

YES, TOGETHER WE CAN DEFEAT COVID-19



How to maintain social distancing:

1
Say 'Hi'
without
handshakes



2
Avoid social
gatherings

3
Keep a 6ft.
distance
from people



Myths vs. reality for COVID-19

As COVID-19 is a new condition, there are many common myths.

Myths	Facts
1. The corona virus can be transmitted through mosquitoes.	The corona virus CANNOT be transmitted through mosquito bites.
2. Everyone should wear a mask.	People who should wear a mask are: <ul style="list-style-type: none"> Those having symptom of fever, cough etc. Healthcare workers in facilities caring for ill people The assigned care taker of a home quarantined person Even those wearing masks should wash their hands frequently
3. Only people with symptoms of COVID-19 can spread the disease.	Even people with the COVID-19 infection but no symptoms can spread the disease.
4. Eating garlic and drinking alcohol can prevent COVID 19	Eating garlic and drinking alcohol DOES NOT prevent COVID 19

COVID – 19 AND A NATION-WIDE LOCK DOWN

Life is a beautiful journey and you never know what is coming next. The World is suffering and so are the people living in it. We have been threatened not by an alien invasion or any so-called nuclear world war, but by a microscopic virus named Corona and unfortunately for us all, it isn't Corona Beer that threatens us. Nowadays even a small child knows what corona is and what are its capabilities. It has shaken the world with surprise. It's as if the world for busy constructing the grandest of mansions but neglected to lay an equally robust foundation for it!

W.H.O is constantly monitoring the scenario and is looking for the possible solutions to overcome this pandemic, but they have been hard-pressed to respond to the burgeoning number of cases, and deaths, worldwide. Corona virus was first identified in Wuhan, China and ever since then it has spread like wildfire. This virus affects the respiratory system of the body and prevents the lungs from absorbing appropriate amounts of oxygen resulting in severe breathing problems. Many economies and have been affected in the worst way and the world are racing to find a vaccine.

India is among the nations who were able to contain the virus to some degree and it has really set an example for the world to follow. The Prime Minister has ordered a nation-wide lockdown and is encouraging social distancing in order to protect his people. People are advised to remain inside their houses and ones who have traveled in the recent history are asked to follow a quarantine.

Life is different for everyone in the lockdown some are enjoying it, but others are facing innumerable difficulties. As a result, there have been multiple events taking place where people are showing their support and disappointment. Everyone has a different take on the present situation, nobody is sure about what's going to happen next and in these difficult times no one even have any answer. People want help and there are people who want to help but the best help they are right now is to keep oneself isolated.

Once can only hope that we come out of this crisis sooner rather than later but even beyond that, the time has come when we need to change our perspectives for the world and decide on what is more important for the humanity and the world as a whole. The lockdown has had a visible positive effect on the environment, allowing it to heal itself and that's the only positive we can see right now. I Wonder, what if this whole world used to work for eleven months and used one month to lockdown itself in order to improve the environment and let the nature heal itself? It is a thought for the future, you can imagine many more possibilities number of things from this one single event. Its time you decide what you want. You are the present and you are going to be the future so take this moment and think as much as you can.

By Shubham Sood
MBA(1st Year)

CURIOSITY IS THE MOST POWERFUL TOOL IN MARKETING

Curiosity: A strong desire to learn something, giving it space in the mind and time to that thinking and analyzing it according to the potential of one's own level.



Curiosity is innate. Without curiosity it is impossible for any individual to move towards the growth. Every individual wants to live a life where they can see themselves grow. No one wants to live a life where they are in a stagnant position. Everybody is thriving to earn a living. In order to live a better, powerful life on their own terms and beliefs, each and every one, are striving to sate their curiosity, making them more productive and giving them a source of living. If one moves in a direction that allows an individual to grow and to realize it, then that individual will undoubtedly feel powerful. Such a wonderful ability curiosity is. Curiosity is indispensable to an individual's growth.



But when it comes to the profession that is fulfilling our need of products and services, can use this tool to its best of the advantage. Which is Marketing. The main aim of any

marketer is to make its products and services so attractive in the eyes of the customer, that they are force to come into the next step that is of action-a decision to make a purchase. So by making the products attractive and different, the marketer fills the consumer mind with curiosity, the result is that it triggers the fixed perceptions regarding their way of fulfilling need. The objective of any marketing is that it should turn out to be an effective one. Only curiosity makes it happen. Because if it does not turn out to be an effective one, then it will not be into consumers mind for longer duration. As a result of which the marketer will have to rely on various tools like giving frequent advertisements which increases the costs of the firm also and that may form a negative perception regarding the brand. Curiosity can also be added while starting any story and then stopping the story where the peak of curiosity rises.

EXAMPLE: if the consumer has fixed perception regarding their famous celebrity, promoting certain range of products, and when it turns out to be the opposite their level of attraction and value regarding the product increases dramatically. Such type of psychological play is well executed by the marketers.



EXAMPLE: If a consumer A has an impression that denim jackets are costlier. While on the other hand it has an unsold inventory and in order to clear the unsold inventory, the marketer has strategize to sell the unsold inventory (includes the most attractive ones) at much lower rates. while the consumer A is unaware of this fact will purchase because ,the value of denim brand will automatically increase in his eyes and mind.



EXAMPLE: Steve was a foodie, he used to love exploring the Cafes and restaurants, when he visited the restaurant which was new to him and when we went there after having his favorite dish, when he received the bill, along with the bill he received one Coupon. On the coupon it was written that until your next visit kindly do not open it. You have the prize that’s waiting for you. This made Steve very curious as everything that was instructed him, move him towards the mindset of mystery.so such kind of things are well planned for the purpose of increasing the frequent visits to

the restaurant



EXAMPLE: while promoting the film, the filmmakers generally show the trailers in such a way that it increases the temptation level of consumers, adding new stuff to their imagination and searching the behind scenes of it. This way the filmmakers are able to hold the consumers for longer duration and also making them watch in a positive state of mind.



CONCLUSION: Hence, the intensity of curiosity also matters and the direction of it also matters. Curiosity filled with high intensity in the area that is not productive to the growth of an individual is harmful, and that an individual should be aware of it.so, marketers should use this tool to the highest of its advantage but in the right direction.

By Chirta Kundu
MBA(1st Year)

Take a load off, Relax.

In these tough times, it is becoming difficult to stay inside our homes with each passing day. What we always dreamt of: staying in pajamas, watching T.V, being able to stay up late, waking up whenever we want to and not having to socialize (at least the introverts dreamt of this one), is no longer alluring to us now. Remember those times when we used to think about all those things we would do, only if we got enough time? Well, you got the time now! But, a greater lot of us are realizing that we no longer want so much free time. We are no longer motivated to take up that long lost hobby like we once were. Use of social media is at its peak and there were never times when we missed meeting people and socializing physically with them. Our phones have become our means of survival and we simply don't know what else to do with our lives. We are feeling rather unproductive.

Here are 5 things that you can do so as to feel less unproductive:

Appreciate yourself: We had such big goals that we often forget to appreciate ourselves for all the little things that we have been doing lately. Cleaning the house, doing dishes, cooking, and if you are a writer like me, give a big kudos to yourself for writing 200 words (even if you planned on writing 1000). Remember this: the universe takes note of any hard work you do. So, never ever think that there is no use of working for anything if there are

no instant rewards attached to it. All you need to do is pick that paintbrush up. Keep on picking it up, day after day, until you finally get the actual painting done. And never forget to celebrate the fact that you were brave enough to try.

Find meaning in things you do: Aren't we all feeling that there is no meaning to what we are doing these days? Not getting enough work done, not exercising enough and, if we get on to finally doing something, we find it without meaning, without purpose. But we got to accept the fact that not everything thrown at us has to have a meaning. If you find difficulty doing things without a meaning, try attaching meaning to the things you do. Like, I have always believed that this quarantine has made me more comfortable spending time by myself. If I feel like there's nothing to do, I just open my laptop and start typing. Honestly, I have never felt that I could be more productive. But you don't have to do something extra to feel good about yourself. Just look at the meaningful things which are right there in front of you.

Exercise/meditate (or, not exercise/meditate): I personally have never succeeded at meditating well. So, I won't talk much about it. But, I have heard people say it can do wonders. If it works for you, nothing can be better than that. What I really want to talk about is working out. I was never much of an exercising person until a couple of months ago. Now that I

am stuck inside my house for quite some time, I make it a point to exercise daily. It may take some getting used to. Try doing to for 15 minutes a day first. Trust me; you will want to do it everyday. But wait, I was supposed to make you feel better even if you don't exercise. So, here it goes: it is okay if you don't exercise daily. If you don't find meaning in doing it, you may rather do something else.

Not letting the guilt get to you: Do you feel guilty while watching (or binge watching) a great show on Netflix? Or you are relaxing a bit too much and suddenly you have the urge to feel productive? Thing is, as much as you can do productive things, merely feeling guilty won't let you there. You will simply keep on doing the same things, with guilt this time. If you are anyway not going to end up doing things you want to do, why feel bad about it? The only way you can get work done is by doing it. Guilt or any other

feelings can do nothing for you here. Besides, who says there is anything wrong with watching a great show or movie and releasing more of your happiness hormones?

F.R.I.E.N.D.S: Talking to your friends some sometime can really make you feel less unproductive. Who knows? They may be even less productive than you. I'm just kidding here. I really wanted to talk about the FRIENDS show in this part. Kidding again. But really, friends can lift up your spirits and devoting a few minutes everyday to them can go a long way in helping you survive this quarantine. Anyway, have you tried watching the show? Isn't it amazing?

By Kajal Dhamija
MBA(1st Year)

My Experience during Quarantine

A state of enforced isolation. Quarantine. It is the new trending word across all social media platforms conversations. Ever since the COVID-19 pandemic started gripping our country, there has been an air of fear and apprehension. Consequently, the lockdown on the nation imposed by the PM on 24th March has literally bought the entire nation of 1.3 billion to a standstill, confined to their homes.

As I was staying in hostel during graduation and working in a different city and then again doing my post-graduation from a different city, I was away from my family from past 10 year. Never stayed continuously for more than 2 days at home. So this lockdown is indeed a blessing in disguise that I get to stay home and spend this extremely tough time for the world, with my family and at my home.

While I see people on Instagram constantly cribbing about being bored since they are not getting to venture outside, I am actually enjoying my time at home. The fact that I've been staying away from my

parents for about 10 years now might also have contributed to this feeling of solace.

In the morning I try doing yoga along with my parents for about half an hour. It helps starting the day with a positive note. Later in the day, Netflix is the go-to platform for movies or shows that I have been meaning to watch. This is interspersed with playing cards with my parents and Paying some online games with friends. Then of course I help my mother with any help she needs with running the chores for the day. Finally, in the evenings, with the newfound time at hand, I work on gaining few skill and knowledge through courses on Coursera, udemy and other such platforms to make the most of my time in the lockdown. So, I've tried to make a routine to keep my mind off crisis and stay positive in these testing times!

Hope We will Conquer this battle, and Comes out stronger than ever

By Himanshu Mahajan
MBA(1st Year)

The Quarantine Times!!!

God bless us with more strength and humanity during these difficult times!

I left my home in 2011 (soon after completing my 12th) to pursue my graduation in the state of Rajasthan and since then it's been 9 years that I've ever stayed at my home for more than a week. In fact, total number of days for home stay in the entire year would sum up to approximately 20-25 days. I always wanted to spend some quality and quantity time with my family and perhaps now is the time, but not on the cost of the other individuals being unwell (this saddens me).

As an MBA student, I feel it's important to not only learn the corporate skills but also be equally equipped in handling the home chores and daily routine (you never know when life takes a toll and throws a surprise test and you're required to compulsorily pass it). I am glad that the college has found out various ways to keep us busy at home and there is no pause to the learning process. Apart from reading books and completing assignments, there is a complete "to-do list" which me and my sister have prepared keeping every aspect in mind.



A few Initial days of routine were unorganized and mismanaged but as gradually days pass by, we all (my family) got accustomed with the routine and now there is work allotment every morning by the supreme court of the family, I meant, my mom here. So, I help her with house cleaning, washing clothes, cooking, etc. An extra care is being taken by all of us in thing we do to prevent any infection coming inside the house as my grandparents live with us.



I could have never asked for more than this during a quarantine period. I do not have any urge to leave my house and roam outside. I feel totally blessed and extremely happy. I have learnt quite a few good recipes from my mother, started pursuing a few online courses, etc. My days are not just spent in doing these but also, we all sit together and watch a movie on the home theater in the night to lighten our moods (after a hectic individual work from home schedule). And there are few days when me and my sister dance to the same tune, binge watch series, do a bit of baking (mostly for her) and share a moment of sisterhood (after years). I am utilizing these days to the best in a sense that I am trying to understand

my family in a better way and explore my own self in the unexplored areas.

Friends! Essential part of my life. I have made handful of friends in this college as well and I love spending time with them. Of course, phone calls and messages keep us alive but there are other ways also when we enjoy with each other, like playing snooker online, UNO Cards and etc. and trust me we enjoy to the same intensity if we were playing in physical presence.

Having everyone around physically is not the only life we live, that's our choice. That's the life we have made it, with no time given to

family and self. A little quarantined period gives a lot of positive changes, we just need to welcome it and accept it with warmth. There can absolutely be no reason to love this, when you a life like mine, starting from helping mom to enjoying your siblings' company to having a pace with your studies and giving time to your friends as well. And of course, a little time given to our own selves for self-actualization and self-realization. Happy Quarantine!!

By Shubhra Bhardwaj
MBA(1st Year)