

## **Editorial Board**

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### **1. India falls below Myanmar, Nepal, Pakistan in air safety audit**

Believe it or not, India's air safety oversight score is lower than that of Myanmar, Bangladesh, Maldives, Pakistan, Sri Lanka, Nepal and even North Korea in the Asia-Pacific region. The only countries that rank below India are small and little known such as Papua New Guinea, Timor-Leste, Vanuatu and Samoa.



In the aviation-safety audit conducted late last year by the United Nations' International Civil Aviation Organization (ICAO), India has slipped below its previous ranking of 66% to 57%. The audit — ICAO Universal Safety Oversight Audit Programme — seeks to identify if countries have effectively and consistently implemented the critical elements of a safety-oversight system.

India is one of the 15 countries that are below the minimum target rates.

The low score can have serious repercussions, including a potential downgrade by the US aviation regulator Federal Aviation Administration (FAA), which was in the country in July this year to conduct its own audit after the slip in India's score, according to an ET Prime report.

A downgrade would mean Indian airlines won't be able to mount new flights to the US or form alliances with US airlines. Also, Indian carriers such as Air India and Jet Airways, which fly to the US, would face more checks when their planes land there.

The downgrade can stifle Indian carriers' plans of global expansion. India has already been downgraded once, in 2014, ranking alongside Ghana, Indonesia, Uruguay, and Zimbabwe. The downgrade was removed after a year

One reason why India scored so low in the audit is the government's neglect of aviation regulator DGCA, the report says. The major fall in India's score, which was already low, was because of a "drastic reduction" in the effective implementation rate in the area of personnel licensing — from 89% to 26%, according to an official cited in the report. One of the key areas of concern highlighted by the ICAO auditors was that the licensing of air-traffic controllers (ATC) was being carried.

**Source:**

<https://economictimes.indiatimes.com/industry/transportation/airlines/-aviation/india-falls-below-myanmar-nepal-pakistan-in-air-safety->

## **2. Vedanta to raise women headcount to 30% in 2 years**

Mumbai: Metals and mining conglomerate Vedanta NSE 0.09 % is aiming to triple the representation of women in its workforce over the next two years.

Currently, 11% of the company's 25,000 employees are women, which it aims to increase to 30% in two years. This can be compared with the average female workforce headcount of 3-8% in India's manufacturing sector.

The company aims to achieve this with a combination of policies that include 50% hiring of woman talent from campuses, ensuring a balanced slate of both male and female candidates in lateral hiring, building an internal leadership pipeline of women, and offering female staff flexibilities in working hours.

The company has given a mandate to its hiring partners to present an equal slate of qualified male and female candidates while recruiting. It has also embarked upon a project for internal leadership talent identification of high potential women from within the group.

It has introduced a policy where the spouse of a female employee can also join Vedanta based on his qualification and roles open. "This is particularly helpful when a female employee is transferred to a remote plant site, where the spouse can also get a job and the entire family can move together," said Suresh Bose, head of group human resources at the Vedanta group.

Tata Steel recently told ET about its plans to increase gender diversity in its workforce to 20% over the next five years from the current 11%.

Research shows that increasing the number of women in the workplace leads to multiple benefits and companies see the business case of diversity.

“Women are good in strategizing, quick decision-making and implementing. They are great at multitasking and time management, shows research. And we want to leverage on the strength of this diverse diversity which is the reason behind the push,”

**Source:**

<https://economictimes.indiatimes.com/news/company/corporate-trends/vedanta-to-raise-women-headcount-to-30-in-2-years/articleshow/65942560.cms>

### **3. Skoda appoints Pavel Richter as Production head of India 2.0 Project**

Skoda Auto India Friday said Pavel Richter will take over as Production Technical Director of the Skoda-led India 2.0 project of Volkswagen Group with effect from November 1, 2018. Richter (46) will be responsible for the production of all the models at Pune plant. "With his experience, he will play a crucial role in achieving our common goal of further strengthening the Volkswagen Group's position in the strategically important Indian market," Volkswagen India Managing Director and President Andreas Lauer mann said in a statement.

Richter has been working for Skoda Auto since 2000, and has performed various managerial roles in the Czech Republic as well as other international markets.

"Richter has known the company for many years and has considerable expertise in the international automotive industry. With his capabilities, he will play a key role in making the 'INDIA 2.0' project successful," Skoda Auto India MD Gurpratap Boparai said.

**Source:**

<https://economictimes.indiatimes.com/industry/auto/auto-news/skoda-appoints-pavel-richter-as-production-head-of-india-2-0-project/articleshow/65901037.cms>

## **CAMPUS ACTIVITY**

### **1. “JANHIT JAGRAN” START-UP INITIATIVE**

Date: 06<sup>th</sup> September 2018.

Time- 11:30 a.m.

Venue: Shri Ram Murti Smarak College of Engineering and Technology, Bareilly.

“One move can start a movement”, wonderfully quoted by a Start-up India campaign by Janhit Jagran organized by Dainik Jagran. It's well said that to work on your own business plan is far better to work for an organization, for which today's event was carried in SRMS premises. The event started with Goddess Saraswati prayer and lamp lighting ceremony by the dignitaries.

“Janhit Jagran”- an initiative of Dainik Jagran group to promote and incubate social enterprises which were started in the year 2015 in order to promote the idea of our Prime Minister Shri Narendra Modi of starting new enterprises and generating employment in India.

The idea revolved around promoting social entrepreneurship, solving problems of society by an innovative business plan. Program offered incubation and funding for social enterprises and rewards for innovative Ideas.

This campaign has achieved success. General Manager, Dainik Jagran, Mr. Mudit Chaturvedi said that they always got a great response and they are privileged to conduct their event at SRMS-CET. Event headed with participants presenting their business ideas in front of the judges. Judges were Ms. Jigna Keshav & Mr. Shubham Gupta from Tough Hope Consultancy who were joined by Mr. Ravindra Vikram from Dainik Jagran. They raised their queries to participants and judged them wisely. After all the presentations were done, Judges sooner declared the results of this event and the First position was held by Mr. Ravi Kumar (Plan-Vaccination, Health & Women Empowerment), where second position was held by Simran Chabra (Plan-Plastic Bricks) and 3<sup>rd</sup> position was held by Er. Mohd. Uvaish Ansari (Plan-Solar Solutions). At last, Mr. Aditya Murti, Trust Secretary of SRMS, honored all the jury members with memento. The event ended by a quote to motivate all the participants, “Work beyond Boundaries”.



## 2. CAMPUS DRIVE BEGINS FOR MBA STUDENTS

SRMS-CET has started placement drive for MBA- III<sup>rd</sup> semester (final year) students. Various reputed companies such as Extra-marks, ITC, HDFC, Vishal Mega Mart, Decathlon, Just Dial has shown overwhelming response towards our

Budding managers. Approximately 39.47 percent students have fixed their places in these companies. However, there are still some results are awaited. There are several other companies yet to visit our institute in coming days.



## DEPARTMENTAL ACTIVITY

### 1. TEACHER'S DAY CELEBRATION

Date: 5<sup>th</sup> September'2018.

Time: 3:30 p.m.

Venue: SRMSCET, Bareilly.

Faculty of Management Sciences celebrated Teachers' Day. “A teacher- takes a hand, opens a mind & touches the heart.” Students of MBA SRMS-CET celebrated Teacher's day with enthusiasm, Love & Respect for their teachers in their heart. There were games conducted for the teachers like musical chairs and blindfold point to the nose of the mouse. Where there was also a cake cutting ceremony in which the Mr. Anuj Kumar (Head of the Department, MBA) and Prof. Prabhakar Gupta (Dean Academics) were also present. Teachers enjoyed and had a good interaction with the students. There were also dance performances by the students. At the end, teachers shared their views and their experiences they had with their teachers. Overall the program was very heart touching and we hope that this love and this divine relationship of the students and teachers continue to exist in SRMS-CET.



## 2. JANMASTHMI CELEBRATION

Date : 3<sup>rd</sup> September' 2018.

Time : 3:30 p.m.

Venue : Shri Ram Murti Smarak College of Engineering and Technology, Bareilly. Shri Ram Murti Smarak College of Engineering and Technology, Faculty of Management Sciences, celebrated the birthday of Lord Krishna with persuasion and devotion. The celebration started with students singing hymns of Lord Krishna followed by a play that showcased the friendship of Shri Sudama and Shri Krishna which was presented by the students. The event was enriched by stories narrated by students about the life of Shri Krishna and shown how his life has so much to learn for all of us. The program ended with the words of wisdom by our head Mr. Anuj Kumar and by wishing all a very happy Janamashtami.

## 3. STUDENTS ACTIVELY PARTICIPATED IN LIVE PROJECT

To understand the actual scenario of the industry, students of MBA-I semester were assigned several significant topics. The topics were based on the industry specific. Selected industries for this project were Zari-darozhi in Bareilly, Brass industry of Moradabad, Carpet Industry of Bhadohi and several others sectors such as online retail industry, education sector etc.

Groups of students were sent to these industries for collecting data. It was a very successful activity for the new comers as they learned that how to approach to the company for seeking information for their study topics.

The students gathered data and analyzed it with the help of faculty members and brought concrete findings. These findings were presented by the students in the seminar room of the department.



## 4. VALUE BASED WORKSHOP THIS MONTH

Value based workshop is still on its peak and achieving its purpose. The students and faculty members are getting its advantage by discussing on our core human values. This month the workshop has covered several significant topics such as:

- ✓ Morals and value among Indians are degenerating
- ✓ Discovering true “Guru”. A great deal of Life
- ✓ Not how long but how well you lived is the main thing.
- ✓ Learning from a Novel which you find best.
- ✓ Yoga leading to discipline for excellence in life.
- ✓ Honesty is find difficult affair but leads to better tomorrow.

## 5. INDUSTRIAL VISIT TO HP

Date: 28<sup>th</sup> August 2018

Time: 11 a.m.

Venue: Hewlett Packard private Ltd., Pantnagar.

Shri Ram Murti Smarak College of Engineering and Technology, Faculty of Management Sciences organized an industrial visit for the MBA 1<sup>st</sup> year students at Hewlett Packard India sales pvt. Ltd. at Pantnagar.

“Winning takes talent, to repeat takes effort.” HP as a company is a true example of the same. Students received a very warm welcome by the company members during their visit. Mr. Ajay Kumar, Production Manager firstly briefed the students about the company itself starting from the time the company was first brought into existence that is in 1935 by Bill Hewlett and David Packard in a small garage to the company becoming the one of the top most IT company of the world. “Excellence is an art won by Training and Habituation.” – Aristotle. HP has completed its 100 years of excellence and is still the top most company, all because of the hard work of its employees, company’s ethics and Team commitment.

Students got the opportunity to visit the factory and to witness to how the HP desktops are assembled and what all efforts it takes for HP to make a perfect desktop for its customers and the various stages of manufacturing process flow it goes from before it is finally launched into the market,

starting from knitting stage then comes the assembly then the pre-testing stage then forth stage is run-in proceeded by final acceptance and then packaging of the product and then finally Handing Over. The company is very much environmental friendly as well, as there was proper and efficient waste handling within the factory.

After the students visit to the factory they had a very engrossing interaction with the Plant Head of HP, Mr. Rajesh Gautam, he enlightened the students about the working of HP not only in India but globally as well. He also told the students about the policies and mission of the company, also about the company’s USP that is its quality and its hard working and knowledgeable employees and strong ethics. Mr. Gautam contentedly answered to the queries the students raised to him in context of working of HP, what all problems the company has to face, what are the limitations they think they have, the company’s recruitment process and many other queries. He also told the students about how the company is working for the “make in India” initiative and “digital India” initiative and its various other CSR activities like making the buses available for the people of remote areas of pantnagar and also teaching the village children how to work on computers. Mr. Gautam gave his valuable time to interact with students and to motivate them and to make them aware about the future opportunities awaiting. He concluded the session with the words that “life ends but learning never ends”, motivating the students to acquire knowledge and gain expertise as these are the only two things that can make a person achieve success.

The Industrial visit proved very advantageous, productive, motivating learning and inspiring for all the students.



## STUDENTS CORNER

### 1. हिन्दी दिवस विशेष

हर वर्ष की तरह हिन्दी दिवस पूरे भारत वर्ष में मनाया गया। हिन्दी दिवस १४ सितंबर को मनाया जाता है। आधुनिक जीवन में हम हिन्दी से दूर होते जा रहे हैं जो हमारी संस्कृति के लिए बहुत अच्छा संकेत नहीं है। आजकल बोलचाल में प्रयोग होने वाली हिन्दी का भी स्तर बहुत अच्छा नहीं। कही न कही हिन्दी अब हमारे जीवन का अभिन्न हिस्सा नहीं रही। हिन्दी की धूमिल होती छवि को बचाने के लिए हिन्दी दिवस का महत्त्व बहुत अधिक है।

### क्या आप जानते हैं

हिन्दी विश्व में चौथी ऐसी भाषा है जिसे सबसे ज्यादा लोग बोलते हैं। ताजा आंकड़ों के मुताबिक वर्तमान में भारत में 43.63 फीसदी लोग हिन्दी भाषा बोलते हैं। जबकि 2001 में यह आंकड़ा 41.3 फीसदी था। तब 42 करोड़ लोग हिन्दी बोलते थे। जनगणना के आंकड़ों के अनुसार 2001 से 2011 के बीच हिन्दी बोलने वाले 10 करोड़ लोग बढ़ गए। साफ है कि हिन्दी देश की सबसे

### “ है एक सूरज काफी नहीं”

“है एक सूरज काफी नहीं” करने को तिमिर दूर,  
एक दीप जलाना है।

है एक सूरज काफी नहीं, हर जन को सूरज  
बनाना है॥

प्रज्वलित हो सम्पूर्ण जग, आलोकित हो यह  
धरा।

स्वस्थ हो हर नग, अमर रहे ज़र्रा-ज़र्रा ॥

अश्रुओं से ढकी हुई, दुःखवरती यह बेला।

हम सभी साथ हैं न छोड़ेग तुम्हें अकेला॥

न करो राख, न धूल में खो देना निशानी।

कर चलो ऐसा कि, बन जाओ एक मिसाल॥

करने को तिमिर को दूर, एक दीप जलाना है।

है एक सूरज काफी नहीं, हर जन को सूरज  
बनाना है॥

देख प्रथम किरण की लालिमा, चहुं दिशाए  
प्रदीप्त हो उठी।

स्थित काया को मिला आश्वासन, निर्जर आत्मा  
खिल उठी॥

एक दर्द है शेष, आओ करे कुछ विशेष।

किसी विधि उस दर्द से हिम्मत को जगाना है॥

करने को तिमिर को दूर, एक दीप जलाना है।

है एक सूरज काफी नहीं, हर जन को सूरज बनना  
है॥

देकर यह दान, लिखा स्वर्ण अक्षर में इतिहास  
तुम्हारा।

आत्मा है अजर अमर, सभी धर्मों ने यह माना  
है॥

मिले मौका तो अपरचित अमरता को पाना है।  
करने को तिमिर को दूर, एक दीप जलाना है॥

है एक सूरज काफी नहीं, हर जन को सूरज  
बनना है॥

देकर यह दान, लिखा स्वर्ण अक्षर मे इतिहास  
तुम्हारा।

आत्मा है अजर अमर, सभी धर्मो ने यह माना  
है॥

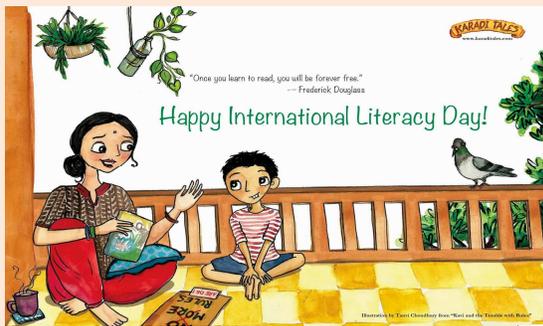
मिले मौका तो अपरचित अमरता को पाना है।  
करने को तिमिर को दूर, एक दीप जलाना है॥  
है एक सूरज काफी नहीं, हर जन को सूरज  
बनाना है॥

वंश भटनागर

एम. बी. ए. प्रथम सेमेस्टर

## 2. INTERNATIONAL LITERACY DAY

“Literacy is critical to economic development as well as individual and community well-being.”



**Source:** Karadi Tales Blog

International Literacy Day, celebrated annually on 8 September, is an opportunity for Governments, civil society and stake holders to highlight improvements in world literacy rates, and reflect on the world's remaining literacy challenges. The issue of literacy is a key

Component of the UN's Sustainable Development Goals and the UN's 2030 Agenda for Sustainable Development.

The UN's Sustainable Development Goals, adopted by world leaders in September 2015, promotes, as part of its agenda, universal access to quality education and learning opportunities throughout people's lives. Sustainable Development Goal 4 has as one of its targets ensuring all young people achieve literacy and numeracy and those adults who lack these skills are given the opportunity to acquire them.

This year's theme is 'Literacy and skills development.' Despite progress made, literacy challenges persist, and at the same time the demands for skills required for work, evolve rapidly. This year's theme explores integrated approaches that simultaneously support the development of literacy and skills, to ultimately improve people's lives and work and contribute to equitable and sustainable societies. The day focuses on skills and competencies required for employment, careers, and livelihoods, particularly technical and vocational skills, along with transferable skills and digital skills. Literacy does not mean that a person is been able to read and write, it is far more beyond that.

A person having the ability to understand the world in a better context can be called a literate.

Literacy starts with the teachings given by the parents, elders and loved ones.

**Humair Ali (MBA 1st semester)**

**Source:**

<http://www.un.org/en/events/literacyday/>

### **3. What Is Bharat QR Code?**

To make the payments process easier the Government of India has now launched the Bharat QR Code payments transfer mechanism for cashless electronics payments.

Over the past few years a lot of people have moved on to the cashless payment methods using debit and credit cards. However, this method of cashless electronic payment transaction has strings attached in terms of cost of owning and running the card swipe machines and transaction fees. The Government of India has taken another step to encourage digital payments and has simplified things for merchants and for the customers by launching the Bharat QR Code.

Bharat QR Code will make use of QR codes system for payments across merchant outlets. QR code or Quick Response code is a two-dimensional machine-readable code that is made up of

black and white squares. It is used to store URLs and other information. These can be read by the camera of a Smartphone.

According to RBI, the Bharat QR Code is the world's first inter-operable payment acceptance solution. Bharat QR code aims at standardizing the QR code payment method through the country. Payment networks such as MasterCard, American Express and Visa have collaborated with National Payment Corporation of India (NPCI) to launch and promote the Bharat QR payment method.

The Bharat QR is a more streamlined system which will reduce the technological problems and people will not suffer from card loss or card expiry problems. It is the easiest method of payment for users. Scanning the QR code through your mobile will help in transferring money from one source to another. Payments made through QR code will directly get transferred to the bank accounts unlike other digital wallet where payments are received from e-mails. Even though various banks and private companies already have this facility in their mobile app, what makes the QR code different from others is that it is interoperable with all the banks and it is not a closed-loop system. This Bharat QR code is expected to be convenient for those who are into mobile banking and who don't want to use debit or credit cards for small

payments. The physical Point-of-Sale (PoS) machines involves capital costs and therefore Bharat QR code is seen as a better alternative.

**Shubham Kumar**  
MBA 1<sup>ST</sup> Year

Source:<https://www.profitbooks.net/bharat-qr-code/>

## **FACULTY ARENA**

**“Education is a lifelong Experience.  
Experience is a lifelong Education.  
Education plus Experience equals  
Expertise.”**

In today’s competitive world, the key to success in any business relies on the performance of the employees within the organization. Customer satisfaction is important aspect in determining the growth and success which ultimately depends on the competence of the employees.

Employees are valuable assets of organisation. It becomes crucial to have a strong core to forge ahead and create an impact. To do so, decision to hire an individual based on their capabilities, potential and experience affects the entire picturesque. Every firm is racing forward to stand out unique, to gain trust and reliability from customers. Different strategies are adopted to achieve the desired goal. However, hiring today suffices a shift from experience to expertise.

There is a real difference between experience and expertise. Too many of us confuse the two and they are not the same. Expertise is to highlight experts’ know how – their ability to carry out actions. Expertise is the specific skill or knowledge that is acquired through continuous training, study and specific practice in a particular area of specialty. Another way to define expertise is to use experience and the amount of time that one has spent in a particular domain. There is some correlation between amount of experience and level of expertise, but it is rather weak. Experience simply marks the time we are doing something, but it’s not ascertained of how well we actually do it.

**“Having experience doesn’t make you an expert”**

Companies are more inclined towards individuals who are talented and are able to deliver many skills. The trend is shifting towards the ability to perform effectively even if there are novices. They believe that when people are passionate enough to improve their skills, time is just a number and doesn’t regulate virtuosity in the domain.

Considering a scenario where we have two suitable candidates with appropriate skill set, the choice we make is influenced by expertise.

**Person A** has ten years of experience as a software engineer, having worked in Marketing Company, Publishing Company and finally a Media Company.

**Person B** has the same years of experience, having developed his entire career in Marketing Company.

Both have the same years of experience, while the value of them may be very different. Person B has a high level of expertise in its field of activity. Person A, although he has years of experience in industrial sectors, has little expertise in the industries in which he has developed his activity. Organizations look for people who can quickly solve their problems, who have analytical reasoning skills without needing professional development and trainings, thus they look for personnel with definite expertise and hire them immediately on market price. This is not to say that experience is rendered irrelevant these days.

Experience also indicates one can implement the education obtained in academic institutions. However one needs to propel towards progress through deliberate practice to gain expertise in their chosen domain to get utmost benefit.

*“Don't get roped into talking about something that you don't really have passion for, and don't get roped into something you don't have expertise in. Why should somebody listen to you? If you're going to take somebody's time, you better deliver.”*

**-Tony Robbins**

**Dr. Ankita Tandon**  
**Academic Co-ordinator**  
**FMS**



# MOTLEY

