



(Approved by AICTE-Ministry of HRD, Govt.of India)

(Affiliated to Guru Gobind Singh Indraprastha University)

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INFINITY

LET DEFINE THE WORLD

MAGAZINE 2018

GURU NANAK INSTITUTE OF MANAGEMENT

(Approved by AICTE-Ministry of HRD, Govt.of India)
(Affiliated to Guru Gobind Singh Indraprastha University)



Road No: 75, West Punjabi Bagh, New Delhi, Delhi 110026

Editorial

From the Editor Desk

Dear Readers

Welcome to the latest issue GNIM magazine. This issue of the Magazine covers lots of issue ranging from Students articles, Faulty page and Glimpse of the GNIM events. This year GNIM have celebrated lots of Events i.e. Diwali Fest, Sports Meet with Gully Cricket, Rangoli Competition, Flag Hoisting Ceremony, Orientation Day, Teachers day celebration, Gurupurab and lots more. There was active participation of B.Com (Hons.), MCA and PGDM Students. But Undergraduate students Show lots of Enthusiasm in the events, we have covered glimpse of events in the magazine, where students enjoyed a lot. We hope that you will have as much fun in reading this magazine as we had in making it for you.

INFINITY....

2018-2019

Patron

Dr. Maninder Kaur
(Officiating Director)

Editor

Ms.Mamta Shah
(Faculty Coordinator)

STUDENT EDITOR

Vipin Kumar

Varun

STUDENT COLUMN (ENGLISH)

Quotes

- When problems are so big and your strength is no longer enough to carry them, do not give up because where your strength ends, the grace of god begins.
- If the first button of the shirt is wrongly put, all the rest are surely crooked. Always be careful on your first step, rest will itself come correct.

“Winner never Quits,
Quitter never Wins”



SANDHYA VASDEV

MCA

ROSES

Each year he sent her roses,
and the note would always say,
I love you even more this year,
than last year on this day.
My love for you will always grow,
with every passing year."
She knew this was the last time
that the roses would appear.
She thought, he ordered roses
in advance before this day.
Her loving husband did not know,
that he would pass away.
He always liked to do things early,
way before the time.
Then, if he got too busy,
everything would work out fine.
She trimmed the stems and
placed them in a very special vase.
Then, sat the vase beside
the portrait of his smiling face.
She would sit for hours,
In her husband's favourite chair.
While staring at his picture,
and the roses sitting there.
A year went by, and it was
to live without her mate.
With loneliness and solitude,
that had become her fate.
Then, the very hour,
The doorbell rang, and there
were roses sitting by her door.
She brought the roses in,
and then just looked at them in shock.
Then, went to get the telephone,
to call the florist shop.
The owner answered, and she asked him,
if he would explain, Why would someone would
do this to her, causing her such pain?
"I know your husband passed away,
more than a year ago,"
The owner said,
"I knew you'd call, and you would want to know.
The flowers you received today,
were paid for in advance.
Your husband always planned ahead,
he left nothing to chance.
There is a standing order,
that I have on file down here,
And he has paid, well in advance,
you'll get them every year.

There also is another thing,
that I think you should know,
He wrote a special little card...he did this years
ago.
Then, should ever I find out that he's no longer
here, that's the card
that
should be sent to you
the following year."
She thanked him and hung up the phone, her
tears now flowing hard.
Her fingers shaking,
as she slowly reached to get the card.
Inside the card, she saw that he had written her
a note.
Then, as she stared in total silence,
this is what he wrote...
"Hello my love, I know it's been a year
since I've been gone.
I hope it hasn't been too hard for you to
overcome.
I know it must be lonely,
and the pain is very real.
Or if it was the other way,
I know how I would feel.
The love we shared made everything
so beautiful in life.
When you get these roses,
think of all the happiness that we had together,
and how both of us were blessed.
I have always loved you and
I know I always will.
But, my love, you must go on,
you have some living still.
Please...try to find happiness,
while living out your days.
I know it is not easy,
but I hope you find some ways.
The roses will come every year,
and they will only stop,
When your door's not answered,
when the florist stops to knock.
He will come five times that day,
in case you have gone out.
But after his last visit,
he will know without a doubt!
To take the roses to the place,
where I've instructed him
and place the roses where we are,
together once again.....



BY: DAVINDER KAUR, B.Com (H)

WOMEN EMPOWERMENT

Women empowerment is the empowerment of women which helps them to take their own decisions by breaking all personal limitations of the society and family.

Empowering women is to make them independent in all aspects from mind, thought, rights, decisions, etc. by leaving all the social and family limitations. It is to bring equality in the society for both male and female in all areas. Women empowerment is very necessary to make the bright future of the family, society and country. Women need fresh and more capable environment so that they can take their own right decisions in every area whether for themselves, family, society or country. In order to make the country fully developed country, women empowerment is an essential tool to get the goal of development.

Gender inequality is the main social issue in India in which women are getting back in the male dominated country. Women empowerment needs to take a high speed in this country to equalize the value of both genders. Uplifting of women in all means should be the utmost priority of the nation. Inequalities between men and women in the society generate lots of problems which become a big obstruction in the way to success of nation. It is the birth rights of the women to get equal value to the men in the society. To really bring empowerment, every woman needs to be aware about their rights from their own end. They need to take positive steps and involve in every activity instead of only involving in the household chores and family responsibilities. They should know about all the happenings in their surroundings and country.

Women empowerment has the power to change many things in the society and country. They are much better than men to deal with certain problems in the society. They can better understand the disadvantages of the overpopulation for their family and country. They are fully able to handle the economic conditions of the family and country through proper family planning. Women are capable enough to handle any impulsive violence in comparison to the men whether in the family or society.

Through women empowerment, it can be possible to change the male dominated country into the equally dominated country of rich economy. Empowering women may easily help to grow each and every member of the family without any extra effort. A woman is responsible for everything in the family so she can better solve all the problems from her own end. Empowerment of the women would automatically bring empowerment of everyone.

Women empowerment is the better treatment of any big or small problems related to human being, economy or environment. In few last years, the advantages of the women empowerment are coming out in front of us. Women are being more conscious about their health, education, career, job and responsibilities towards family, society and country. They are taking part in every area and showing their great interest in each field. Finally, after long years of hard struggle they are getting their rights to go ahead on the right track.

BY: DAVINDER KAUR

B. Com (H)

A GOOD PERSONALITY

Whether you are known or unknown
If your personality is bad,
you will be ignored by all
which would be your life's great fall

To make a good personality
It's quite a task of difficulty
Everyone can have good personality
If you keep the nature of punctuality

It is important to be disciplined
or else your life would be a whirl wind
you should be strong and confident
TO be smart is important from childhood

You should build a good image
or, else, you would be in the last range
Faith in God should be most important,
As to have a bright future
Personality is important

“Our greatest weakness lies in giving up. The most certain way to succeed is always to try just one more time”

PARENTS

Parents are gift from Heaven,
Worship them from morning till night.

They sacrifice everything without hope or gain
Therefore serve them and don't give them pain

They want to see us at the heights of sky,
so in respecting them don't feel shy
ask an orphan, how miserable he feels without them,
he is most unlucky on this earth,
who has lost his parents after his birth.

God has sent parents as his reflection
so, that he may be with us in every thought and action
They are treasure that he has bestowed
Therefore Oh! God! Thank you a lot.



BY: HARSH ARORA

MCA

“In order to succeed, we must first believe that we can”

STUDENT COLUMN (HINDI)

दिल्लीकीदिवाली।

हवाहुईहैदूषित,
सौसौसिगरेटवाली,
खूबमनीइसबारतो,
दिल्लीकीदिवाली।
पटाखेबजेलाख,
साँसेहुईराख,
गलेसबकेबंदहै,
आँखोंमेंहैलाली,
खूबमनीइसबारतो,
दिल्लीकीदिवाली।
सड़केदिखनाबंदहुई,
छातीकितनीतंगहुई,
खांसखांसकरजीनेकीतो,
खुदसेहीएकजुंगहुई,
सबलड़रहे, सबजीरहे,
जिंदगीमौतोंवाली,
खूबमनीइसबारतो,
दिल्लीकीदिवाली।
हरसालकीनौटंकीहै,
औरहमसबशायदसंकीहै,
अपनीहीसुंदरवसुधाकी,
क्याहालतकरडाली!
खूबमनीइसबारतो,
दिल्लीकीदिवाली।



By: DAVINDER KAUR
B.Com(H)

STAFF COLUMN

SERVICE SECTOR IN INDIA

Dr. Seema Girdhar- Faculty Management

The **service sector**, also called tertiary sector, is the third of the three traditional economic sectors. The other two are the primary sector, which covers areas such as farming, mining and fishing; and the secondary sector which covers manufacturing and making things. The service sector provides a service, not an actual product that could be held in your hand. Activities in the service sector include retail, banks, hotels, real estate, education, health, social work, computer services, recreation, media, communications, electricity, gas and water supply.

The service sector is an important part of the economy. Increasingly service sector businesses focus on what is now being called the “knowledge economy”. They need to keep ahead of other businesses by understanding what it is their customers want and be in a position to give it to them quickly and at low cost.

One good example of this are banks which went through big changes in the late 20th century. Using information and communication technology, banks have vastly reduced the number of people they need to employ, and lowered the cost of providing bank service. For example, an automated teller machine is able to provide basic banking services 24 hours a day, 7 days a week, in many different places. Before this, banking services were only available from the bank when it was open. Many banks and building societies have joined together to form much lower cost businesses that can make more money from a wider customer base. The key to this process is gaining information about their customers and constantly coming up with new services for them.

Introduction

The services sector is not only the dominant sector in India's GDP, but has also attracted significant foreign investment flows, contributed significantly to exports as well as provided large-scale employment. India's services sector covers a wide variety of activities such as trade, hotel and restaurants, transport, storage and communication, financing, insurance, real estate, business services, community, social and personal services, and services associated with construction.

Market Size

The services sector is the key driver of India's economic growth. The sector contributed around 66.1 per cent of its Gross Value Added growth in 2015-16, thereby becoming an important net foreign exchange earner and the most attractive sector for FDI (Foreign Direct Investment) inflows.

The Indian digital classifieds industry is expected to grow three-fold to reach US\$ 1.2 billion by 2020, driven by growth in horizontal classifieds like online services, real estate and automobiles.

Out of overall services sector, the sub-sector comprising financial services, real estate and professional services contributed US\$ 305.8 billion or 20.5 per cent to the GDP. The sub-sector of community, social and personal services contributed US\$ 188.2 billion or 12.6 per cent to the GDP.

Reasons for the Growth of service sector in India

In recent times the service sector is increasing at a very fast pace. After the liberalization in the year 1991, the contribution of service sector is continuously increasing in the growth of our economy. However, agriculture is still dominating the Indian economy. Service sector are

growing not only in volume but also in sophistication and complexity. The growth of service industry is the result of combination of several reasons, they are,

- **Increasing affluence**

Here with the increasing affluence, there has been an increase in the demand for those services, which the customers used to perform by themselves. For example, service provided by the gardener, servants, car driver etc.

- **More leisure time**

This factor has led to an increase in those services which are related to entertainment, because of increase in leisure time in today's people life. For example tourism industry has grown because of more leisure time available to the people.

- **Greater life expectancy**

With increase in the average life of the people, there has been an increase in the service which is related to field of health care, for example medical services, pathology laboratory, nursing homes. Health care services etc.

- **Greater complexity of the product**

With the growing complexity of the product, there has been an increase in the services which are indirectly supporting the maintenance of these complex products. For example Air-conditioner, car, computer, and other complex products require service every yearly of every half yearly.

- **Higher percentage of working women**

With the passage of the time, there has been an increase in the working women. This has indirectly led to increase in the growth in the services such as, domestic servants, baby sittings, etc.

- **Increasing complexity of life**

This has led to an increase in the services of marriage bureau, legal service, income –tax consultants, placement services, etc.

- **Increasing number of new products**

There are certain products which, if invented will lead to growth in the service sector .computer being the invention of the 21st century has led to software industry which is totally a service industry.



Demonetisation

By Ms. Mamta Shah- Faculty- Management

The demonetization of 500 and 1000 banknotes was a step taken by the Government of India on 8 November 2016, ceasing the usage of all 500 and 1000 banknotes of the Mahatma Gandhi Series as a form of legal tender in India from 9 November 2016. Demonetization is the act of stripping a currency unit of its status as legal tender.

Demonetization is necessary whenever there is a change of national currency. The old unit of currency must be retired and replaced with a new currency unit. This is usually done whenever there is a change of national currency, replacing the old unit with a new one. Such a step, for example, was taken when the European Monetary Union nations decided to adopt Euro as their currency. However, the old currencies were allowed to convert into Euros for a period of time in order to ensure a smooth transition through demonetization. Zimbabwe, Fiji, Singapore and Philippines were other countries to have opted for currency demonetization. In India's case, the move has been taken to curb the menace of black money and fake notes by reducing the amount of cash available in the system. It is also interesting to note that this was not the first time the Government of India has gone for the demonetization of high-value currency. It was first implemented in 1946 when the Reserve Bank of India demonetized the then circulated Rs 1,000 and Rs 10,000 notes. The government then introduced higher denomination banknotes in Rs 1000, Rs 5000 and Rs 10000 in a fresh avatar eight years later in 1954 before the Morarji Desai government demonetized these notes in 1978. This time the objective is quite different from what India is trying to achieve, one reason could be flushing out black money ahead of elections. And also to trigger a move to a cashless society. Overall, it's a good and bold step by govt.



गजब करते हो (हास्य कविता)

बॉय फ्रेंड - ऐसा भी क्या गजब करते हो
अपना अपना कह कर दिल्लगी करते हो
गर्ल फ्रेंड - दिल्लगी तो इक बहाना है
असल काम तो भड़काना है
भड़कने का नया संकट सिखाना है
शब्दों से पलटवार कर दिखाना है
फिर गोताखोर की तरह आना जाना है
भर - भर कर शब्दबाणों का गुलदस्ता लाना है
दोस्ती भरे गुलदस्ते को तोड़ तोड़ बिखराना है
बॉय फ्रेंड - ऐसा भी क्या गजब करते हो
क्या क्या चक्रव्यूह रचते हो
चक्रव्यूह में फंसा देख शब्दों पे वार पर वार करते हो
शुक्रिया अपनों से ऐसी दिल्लगी करते हो
चुनावो की तरह रंग बदलते हो

धन्यवाद



लेखिका

मनजीत कौर

जी ऐन आई एम अटेंडेंट

Glimpse of College Events (2018)







Vision

To develop empathetic Managers, Leaders and Entrepreneurs for meeting the challenges of ever growing competition and innovation in Indian and Global Scenario.

Mission

- » To train managers to take up challenges of a rapidly growing and dynamic business environment.
- » To assimilate and disseminate practical strategies to future managers.
- » To provide a forum for interaction between management students and practicing managers.

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Road No. 75, Punjabi Bagh West, New Delhi-26

Ph: 011-25223234-35 Mob: 9540964459, 9910348548

Email: gnim_it@yahoo.co.in, Website: www.gnim.ac.in