



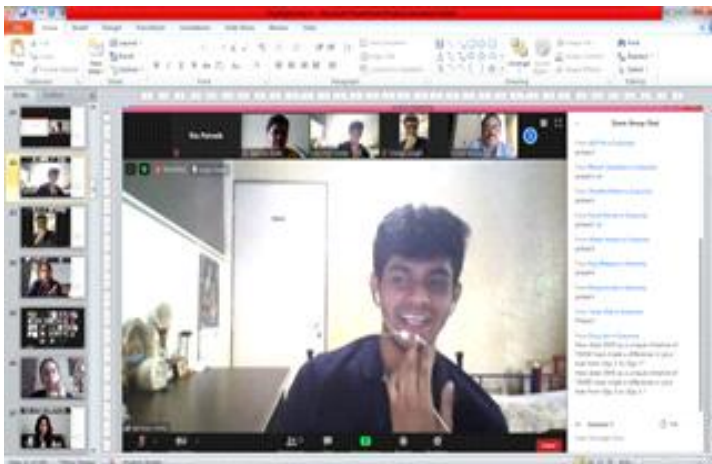
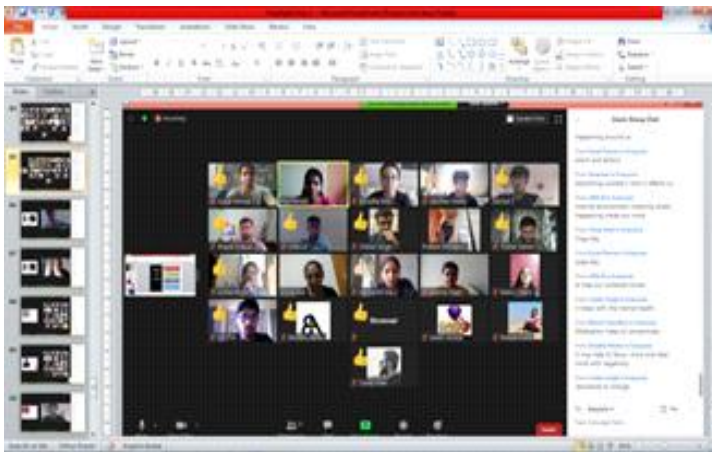
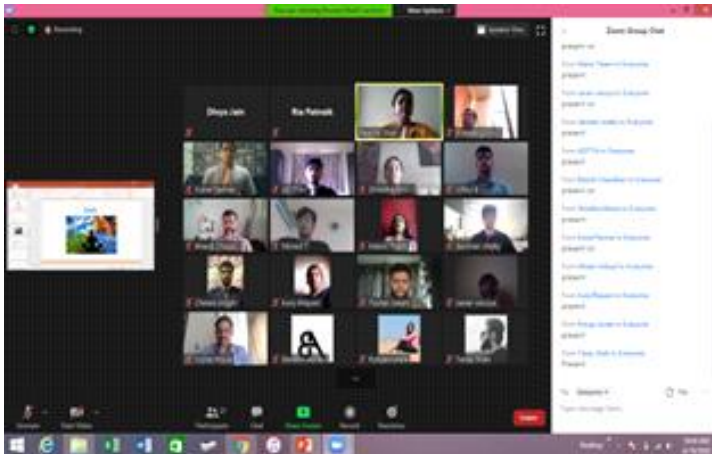
# NEWSLETTER

July 2020

## EVENTS

### Induction Program for Batch 2020-22


TGBS conducted ten days Induction program for the PGDM batch 20-22 from July 13-23, 2020. The event was a complete game changer for the budding leaders in enhancing their KSAs



### Guest Lecture


Mr. Kingshuk Mukherjee from Saint Benedict college/Saint John's University, USA in the session on 'Supply Chain Management: Covid Scenario' on July 25, 2020 had elaborated and gave a detailed explanation of both positive and negative effects of Covid-19 on supply chain sector. He shared his perspective about the affected and unaffected sectors. Though the times are tough, it is definitely necessary to have an aim & goal with full force.

COLLEGE OF Saint Benedict Saint John's UNIVERSITY



## Global Supply Chain Management : Covid Scenario

**Key Note Speaker**



**Kingshuk Mukherjee**  
Faculty at College of Saint Benedict / St John's University, USA

**Join us on Zoom**  
Date : July 25, 2020, Saturday  
Time : 8.00 pm to 9.00 pm  
Email : [timsr@thakureducation.org](mailto:timsr@thakureducation.org) | Website : [www.timsrmumbai.in](http://www.timsrmumbai.in)

### Hall of Fame - Simulation



## TOP 3 PG - Operation 2022

HALL OF FAME-JULY



Rank #1  
Viraj



Rank #2  
Jhanavi



Rank #3  
Ashish

Ranking basis Simulation + Assessment scores

## TOP 3 PG - Human Resources 2022

HALL OF FAME-JULY



Rank #1  
Hemanshi Dave



Rank #1  
Rashi Narula



Rank #3  
Deepika More



Rank #4  
Harleen Gill

Ranking basis Simulation + Assessment scores

## TOP 5 PG - Marketing 2022

HALL OF FAME-JULY



Rank #1  
Tushar Satam



Rank #2  
Dhruv Singh



Rank #3  
Anasi Tikam



Rank #3  
Mihir Singh



Rank #3  
Priyot Kesharwani

Ranking basis Simulation + Assessment scores

## TOP 10 PG - Finance 2022

HALL OF FAME-JULY



Rank #1  
Anushka Shandil



Rank #2  
Mayank Chandra



Rank #2  
Hiba Bhambhani



Rank #4  
Vinita Chaudhari



Rank #5  
Zaid Khan



Rank #6  
Vaishnavi Pulli



Rank #7  
Jyotika Sakshi



Rank #8  
Faran Kaku



Rank #9  
Piyanka Bhaskar



Rank #10  
Sitwat Samay

Ranking basis Simulation + Assessment scores

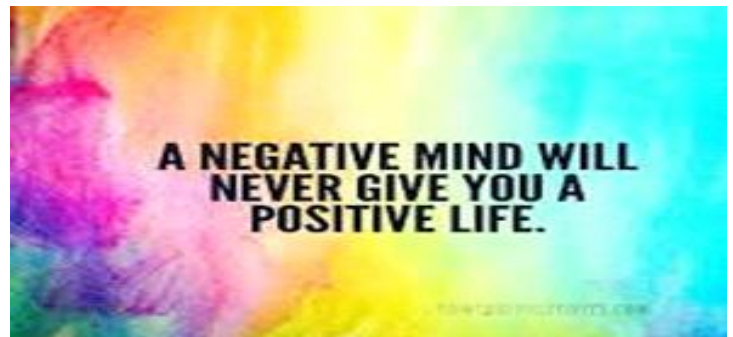
### DIGITAL MARKETING TACTICS POST COVID

1. Research competitors & brand self uniquely
2. Get your website basics right
3. Create interesting blog content
4. Create professional visual content
5. Improve your local SEO
6. Develop email marketing
7. Focus on a primary social media channel
8. Partner with local influencers



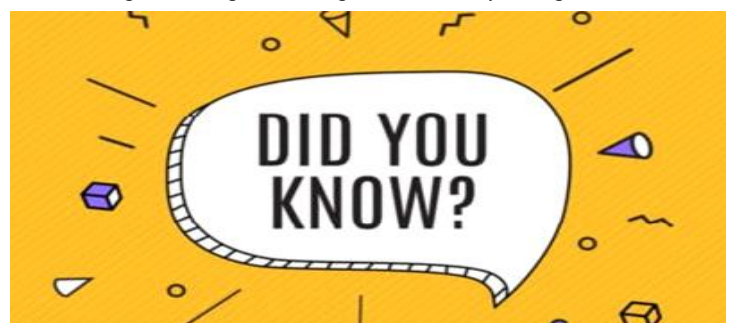
**EDUCATION IS THE MOST POWERFUL WEAPON WHICH YOU CAN USE TO CHANGE THE WORLD.**

- Challenge yourself
- Dedicate quality time
- Positive social support
- Boost your self-worth
- Be passionate
- Meditate
- Practice gratitude



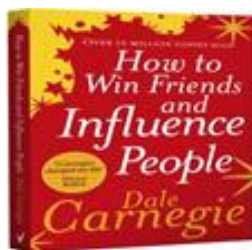
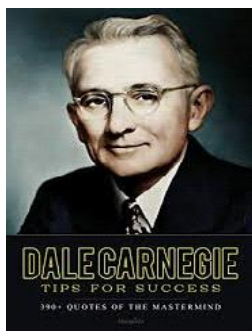
### AMAZING FACTS

- The average person uses 13 different methods to control and manage their time.
- 10-12 minutes invested in planning your day will save at least 2 hours of wasted time and effort throughout the day.
- A person who works with a messy or cluttered desk spends, on average, 1 ½ hours per day (7 ½ hours per workweek) looking for things or being distracted by things.



## Today A Reader Tomorrow A Leader

When Dale Carnegie wrote 'How to win friends and influence people' in 1935, he probably didn't imagine that he would at the same time initiate a new self-help genre that will revolutionize non-fiction literature. The concepts in the book can help anyone in any role, but they are particularly appealing to HR because of our need to drive performance and action through those around us. Using his own experience and anecdotes from important people in history, Dale explains the fundamentals of getting what you want from people.



Despite having been written 85 years ago, this book still strikes by its relevance and its timeless principles.

**Hemanshi Dave**

**PGDM-HR, 20-22**

## LET'S IDENTIFY BRANDS

1. Name this sneaker and sportswear brand that provides outfit to Man City and has a strategy of sponsoring upcoming stars with high potential rather than current celebrity champions
2. Amazon has a private label for washing machines, air conditioners, and other white goods. What is it?
3. Which cosmetics major has an augmented reality app called 'Modiface'?
4. Who has taken over Hulu the video streaming service from Comcast?

**Answers: 1. PUMA 2. Amazon Basics 3. L'Oreal 4. Walt Disney**

## TESTIMONIALS

TGBS follows a unique teaching learning tool which includes the Simulation Process. Simulation includes Aptitude Test, GD-PI and overall assessment of the students to make them industry ready. Simulation is a wonderful opportunity for us to know our areas of improvement (AOI) and bring out the best



out of us. Gratitude to TGBS!

**Anoushka Shanbag (PGDM Finance 20-22)**

I was stunned to see myself in Hall of Fame. Securing 3rd position, the applause from my classmates and praise from my mentor was a virtual pat on the back that made me believe that my hard work paid off. This could not have been possible without TGBS leaders, mentors, faculty members & fellow-mates. Moving ahead with gratefulness in mind for being a part of TGBS family.



**Mansi Tikam (PGDM Marketing 20-22)**

I convey sincere thanks to TGBS for continuously guiding & mentoring to enhance the required skills & competencies from the industry perspective. Simulation is an attempt to identify our strengths & weaknesses & able to work towards continuous improvement. It was a privilege and a moment of pride to secure 1st position in the HoF. This was a kind of motivation to me, to work hard and keep on growing. Thank you TGBS for this wonderful platform!



**Viraj Bhole (PGDM Operations 20-22)**

## EDITORIAL BOARD

**(L to R): Shradha Mishra, Kathy Fernandes, Pratik Tharwal, Simran Somany, Ruchi Jain and Jas Agarwal**

