



THE GIST

Nov- Dec 2022 - Jingle Bells Edition





TABLE OF CONTENTS

MENTOR'S NOTE

GUESS THE BRAND

EVENT OF THE MONTH

SOCIAL ISSUE OF THE MONTH

CAPTIONS OF THE MONTH

CAMPAIGN OF THE MONTH

BUSINESS TALES

MBA CROSSWORD

RECOMMENDATIONS

WALL OF FRAMES

SCHOOL OF SANTA



The best rooms have something to say about the people living there.

TALENT MANAGEMENT: ROLE OF ASSESSMENT CENTRES

Assessment Centre(AC) is a process wherein a group of participants go through series of exercises which are situational in nature, when a group of assessors who are trained to a standard, observe and record their behaviours, which are later classified based on competencies and integrated with the data of other assessors to arrive at a competency rating. For ensuring that ACs meet their objectives its essential that organisations have trained and qualified assessors. ACs if conducted properly would lead to effective prediction of job performance, also it sends signal of transparency & fairness in talent acquisition process.

If a candidate is invited to join an AC he would be accompanied by a small group of other applicants which maybe a dozen. He would be asked to undertake a series of assessments that have been designed to provide information/insights to assessors as to whether candidate possesses competencies and attributes for working effectively in the relevant job. As such ACs may include exercises on decision making where participant may exhibit certain critical competencies associated with present/future role such as intray/in-basket exercises.



By - Dr. Deepak Sharma

It may also involve other exercises including group decision making exercises, case study discussions/presentations, role-plays and may include cognitive tests/personality inventory as well.

ACs also provide opportunity for a detailed and purposeful feedback on participant's performance. If assessor is equipped with right competencies at providing feedback, he needs to give a clear indication of how did the participant perform overall, how he handled individual assessment exercises, what he needs to do in order to improve performance, what should be participant's developmental priorities, and



participant is not required to take such feedback lightly.

Purpose of AC would be defeated if participants become defensive by rejecting feedback, misunderstanding feedback, not taking out useful information from that feedback or failing to reflect on to that feedback/AC report. Such information/feedback would help participant to get insights into their own capabilities for taking out useful information from that

feedback or failing to reflect on to that feedback/AC report. Such information/feedback would help participant to get insights into their own capabilities for succeeding in present as well as future roles. This feedback may be built upon by participant for career planning as well as by the organization for talent management purposes such as succession planning, assessing candidate-job fit, learning need analysis etc.



GUESS THE BRAND

As a part of marketing campaign, which company replaced its iconic logo with some of the nation's most popular names, which were then printed on product labels?



EVENT OF THE MONTH



NSL BASKETBALL TOURNAMENT

Talent wins games, but
teamwork and intelligence
win championships.

-Michael Jordan



Lakshya kicked off the second phase of its flagship event, NSL, with the much awaited basketball tournament. The court was ready and the stage was set, as the teams buckled up to battle each other out. Each game was divided into 4 quarters, with both boys and girls competing separately in 2 each. Valkyries topped the table with a 22 point difference, winning all three games they played. Gladiators finished second with Barbarians and Scythians securing the third and fourth positions respectively.



SOCIAL ISSUE OF THE MONTH

Make Kindness the Norm

After recently celebrating my seven year anniversary at The Random Acts of Kindness Foundation, I reflected back on my initial interview for the job. I remember being asked, “How do you think we can change the world?”

Without even thinking about it, I responded, “We have to make kindness the norm, not the exception.”

That has been my personal mission and the mission of RAK for a long time. Humans spend so much time and energy focusing on the negatives that affect us. When a moment of kindness appears, it’s as if a fog has been lifted... just for a moment. It’s lovely. It makes us feel good. We smile. But, then the fog rolls back in and we go back to ‘the norm’ of our daily lives. We don’t put in the effort to truly appreciate and reflect on those moments.

What is your ‘norm’? Where do those moments appear in your day and how frequent are they? My guess is that many of us will have a hard time answering that question because we don’t register those experiences when they happen. They are simply short, passing moments of delight.



WORLD KINDNESS DAY



We have to make kindness the new norm

But, what if we started being intentional about not only noticing and absorbing them when they happen to us, but creating those moments for others? What if we made it a point to go slightly outside of our comfort zone at least once a day to make someone smile? To share a compliment with a co-worker or friend? To reach out to a family member we haven't spoken to in awhile? What if we stopped thinking about them as random acts of kindness and started thinking about them as intentional acts of kindness?

There are things we do every single day with intention, yet we don't even think about them. We wake up, take a shower, brush our teeth, get dressed, drive to work or school... all part of our invisible routine. What if we added a moment of kindness to our invisible routine? What if we woke up and as we turn the alarm off, we immediately send an uplifting text message to a friend?

Or during the morning commute, what if we let that guy merge into traffic with a wave and a smile instead of feeling upset or slighted? As we celebrate World Kindness Day, I invite you to look for ways to make kindness the norm in your daily life. World Kindness Day is a great day to begin building a new routine which means including intentional moments of kindness, laughter and delight. It also means taking a moment to enjoy and recognize when those things are happening

Kindness starts with one. One smile. One compliment. One cup of coffee. One conversation.

Let's lift the fog and make kindness the norm.

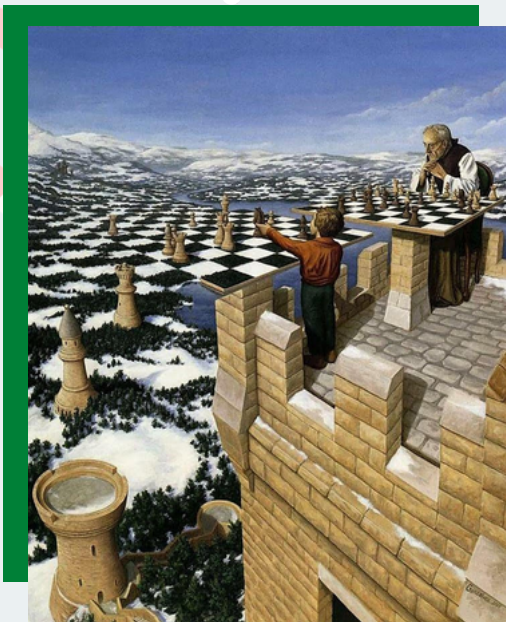
**By - Brooke Jones, Vice President,
The Random Acts of Kindness
Foundation**



CAPTIONS OF THE MONTH



" Men will be men. "



" Chess is life in miniature.
Chess is a struggle, chess
battles. "



" Creative clutter "

CAMPAIGN OF THE MONTH

PEPSI'S COLOR THEORY

Here's how Pepsi used colour to prove it's the coolest drink ever.

Santa Marta is the hottest city in Columbia, so hot that the temperature rises up to 42 degrees.

Pepsi being a cold-drink wants to help people cool off in this heat.

But how can they prove that they actually are the coolest drink of all?

SOLUTION: Color Theory



Pepsi is blue. The competitor is red. According to science, blue is a cooler color than red. All Pepsi had to do was prove it. They set up billboards with two colors and a digital thermometer to capture the temperatures in real-time. And the ad spoke for itself.

What do Pepsi, the color blue, and this campaign have in common?

THEY'RE ALL SUPER COOL!



Vistara to Merge With Air India by 2024

Singapore Airlines (SIA) and Tata Sons announced that they have agreed to merge Air India and Vistara, with SIA getting a 25.1 per cent stake in the merged entity at an investment of Rs 2,058.5 crore (\$250 million) in Air India as part of the transaction.



Reliance Industries to make India's first multimodal logistics park in Chennai



According to the Ministry of Road Transport and Highways (MoRTH), Reliance Industries Ltd (RIL) has been awarded the project to build India's first multimodal logistics park (MMLP) in Tamil Nadu.

Reliance Jio True-5G services launched in Bengaluru and Hyderabad

Reliance Jio to extend its Jio True 5G services to Bengaluru and Hyderabad. Reliance has already successfully Beta-launched Jio True-5G in major cities.



SEBI Makes it Compulsory for the Mutual Fund to Pay Dividend to Investors Within 7 Days



Mutual funds (MFs) have to pay dividend to unit-holders in seven working days after declaration of record date. In a circular issued, SEBI said the record date will be two working days from the issue of public notice on dividend payment.

Wipro the First Indian Company to Set Up European Work Council

IT company Wipro has reached an agreement with employee representatives on setting up a European Works Council.

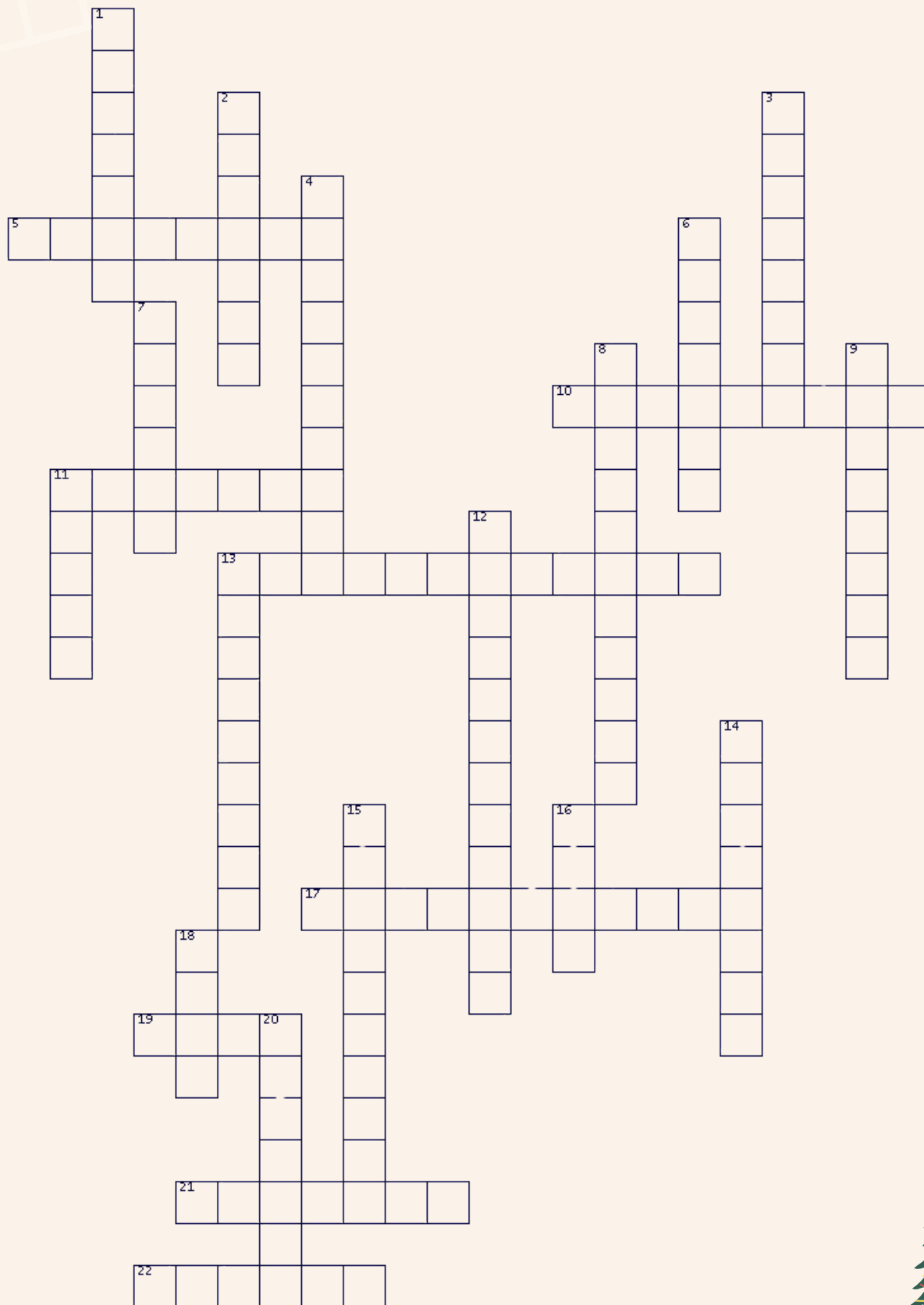


India Fastest Growing Market for Microsoft Owned LinkedIn



India has become LinkedIn's fastest-growing market as more companies and advertisers come online, with sales in the country rising at a 50% year-on-year clip. LinkedIn is a "The Microsoft" owned business networking service company.

CROSSWORD



ACROSS

5. The time after which your assignment is not acceptable by the professor.
10. A significant and prolonged downturn in economic activity
11. _____ Game is referred to be as good when it comes to Instagram
13. How you submit the same assignment multiple times
17. Action that foster happiness
19. Favorite game of our Ex-Director Sir
21. One who controls the organization or part of the organization
22. A person or thing that is useful to somebody

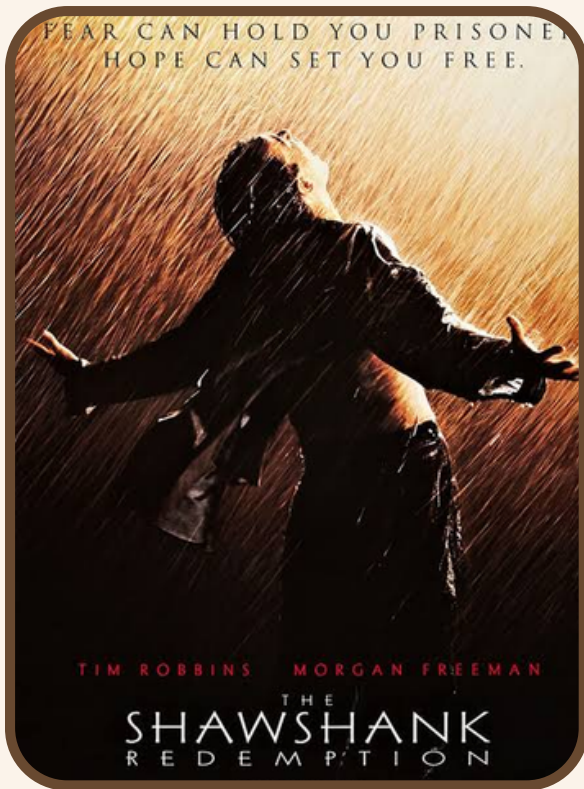
DOWN

1. An analytics tool
2. Save Paper, Go _____
3. One of the best clubs of NMIMS Bangalore
4. What you're reading right now
6. Model that identifies 5 competitive forces that shape every industry
7. Consumer's desire to buy the product or service
8. The process of actively seeking out, finding, and hiring candidates
9. MBA helps in _____ development
11. The tool without which you could not survive your MBA Journey
12. Part of almost every assignment
13. Publicizing a product, organization, or venture so as to increase public awareness
14. Enterprising entity or organization that carries out professional activities.
15. A way for individuals to grow their relationships for their job or business
16. We have been a part of many of these during MBA
18. A tool to analyze business, market, and oneself
20. Study and discipline of money, currency, and capital assets



RECOMMENDATIONS

MOVIE REVIEW



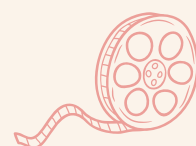
“I guess it comes down to a simple choice, really: Get busy living, or get busy dying.”

A tale of an innocent man, a remorseful criminal and the “life” inside the prison they reside in. Being one of the highest rated movies (9.3/10) on IMDb, “The Shawshank Redemption” has aged like a bottle of premium wine.

The story progresses as Red (Morgan Freeman, who is also the narrator), meets a new inmate in his prison. This new inmate, named Andy Dufresne (Tim Robbins) is somewhat different. He is intelligent, polite and most importantly, innocent. He faces demons inside the prison and fights them with intelligence and good luck. His personality captivates the other members and makes him the “good guy in a bad place”. But things take a turn when the warden (Bob Gunton) gets involved.

The story progresses with a lot of challenges and comes to a beautiful ending that is bound to make you shed a tear. The background score designed by Thomas Newman, sets the ambience right for the audience to immerse themselves in the story and make them feel a part of Andy’s life.

All in all, “The Shawshank Redemption” is a movie which is definitely worth watching multiple times. With a length of 2hrs and 22 mins, the plot never feels to be lagging or idle and the story is conveyed in a crisp and emphasized manner. The movie bagged seven nominations at the 1995 Oscars and is definitely still standing tall with its perfect cocktail of brilliance and class.



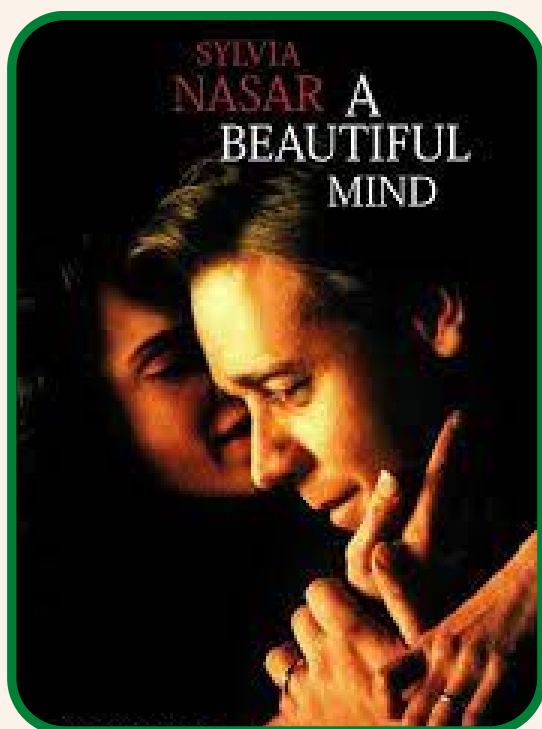
MORE TO WATCH



GOOD WILL HUNTING
IMDB RATING : 8.3/10

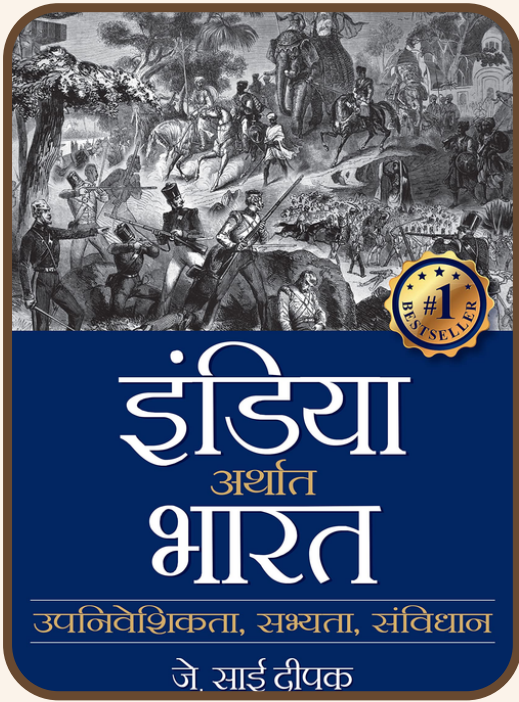
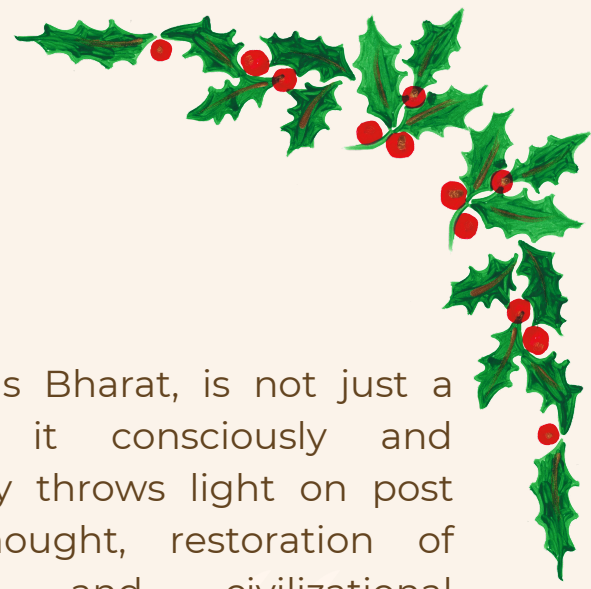


WHIPLASH
IMDB RATING : 8.5/10



A BEAUTIFUL MIND
IMDB RATING : 8.2/10

BOOK REVIEW



India that is Bharat, is not just a rant, but it consciously and substantially throws light on post colonial thought, restoration of subjectivity and civilizational agency. It does so with a simple and powerful message that colonialism and coloniality are expressions of foreign forces and the constitutional story of a non western civilizationaly rooted land like Bharat is still coloured by that idea.

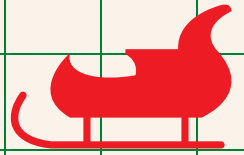
The 1st half of the book traces the history of Indians conscience as it was bruised and moulded by the intervention of outsiders. Though the books diction and vocabulary largely contains tones of bureaucracy and judiciary, nonetheless it does convey an impactful idea of colonial implications on Indic Bharat.

After one finishes the book, he or she is definitely left with an interesting India's history, decoloniality and priced asset - The constitution, by substantially giving room for counter arguments as well.

The author immense work surdly convinces the reader into the narrative of haunting compromises on the standard of civilization under the veil of International consensus.



MORE TO READ



Sri Aurobindo's
Philosophy of
The Ideal of
Human Unity

(An Introduction)

KIREET JOSHI

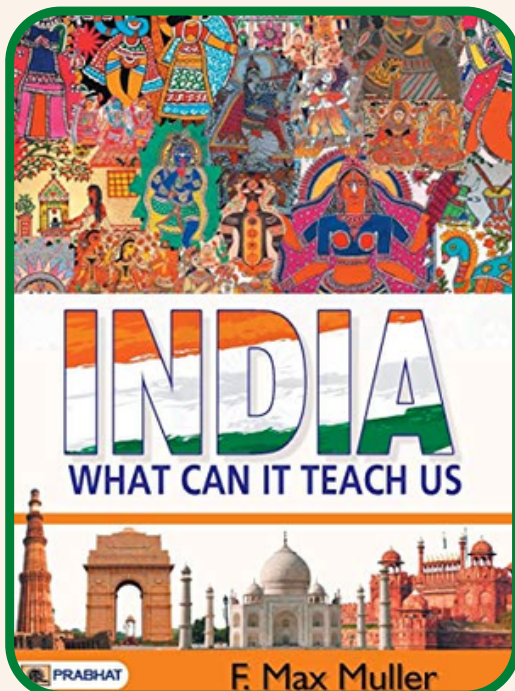
THE IDEAL OF HUMAN UNITY
- SRI AUROBINDO
4.3/5 GOODREADS

ANNIHILATION OF CASTE
- DR. B. R. AMBEDKAR
4.6/5 GOODREADS

Annihilation
of Caste



Babasaheb Dr. B.R. Ambedkar



INDIA, WHAT IT CAN TEACH US
- MAX MULLER
3.9/5 GOODREADS



Coca-Cola



Did you know?

Coca-cola helped shape the image of Santa Claus by featuring him in its ads. Initially, Santa was green and not red as we know him now. Coca-Cola established Santa as a warm, happy character with human features such as rosy cheeks, a white beard, twinkling eyes and laughter lines. This grandfather-style Coca-Cola Santa captivated the public and, as our adverts spread globally, the perception of the North Pole's most-famous resident changed forever.

GUESS THE BRAND



WALL OF FRAMES

SHUTTER BUGS



SUDHANSHU
MBA - 13



RITVIK
MBA - 13

ARTISTIC AFFAIR



ABHINAV MUKERJI
MBA - 13

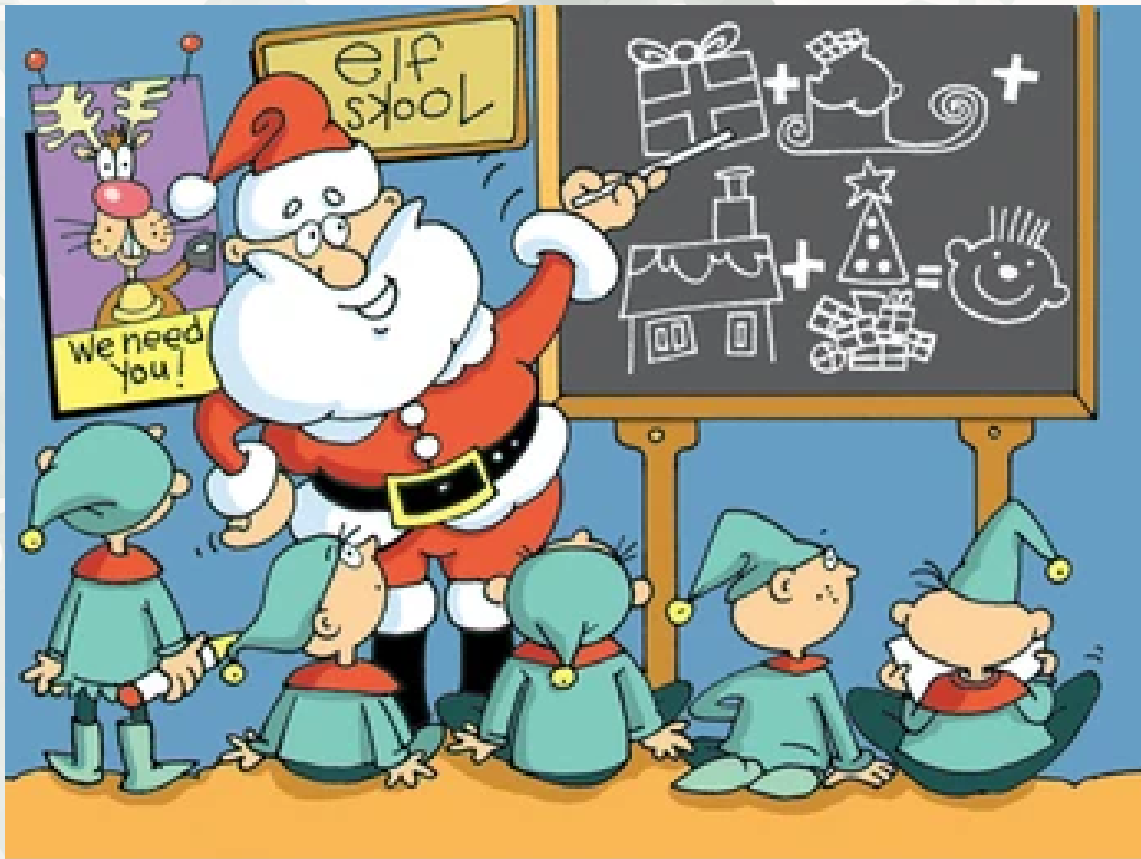
DEBJYOTI GHOSH
MBA - 13





HO! HO! HO!

SANTA' SCHOOL



**Project Management
lessons from Santa**



Project Management Lessons from Santa



Scheduling

How would a child feel if he doesn't receive the Christmas gift on time? Santa and his team make sure that all children have a memorable Christmas and they achieve this by having an effective scheduling system. They have to deliver millions of gifts in a day without any delay and this brings us to the next important lesson that is team management.



Team Management



Santa possesses all the characteristics of a good leader. He has a team of reindeer and elves. Delivering enormous amounts of gifts all across the world requires good team bonding and smooth functioning within the team. Santa makes sure that he keeps his team motivated and has also allocated the work keeping in mind the strengths of each member in his team.





Budgeting



Deciding on the budget is important so that all the resources are used effectively and not a single client of Santa feels let down. Santa makes sure that the rate of inflation does not affect the requests made by the children. Therefore the budget created by Santa does not make them run out of money. Hence, he is called the Budgeting Wizard.

Managing Stakeholders



Deciding on the budget is important so that all the resources are used effectively and not a single client of Santa feels let down. Santa makes sure that the rate of inflation does not affect the requests made by the children. Therefore the budget created by Santa does not make them run out of money. Hence, he is called the Budgeting Wizard.



Crisis management



Be it snowfall, earthquake or a war, Santa has always managed to distribute the gifts on time and hence he is called the crisis management expert. But this cannot be achieved without a strong team that he has build.



**Love books?
Got a lot of books?
Want even more books?
We have you covered!**



THANK

KNOWESIS WOULD LIKE TO APPRECIATE
EACH AND EVERY STUDENT AND FACULTY
MEMBERS FOR THEIR CONTRIBUTION

YOU



MERRY
CHRISTMAS

LOVE FROM
KNOWESIS FAMILY !



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