



**SRMS**  
College of  
Engineering &  
Technology, Bareilly

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## Issue-1

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## E-NEWSLETTER

Master of Business Administration

Latest Update

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### As India celebrates 70th Republic Day today, it looks forward to be the global leader by strengthening its multilateral ties

The 70th Republic Day is here. India, one of the largest democracies in the world, is moving forward in the right direction. A recent report by the United Nations stated that India will continue to remain the world's fastest-growing large economy in 2019 and 2020.

According to the UN's World Economic Situation and Prospects (WESP) 2019, India's GDP is expected to witness a hike up to 7.6% in 2019-20 from an estimated 7.4% in the current fiscal year ending March 2019. Putting aside the statistics, India is shining in various ways at the global arena.

While the GDP projection is an indication of the efforts of various sectors, even the Indian diaspora has dramatically changed the nation's perception across the world. While Indian diaspora began migrating centuries ago; today, it is the educated, skilled and dynamic young Indians who are bringing laurels to India. Their leadership is enhancing India's global profile.

Source: Economic Times

### Republic Day 2019: 69 years ago, India decided how it would be governed

If Independence Day is about the past, Republic Day is about the present and the future. We take a look at the values that underpin the Constitution and why they are just as relevant today, as they were nearly seven decades ago.



There is no doubt that Independence Day is a landmark in India's annual calendar. After all, the nation liberated itself from the tyranny of the past on August 15, and remembering all those who laid their lives for our freedom is India's duty. And if there was no freedom, there would be no republic.

But there is a case to be made that if Independence Day is about the past, Republic Day is about the present and the future. January 26, 1950, is the day when after careful deliberations in the Constituent Assembly, India decided how it would be governed, what values would underpin its political system, what the objectives of the state would be, how state-society relations would be navigated, and how individual rights and group rights would coexist.

Each of these questions remain as relevant today as they were 69 years ago. What stands out however in India's constitutional story is its acceptability and resilience on one hand and adaptability and dynamism on the other.

There is today the widest possible acceptance of India's constitutional order. Remember this was not always a given. When it was promulgated, both the Left — the Communist Party of India — as well as the Right — the Rashtriya Swayamsevak Sangh — rejected the Constitution. But today, these very groups swear by the constitutional order, and seek protection from it. India's political actors, social organisations, private sector and citizens live and work according to this Constitution.

This also shows the Indian Constitution has proved enormously resilient. As countries across the post-colonial world tumbled into dictatorships of various hues, Indian democracy held.

Today, periodic elections and transfer of power is a matter of routine. Parliamentary system is well entrenched

But as is normal for any noisy, chaotic and large democracy of India's complexity, the Constitution also remains a matter of fierce debate.

A key area remains the tension between individual and group rights. The founders recognised that in India, discrimination often happened on the basis of group identity — and therefore protection had to be offered on the basis of membership of these identities to create a more just order. This is what led to special provisions for the marginalised, particularly Dalits and tribals. And while the founders may have hoped these group identities would cease to matter, they appear to have solidified even more. The recent constitutional amendment to grant reservations to economically weaker sections — with an eye on 'general castes' — is a prime example.

But the fact that the Indian Constitution is flexible has proved to be a major safety valve too. Just turn to neighbouring states. Nepal, for instance, had a rigid constitution in 1990. Its monarchy and leaders refused to make any changes even as demands sprung up from various new political formations and marginalised groups. Eventually, the constitution and political order collapsed.

In India, by contrast, from the boundaries of states to reservations to economic and social policy, everything can be negotiated. What cannot be negotiated is the 'basic structure' — which ensures that the fundamentals remain strong.

Source: Internet

<https://www.hindustantimes.com>

By: Rishabh Agarwal  
(MBA 2<sup>nd</sup> Sem.)  
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## COLLEGE UPDATE

### FDP Programme: 17 & 18 Jan 2019

SRMS trust has organised an Annual Faculty Development Program on the topic “Reshaping the conventional Teaching ideology” on 17th & 18th January 2019 at SRMS college of engineering & Technology. The objective of this FDP is to make understanding, how the pedagogy has been changed with time. There are many number newly joined faculty member of different colleges under SRMS Trust are participated. In this two day FDP several session has been held by different eminent speakers. Dr. Prabhakar Gupta, Dean Academic, SRMS CET & CETR, giving emphasis on his talk about the need of modern teaching practices in professional education; Mr. Anuj Kumar elaborate about the different role of a teacher in making students ‘Industry Ready’ in his talk and other speaker also discuss about different areas teaching ideology. There are three faculty member from MBA has participated in this FDP program.

### Republic Day celebration: 26 Jan 2019

70th Republic Day a national event was celebrated in the premises of SRMSCET, Bareilly in the morning of 26<sup>th</sup> January. National flag was hoisted by honourable Chairman Sir. The passion of patriotism was demonstrated by various cultural events like song, guitar performance and enthusiastic speeches by students. Students were motivated to choose the right path which benefits for the development of nation by Dean Sir & Chairman Sir. The celebration was followed by the friendly cricket match conducted between SRMS CET & SRMS IMS, in which SRMS CET emerges as winner. SRMS family also enjoyed a grand picnic with various games, prizes to winners and sumptuous lunch.



## DEPARTMENTAL ACTIVITY

Management club has organised a team building activity on 24/01/19 with the participation of 1st year and 2nd year students. It was a great learning experience for them as team co-ordination is utmost important for achieving a common goal.

Combined teams have been formed and 1st place have been achieved by **Team-5**

**Shubham**

**Payal**

**Ayush**

**Shalini**

2nd place have been achieved by **Team-9**

**Ram Kumari**

**Arun Patel**

**Ramesh Maurya**

**Sunny Deol**

3rd place has been achieved by

**Team-10**

**Sulbi Shahab**

**Pankul Kakkar**

**Yash Shobhit**

**Rajesh**

Winners have been awarded by certificates.



## STUDENTS CORNER

### SUCCESS OF BHAVISH AGARWAL

The 29 year old IIT-B Grade – Bhavish Agarwal is the founder & CEO of India's most popular Cab Aggregator Ola Cabs.

Ola Cabs, more popularly known as Ola, is just like any other marketplaces online, but more specifically into providing Taxi services. Ola, which started as an online cab aggregator in Mumbai, now resides in the Silicon Valley of India. Bangalore, and is also known to be one of the fastest growing businesses in India, out-beating its competitors Uber & Meru.

Coming back to the man behind Ola; simple yet charming Bhavish, with the success of his prodigy has certainly become the talk of the town. But even after becoming a millionaire, he still prefers to not buy a car and take a cab, certainly doesn't goes down well with his wife. He believes that, such is a small price that every entrepreneur has to pay.

Born in Ludhiana, Bhavish just like every other success-driven and successful entrepreneur, began at a very early age. Soon after he completed his Bachelors in Technology (Computer Science and Engineering) from IIT – B in 2008, he started his career with Microsoft Research India as a Research Intern and later got reinstated as an Assistant Researcher.

During his more than two years of stint with Microsoft, Bhavish managed to file two patents and also got three papers published in the international journals.

Now what many aren't aware is that, while he was at it, he had also turned into a blogger and had founded his own prodigy called – desitech.in. Desitech was all about hosting content which was mainly focused at technologies which again were inclined towards the Indian scenario.

Anyways, during this same time, he took the biggest decision of his life and turned his personal pain-point into his first entrepreneurial venture!

After quitting Microsoft, Bhavish started an online company which dealt into selling of short duration tours and holidays online.

Now while he was at it, he happened to rent a car from Bangalore to Bandipur and had a lasting bad experience.

The driver of that car stopped right in the middle of the road and started re-negotiating the while deal. When Bhavish refused to agree to his terms, the driver proceeded to abandon him en route his

destination. Because he got a first-hand experience of such a problem, after decent amount of research also realised that, this in actuality was a genuine and deep rooted problem for the masses. A lot of customers had fallen prey to such situations and were desperately in need of a quality cab service.

That was when for the first time, he could vision the amount of potential a cab booking service could have. And after basic calculations, Bhavish changed his business from the earlier mentioned start-up to – Ola Cabs. Ola was the collective prodigy of Bhavish Aggarwal and Ankit Bhati and was officially owned by ANI Technologies Pvt Ltd, which translated to 'Hello in Spanish.

Source: <https://www.yosuccess.com/>

**Shubham Kumar (MBA 2<sup>nd</sup> Sem)**

### Time management in corporate

Time management refers to making the best possible use of time and doing right things at the right time. Managing time well plays a vital role in a finishing off tasks with in a stipulated time frame and also increase productivity of an individual. Employees much learn to manage time well at the workplace to achieve target ahead of decline and make a mark of their own. one Who understands the value of time is not overburden and enjoy each and every moment to the fullest.

### Why time management is important in corporates-

- Every organization works in deadline.
- Time management helps in individual to prioritize things.
- Effective time management makes you a favourite amongst your superior, client as well as fellow workers.
- Managing time well helps an employee to plan his career path effectively.
- Time management makes you an organization individual.
- Effective time management helps an individual to identify the time wasterat the workplace.
- Time management makes an individual discipline and punctual.

Source: [www.managementstudyguide.com](http://www.managementstudyguide.com)

**Akansha Saxena (MBA 2<sup>nd</sup> Sem)**



## Inner Spirit of Hinduism

Swami Vivekananda highlighted the inner spirit of Hinduism behind the mist of mythology and rituals in the light of his own direct experience. He held that the highest concept of the inexpressible Spirit has been elucidated in the Upanishads; intellectual analysis of the same is in the Brahmasutras, while practical application of spiritual wisdom has been prescribed in the Gita.

And Swamiji has highlighted all these with scientific analysis, and the art of living in yoga with universal fraternity, divine humanism, spiritual harmony and service as worship. He held that Advaita, Monism, is the last word in religion from which one can look upon all religions and sects with divine love.

In the Parliament of Religions in Chicago, he overwhelmed the intelligentsia with his exposition of the essence of Hinduism — incorporating the agnosticism of the Buddha, atheism of the Jains, and the many gods and goddesses along with the highest spiritual dimensions of Vedanta. He asserted that we all are moving from lesser truth to higher truth, and all streams are bound to reach the ocean of the ultimate. Hence, instead of divisive factionalism with foolish sense of superiority complex, we need to make mutuality and harmony part of our lives. External worship is the lowest stage, mental prayer is the next stage, but the highest is when the Ultimate is realised. Swami Vivekananda developed his ideal of neo-Vedantism, that is, divine humanism, with wonderful empathy, selfless service and divine love as a way of supreme realistic.

Source- [www.economicstimes.indiatimes.com](http://www.economicstimes.indiatimes.com)

**Varsha Gangwar**  
(MBA 2nd Sem)

## Media Business Changing Permanently

Major media firms are expressing tremendous pressure from alternative media company new companies such as google, facebook and youtube are challenging traditional media such as television, radio and newspapers. Print media was particularly hard hit in 2008. While radio has been struggling for years. Only recently have television station been hit with declining revenue, shrinking audience and reduced ratings. Even the #1 show in America, American Idol, has lost its #1 spot to dancing with the stars.

Many TV shows are so desperate for views that they purposely makes mistakes in an attempt to make a viral video on YouTube. Even if the video because viral, it still shows that conventional media is Second to the internet. The Fastest growing advertising market is the Internet, while all other forms of marketing are in decline. The only other marketing Technique that is gaining traction is direct marketing through cold calls and multi-level marketing schemes. Most MLM schemes are illegal, or border line legal, and pose risks to participants.

Source: [www.impactbnd.com](http://www.impactbnd.com)

**Gitanjali Sharma**  
(MBA 2nd Sem)

## FACULTY ARENA

### Learning: The power of positivity



The power of a positive attitude: It's been heralded as a key to success in many areas of life, from learning to athletics to just about any profession you can imagine. But is there any evidence that positivity affects results or is it mostly mumbo jumbo?

In reality, it's difficult to separate a person's attitude from other factors that can affect performance. For example, a major league baseball player may have an incredibly positive attitude about hitting a baseball, but that could be simply because he's really great at it.

The same question comes up with learning. A positive attitude has long been believed to directly affect learning achievement. It's easy to envision how a negative attitude can derail a learning experience, but can a positive one actually improve results? And if so, how?

### The research

Researchers from Stanford University recently uncovered how impactful a positive attitude can be. And the study didn't produce fuzzy or touchy-feely conclusions.

In fact, the researchers present some pretty solid evidence – one of the first glimpses into the neuroscience behind positivity and learning.

The study looked at how students' feelings about math might shape their performance on a math-related challenge. The subjects were all given a survey about their attitude towards math and their self-perceived ability. They were also given a questionnaire designed to capture student demographics, IQ and working-memory capacity.

Subjects were then given a math assessment to measure their knowledge and problem-solving abilities. After analyzing the results, the researchers found that a positive attitude contributed to high performance in math even after statistically controlling for all other factors, including IQ.

“Based on our data, the unique contribution of positive attitude to math achievement is *as large as the contribution from IQ*,” stated the head researcher [emphasis supplied].

### But why?

There could be many explanations for why a positive attitude might lead to better results, so the researchers dug deeper. Specifically, they wanted to find out if anything significant was happening in the brains of those positive high performers.

As a follow up, the researchers asked subjects to solve math problems while in an MRI scanner so their brain activity could be monitored while engaging in the learning process. What they found was groundbreaking: For the first time, scientists found a link in the brain between positivity and achievement.



The results showed that a positive attitude was connected to greater activity in the hippocampus area of the brain – an area that is critical to learning and the formation of new memories. The results suggest that the hippocampus mediates the link between a positive attitude and retrieval from memory, which results in better problem solving and higher performance.

“Having a positive attitude acts directly on your memory and learning system,” said the researchers. “...If you have a strong interest and self-perceived ability in math, it results in enhanced memory and more efficient engagement of the brain’s problem-solving capacities.”

### Recommendations

Based on the learning power of a positive attitude, here are some recommendations for promoting a positive learning environment in your organization.

Foster a growth mindset.

Previous research has shown that a learner’s mindset is important to successfully learning new skills. Essentially, a learner who has a growth mindset – who believes he or she can learn and improve – is usually right.

This mindset involves the belief that our skills aren’t set in stone, that we can always learn new things and change our behaviors for the better. And it’s been supported by countless studies. So ensure that this is the point of departure for all the learners in your organization. Make them aware of the research and the fact that they can always grow, learn and improve.

### Share success stories.

Few things motivate and inspire learners like hearing from their peers. So consider having learners who have been successful in your workplace learning program share their stories with others. Ask successful learners to share what the learning opportunities have done for them but also ask them to share their struggles and how they overcame them. Hearing stories of positive outcomes and the ability to successfully deal with adversity will help learners envision their own success.

### Focus on the benefits

Sometimes learners can adopt a negative attitude about workplace learning when they fail to see the purpose or lose sight of the larger goal. Therefore, your learning program should consistently present to learners why they are learning a topic and how it will benefit them and their career.

Through discussing the benefits of learning a certain skill, learners will see how it directly impacts them and how it can make their work lives easier or more productive. When learners see the benefits, they are much more likely to stay positive during the learning process, knowing that they’ll reap rewards for their hard work.

## **GSTN develops system to fetch e-way bill data into monthly sales returns to curb evasion**

Now, businesses supplying goods worth more than Rs 50,000 will have option to include details of e-way bills generated while filing the final monthly sales return under GSTR-1, a move aimed at curbing tax evasion by reporting different sets of supplies data. Matching of invoices of e-way bills with the sales shown in GSTR-1 will help taxmen in assessing whether the supplies have been accurately shown in sales return and GST paid on the same, tax experts said.

"To avoid double data entry, GSTN has provided a facility to taxpayers, where month's e-way bill data is shown in format, which is required by a taxpayer to fill up the Form GSTR-1. The taxpayer can import data in his GSTR-1 form or import the same and use it with GSTR-1 offline tool to create his GSTR-1 Return Form," GST Network said. Touted as an anti-evasion measure, e-way bill system was rolled out on April 1, 2018, for moving goods worth over Rs 50,000 from one state to another. The same for intra or within the state movement was rolled out in a phased manner from April 15, 2018. Following this, it has come to investigative officers' notice that some transporters are doing multiple trips by generating only a single e-way bill or not reflecting e-way bill invoices while filing GSTR-1. It has also come to the notice that certain e-way bill is not being generated even as supplies are being made.

While generating e-way bill, details of supplier, receiver and other invoice details like number, date, goods, quantity, HSN code etc are provided by the taxpayer on e-way Bill Portal. This data is now transferred to GST portal, GSTN, which has developed the technology backbone for Goods and Services Tax (GST), said. "With this facility, taxpayer will not be required to enter data in his Form GSTR-1 for all invoices for which he has generated e-way bill. This will avoid double data entry by taxpayers. This facility will help taxpayer to fill up their Form GSTR-1 in less time. This will also avoid any data entry mistakes made while filling details," GSTN Chief Executive Prakash Kumar said.

GSTN said it has divided the taxpayers into three categories to download /import the data into GSTR-1. In last 18 months, around 90 per cent of taxpayers have reported up to 50 B2B and B2C large invoices in a month.

"Since these invoices can be easily seen on the screen, facility to import the data directly into GSTR-1 has been provided for such taxpayers. These taxpayers can edit the details imported in GSTR-1, if required, and then file their Form GSTR 1 online after adding other details like B2C supplies," GSTN said. For those having more than 50 invoices but up to 500, have been provided facility to download the data in a prescribed 'CSV' file format, which can then be imported into GSTR 1 offline tool. In case the number of invoices is more than 500, the invoice details can be imported from return Dashboard on GST portal as a 'zip' file. Tax payer can add more invoices (like those below Rs 50,000 in value) and upload in offline tool to prepare his/her return.

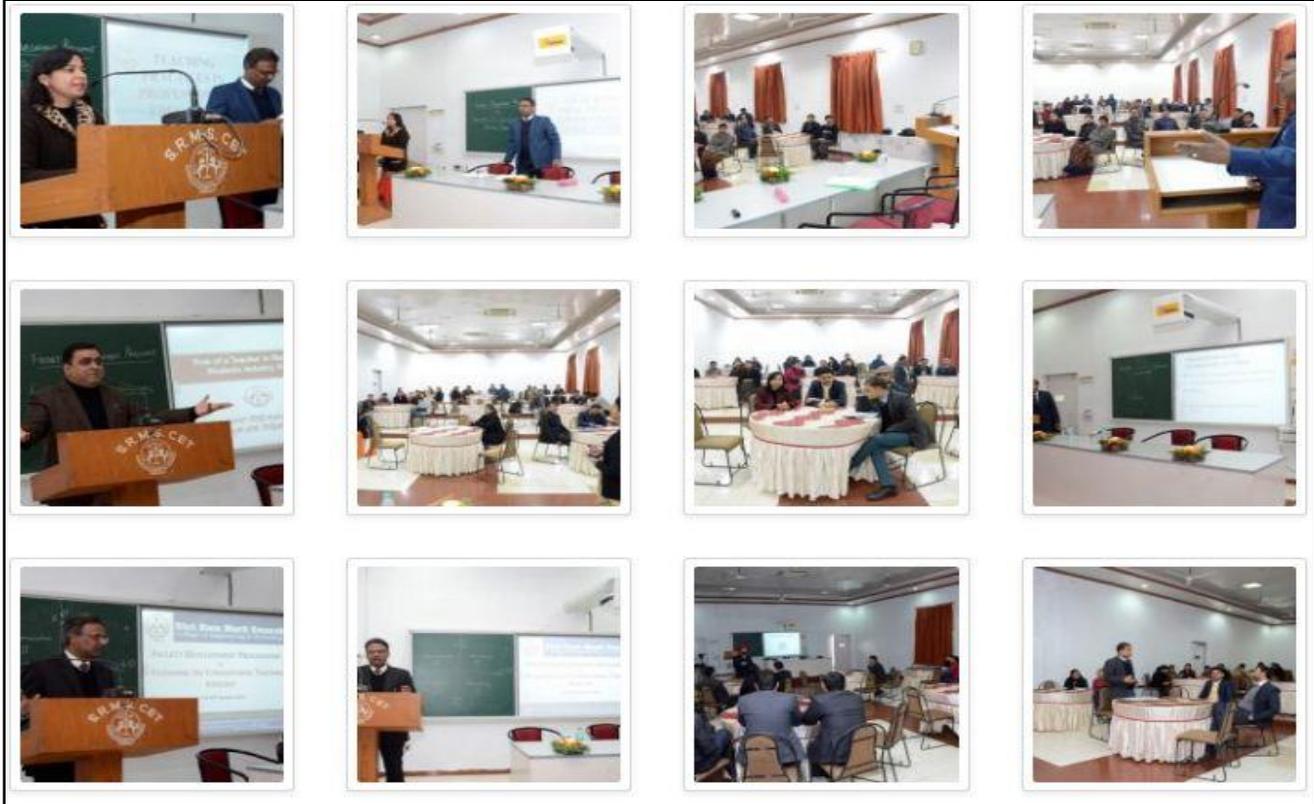
Linking of e-way bill data with GSTR-1 would help taxmen keep a tab on whether the supplies shown in e-way bill matches the sales shown in the returns form and thereby check evasion. AMRG & Associates Partner Rajat Mohan said: "This facility would add to the immediate convenience of taxpayers, however, it would also prove to be a swift method of checking tax collections and any probable evasion." "Once the system is stabilized, GSTN would have automated and regular reports of e-way bills transaction, which were not captured while filing outward supplies in GSTR-1"

**Sources://[economictimes.indiatimes.com](http://economictimes.indiatimes.com)**

**JYOTI PRAKASH DAS**  
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# Motley



**SRMS CET MBA STUDENTS LIVE PROJECT WITH HDFC BANK & SRMS IMS**