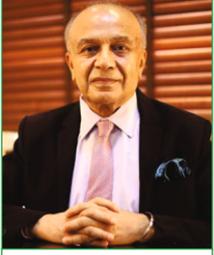


Chairman's Message



Dr. V.M. Bansal

At NDIM, we firmly believe that academic excellence is meaningful only when it is supported by sound psychological and emotional well-being. The PGDM journey is demanding, transformative, and fast-paced, and it is natural for students to experience pressure, uncertainty, and stress along the way.

As an institution committed to holistic development, NDIM places equal emphasis on socio-emotional balance. We actively foster a supportive ecosystem that encourages openness, empathy, and self-care, while providing access to professional counseling, mentoring, and wellness initiatives. Our aim is to empower students not only to excel professionally but also to develop inner strength, clarity of thought, and confidence to face life's challenges.

I encourage every PGDM student to prioritize their mental wellness seek support without hesitation, and remember that asking for help is a sign of strength. NDIM stands with you at every step of your journey: academically, professionally, and emotionally.

Together, let us build future leaders who are not only competent, but also balanced, compassionate, and agile.

Team's Message



Dr. Teena Singh
Consulting Editor

The academic rigor of the PGDM program demands focus, discipline, and continuous engagement. At the same time, NDIM recognizes that mental health is a vital foundation for sustained learning, creativity, and personal growth.

The Institute has put in place structured mechanisms to support students' mental hygiene, including counseling services, faculty mentoring, stress-management programs, and wellness-oriented activities. We strive to maintain an inclusive and safe environment where students feel comfortable expressing concerns and accessing guidance whenever needed.

We urge all PGDM students to maintain a healthy balance between academics and personal life, practice self-care, and proactively utilize the support systems available at NDIM. Mental well-being is not a one-time effort but an ongoing commitment and the Institute is fully dedicated to supporting you in this endeavor.





Are Layoffs a Solution to efficient Management?

This article explores the complex issue of layoffs also known as downsizing or personnel management which involves the temporary suspension or permanent termination of employment for a single employee or, more commonly, a group of employees (a collective layoff) for business reasons.

News Analysis: The Recent Wave of Downsizing

Recent examples illustrate the scale of these decisions in the corporate world: **TCS (Tata Consultancy Services)**: The company reportedly laid off about 2% of its workforce, which equates to approximately 12,261 employees. As of June 30, 2025, TCS's workforce stood at 613,069 employees. (Note: Despite the layoffs, TCS also reportedly increased its workforce by 5,000 employees in the April-June quarter, highlighting the complex and often contradictory nature of workforce management decisions.)

Other Major Companies: The list of organizations that have recently laid off employees includes major players like Microsoft, UPS, Meta, BlackRock, Peloton, and Intel.

This trend raises a critical question: Why is there a need for layoffs for existing employees when the organization may simultaneously be hiring new ones?

Reasons for Layoff

The decision to lay off employees is driven by various factors, often reflecting both company-wide strategies and individual performance issues:

- Lack of Skill Advancement:** Employees whose skills have not kept pace with industry or company needs.
- Lack of Visibility:** Employees who lack a visible contribution to key projects or company goals.
- Lack of Performance:** Employees failing to meet required performance standards.
- Offshoring and Automation:** Strategic moves to reduce costs by shifting work to lower-cost locations or replacing human labor with technology.
- "Overseer" vs. "Doer":** A perceived excess of managerial or oversight roles compared to those directly performing the core work.

Effects of Layoffs

While layoffs are often viewed as a quick-fix cost-cutting measure, their effects are multifaceted and

can have long-lasting consequences for a company:

- Decreased Employee Morale and Trust:** Layoffs significantly reduce the trust employees have in their company, making them feel less secure.
- Lowered Productivity:** Fear and uncertainty among remaining employees can lead to decreased focus and output.
- Altered Work Dynamic:** The loss of colleagues can disrupt established teams and workflows.
- Lowered Expenses for the Company:** The primary and immediate benefit, achieved through reduced salaries and benefits.

SWOT Analysis of Layoffs

S (Strengths)	W (Weakness)	O (Opportunities)	T (Threats)
Cost Reduction	Employee Morale Decline	Workforce Optimization	Legal & Compliance Risks
Efficiency Boost	Loss of Talent	Skill Upgradation	Market Image and Reputation Damage
Financial Relief	Reputation Damage	Strategic Partnerships	Competition Advantage
Restructuring Opportunities	Hidden Costs	Lean Culture	Employee Burnout

How to Potentially Avoid Layoffs

For employees, there are proactive steps to enhance job security and value within an organization:

- Upskill Yourself:** Continuously learn and adapt to acquire new, in-demand skills.
- Participate in Crucial Projects:** Increase your visibility and demonstrate your value by contributing to high-priority initiatives.
- Increase Your Value to the Company:** Become an indispensable asset by consistently delivering high-quality work and showcasing leadership.
- Accept Pay Cuts if Needed:** In some cases, organizations facing financial distress may offer pay reductions as an alternative to forced termination across the board.

Conclusion

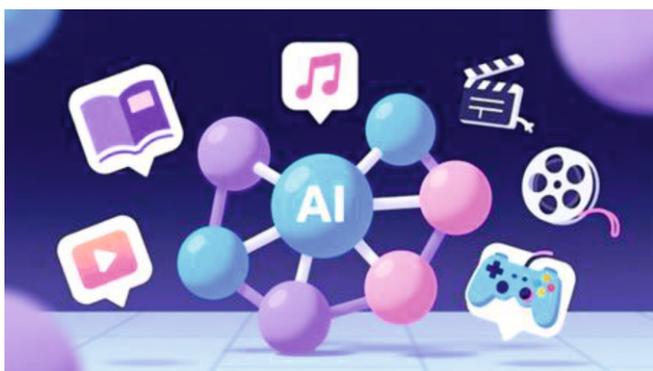
Layoffs are a quick fix but are not always an efficient management solution. The true long-term efficiency of management depends heavily on strategic workforce planning, fostering innovation, and implementing sustainable practices. The best approach is to strike a crucial balance between cost cutting and employee well-being, ensuring that financial decisions do not cripple the human capital that drives the business forward.

FROM BILLBOARDS TO BOTS: The AI Revolution in Marketing



Divija Chopra
PGDM Student
Batch 2025-2027

Have you ever searched for something online, such as sneakers or headphones, and then noticed that your social media feeds, like **Instagram**, **Facebook**, or **YouTube** were flooded with ads for the same product? It may feel like your phone is spying on you, but it's Artificial Intelligence (AI) working in the background, quietly shaping how brands communicate with consumers.



Marketing has undergone a complete transformation, from using billboards to shout on street corners to whispering ads straight into your phone. AI makes sure that each of us sees something unique something that is intended just for us whereas in the past, a single, important message was broadcast to millions of people. "One Ad fits all" has given way to "oneAd fits YOU" in marketing.

Every day, we scroll through hundreds, if not thousands of ads. Most of them we don't even remember. This is where AI steps in like a smart filter, cutting through the clutter. It delivers the right message, at the right time, at the right platform and to the right person. It reduces gut-feeling marketing into data-backed marketing.

AI at work: How Technology is shaping what we buy and watch

We are already surrounded by AI. The way we shop,

stream, and interact online is being shaped by recommendation engines, chatbots, personalized emails, and predictive analytics. **Amazon** makes product recommendations based on the purchases made by millions of customers with comparable preferences. **Myntra** reduces returns and boosts personal confidence by using Fit & Style AI to suggest the correct size.

Using augmented reality-powered try-ons, **Nykaa** allows beauty enthusiasts to virtually try on lipstick or foundations. To make shows appear more appealing and eye-catching, **Netflix** also modifies the thumbnails on customers homepage. These examples demonstrate that artificial intelligence is not futuristic rather, it is already influencing how we shop and enjoy entertainment.

Future of AI

By 2030, AI will be even bigger. Hyper-personalized ads will feel that they are just made for you. Virtual influencers/Models will promote brand's products 24/7 without breaks. AI + AR/VR shopping rooms will let you try clothes or makeup from home virtually. Voice assistants like **Alexa** and **Siri** will turn into natural shopping partners, making search and purchases as easy as talking. Predictive journeys will help brands anticipate customers' needs before they even type them. Human + AI collaboration will combine data with creativity, crafting campaigns that feel truly unique.

Conclusion

At its core, AI in marketing isn't about watching us it's about understanding us. Ads are evolving from interrupting ads into authentic conversations that feel personal, timely, and meaningful. Marketing has always been about connections, but now, with AI's precision and empathy, those connections are deeper, smarter, and profoundly human. Imagine a future where brands don't just speak, they listen, anticipate, and respond as if they really know you. This isn't just the next step in marketing; it's a revolution reshaping how we engage with brands.

★ ★ ★



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Mental Well-Being as a Strategic Workplace Priority



Bhanu Sengar
Software Developer
Hewlett-Packard (HP)

In today's dynamic and fast-evolving corporate environment, mental well-being has emerged as a crucial factor influencing employee performance, engagement, and long-term organizational growth. Employees that have a positive mental health experience, as well as being supported and balanced, are more likely to exhibit focus, collaboration, innovation, and contribution to their work. Mental health is now a requirement for an organisation to achieve long-term success.

Employees are more likely to work productively and meaningfully when they have a sense of mental wellbeing as well as being supported and balanced. When employees are unable to manage their prolonged stress, are burned out, and have emotional fatigue, it has a negative effect not only on their productivity as individuals but also on team morale and the overall workplace environment. Recognizing mental well-being as a priority is therefore no longer optional, it is essential for sustainable success.

Having worked in a corporate setting, I've come to the conclusion that, although professional obstacles like deadlines, shifting business needs, and high standards are unavoidable, an organization's ability to support its employees has a big impact. People can perform better and maintain a healthy balance between their personal and professional lives in a workplace that actively invests in their well-being.

In my journey as an employee at HP, I have seen a strong and consistent commitment towards nurturing mental health and overall well-being. HP follows a holistic approach through its global well-being initiative, Well Beyond, which focuses on mental, emotional, physical, and social wellness. This approach reinforces the belief that employee well-being is closely linked to both personal fulfillment and organizational effectiveness.

Access to mindfulness and mental resilience tools, like the HP-sponsored premium Headspace subscription for employees and their families, has been one of the most successful initiatives. Many of us have found that regular mindfulness and meditation exercises help us better focus, manage stress, and keep our emotions stable in a demanding work environment. Additionally, HP offers professional services for confidential counselling support, guaranteeing that they and their families can seek help during difficult times.



HP is also aware of the connection between mental and physical well-being. Employees are encouraged to adopt healthier lifestyles through wellness platforms that provide access to yoga classes, fitness programs, and guided health support. The focus on work-life balance at HP through flexible and hybrid work arrangements is a major factor in mental health. The ability to adjust work schedules, work remotely when necessary, and take care of personal or family obligations has greatly decreased stress and increased job satisfaction.

In an era in which the world is increasingly aware of the effect that mental health has on performance at work, it is both reassuring and motivating to be a member of an organization that values the well-being of its employees. The employee-centric, empathetic environment that HP fosters is an integral part of creating strong, resilient teams that can perform at a high level over time, while also enabling individuals to grow. At HP, mental well-being is not a separate program, it is deeply embedded in the way we work and grow together.



Corporate Contributions



AKUL SHARMA
Operation Manager, (UDS)

Working at **UDS** as an Operations Manager has been a life-changing experience. The job comes with challenges, responsibilities, and long days but it has truly made me stronger mentally.

To all the students, remember, every effort you put in today shapes your tomorrow. Hard work may feel tough at first, but it builds your strength and character. Keep learning, stay positive, and never give up: success always follows consistency and dedication.

Working at **Google** has been an incredible journey



MANISH SHARMA
Software Developer (Google)

that has not only helped me grow professionally but also improved my mental well-being. The company truly values balance encouraging us to take breaks, stay creative, and prioritize our mental health. Your cognitive health is just as important as your grades or career goals. Success feels much better when your mind and heart are both healthy. Stay positive, keep learning, and believe in yourself!

Working in the hotel industry has had a surprisingly



HIMANSHU KUMAWAT
Oberoi Hotels

positive impact on my mental health. The hotel's focus on hospitality naturally creates a culture of care, not just for guests but for employees too. Regular team-building activities, wellness initiatives, and supportive managers help reduce stress and create a sense of belonging. Every smile from a satisfied guest reminds me that my work matters, and this sense of purpose truly boosts my mental well-being.



BANEE MEHRA
HR (Global Sign)

Working as an HR professional has been a truly rewarding experience. My company has helped me grow not just in my career but also mentally it has taught me patience, understanding, and the importance of maintaining a positive mind set while handling people and challenges every day.

To all the students be ready for a bright future! Every experience, whether easy or tough, will shape you into a stronger version of yourself. Stay focused, keep learning, and believe that your hard work today will open doors to great opportunities tomorrow.

Corporate Approaches to Employee Mental Health & Well-being

In today's fast-paced world, the workplace has become more than just a space for productivity it is also where employees spend a major part of their lives. With growing awareness about stress, burnout, and emotional challenges, organizations across the globe are realizing that mental health is central to employee well-being and overall business success. Companies are now investing in structured programs and partnerships that go beyond lip service, ensuring employees feel supported both personally and professionally.



Akshita Pal
PGDM Student
Batch 2025-2027

The Role of Employee Assistance Programs (EAPs)

One of the most impactful strategies adopted by corporations is the **Employee Assistance Program (EAP)**. Simply put, an EAP is a confidential counseling and support service offered by employers to help employees navigate mental health issues, stress, relationship challenges, or workplace conflicts. For instance, **Tata Consultancy Services (TCS)** provides an EAP that ensures employees have access to professional counseling, 24/7 helplines, and wellness workshops. These programs give employees a safe, stigma-free space to seek guidance when they feel overwhelmed.

Partnering with Experts: Mpower

TCS also collaborates with Mpower, a mental health initiative founded in India that works toward creating awareness, providing counseling services, and ensuring accessibility of quality care. Through such collaborations, employees are not only given access to therapists but also educated about the importance of emotional well-being, thereby normalizing conversations around mental health in the workplace.

Building Holistic Wellness Models

Infosys has created its own HALE Program (Health Assessment & Lifestyle Enrichment) which combines physical health checks with lifestyle improvement initiatives. The company also provides wellness rooms, onsite counselors, and even mental wellness leaves acknowledging that rest and recovery are as important as meeting deadlines. Yoga and meditation sessions further highlight the importance of balancing the mind and body.

Wipro emphasizes peer support through its MitR program, encouraging colleagues to check in on one

another. Alongside helplines, flexible policies, and resilience-building challenges, Wipro focuses on cultivating a sense of belonging, proving that mental health is not just the responsibility of professionals but a shared workplace culture.

Global Standards in Practice

Companies like **Google** set an example by covering mental health treatment in their insurance policies putting it on par with physical health. Their offices feature mindfulness zones, 24/7 therapy access, and a culture that actively dismantles stigma. Similarly, **Accenture's Lamplighter Program** trains managers to identify early signs of distress, ensuring that help is extended before issues escalate. Flexible hybrid models and awareness campaigns further support long-term well-being.

Common Threads Across Companies

Despite variations in strategies, a few themes remain consistent across organizations:

- *Making mental healthcare affordable and accessible*
- *Promoting flexible work and work-life balance*
- *Conducting regular awareness and stress-management workshops*
- *Building stigma-free environments where employees feel safe to speak up*

These initiatives align with India's Mental Healthcare Act, 2017, which guarantees the right to mental health services, prohibits discrimination, and treats suicide attempts as a health issue rather than a crime.



A Shift Toward Empathy

The collective message is clear mental health at work is not a luxury, it is a necessity. By adopting counseling programs, expert collaborations like Mpower, peer support initiatives, and flexible wellness policies, organizations are reshaping workplace culture. They are proving that when employees feel mentally and emotionally supported, they contribute more meaningfully, creating stronger, healthier, and more resilient organizations.

As Glenn Close rightly said, *"What mental health needs is more sunlight, more candor, and more unashamed conversation."* Corporate India is finally beginning to live by these words.

Faculty Editors



Dr. Jyoti Kukreja



Prof. Atul Rawat

Protecting peace is significant to progress and prosperity. Your body is a temple and you need to conserve the positive energies and run down on those fast-racing negative thoughts.

Tune into the following:

Self-Care: Ask, accept and apologize to yourself and others if you hurt yourself and others.

Mindfulness Walk: Observe sounds, sights, and sensations around you - no phones allowed.

Message

NDIM Diorama Activities that Boost Your Mental Health

Riddles that will unclog your minds Riddles:

1. I'm silent but not empty, I slow your breath and clear your sight.

.....What am I?

Answer: Meditation

2. I say what you feel but can't always speak,
In colors and lines, your thoughts I leak.What am I?

Answer: Art or Drawing

3. The more you give, the more I grow.
I brighten faces wherever I go.....What am I?

Answer: Kindness

4. I bend without breaking, I calm without sleeping.
....What am I?

Answer: Yoga

5. I twist your thoughts and tease your brain,
Solve me once, you'll play again.What am I?

Answer: Puzzle

Mindfulness & Reflection Zone

- 1. My peace flows from within, not circumstance.*
- 2. I choose progress over perfection.*
- 3. Every challenge refines my wisdom.*
- 4. I release what no longer nourishes me.*
- 5. I am both evolving and enough.*
- 6. Today, I choose clarity over chaos.*

Student Editors



Khushi Sharma



Divija Chopra

**Articles invited for next issue on the theme of
Business of Culture: Trends in Media, Entertainment
& Social Impact**

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