

Grail Insights operates independently in 17 countries, across 4 continents, with over 250 employees working as analysts, consultants, marketing scientists, technologists, data scientists, and senior client services officers. Grail Insights visited the campus in the second week of August 2018 and selected Kamesh Bansal and Guntas Jolly (final year students of MBA Financial Markets) offering the profile of research analyst.

USMS takes this opportunity to thank the members of its Corporate Relations Cell involved in this process. It is also grateful to the recruiters who have been coming every year and hiring our students.

" I never dreamed
about success.
I worked for it. "

-Estee Lauder





Kerala Floods - God's Own Country Needs Us

"Hell hath no fury like Mother Earth scorned"

Although Kerala hasn't been a stranger to heavy rainfalls during monsoon, but this time incessant rains starting from August 8, 2018, caused massive flooding across the state claiming more than 400 lives, with more than 7 lakh people put in around 5000 relief camps set up. A doubt lingers if this calamity was natural or man-made. Experts believe that the failure of the government to use land judiciously and not adopting the guidelines of the Gadgil Committee in the Western Ghats made Kerala more prone to landslides and floods. With over 40% excessive rainfall, 35 of the 42 dams were opened in Kerala which leads to a huge loss of life and property. The worst affected areas were Wayanad, Pathanamthitta, Ernakulam, Kozhikode, Kannur, Palakkad, Alappuzha districts.

The expected loss in property has been close to Rs 800 crore by now-and the losses include loss of crops, property, and tourism - which constitutes 10% of Kerala's GDP. The relief operations include the army, air force, navy, rescue helicopters, boats as well as the National Crisis Management Committee saving those affected. Donations of all kinds are coming in from the entire nation. State governments are providing monetary help with their monthly salaries towards the Kerala Chief Ministers distress relief fund. The Center has also allotted Rs 500 crore to the relief fund. Companies like Google, Zomato, PayTM, BigBasket and more are also collecting donations in the form of money and physical commodities through their respective platforms. The real heroes have been the fishermen transporting people and the NGOs working at the ground level.

It is especially heartening to see is how people aren't leaving their pets behind.

During the worst flooding in nearly a century in Kerala, from Bollywood stars to civilians - everyone is contributing in accordance with their capacity to help rebuild the state. Onam celebrations have also been canceled this year and the funds have gone to relief efforts. Victims in Kerala are standing by each other and treating the relief camps as their homes by leaving them spotless as they are shifted. Nothing more holds true now that the proverb - "Every drop in the ocean counts". Contribute your little amount - as little as the next packet of chips you'll buy.

Kindly provide support to the people of Kerala by donating any amount on the official website: <https://donation.cmdrf.kerala.gov.in/>

What You Need To Know About the Venezuelan Crisis.

Venezuela is a beautiful South American country blessed with diverse natural attractions, beautiful beaches, plains, mountains and the highest majestic waterfall of the world, Angel Falls. But sadly, one can only get the headlines of food shortages, high inflation rates, protests, and violence relating to this country. The country is tangled in a very severe crisis which made more than 1.5 million people leave their home country and settle anywhere else for their survival amidst a grinding economic, social and political crisis that has rattled the region. Venezuela has been an oil producer, accounting for 96% of its exports. The country, which has rich oil reserves largely depended on these oil reserves for its revenue, what once seemed like an endless gusher of cash. It has suffered a shortage of foreign currency after the prices collapsed in 2014, resulting in imports of basic essentials like food and medicines. This has made life extremely difficult and severely hit the economy and nobody knows how much worse it will get.

IMF reported that the Venezuelan economy shrank by 30% from 2013 through 2017, and also forecasted a fall in real GDP by 18% in 2018 alone. Inflation is just getting worse. In 2010, one American dollar was worth around eight bolivars, the Venezuelan currency, today it's worth over 2,40,000 bolivars, and it's extremely hard to imagine daily life with an annual inflation rate of 1,000,000%. That is hyperinflation the world has not seen since Germany in the 1920s or Zimbabwe in 2008.

More than 60% of surveyed Venezuelans came up with the words that they had woken up hungry because they did not have enough money to buy food. Venezuela is running out of food and the basic necessities needed for survival including those for personal hygiene, electricity, housing and living conditions. Hospitals are overcrowded with sick children while the lack of health facilities are making conditions worse and putting many lives at risk on a daily basis. The only thing Venezuela has in abundance is violence, chaos, protests and crimes. The economy has turned toward collapse, and the crisis has hurled many into sickness and starvation, where people are literally starving in the streets. The story does not only comprise of economics, it's a tale of corruption, social unrest, self-serving politics, capital controls, price-fixing, and a global commodity bust that led this country from relative stability to hyperinflation.



"The economy is really chaotic. It's totally collapsed. It's at the point of no return."

-Alberto Ramos
(an economist who heads Latin America research at Goldman Sachs)