

2.3.1 Student centric methods, such as experiential learning, participative learning and problem solving methodologies are used for enhancing learning experiences.

Upload a description in maximum of 200 words.

At GJIMT, student-centric methods such as experiential learning, participative learning, and problem-solving methodologies are effectively employed to enhance learning experiences and develop essential skills. Experiential learning includes the use of simulation games like *Customer is King* and practical sessions in the Communication Lab, where students improve both verbal and non-verbal communication skills. Virtual Reality tools such as Google Earth and virtual field trips offer immersive learning that deepens understanding. Industrial visits, internships, live projects, and Keka HR certification courses provide hands-on exposure, enabling students to apply theoretical knowledge in real-world settings and gain practical HR tech skills.

Participative learning is encouraged through collaborative group projects, discussions, and peer learning using platforms like Google Meet and Microsoft Teams. Quizzing tools such as Kahoot!, Quizizz, and Google Quiz actively engage students with instant feedback. Activities like debates, seminars, and student-led workshops build leadership and teamwork.

Problem-solving methodologies involve the use of SPSS, R, and Python to analyze data and make informed decisions. Students access case repositories like JSTOR and ICMR India to sharpen critical thinking. Mind mapping tools such as MindMeister and CMap enhance creative thinking and idea organization, supporting a holistic and engaging learning environment.

Experiential Learning

- Simulation Game – Customer is King
- Communication Lab
- Virtual Reality (VR) – Google Earth, Virtual Field Trips
- Industrial Visits, Internships, Live Projects

Participative Learning

- Group projects, discussions and peer-to-peer learning via Google Meet, Zoom and MS Teams
- Polling and Survey Tools – Kahoot!, Quizziz, ProProfs, Google Quiz
- Debates, Seminars, Student-led workshops

Problem-Solving Methodologies

- SPSS, R and Python
- Online Case Study Repositories – JSTOR, MIT Sloan Management Review, ICMR India (ICFAI Business School)
- Mind Mapping Tool – MindMeister
- Concept Mapping Tool - CMap

Student-centric methods to enhance learning experiences

Photos of Student-centric Learning Experiences

1. Experiential Learning

Experiential learning is a hands-on approach where students learn through direct experience, reflection, and real-world application of concepts.

Industrial Visits

Industrial visits are organized every semester to provide students with practical exposure to industry operations and bridge the gap between classroom learning and real-world business environments.



Industrial Visit to Alpha IT Technologies, Sector 67, Mohali on 20th March 2025

Internships

Internships are a mandatory part of the curriculum, enabling students to gain hands-on experience, apply theoretical knowledge, and develop professional skills in real-world organizational settings.



Internships providing real-world learning and practical industry experience

Live Projects / Field Work

Live projects and field work engage students in real-time problem-solving by collaborating with industry or community partners to apply classroom concepts in practical scenarios.



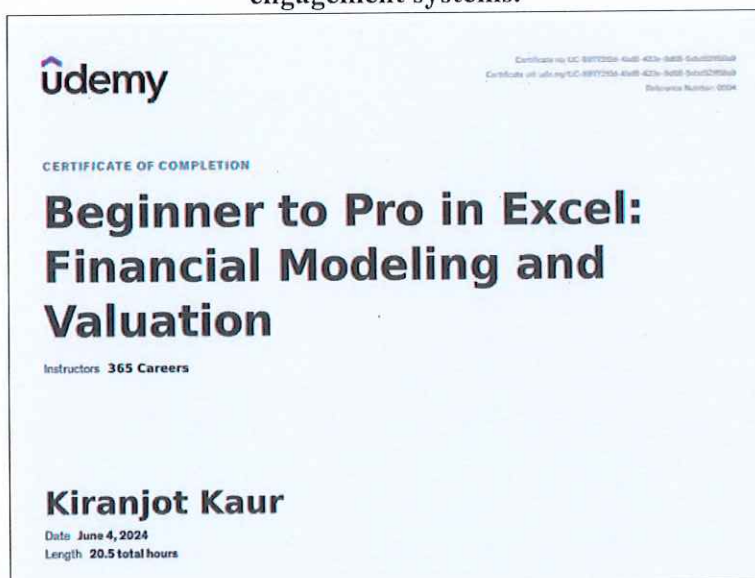
Students engaged in a live project, applying classroom knowledge to real-world business challenges through hands-on industry collaboration.

Certification Courses on Online Educational Platforms

Students pursue certification courses on online educational platforms like SWAYAM, Coursera, NPTEL, Udemy, and Khan Academy to gain industry-relevant skills and enhance their employability.



Keka HR certification courses equip students with practical knowledge of modern HR technologies, enhancing their skills in payroll, performance management, and employee engagement systems.



Students enhance their skills through self-paced learning on Udemy, accessing a wide range of professional and technical courses.

Communication Lab activities

Communication Lab activities help students enhance their verbal and non-verbal communication skills through structured practice in public speaking, group discussions, and professional interactions.



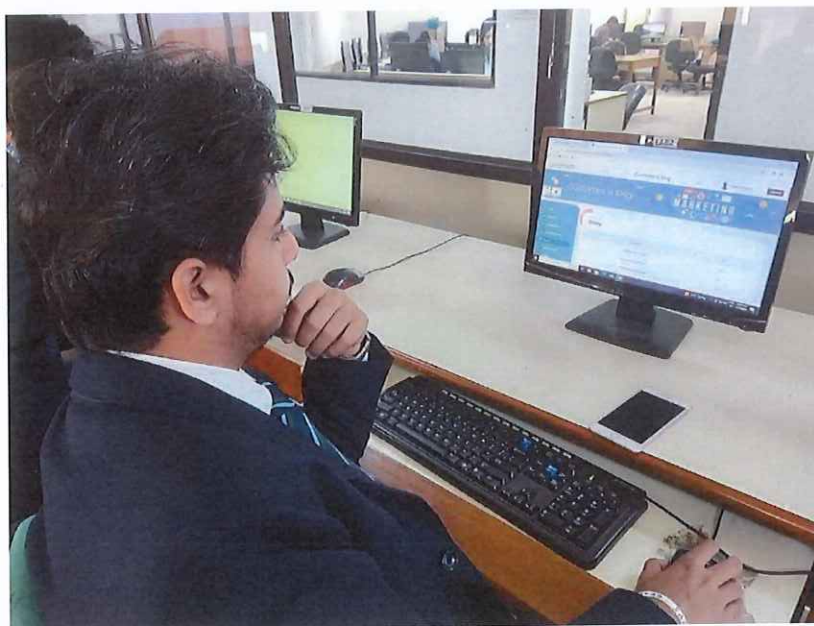
Students participating in a Spoken English session in the Communication Lab, enhancing their fluency, pronunciation, and confidence through interactive language activities.



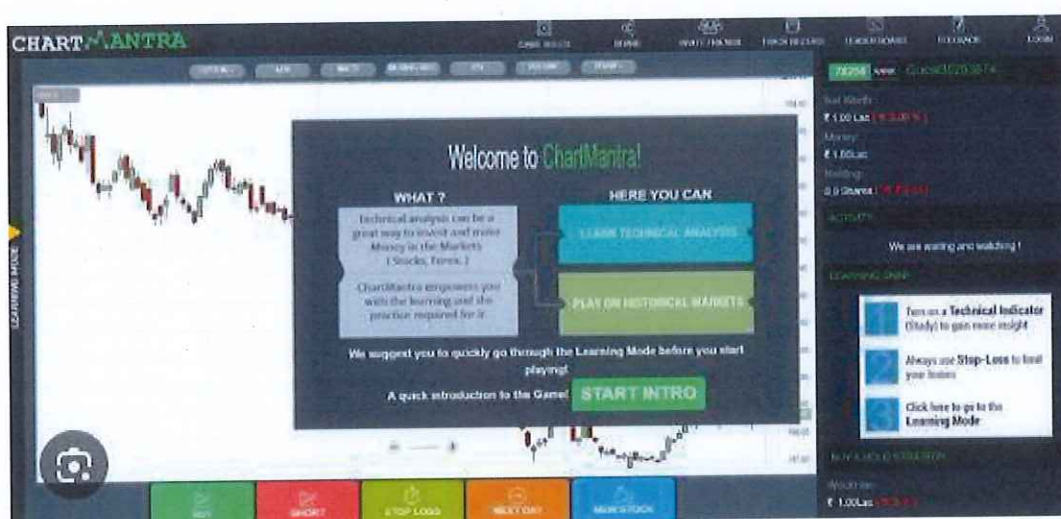
Students practicing verbal and listening skills using headsets and language software in the Communication Lab, strengthening their pronunciation, comprehension, and spoken English fluency.

Simulation Games

Students engage in simulation games like *Customer is King* and *Simulated Trading and Financial Analysis* to experience real-time decision-making in marketing and finance through interactive, role-based learning.



Students participating in the 'Customer is King' simulation game, gaining hands-on experience in marketing strategy and customer engagement



Students engaged in simulated stock trading and financial analysis, building practical skills in investment decision-making and market dynamics

Use of Virtual Reality Tools

Virtual Reality tools provide immersive, interactive learning experiences that enhance understanding and engagement.



Exploring Climate Change in Real-Time: A teacher uses Google Earth to bring global environmental issues to life.



A teacher guides students on a virtual field trip to explore a factory layout, blending technology with real-world learning.

2. Participative Learning

Participative learning involves active student engagement through discussions, group activities, and collaborative problem-solving to enhance understanding and retention.

Group Projects / Team Presentations

Group projects foster teamwork, communication, and collaborative problem-solving among students.



Students collaborate with the Project Coordinator in an online meeting to discuss progress and next steps.

A student presents his project progress to group members and the Project Coordinator, showcasing teamwork and accountability.

Classroom Debates, Role Plays, Student Seminars

Classroom debates, role plays, and student seminars promote critical thinking, communication skills, and active student participation.



Students actively engage in a role play activity, enhancing their communication and interpersonal skills through experiential learning.



Students participate in a lively debate, sharpening their critical thinking and public speaking skills.

Student Workshops

Workshops are conducted to equip students with practical skills, industry insights, and hands-on learning experiences.



Students attend a workshop on Professional Readiness in the auditorium, preparing themselves for career success and workplace expectations.



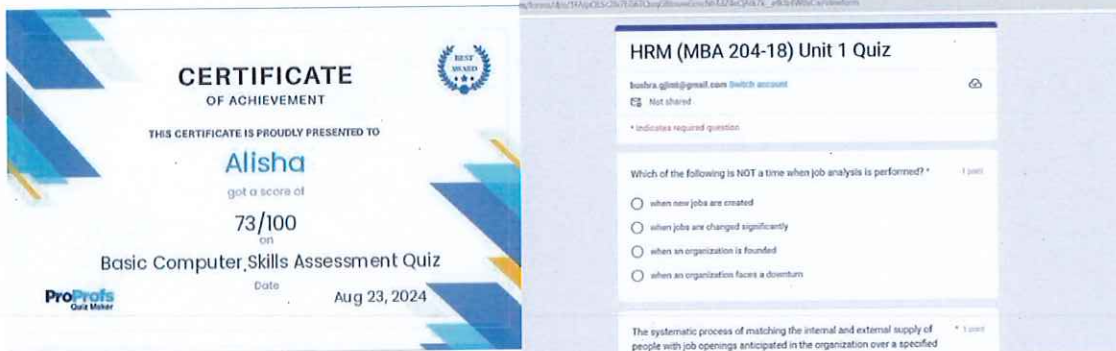
Students participate in a hands-on workshop on Digital Forensics conducted by A2IT Technologies in the computer lab at GJIMT.

Use of Kahoot, Quizizz, Google Quiz, ProProfs Quiz Platforms

Digital platforms like Kahoot, Quizizz, Google Quiz, and ProProfs are used to make assessments interactive, engaging, and effective.



A teacher conducts a quiz using the Quizizz platform as students eagerly watch their scores and ranks displayed live on the screen.



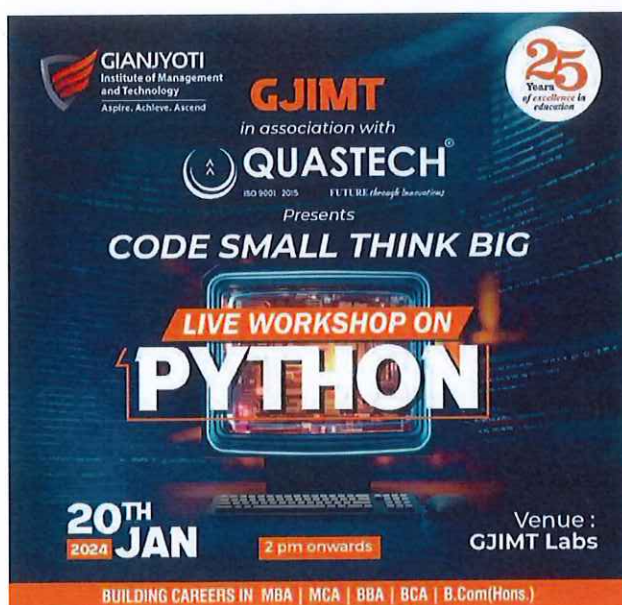
Screenshots showing quizzes administered to students through ProProfs and Google Quiz, enabling interactive and effective assessment.

3. Problem-Solving Methodologies

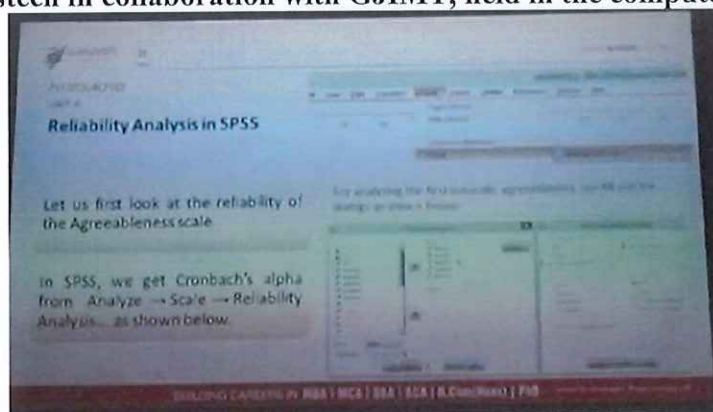
Problem-solving methodologies are structured approaches used to identify, analyze, and resolve issues effectively, such as Root Cause Analysis, PDCA (Plan-Do-Check-Act), 5 Whys, and Design Thinking.

Students using SPSS / R / Python in labs

Students use SPSS, R, and Python in labs to analyze data and develop practical skills in statistical computing and programming.



A student receives a certificate for attending the Python workshop organized by Quastech in collaboration with GJIMT, held in the computer lab.



A teacher demonstrates reliability analysis in SPSS, providing students with practical insights into statistical data validation techniques.

Case Study Discussions

Teachers facilitate learning through case study discussions using online resources from MIT Sloan Management Review, Harvard, JSTOR, and ICFAI Business School (ICMR).

MIT
MANAGEMENT
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09-093
Rev. March 16, 2012

The Global Financial Crisis of 2008: The Role of Greed, Fear, and Oligarchs

Cate Reavis

Free enterprise is always the right answer. The problem with it is that it ignores the human element. It does not take into account the complexities of human behavior.¹
— Andrew W. Lo, Professor of Finance, MIT Sloan School of Management; Director, MIT Laboratory of Financial Engineering

The problem in the financial sector today is not that a given firm might have enough market share to influence prices; it is that one firm or a small set of interconnected firms, by failing, can bring down the economy.²
— Simon Johnson, Professor of Entrepreneurship, MIT Sloan School of Management; Former Chief Economist, International Monetary Fund

On October 9, 2007, the Dow Jones Industrial Average set a record by closing at 14,047. One year later, the Dow was just above 8,000, after dropping 21% in the first nine days of October 2008. Major stock markets in other countries had plunged alongside the Dow. Credit markets were nearing paralysis. Companies began to lay off workers in droves and were forced to put off capital investments. Individual consumers were being denied loans for mortgages and college tuition. After the nine-day U.S. stock market plunge, the head of the International Monetary Fund (IMF) had some sobering words: "Intensifying solvency concerns about a number of the largest U.S.-based and European financial institutions have pushed the global financial system to the brink of systemic meltdown."³

¹ Interview with the case writer, April 18, 2009.
² Simon Johnson, "The Quiet Coup," *The Atlantic*, May 2009.
³ "IMF in Global 'Meltdown' Warning," *BBC News*, October 12, 2008.

This case was prepared by Cate Reavis under the supervision of Deputy Dean JoAnne Yates.
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resources/casestudies/Marketing/20freecasesstudy1.htm

"Our only rivals are traditional Indian foods like idlis and vadas."
— Denis

Kellogg's Indian Experience: A Failed Launch

In April 1995, Kellogg India Ltd. (Kellogg) received unsettling reports of a gradual drop in sales from its distributors in Mumbai. There was a 25% decline in countrywide sales since March 1995, the month Kellogg products had been made available nationally.

Kellogg was the wholly-owned Indian subsidiary of the Kellogg Company based in Battle Creek, Michigan. Kellogg Company was the world's leading producer of cereals and convenience foods, including cookies, crackers, cereal bars, frozen waffles, meat alternatives, piecrusts, and ice cream cones. Founded in 1906, Kellogg Company had manufacturing facilities in 19 countries and marketed its products in more than 160 countries. The company's turnover in 1999-00 was \$ 7 billion. Kellogg Company had set up its 30th manufacturing facility in India, with a total investment of \$ 30 million. The Indian market held great significance for the Kellogg Company because its US sales were stagnating and only regular price increases had helped boost the revenues in the 1990s.

Launched in September 1994, Kellogg's initial offerings in India included cornflakes. Despite offering good quality products and being supported by the technical, manager Kellogg's products failed in the Indian market. Even a high-profile launch backed by impact in the marketplace. Meanwhile, negative media coverage regarding the product consumers were reportedly rejecting the taste. There were complaints that the product According to analysts, out of every 100 packets sold, only two were being bought by being first-time buyers. Converting these experimenters into regular buyers had become

By September, 1995, sales had virtually stagnated. Marketing experts pointed out committed and it was being increasingly felt that the company would find it extremely market.

The Mistakes

Kellogg realized that it was going to be tough to get the Indian consumers to accept the quality of its crispy flakes. But pouring hot milk on the flakes made them soggy. In the West and consumed it warm or lukewarm. They also liked to add sugar to their milk

Steve Blank is a consulting executive professor at Harvard Business School and a lecturer at MIT. He is the author of *The Four Disciplines of Entrepreneurship* and *Customer Development*. He has participated in eight high-tech start-ups as either a cofounder or an early employee.

Harvard Business Review

Why the Lean Start-Up Changes Everything

by Steve Blank

Launching a new enterprise—whether it's a tech start-up, a small business, or an initiative within a large corporation—has always been a bit of a misadventure. According to the decades-old formula, you write a business plan, pitch it to investors, assemble a team, introduce a product, and start selling as hard as you can. And somewhere in this sequence of events, you'll probably suffer a fatal setback. The odds are not with you: As new research by Harvard Business School's Shihuan Ghosh shows, 75% of all start-ups fail.

But recently an important countervailing force has emerged, one that can make the process of starting a company less risky. It's a methodology called the "lean start-up," and it favors experimentation over elaborate planning, customer feedback over intuition, and iterative design over traditional "big design up front" development. Although the methodology is just a few years old, its concepts—such as "minimum viable product" and "pivoting"—have quickly taken root in the start-up world, and business schools have already begun adapting their curricula to teach them.

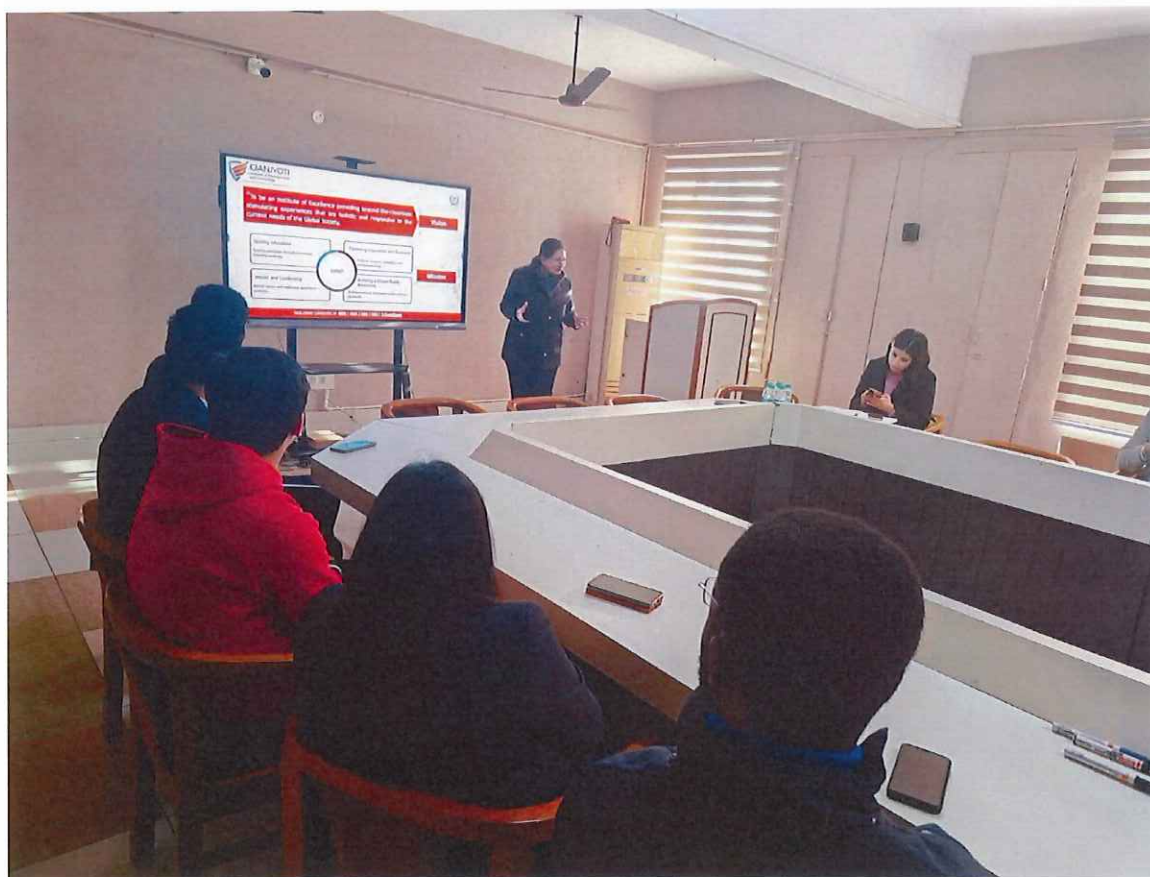
The lean start-up movement hasn't gone totally mainstream, however, and we have yet to feel its full impact. In many ways it is roughly where the big data movement was five years ago—consisting mainly of a buzzword that's not yet widely understood, whose implications companies are just beginning to grasp. But as its practices spread, they're turning the conventional wisdom about entrepreneurship on its head. New ventures of all kinds are attempting to improve their chances of success by following its principles of failing fast and continually learning. And despite the methodology's name, in the long term some of its biggest payoffs may be gained by the large companies that embrace it.

In this article I'll offer a brief overview of lean start-up techniques and how they've evolved. Most important, I'll explain how, in combination with other business trends, they could ignite a new entrepreneurial economy.

Exploring real-world business challenges through the MIT Sloan Management Review case study resource website

Research/Business Analysis presentations

Students deliver Research and Business Analysis presentations, showcasing their analytical thinking and industry insights.



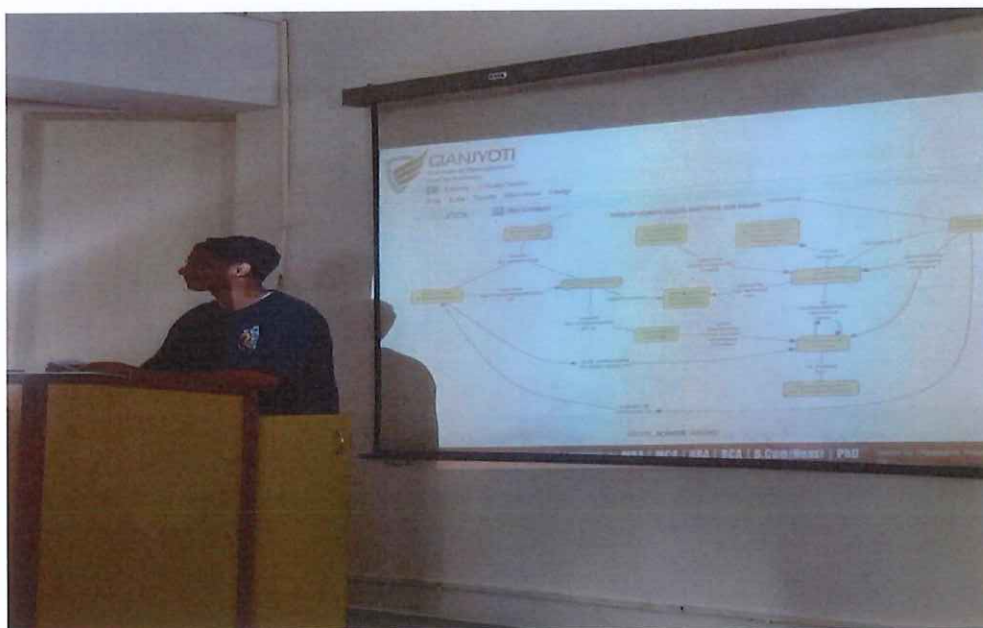
A student delivers a Business Analysis presentation, demonstrating critical thinking and strategic insight into real-world business scenarios.

Mind mapping with MindMeister or concept maps from CMap

Students use tools like MindMeister and CMap to create mind maps and concept maps, enhancing idea organization and visual learning.



A teacher guides students on using MindMeister to create mind maps, fostering visual thinking and idea organization.



A teacher uses the CMap tool to visually explain concepts in the Human Values subject, enhancing clarity and student engagement.

Sample Case Studies

Biocon India Group

Archana Kalegaonkar, Richard Locke, Jonathan Lehrich

"Earn as you learn." For 25 years this unofficial philosophy had served Biocon well. Starting out in the enzyme business in 1978, the Bangalore-based firm had gradually expanded into the pharmaceutical industry. Expertise in manufacturing enzymes led to mass production of generic drugs, which in turn gave Biocon the experience to establish Syngene, a subsidiary contract research organization (CRO) serving the global pharmaceutical market. At each stage Biocon had built on both its recently developed capabilities and the political, biological, intellectual, and financial benefits of the Indian environment to move into new areas of opportunity. By early 2003, Biocon had parlayed earning and learning into a firm that boasted 800 employees and annual revenues of US\$75 million.

Yet the time had come to consider whether this growth model was reaching its limits. In the eyes of Biocon India Group's Managing Director, Kiran Mazumdar-Shaw, Biocon's newest subsidiary, Clinigene, seemed an ideal way to capitalize on the company's technical strengths by offering services in clinical trials. There was concern, however, that Clinigene could also be an enormous distraction, consuming precious resources in an area in which Biocon had little direct experience. Moreover, if Clinigene did prove profitable, its very success could be a Pyrrhic victory: the subsidiary could rapidly outgrow its parent and damage the company's hitherto collaborative culture. The growth could even sidetrack Mazumdar-Shaw and Biocon's directors into pursuing a possibly futile dream of creating one of the only fully integrated drug discovery and development companies in India. Yet if Biocon chose not to pursue the promise of Clinigene, it might be trapped forever in the brutally competitive generic pharmaceuticals market, unable to tap its potential as an innovator. Springboard, pitfall, or detour: Mazumdar-Shaw knew that the shareholders expected her to predict Clinigene's and Biocon's future correctly, and soon.

This case was prepared by Archana Kalegaonkar (MIT Sloan MBA, Class of 2003) under the supervision of professor Richard Locke, and revised by lecturer M. Jonathan Lehrich.

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First Solar

Neil Thompson and Jennifer Ballen

Tymen deJong, First Solar's senior vice president of module manufacturing,¹ fixated yet again on the company's latest 10-K. DeJong had joined the company in January of 2010, at a time when First Solar's future appeared bright. Now, just two years later, First Solar's cost advantage was eroding and deJong was facing challenges that would require tough decisions.

In 2009, First Solar broke cost records by becoming the first photovoltaic (PV) manufacturer to produce panels that generated a megawatt of power at a manufacturing cost of less than \$1.00 per watt.² The company's proprietary thin-film cadmium telluride technology had made it the largest and lowest-cost producer for nearly a decade. However, the 2011 Form 10-K on deJong's desk revealed a net operating loss of \$39 million, the company's first year-end net operating loss in the past seven years. Although revenues were \$2.7 billion, revenue growth had slowed from 66% in FY 2009, to 24% in FY 2010, and then to a meager 8% in FY 2011.³ Much of this slowed growth was attributable to broader trends affecting the entire PV industry. Chinese manufacturers, subsidized by their government, were flooding the market with low-price crystalline-silicon (c-Si) solar panels. Market demand for PV panels was also weakening. The 2008–2009 global financial crisis had squeezed government budgets and weakened the financial positions of many banks. As a result, the once-heavy European solar subsidies were shrinking and the willingness of banks to finance solar projects had virtually disappeared. Silicon raw material

¹ As of July 2015, Tymen deJong became the chief operating officer (COO) of First Solar.

² Watt: a unit of power is defined as 1 joule per second; it measures the rate of energy flow.

³ First Solar Inc., Form 10 K, 2007.

This case was prepared by Jennifer Ballen, MBA 2017, and Professor Neil Thompson.

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Another Liquidity Crunch at Tesla?

Christopher Noe

Palo Alto, California, April 1, 2018 – Despite intense efforts to raise money, including a last-ditch mass sale of Easter Eggs, we are sad to report that Tesla has gone completely and totally bankrupt. So bankrupt, you can't believe it.

– Tweet from Elon Musk, Tesla CEO

The lighthearted nature of Elon Musk's April Fool's Day tweet contrasted with Tesla facing serious financial pressures as the company sought to ramp up production of its Model 3 all-electric vehicle (EV). Throughout 2017 and into 2018, Tesla was burning through cash, and investors were questioning whether the company would need to raise additional capital. While the company had been successful in the past at issuing both equity and debt, it was not clear whether investors would be receptive to another round of fundraising. Not being able to raise capital would potentially imperil Tesla's ability to survive and risk turning Musk's little joke into tragic reality.

Company Background

Originally incorporated by two engineers in July 2003 with the goal of sustainable transportation, Tesla had grown over the next fifteen years into the world's leading designer, manufacturer, and marketer of high-performance EVs. Elon Musk joined the founding team after having successfully started and later selling Zip2, an online city guide, and PayPal, the global electronic payments platform.¹ Named after Nikola Tesla, best known for his 1888 invention of the electric AC induction motor, Tesla launched its first model, the Roadster, in 2008. The \$100,000 EV could reach a top speed of 130 mph, accelerate

¹ Matt Weinberger and Katie Canales, "Elon Musk turns 47 today – here's the incredible story of how he went from getting bullied in school to the most interesting man in tech," *Business Insider*, June 28, 2018, <https://www.businessinsider.com/the-rise-of-elon-musk-2016-7> (accessed July 9, 2019).

This case was prepared by Senior Lecturer Christopher Noe. Research assistance was provided by Allan Wu.

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The Global Financial Crisis of 2008: The Role of Greed, Fear, and Oligarchs

Cate Reavis

Free enterprise is always the right answer. The problem with it is that it ignores the human element. It does not take into account the complexities of human behavior.¹

– Andrew W. Lo, Professor of Finance, MIT Sloan School of Management;
Director, MIT Laboratory of Financial Engineering

The problem in the financial sector today is not that a given firm might have enough market share to influence prices; it is that one firm or a small set of interconnected firms, by failing, can bring down the economy.²

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¹ Interview with the case writer, April 10, 2009.

² Simon Johnson, “The Quiet Coup,” *The Atlantic*, May 2009.

³ “IMF in Global ‘Meltdown’ Warning,” *BBC News*, October 12, 2008.

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Kinetic Honda: The Break-Up

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Details

Themes: [Joint ventures strategic alliances](#)

Period : 1998-2001

Organization : [Kinetic Motor Limited](#) / [Honda Motors Ltd.](#)

Pub Date : 2002

Countries : India

Industry : [Auto and Ancillaries](#)

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"We are proud that we have set an unprecedented example, of a small Indian company, Kinetic Engineering Limited, buying out the majority stake of a multinational giant like Honda."

- Arun Firodia, Chairman, Kinetic Group, in 1998.

Kinetic Honda - The Break-Up: Break-Up Blues

It was in August 1998 that the first chinks in the Kinetic Honda Motors Ltd. (Kinetic Honda) armor were reported by Business India. Both Honda and the Firodias of Kinetic were quick to deny rumors of a split, though reports of the Firodias quietly raising resources to buy out Honda's stake kept surfacing. The Firodias were even reported to have securitised the assets of their two-wheeler finance company - 20th Century Kinetic Finance (TCKF) - to raise this money.

Trouble had been brewing since the company recorded a loss of Rs. 6 crore in the first quarter of 1998. Eventually Honda decided to put the matter to rest and called Arun Firodia (Firodia) to Japan in December 1998.

Honda made Firodia an offer - either he buy their 51% stake or Honda would buy out his 19% stake. Analysts remarked that it was difficult for Firodia to let go of the company that he had nurtured for the best part of his life. Eventually, Firodia negotiated a deal with Honda, to acquire its stake at Rs 45 per share, (when the market price was almost double), at a total cost of Rs 35 crore. He also signed an agreement with them for continuing to manufacture and sell the existing Kinetic Honda models. Honda also agreed to continue providing technical know-how support in return for royalty and technical fees from Kinetic.

Considering the fact that Honda was the world's biggest and most successful scooter manufacturer, the pullout came as a surprise to industry observers, as it was quite uncharacteristic of Honda Motor to give up a segment. More so, as just a couple of months earlier, Honda had been reported to be planning to make further investments in Kinetic Honda¹. This was seen as a major setback for the company. It was also perhaps the only instance of a Honda failure anywhere in the world.

Buyback of Shares by MNCs in India

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Details

Themes: EVA Financial concepts
 Period : 2003
 Organization : World Bank,
 Bangladesh Grameen Bank
 Pub Date : 2003
 Countries : Bangladesh
 Industry : Banking and Financial
 Services

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Case Code : FINC023
 Case Length : 12 Pages
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"Micro-credit is something which is not going to disappear... because this is a need of the people, whatever name you give it, you have to have those financial facilities coming to them because it is totally unfair... to deny half the population of the world financial services."

- Dr. Muhammad Yunus, Founder - Bangladesh Grameen Bank, in March 2002.¹

"Grameen's repayment rates have never been as good as they've claimed, because Grameen has been so well-known, nobody has wanted to risk undermining the reputation of the idea."

- Jonathan J. Morduch, Associate Professor of Economics, New York University in 2001.²

"Micro finance has tremendous potential as an instrument for poverty reduction."

-Shahid Khandker, Senior Economist, World Bank, in 1999.³

Grameen Bank- A Role Model in Microfinance

Yet another monsoon season was approaching; but Joshuna Begum (Begum) unlike her neighbours was not worried about her house getting damaged during the monsoon. Her house now had a tin roof, mud walls and wooden windows, a luxury in rural Bangladesh. Earlier, Begum's house had a straw roof and bamboo walls, which used to get damaged in the monsoon season, forcing the whole family to live in the kitchen. She got her hut repaired with a loan from the Bangladesh Grameen⁴ Bank (Grameen Bank).

Begum wasn't the only one; there were thousands of people in rural Bangladesh who had improved their living conditions with the help of the microfinance programs of Grameen Bank, a pioneer in microfinance (Refer Exhibit I for more about microfinance). Grameen Bank helped thousands of poor Bangladeshi women to improve their lives by extending loans to them to start their own enterprises. By 2003, it was reported that between 33-48% of Grameen Bank borrowers had moved above the poverty line⁵. By 2003, with 1,170 branches across Bangladesh, Grameen Bank was seen as a role model for microfinance all over the world.

The Grameen Bank model was replicated across the world -- not only in developing countries like India, Pakistan, and Vietnam, but even in developed countries such as Australia and the USA, where similar schemes were set up to improve the lives of the urban poor (Refer Exhibit II).

Corporate Governance at Infosys

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Details

Themes: [Corporate Governance](#)

Period : 1996 - 2001

Organization : [Infosys Technologies Ltd.](#)

Pub Date : 2001

Countries : India

Industry : [Information Technology](#)

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Case Code : CGOV001
 Case Length : 12 Pages
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"The fundamental objective of corporate governance is the enhancement of long-term shareholder value while, at the same time, protecting the interests of other stakeholders."

- Kumar Mangalam Committee report on corporate governance, 1999.

"We've always striven hard for respectability, transparency and to create an ethical organisation. There are certain expectations that we haven't fulfilled. But we're also a very young organisation and in areas like track record of management, we may be low because we're yet to show longevity."

- Narayana NR Murthy, Chairman and CEO, Infosys Technologies Limited (Infosys), 2001.

Corporate Governance at Infosys: The High Priest of Corporate Governance

By the late 1990s, Infosys Technologies Limited (Infosys)¹ had clearly emerged one of the best managed companies in India. Its corporate governance practices seemed to be better than those of many other companies in India. Because of its good governance practices, Infosys was the recipient of many awards. In 2001, Infosys was rated India's most respected company by Business World². Infosys was also ranked second in corporate governance among 495 emerging companies in a survey conducted by Credit Lyonnais Securities Asia (CLSA) Emerging Markets. It was voted India's best managed company five years in a row (1996-2000) by the Asiamoney poll. In 2000, Infosys had been awarded the "National Award for Excellence in Corporate Governance" by the Government of India. In 1999, Infosys had been selected as one of Asia's leading companies in the Far Eastern Economic Review's REVIEW 2000 Survey and voted India's most admired company by The Economic Times. Infosys had also provided all the information required by the Cadbury committee³. Infosys had benchmarked its corporate governance practices against those of the best managed companies in the world (Refer Exhibit I for broad structures and processes for good governance).

It was one of the first companies in India to publish a compliance report on corporate governance, based on the recommendations of a committee constituted by the Confederation of Indian Industries (CII).⁴ Infosys maintained a high degree of transparency while disclosing information to stakeholders. It had been providing consolidated financial statements under US GAAP to its global investors and financial statements under Indian GAAP to Indian shareholders. Infosys provided details on high and low monthly averages of share prices in all the stock exchanges on which the company's shares were listed. It was one of the few companies in India to provide segmentwise breakup of revenues.

Code of Corporate Governance

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The Johnson & Johnson's Tylenol Controversies

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TYLENOL DEATHS

In September 1982, a 12-year-old girl, Mary Kellerman of Chicago, US died after taking extra strength Tylenol for headache. Three more people, Adam Janus, his brother and sister-in-law died on the same day after taking extra strength Tylenol. Three more deaths were reported on the next day due to Tylenol. The news of the incident spread quickly causing a nationwide panic. Responding to the crisis, Johnson and Johnson (J&J) recalled 31 million bottles of extra strength Tylenol worth over \$100 million from all retail stores in the US. In addition, the company offered to exchange tablets for capsules at no extra cost for all customers.



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According to an analyst, J&J suffered a loss of \$1.24 billion due to the depreciation of the company's brand value. Tylenol's share fell from 37% of the US analgesics market in early 1982 to just 7% by late 1982. According to media reports, the sudden deaths occurred because the Tylenol capsules had been laced with cyanide. The capsules had been opened and filled with 65 mg of cyanide. In spite of the deaths, J&J was praised for its quick action and sincere efforts in recalling Tylenol and giving consumer safety as top priority.

In 1986, J&J faced a similar crisis when yet another incident of product tampering was reported. A woman in New York died after taking a cyanide laced extra strength Tylenol capsule. J&J had to once again recall all the capsules. The company promised to offer Tylenol only in the tablets or caplets form.

In 1989, J&J faced another problem when deaths were reported due to overdoses of Tylenol. Following this, there were hundreds of deaths and severe liver damages all attributed to Tylenol's main ingredient – acetaminophen. Many analysts felt that J&J's label should have been more explicit, in warning customers.

According to media reports, at least 100 suits had been filed against J&J over acetaminophen poisonings between 1990 and 1997. However, despite the bad publicity and the costly legal settlements, J&J did not seem keen on warning its customers. Analysts wondered about the company which had been a role model in prioritizing consumer safety during the 1982 crisis.

BACKGROUND NOTE

Inspired by the discoveries of Sir Joseph Lister (Lister), Robert Wood Johnson (Robert) and his two brothers formed a partnership firm to nurture the idea of a practical application of Lister's discoveries. Robert planned to enter the surgical dressings industry with a new type of readymade, sterile, wrapped and sealed surgical dressing in individual packages and suitable for instant use without the risk of contamination. In 1887, the trio converted the partnership into a company and the company was incorporated as Johnson & Johnson.

Over the years, J&J established itself as a leading player in the healthcare industry. The company introduced revolutionary surgical dressings, acquired established companies, and expanded internationally.

In 1956, Tylenol became a part of J&J, when the company acquired McNeil Laboratories. Tylenol was sold as an over-the-counter (OTC) drug. During the 1960s, J&J aggressively promoted Tylenol among doctors and pharmacists as an alternative pain reliever. Soon, the product became very popular among consumers, as it was less irritating to the stomach as compared to other OTC analgesics like Aspirin or Ibuprofen (See Exhibit I).

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Case Details

Case Code: BECG015
Case Length: 13 Pages
Period: 1975 - 2001
Pub Date: 2002
Teaching Note: Available
Organization : Johnson & Johnson
Industry : Drugs and Pharmaceuticals
Countries : USA
Themes: Ethics in Business

Price

Electronic format: Rs. 300; Courier
(within India): Rs. 25 Extra

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Shahnaz Husain - A Successful Indian Woman Entrepreneur

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"I do not sell products. I sell an entire civilization in a jar."

"She lives, sleeps, breathes her business. She is consumed with building a successful company which she has done."



- Shahnaz Husain

- Janine Sharell, Correspondent, CNN

Introduction

She captured the markets around the world and now she wants to conquer space. In an innovative move, Shahnaz Husain has started work on formulations that astronauts could carry with them in their extraterrestrial sojourns to protect their skin from the ravages of space travel and slow down the ageing process. She has sent National Aeronautics and Space Administration (NASA) free samples of her moisturizers, hoping that they will be used on space expeditions. Shahnaz Husain is one of India's most successful women entrepreneurs. Her company, Shahnaz Husain Herbals is one of the largest manufacturers of herbal products in the world. It formulates and markets over 400 products for various beauty and health needs and has a strong presence across the globe, from the USA to Asia.

In 2002, the Shahnaz Husain Group, based in New Delhi, was worth \$100 million. It employed about 4200 people in 650 salons spread across 104 countries. The Group has seen a good growth rate in the 25 years that it has been in business.

The average growth rate in the initial years (late 1970s to the early 1980s) was 15-20%. In the 1990s the average growth rate was 19.4%. A number of awards, both national and international have been conferred on Shahnaz Husain.

Some of them are "The Arch of Europe Gold Star for Quality", "One of the Leading Women Entrepreneurs of the World", "The 2000 Millennium Medal of Honor", "Rajiv Gandhi Sadbhavana Award", etc. (Refer Exhibit I & II)

The Making of an Entrepreneur

Shahnaz Husain belongs to a royal Muslim family which migrated from Samarkhand to India and later held high positions in the princely kingdoms of Bhopal and Hyderabad before India's independence. Shahnaz received her schooling in an Irish convent and because of the influence of her father, Chief Justice N.U. Beg, she developed a love for poetry and English Literature.

Case Details

Case Code : LDEN012
 Themes: Corporate Social Responsibility, Woman Entrepreneurs
 Case Length : 11 Pages
 Period : 1980-2003
 Organization : Shahnaz Husain Herbals
 Pub Date : 2003
 Teaching Note : Not Available
 Countries : India
 Industry : Cosmetics and Skin Care

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The Coke Pepsi Rivalry

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Pub Date : 2001

Countries : India

Industry : [Food](#) / [Beverages and](#)[Tobacco](#)

Case Code : MKTG002

Case Length : 09 Pages

Price: **Rs. 300;**

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Our real competition is water, tea, nimbupani and Pepsi... in that order."

- Coke sources in 1996

"When you're No 2 and you're struggling, you have to be more innovative, work better, and be more resilient. If we became No 1, we would redefine the market so we became No 2! The fact is that our competition with the Coca-Cola company is the single most important reason we've accomplished what we have. And if they were honest, they would say the same thing."

- Pepsi sources in 1998

"Both companies did not really concentrate on the fundamentals of marketing like building strong brand equity in the market, and thus had to resort to such tactics to garner market shares."

- Business India in 1998

The Coke Pepsi Rivalry: Pepsi Vs. Coke

The cola wars had become a part of global folklore - something all of us took for granted. However, for the companies involved, it was a matter of 'fight or succumb.' Both print and electronic media served as battlefields, with the most bitter of the cola wars often seen in form of the comparative advertisements.

In the early 1970s, the US soft-drinks market was on the verge of maturity, and as the major players, Coke and Pepsi offered products that 'looked the same and tasted the same,' substantial market share growth seemed unlikely. However, Coke and Pepsi kept rejuvenating the market through product modifications and pricing/promotion/distribution tactics. As the competition was intense, the companies had to frequently implement strategic changes in order to gain competitive advantage. The only way to do this, apart from introducing cosmetic product innovations, was to fight it out in the marketplace. This modus operandi was followed in the Indian markets as well with Coke and Pepsi resorting to more innovative tactics to generate consumer interest.

In essence, the companies were trying to increase the whole market pie, as the market-shares war seemed to get nowhere. This was because both the companies came out with contradictory market share figures as per surveys conducted by their respective agencies - ORG (Coke) and IMRB (Pepsi). For instance, in August 2000, Pepsi claimed to have increased its market share for the first five months of calendar year 2000 to 49% from 47.3%, while Coke claimed to have increased its share in the market to 57%, in the same period, from 55%.

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The Taj's People Philosophy and Star System

Case Details

Case Code : HROB027
Themes: HR Practices and Policies
Case Length : 09 Pages
Period : 2001-2002
Organization : Taj Group
Pub Date : 2003
Teaching Note : Not Available
Countries : India
Industry : Hospitality

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"The employee at Taj is viewed as an asset and is the real profit center. He or she is the very reason for our survival. The creation of the Taj People Philosophy displays our commitment to and belief in our people. We want an organization with a very clear philosophy, where we can treasure people and build from within."

- Bernard Martyris, Senior Vice-President, HR, Indian Hotels Company Limited (IHCL).

Introduction

In March 2001, the Taj Group¹ launched an employee loyalty program called the 'Special Thanks and Recognition System' (STARS). STARS was an initiative aimed at motivating employees to transcend their usual duties and responsibilities and have fun during work. This program also acknowledged and rewarded hard working employees who had done excellent work.

The Taj Group had always believed that their employees were their greatest assets and the very reason for the survival of their business. In 2000, to show its commitment to and belief in employees, the Taj Group developed the 'Taj People Philosophy' (TPP), which covered all the people practices of the group. TPP considered every aspect of employees' organizational career planning, right from their induction into the company till their superannuation. TPP offered many benefits to the Taj Group. It helped the company boost the morale of its employees and improve service standards, which in turn resulted in repeat customers for many hotels in the group. The STAR system also led to global recognition of the Taj Group of hotels in 2002 when the group bagged the 'Hermes Award'² for 'Best Innovation in Human Resources' in the global hospitality industry.

[The Taj's People Philosophy and Star System - Next Page >>>](#)

¹ The Taj Group of Hotels is run by IHCL, a part of the Tata Group. IHCL was founded by Jamsetji Nusserwanji Tata on April 1, 1902. The hotels in the Taj Group fall into three categories – hotels owned by IHCL and its subsidiaries; hotels owned by associate companies; and hotels with third party management contracts in which IHCL has no stake.

² The 'Hermes Award' is decided by a 22-member jury, which includes representatives from top hospitality chains from all over the world. This is the only award given for human resources in the hospitality industry and is also one of the most prestigious awards in the hospitality industry. 120 applications were received for the award for the year 2002, among which five were short-listed for the final round. The Taj Group won the award for its innovative 'STAR' program.

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Lesson Plan showing Problem-solving approach

Lesson Plan				
MBA - Semester 3 – Aug-Dec				
Name of Subject: Organizational Change & Development		Internal Assessment: 40 marks		
Subject Code: MBA 931-18		External Assessment: 60 marks		
Start Date: Aug		Total: 100 marks		
Finish Date: Dec		Session Duration: 60 minutes		
No of sessions/ week: 4		Instructor: Dr. Bushra S. P. Singh		
Session	Topic	Teaching Methodology	Other Modes	Reference
Unit I: Introduction to Organizational Change & Development	1	Introduction to Organizational Change and Development	Power Point & Discussion Video: Introduction to Organizational Change and Development: Vidyamitra (Source: youtube.com/watch?v=Pb5VjildrKw) Case: McDonald's in China	R1, R2, R3, R4, R5
	2	Definitions & its distinguishing characteristics	Power Point & Discussion	R1, R2, R3, R4, R5
	3	Dynamics of planned change	Power Point & Discussion Video 1: Planned Change Organization Development and Change Part 1 (Source: https://www.youtube.com/watch?v=g0whmeAWXcU) Video 2: Planned Change Organization Development and Change Part 2 (Source: https://www.youtube.com/watch?v=3Qj5EMgxMMU) Case: Lewin's Planned Change Model – Peppercorn Dining	R1, R2, R3, R4, R5
	4	Models and Theories of Planned Change		R1, R2, R3, R4, R5
	5	Triggers for change	Power Point & Discussion	R1, R2, R3, R4, R5
	6	Strategies for implementing organizational change	Power Point & Discussion	R1, R2, R3, R4, R5
	7	Foundations of OD: Conceptual Framework of OD	Power Point & Discussion	R1, R2, R3, R4, R5
	8	Conceptual Framework of OD	Power Point & Discussion	R1, R2, R3, R4, R5
	9	Historical background of OD	Power Point & Discussion Video 1: History of OD in India by Dr. Udai Pareek (Source: https://www.youtube.com/watch?v=Cn8unsKoN6w)	R1, R2, R3, R4, R5

			Video 2: History of Organization Development Part 1 (Source: https://www.youtube.com/watch?v=iGo90abYm9c) Video 3: History of Organization Development Part 2 (Source: https://www.youtube.com/watch?v=MFkUjdLIRW8)	
10	Values, Assumptions and Beliefs in OD	Power Point & Discussion		R1, R2, R3, R4, R5
11	Systems Theory	Power Point & Discussion	Video: Systems Theory of Organizations: Organizational Communication Channel (Source: https://www.youtube.com/watch?v=1L1c-EKOY-w)	R1, R2, R3, R4, R5
12	Participation and Empowerment	Power Point & Discussion		R1, R2, R3, R4, R5
13	Teams and Teamwork	Power Point & Discussion	Case: Team and Teamwork	R1, R2, R3, R4, R5
14	Strategies of Change	Power Point & Discussion	Case: McKinsey-Prosci ADKAR change management model	R1, R2, R3, R4, R5
15	Inter-Disciplinary Nature of OD.	Power Point & Discussion		R1, R2, R3, R4, R5
Assignment - 1				
Unit II: Action Research and OD, Managing OD Process, Creating Parallel Learning Structures, Change & Its Impact, Power & Politics in OD 16		Action Research and OD, Action Research: A Process and an Approach.	Video: Action Research Organization Development and Change; Shashi Aggarwal (Source: https://www.youtube.com/watch?v=ut3KM_tduAA) Game: "Mini Action-Research Project" Setup: Provide each group a small workplace scenario (e.g., low meeting attendance). Activity: Using the Action Research cycle, they analyze, plan, act, and reflect in just 10 minutes, then share quick insights.	R1, R2, R3, R4, R5
17	Managing OD Process: Diagnosis, Nature of OD intervention	Power Point & Discussion	Video 1: Analysis & Diagnosis in Organization Development Part 1: coachplcc https://www.youtube.com/watch?v=Q3EhHgehJ7c Video 2: Analysis & Diagnosis	R1, R2, R3, R4, R5

			in Organization Development Part 2: coachplcc https://www.youtube.com/watch?v=Z1rMABchylk Video 3: Analysis & Diagnosis in Organization Development Part 3: coachplcc https://www.youtube.com/watch?v=5vIOB2ku_vl	
18	Analysis of Discrepancies	Power Point & Discussion		R1, R2, R3, R4, R5
19	Phases of OD Program	Power Point & Discussion	Case: NDPL: Organizational change and development in India : A case of strategic organizational change and transformation	R1, R2, R3, R4, R5
20	Model of Managing Change	Power Point & Discussion		R1, R2, R3, R4, R5
21	Creating Parallel Learning Structures	Power Point & Discussion		R1, R2, R3, R4, R5
22	Change and its Impact: Diagnosis and Resistance to Change	Power Point & Discussion	Game: "Resistance Role-Play Carousel" Setup: In each corner, present a typical resistance scenario (fear of job loss, lack of info, cultural mismatch). Activity: Teams rotate through corners, role-playing resistance and brainstorming counter-strategies (e.g., transparent communication, involvement tactics). Video: The Inner Side of Organizational Change: Thijs Homan TEDxAmsterdamED (Source: https://www.youtube.com/watch?v=R28PN8uB9qg&list=PLaITi5CC9RE_m5Dy2AVUnnirICdOsTXW&index=28) Case: Coca-Cola Change Management Case Study	R1, R2, R3, R4, R5
23	Implementing Change	Power Point & Discussion		R1, R2, R3, R4, R5
24	Strategies and Skills for Communicating Change; Consolidating Change	Power Point & Discussion	Case: A Unique Programme at UPS	R1, R2, R3, R4, R5
25	Process of Organizational Development	Power Point & Discussion		R1, R2, R3, R4, R5
26	Diagnostic Strategies and Skills	Power Point & Discussion		R1, R2, R3, R4, R5
27	Power and Politics in OD	Power Point &		R1, R2, R3, R4, R5

		Discussion		
28	OD Interventions: An overview, characteristics of OD interventions.	Power Point & Discussion	Video: Organization Development Interventions: Shashi Aggarwal (Source: https://www.youtube.com/watch?v=X2WqmCK1u1A) Case: OD Intervention	R1, R2, R3, R4, R5
29	Structural Interventions	Power Point & Discussion		R1, R2, R3, R4, R5
30	Training Experience: T-Groups, Behavioral Modeling and Career Anchors	Power Point & Discussion		R1, R2, R3, R4, R5
MST 1				
31	Unit III: Team Interventions, Power and Politics in OD Team Interventions, Intergroup and Third-Party Peace-Making Interventions	Power Point & Discussion		R1, R2, R3, R4, R5
32	Power and Politics in OD	Power Point & Discussion		R1, R2, R3, R4, R5
33	Theories about the sources of power	Power Point & Discussion		
34	Organizational Politics in the practice of OD	Power Point & Discussion		
Assignment 2				
35	Unit IV: Issues in Consultant-Client Relations, Contemporary Issues in OD and OD, Quality Movement and OD Now and Beyond Issue in Consultant-Client Relations: Entry and contracting	Power Point & Discussion	Video: Issues in Consultant-Client Relationships: Vidyamitra (Source https://www.youtube.com/watch?v=St3j6zJvOc8)	R1, R2, R3, R4, R5
36	Trust, the nature of the consultant's expertise	Power Point & Discussion		R1, R2, R3, R4, R5
37	Diagnosis and appropriate interventions, depth of intervention	Power Point & Discussion		R1, R2, R3, R4, R5
38	On being absorbed by the cultural, the consultant as a model	Power Point & Discussion		R1, R2, R3, R4, R5
39	The consultant team as a microcosm, the dependency issue and terminating the relationship	Power Point & Discussion		R1, R2, R3, R4, R5
40	Ethical standards in OD	Power Point & Discussion		R1, R2, R3, R4, R5

41	Implications of OD for the Client	Power Point & Discussion		R1, R2, R3, R4, R5
42	Contemporary Issues in OD	Power Point & Discussion		R1, R2, R3, R4, R5
43	OD and Quality Movement	Power Point & Discussion	Case: Toyota Motor Case Study	R1, R2, R3, R4, R5
44	OD- Now and Beyond	Power Point & Discussion	Video: Trend and Future of Organization Development Organization Development and Change: Shashi Aggarwal (Source https://www.youtube.com/watch?v=1PTNmEXcrzE) Case: Future of OD	R1, R2, R3, R4, R5
MST - 2				
References				
Code	Book	Authors	Publisher	Edition/ISBN
R1	Organization Development: Behavioral Science Interventions for Organization Improvement	Wendell L. French & Cecil L. Bell	Prentice Hall	Sixth
R2	Organization Development Strategies & Models	Richard Beckhard	Tata McGraw-Hill	First
R3	Building a Dynamic Corporate through Grid OD	Blake, Robert & Mouton	Thomas Publication	First
R4	Organization Development & Change	Edgar F. Huse	Thomas Publication	Fourth
R5	Organization Development Principles & Practice	Burke W.W.	Sage Publication	Second

Sample Certificates

Charting the Path to Economic Resilience in Gig Economies: Opportunities, Challenges, and Strategic Insights

Dr. Bushra S. P. Singh

Assistant Professor

Gian Jyoti Institute of Management and Technology

Edmund Asante

MBA Student

Gian Jyoti Institute of Management and Technology

ABSTRACT:

The gig economy has transformed the global employment landscape, characterized by freelance and short-term contract work facilitated primarily through digital platforms. While it offers flexibility and autonomy for workers, the gig economy also presents significant challenges in terms of economic sustainability. This paper explores key issues such as income stability, job security, and the scalability of digital platform business models that affect both workers and companies. It also examines the regulatory landscape, social considerations, and ethical implications surrounding gig work. Strategies for enhancing economic sustainability in the gig economy are presented, including income diversification, fair compensation practices, policy interventions, and skill development. By addressing these challenges and embracing sustainability-focused reforms, the gig economy can evolve toward a more resilient and equitable future. The paper concludes with an analysis of the potential trajectories and opportunities for a sustainable gig economy, emphasizing the roles of workers, businesses, and policymakers.

Keywords: *Gig Economy, Economic Sustainability, Income Stability, Digital Labor Platforms, Labor Policy*

INTRODUCTION

The gig economy has significantly reshaped the global job market, offering a wide array of freelance, temporary, and on-demand work opportunities via digital platforms. This shift towards short-term work arrangements, such as ride-hailing, freelance writing, and delivery services, marks a break from traditional, long-term employment models and is becoming increasingly prevalent across both advanced and developing economies (Kaine & Josserand, 2019). Despite its growing role in the workforce, concerns about the economic sustainability of the gig economy have surfaced, leading to questions about its ability to provide lasting benefits to workers, companies, and society at large (De Stefano, 2016). This paper delves into these concerns, evaluating the challenges and future outlook of sustaining economic stability within the gig economy. At first glance, the gig economy offers several appealing benefits. Workers gain autonomy and flexibility, enabling them to generate income on their own terms, unlike many conventional jobs. Gig workers typically

enjoy the freedom to set their own hours and decide where and how much they want to work (Pesole et al., 2018). This flexibility appeals especially to those in areas where formal job opportunities may be limited. Additionally, companies benefit from the gig economy by accessing a flexible labor force without the long-term financial obligations tied to full-time employees, such as benefits, pensions, or job security (Kalleberg & Dunn, 2016). This allows businesses to scale operations efficiently based on market demand, avoiding the complexities of traditional hiring. However, the features that make the gig economy attractive also raise doubts about its sustainability. While workers enjoy autonomy, they often sacrifice financial security and stability. Gig workers face income instability, job insecurity, and the absence of traditional employment perks like healthcare, paid time off, and retirement savings (Woodcock & Graham, 2020). Since most gig workers are classified as independent contractors, companies are not obligated to provide these

protections, leaving workers vulnerable to economic downturns. This situation begs the question: Can the gig economy, as it stands, offer sustainable livelihoods for its workers, or is it inherently unstable? Income unpredictability is one of the core challenges in the gig economy. Earnings are often inconsistent, depending on work availability, customer demand, and sometimes, algorithms that allocate jobs. For many, gig income fluctuates too much to ensure financial stability, potentially leading to economic hardship during low-demand periods (Berg et al., 2018). This instability is compounded by the lack of benefits like unemployment insurance or paid leave, making financial security even more elusive for gig workers. Job security is another pressing concern. Unlike traditional employees, gig workers lack the safety of labor contracts and can lose their income without warning. As independent contractors, they are excluded from labor protections such as minimum wage, overtime pay, and protection against wrongful termination

PROJECT REPORT ON
“A Study of Consumer Preferences for Different Two-Wheeler
Brands in the Tricity Region”



I.K. GUJRAL PUNJAB TECHNICAL UNIVERSITY KAPURTHALA

In partial fulfillment of the requirement for the award of degree

Bachelor of Business Administration (BBA)

Submitted By

Arpit Panday	2310123
Aruansh Sharma	2310124
Ashish	2310126
Ayush	2310127
Bijnesh Singh	2310128
Chaitanya Sabharwal	2310129

Supervisor

Mr. Naresh Thakur
Assistant Professor



DEPARTMENT OF MANAGEMENT AND COMMERCE

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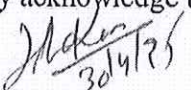
CERTIFICATE OF COMPLETION

This is to certify that the group project titled **"A STUDY OF CONSUMER PREFERENCES FOR DIFFERENT TWO-WHEELER BRANDS IN THE TRICITY REGION"** has been successfully completed by the following students of BBA IV under my supervision:

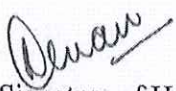
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Aruansh Sharma	2310124
Ashish	2310126
Ayush	2310127
Bijnesh Singh	2310128
Chaitanya Sabharwal	2310129

The project has met all the requirements and standards set forth by Gian Jyoti Institute of Management and Technology (GJIMT).

I hereby acknowledge the successful completion of this project.


Signature of Supervisor:

Mr. Naresh Thakur
Assistant Professor
GJIMT


Signature of HoD:

Dr. Rakhee Dewan
GJIMT

Corporate Stalwarts



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Alfisha Hussain

On completion of the **Talent Acquisition** Internship program at **Corporate Stalwarts** from 3rd June to 3rd September 2024. This intensive program focused on equipping participants with the essential skills and knowledge required to excel in the field of Human Resource.

Amit Sidana

Amit Sidana

CEO and Founder

Kamal Kishor Thakur

Kamal Kishor Thakur

SR. Manager Talent
Acquisition and Operations

05th November 2024

To Whomsoever It May Concern

This is certified that Mr. **Amrinder Singh** from **Gian Jyoti Institute of Management & Technology** has completed his internship with us from **10th June 2024 to 10th August 2024** on the below mentioned subject:

“ANLYSIS OF INSURANCE COMPANIES AND EQUITY TRADING”

During his period, he has exhibited great interest and enthusiasm. We wish him all the very best for his future career.

For Reliance Securities Limited,
Regards,

P. P. Korhale

Priya Prasanna Korhale
Head - Human Resources

Reliance Securities Limited

11th Floor, R-Tech IT Park, Nirlon Compound, Western Express Highway, Goregaon (East), Mumbai - 400063.

reliancesmartmoney.com | Tel: +91 22 4168 1200 | Fax: +91 22 4168 1220 | CIN: U65990MH2005PLC154052 A RELIANCE CAPITAL COMPANY

Tynor Orthotics P. Ltd.

ISO 9001 | WHO GMP | ISO 13485 | CE | US FDA registered



Internship Completion Letter

Anshu Singh Rana
#751, burial, sector-45 A,
Chandigarh -160047

3rd Aug'24
Ref: Tynor/08/03/24

To Whomsoever It May Concern

This is to certify that Ms. Anshu has successfully completed her internship in HR Department from 3rd Jun'2024 to 3rd Aug'2024 in our organization

During the internship her work and behavior was very good and we wish her all the best for her future endeavors.

Please sign and return duplicate copy of this letter as a token of acceptance.

Yours truly,

For Tynor Orthotics Pvt. Ltd.


Authorised Signatory

Registered Head Office :
Plot No. 169-170, Sector 82, Ind. Area, JLPL, Mohali - 160055, (Pb) India
Works II :
Plot No. D-111, Phase 7, Ind. Area, Mohali - 160055, (Pb) India

Head Office Mohali : +91-172-5288111, 5288188
Branch Office Mohali : +91-172-4388111, 4388153
E-mail : marketing@tynorindia.com
Website : www.tynorindia.com
I.E.C. No. : 2298000123 Dt. 29-4-98
C.I.N. No. : U85110PB1994PTC013811
GSTIN : 03AABCT1253C123

AXISBHR/2024-25/PBN/03

12th Dec 2024

CERTIFICATE OF COMPLETION

This is to certify that Mr DEVASHISH THAKUR has successfully completed his Internship with Axis Bank from 18th June 2024 to 03rd Aug 2024

He has submitted her project report on "Operations Management at Axis Bank" has added value through her work.

During the period of Internship with us, we found him proactive and sincere.

We wish him best wishes for all future endeavors!

Warm Regards,

Circle HR RM
Axis Bank Limited
Punjab North Circle
Satish Bhardwaj
Axis Bank Limited

Upper Ground Floor & First Floor Sant Fateh Nagar Model Town Ludhiana - Punjab - India 141002
REGISTERED OFFICE - "Trishul" - 3rd Floor Opp. Samartheshwar Temple, Near Law Garden,
Ellisbridge, Ahmedabad - 380006 Telephone No. 079-26409322 Fax No. - 079-26409321
CIN: L65110GJ1993PLC020769 Website - www.axisbank.com



AXIS BANK



GIANJYOTI

Institute of Management and Technology

Aspire. Achieve. Ascend

CERTIFICATE OF INTERNSHIP

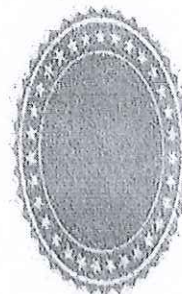


THIS CERTIFICATE IS PRESENTED TO

Asante Edmund, University roll number 2310335

towards his MBA summer internship which he did with us from 1st June to 15th July, 2024 under our
Director-International studies on International Students Recruitment Program.

Dr. Aneet Bedi
DIRECTOR



**RAJ VEHICLES MOHALI**

Auth. Dealer Mahindra & Mahindra Ltd.

mahindra

Mohali Location

GSTIN : 03AASFR4811NIZT, PAN : AASFR4811N

Address : E-2, Ind. Area, Ph-2, Sector 57-A, SAS Nagar, (Pb.)

Showroom 8899044180, Workshop -9216893180 E-mail : ceo.rajgroup@gmail.com

Chandigarh Location

GSTIN : 04AASFR4811NIZR, PAN : AASFR4811N

Address : Plot No. 34, Industrial Area, Phase-1, Chandigarh

Email : gmrajchd@gmail.com Mob. : 98465 24150

TO WHOM IT MAY CONCERN

This is to certify that Ms Harmanjot Kaur, Roll No. 2310339 student of M.B.A (Human Resource and Finance)- 2nd Semester in your college (Giain jyoti Institute of Management and Technology) dated :- 03rd June 2024 will work with our company as an "Human Resource " for the period of 45 days.(03rd June 2024 to 13th July 2024).

We found him sincere, hardworking, and co-operative and result oriented. She is a dedicated worker. She carried out all of her obligations and responsibilities in a dignified manner.

We wish her all the success in life where ever she goes for further studies or Job.

Mrs Sweety Kamboj
(HR Manager)

25 July 2024

E. & O. E.

All disputes subject to Mohali Jurisdiction only.
Parts once fitted in vehicle will not be removed.
Customer vehicle for road test is driven at owner's risk.

For Raj Vehicles Mohali

Checked by

Accounts

Customer Sign.

Authorised Signatory

CERTIFICATE OF INTERNSHIP

This internship program certificate is proudly
awarded to

Harsh Kaushal

For her outstanding completion of the compulsory
internship program at Technostic Solutions Pvt Ltd. from 17th
June to 31st July 2024.



Shilpa Chauhan
CEO



A. Hemant Chawla
Program Manager



NEW CHANDIGARH HOSPITAL

MULTISPECIALITY

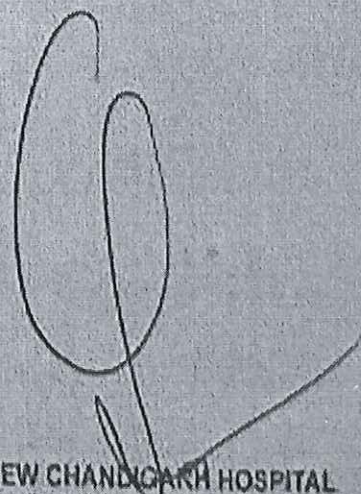
Near Bank of Baroda, Main Road, Mullanpur (New Chandigarh)
Distt. Mohali, Phone : 9888118800, 9888118803

DATED 29.07.24.

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. Harshpreet Kaur worked as Intern in our Hospital from 04.06.2024 to 19.07.2024.

She was sincere and hardworking during this period. We wish her good luck for future endeavor.



NEW CHANDIGARH HOSPITAL
Main Road Mullanpur - Gurgaon Distt. Mohali
Phone: +91-9888118800, +91-9888118803

This is an impression and not the final diagnosis. Please correlate with other investigations.

(Not valid for Medico-Legal purpose)



Performance Management System Fundamental Certification

Anshu Rana

is hereby awarded this certificate of achievement for the successful
completion of the Keka HR certification exams





HR Generalist
Fundamental Certification

Harvir Singh

is hereby awarded this certificate of achievement for the successful
completion of the Keka HR certification exams





CERTIFICATE OF PARTICIPATION

This certificate is present to :

Mr. Prince

for the active and valuable participation in the live workshop on the topics of

NETWORKING & CYBER SECURITY

Organised by A2IT Mohali, on 24 Oct 2024, held at

Gian Jyoti Institute of Management & Technology



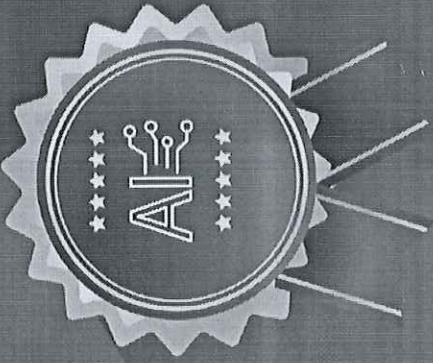
**Academic Advancement
of Information Technology**

DESIGN YOUR SUCCESS.



Director
A2IT Mohali
www.a2itsoft.com





CERTIFICATE

OF PARTICIPATION

PROUDLY PRESENTED TO

Ms. Shikha Kumari

This certificate proudly recognizes your enthusiastic engagement and valuable contribution during the 'Workshop on AI.' Organized by Cerebral Impulse LLP in collaboration with Gian Jyoti Institute of Management and Technology, this event marked a significant step toward embracing AI-driven education and innovation. Your dedication to staying at the forefront of learning and shaping the future is truly commendable.

AUGUST 20, 2024

DATE

Cerebral Impulse

SIGNATURE



GIANJYOTI
Institute of Management
and Technology
Aspire. Achieve. Ascend

Deftsoft®
Programming Ideas

CERTIFICATE OF PARTICIPATION

IS PRESENTED TO

Mr. Pradeep Kumar

For active participation in the Technical Workshop on “Web Design & Development using React” at Gian Jyoti Institute of Management & Technology, Mohali, on February 27, 2024.

Sukhjot Kaur

Sukhjot Kaur Brar

Director, Internship & Training



CERTIFICATE OF PARTICIPATION

THIS IS TO CERTIFY THAT

Priyanshi

Has successfully participated in the event Industrial Visit of Gian Jyoti College.
Organized on 20-03-2025 at Alpha IT Managed Services

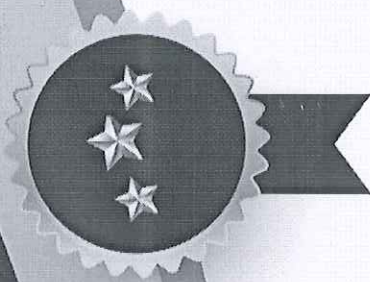
This certificate is awarded in recognition of your active participation and valuable contribution to the success of the event. Your enthusiasm and dedication to learning an personal growth have been truly commendable.

Pankaj Sharma

Pankaj Sharma



CERTIFICATE OF PARTICIPATION



IS TO CERTIFY THAT

Akarshit Jain

participated in **Future Business Sharks 3.0**, showcasing curiosity, creativity, and a spirit of innovation. We applaud their enthusiasm and look forward to seeing them thrive as a future leader in the world of business.

Hirdesh Madan

Co-Founder, Hitbullseye

Signature



hitbullseye



FAEREN

TIMA | THE
INDIAN MUNEEM
ACADEMY



Indian Muneem
Believer of Simple and Smart Accounting

CERTIFICATE OF COMPLETION

This is to certify that Aditya Kumar

has successfully completed the
One Day Industrial Workshop on Foreign Accounting from The Indian Muneem Academy (TIMA).

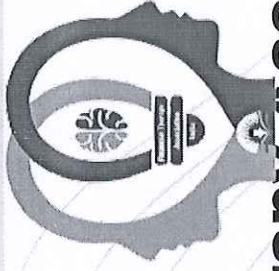
We Commend the participant's dedication to professional growth and learning.

Date 12th March 2025

Sudhakar
Signature

Reg. No. 2023-24/16/4/418

WWW.FINANCIALTHERAPYASSOCIATION.IN



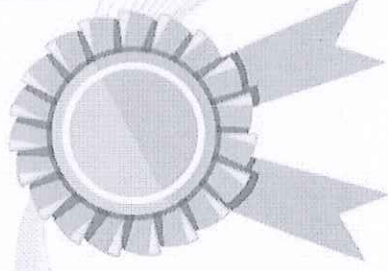
Financial Therapy Association of India

Certificate of Participation
is presented to

Aayushi Bansal

Studying in Gyan Jyoti Institute of

Management & Technology
For successfully completed ^{workshop on} ~~One Day~~ Financial Literacy and Career as Financial Advisor



Surinder Singh Rawat
Managing Trustee

Date

CERTIFICATE

OF PARTICIPATION



THIS IS TO CERTIFY THAT

Bhavpreet Kaur

Has successfully participated in the event Industrial Visit of Gian Jyoti College . Organized
by Meander on
19-02-2025 at TDI Business Centre

This certificate is awarded in recognition of your active participation and valuable
contribution to the success of the event. Your enthusiasm and dedication to learning and
personal growth have been truly commendable.

 Meander

Anil

Instructor/Event Organizer



ASIAN BUSINESS SCHOOL



INTERNATIONAL CONFERENCE

**"INNOVATIVE MANAGEMENT STRATEGIES FOR
SUSTAINABLE DEVELOPMENT: INTEGRATING ECONOMIC
GROWTH AND ENVIRONMENTAL RESPONSIBILITY"**

(CERTIFICATE OF PARTICIPATION)

This is to certify that Dr./Mr./Ms. Edmund Asante
from MBA student at GJIMT

has attended/ contributed/presented the paper titled Navigating Economic Sustainability In Gig

Economies: Challenges, Strategies, And Future Prospects

in the International Conference on "Innovative Management Strategies For Sustainable Development:
Integrating Economic Growth And Environmental Responsibility"" organized by Research & Development Cell
of Asian Business School, Noida on 22nd & 23rd November, 2024.

Swati Bhatia

Dr. Swati Bhatia
Head (R&D Cell)

KNOWLEDGE PARTNER



ICTACADEMY

Dr. Lalitya Vir Srivastava

Dr. Lalitya Vir Srivastava
Director - AEG



This Certificate is presented to

Nandani Gupta

for participating in workshop titled

Aim: Beyond the Ai Buzz

Empowering You from the AI Hype to Real Career Opportunities

Given on 9/7/2025

Ritesh Watts

President, Watts Group
www.WattsGroup.in

TECHLIVE SOLUTIONS

Certificate

this certificate accredits that Mr. /Ms. Shaunam

S/o, D/o Mr. Yashbinder Singh

has successfully completed 6 ✓ week/month training in Frontend - Technology

from 04, June 2024 to 19 August, 2024

Vishal
Coordinator



Vishal
Director

Contact@techlive.biz | www.techlive.biz

CERTIFICATE OF PARTICIPATION

THIS CERTIFICATE IS PRESENTED TO:

Aditi Kanwar

for the active and valuable participation in the live workshop on the topic of -

DIGITAL FORENSICS

Organised by A2IT Mohali, on 26 Mar 2025, held at

Gian Jyoti Institute of Management & Technology

**Academic Advancement
of Information Technology**
DESIGN YOUR SUCCESS.



Director A2IT

www.a2itsoft.com



CERTIFICATE OF PARTICIPATION

THIS IS TO CERTIFY THAT

Priyanshi

Has successfully participated in the event Industrial Visit of Gian Jyoti College.
Organized on 20-03-2025 at Alpha IT Managed Services

This certificate is awarded in recognition of your active participation and valuable contribution to the success of the event. Your enthusiasm and dedication to learning an personal growth have been truly commendable.

Pankaj Sharma

Pankaj Sharma

GAUTAM JINDAL & ASSOCIATES

CHARTERED ACCOUNTANTS

243 FF, Phase-4, S.A.S. Nagar, INDIA.

M-9463679200 | Email: ca.gautamjindal@gmail.com



CERTIFICATE OF INTERNSHIP

This is to certify that Miss. Kiranjot Kaur D/o Mr. Harpreet Singh Saini, Student of Gian Jyoti Institute of Management and Technology, (Phase – 2, Mohali), has successfully completed her Summer Internship at Gautam Jindal & Associates in "Finance domain" under the supervision of Mr. Sanjeev Garg, from 8th June to 8th August 2024.

She has completed the internship to our satisfaction.

It is further notified that she has become eligible for Performance based stipend during her internship.

Based on her efforts and capabilities, we are delighted to give her a Pre-Placement offer to join our firm as a full time employee.

We wish her success in her future endeavors and hope that she will continue to display the same spirit in future as well as in carrier.

For GAUTAM JINDAL & ASSOCIATES

CHARTERED ACCOUNTANTS

DATE : 10 AUG, 2024

PLACE : Mohali



(Gautam Jindal)

M.NO. 548568



भारतीय स्टेट बैंक
STATE BANK OF INDIA

Date: 07/09/2024

TO WHOMSOEVER IT MAY CONCERN

Completion of Project on Current Scenarios and Future Trends in Banking and its Impact on Customer Satisfaction

This is to certify that Mr./Ms. LALITA RANA a student of MBA of Gian Jyoti Institute of management and Technology has completed Summer Internship at State Bank of India, AO Panchkula, from 13.06.2024 to 25.07.2024, within the time allotted.

I have perused the Project Report on Current Scenarios and Future Trends in Banking and its Impact on Customer Satisfaction and find that it is in line with the objectives for the study.

I wish Mr./Ms. LALITA RANA success in his/her career.


Shri उप महाप्रबन्धक (धन्य एवं परि)
— Dy. General Manager (B&O)
प्रशासनिक कार्यालय, पंचकुला
| DGM (B&O)
ADMIN. OFFICE. PANCHKULA

Bank of India
+91 172 4569310
+91 172 4569310
cmhr.zopkl@sbi.co.in

प्रशासनिक कार्यालय पंचकुला
प्लॉट नं. 1-2
134109 • 134109

Administrative Office Panchkula
Plot No 1-2,
City Centre Sector- 5, Panchkula
Haryana-134109

PAUL FINCARE PRIVATE LIMITED

REGD OFFICE: 3RD FLOOR, INDUSTRIAL PLOT NO. 161, INDUSTRIAL AREA, PHASE II, CHANDIGARH -
160002.

PHONE: 0172 - 5025090, 5041754, FAX- 0172-5041713

Email: support@mayaa.money, CIN- U65990CH2021PTC043684

PFPL/HR/2024-2025/

Date: 05th August, 2024

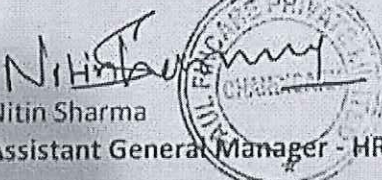
To Whom it May Concern

This is to certify that Mr. Madhav Garg S/o Sh. Ashwani Garg has completed internship in our organization for the period of 05th June, 2024 to 05th August, 2024.

During the Period of internship, we found him Hard Worker and Quick Learner.

We wish all the very best for his future endeavor.

For Paul Fincare Private Limited.


Nitin Sharma

Assistant General Manager - HR





ZION TECHNOLOGY
ABIDES FOREVER

Ref. No. ZT/Say/ADM/415



CERTIFICATE — OF TRAINING —

PROUDLY PRESENTED TO

MANISH

S/o/D/o Sh. PAWAN KUMAR
of GIAN JYOTI INST. OF MGMT. & TECH., MOHALI
completed his/her industrial training in DIGITAL MARKETING
from 01 AUG. 2024 to 14 SEP. 2024 during the tenure
of the above training, we have found him/her a hardworking.



Managing Director
(Philip Verma)



Ministry of MSME, Govt. of India
Regd. No.: PB-20-0075525



Executive Director
cum Training Co-ordinator
(Rashmi Bansal)

Grade - A ☒ A+ ☐ B ☐ B+ ☐ C ☐

✉ ziontechnology@gmail.com

🌐 www.ziontechnology.in

☎ 9878564224 | 8264974224



DULLAT INFRASTRUCTURE SQUARE PVT. LTD.

Ref. No. DIS/24/E04

Date 06-08-2024

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. Manjodh Singh S/o Mr. Kamaljeet Singh worked as Intern in our organization from 24.06.24 to 03.08.2024.

He was sincere and hardworking during this period. We wish him good luck for future endeavor.

Director

Dullat Infrastructure Square Pvt Ltd

Dullat Infrastructure Square Pvt Ltd

Director

INTERNSHIP CERTIFICATE



10-Sep-2024

To Whomsoever It May Concern

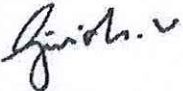
This is to acknowledge that **Sahil**, student of **Gian Jyoti Institute of Management & Technology (GJIMT)** has interned in our organization, **Swiggy (Swiggy Ltd)**, from **03-Jun-2024** to **03-Sep-2024**. His work was on a project **"B2B Onboardings And Customer Relationship Management"**.

During his tenure, we found him to be an enthusiastic contributor and a keen learner. He was a part of our **Sales** team.

We deeply appreciate him for his commitment towards the tasks assigned to him and the quality of work.

We wish Sahil the best in his studies and future career.

For Swiggy Pvt Ltd.



Girish Menon
Chief Human Resources Officer



IVY-C/HR/T-101/2024
02nd Aug, 2024

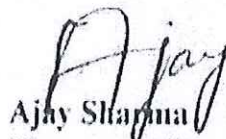
TO WHOM SO EVER IT MAY CONCERN

Certify that Ms. Sidakpreet Kaur has successfully completed her Internship in Human Resource Department from 01st June, 2024 to 31st July, 2024 at Ivy Super Speciality Hospital, Sector-71, Mohali.

During her Internship period we found her sincere, hardworking and having learning attitude.

We wish her best of luck.

For Ivy Health & Life Sciences (P) Ltd.


Ajay Sharma
Manager- HR



Certificate



Date: September 03, 2024

CERTIFICATE OF TRAINING

This is to certify that Ms. Simran Koul (Roll No: 2310367) student of MBA COE of Gian Jyoti Institute Of Management & Technology, Mohali, Punjab has successfully completed her three months of her internship from 03 June 2024 to 03 September 2024 in Human Resource department at Netsmartz in International Business, Mohali.

During her internship, she gained experience in multiple areas of the Human Resources domain.

- Talent Acquisition
- HR Generalist
- Payroll Management
- Employee Induction
- HR Operations

During her time with us, she demonstrated an exceptional level of enthusiasm and dedication to learning and contributed significantly to the Human Resources department.

Throughout her internship, Simran displayed a strong capacity to quickly grasp new concepts and apply them effectively across various HR functions, including recruitment, employee engagement, performance management, and training and development. She was proactive in taking on new challenges and consistently exceeded expectations in every task assigned to her.

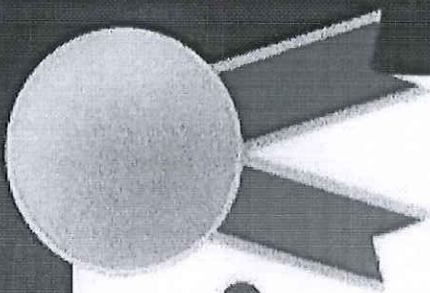
Her willingness to learn, combined with her ability to adapt to new situations, made her an invaluable asset to our team. Simran actively participated in team discussions, brought forward innovative ideas, and showed a commendable commitment to achieving the goals of the department.

We are confident that Simran will continue to excel in her future endeavors, and we wish her the very best in her professional journey.

We wish her success for her future endeavors.



Authorised Signatory



CERTIFICATE OF INTERNSHIP

This internship program certificate is proudly
awarded to

Anjleen Kaur

For her outstanding completion of the compulsory
internship program at Technostic Solutions Pvt Ltd. from 17th
June to 31st July 2024.



Shilpa Chauhan
CEO



A. Hemant Chawla
Program Manager