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E-NEWSLETTER

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LATEST UPDATE

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Pulwama Attack: China Urges Restraint

China on February 19 urged restraint by India and Pakistan amid escalating tensions over the Pulwama terror attack and called on both the countries to peacefully resolve their issues through dialogue as soon as possible.

On February 14, 40 Central Reserve Police Force (CRPF) personnel were killed in Kashmir's Pulwama district in a suicide attack claimed by Pakistan-based Jaish-e-Mohammad (JeM) terror group.

The attack has heightened bilateral tensions with both New Delhi and Islamabad calling back their envoys for "consultations". India on February 15 announced the withdrawal of the Most Favoured Nation status for Pakistan and hiked the customs duty by 200% on goods originating from the neighbour.

"Pakistan and India are both important countries in South Asia. A stable bilateral relationship between the two is essential to the peace and stability in the region," Geng Shuang, spokesman of the Chinese Foreign Ministry told a media briefing when asked about the tensions between the two countries following the Pulwama attack.

"South Asia has maintained an overall stability which should be cherished and upheld by all sides. China hopes that Pakistan and India will exercise restraint, engage in dialogue and realise the soft landing of the relevant issues as soon as possible," he said.

Tata Steel named one of 2019 World's Most Ethical Companies

Jamshedpur/Mumbai, Feb. 27: Tata Steel has been recognised as one of the 2019 World's Most Ethical Companies by the Ethisphere Institute, a global leader in defining and advancing the standards of ethical business practices.

The Company has received the coveted recognition for the eighth time in the 'Metals, Minerals and Mining' category and continues to be the driving force for improving communities, building capable and empowered workforces, and fostering corporate cultures focused on ethics and a strong sense of purpose.

Tata Steel has been recognised by the Ethisphere Institute, USA seven times earlier and is one of the only two honourees in the 'Metals, Minerals and Mining' industry. In 2019, 128 honourees, spanning 21 countries and 50 industries, have been recognised. The thirteenth class of honourees profoundly illustrate how companies continue to be the driving force for improving communities, building capable and empowered workforces, and fostering corporate cultures focused on ethics and a strong sense of purpose.

"We are honored to be recognised as one of the World's Most Ethical Companies for the eighth time now. The Tata name evokes a sense of Trust, Credibility and Integrity to many millions of stakeholders in India and overseas. This equity of the Tata group has been earned through our conduct and operating principles. This recognition enables us to stay committed to operate with high ethical standards," said T. V. Narendran, CEO & MD, Tata Steel.

"Today, employees, investors and stakeholders are putting their greatest trust in companies to take leadership on societal issues. Companies that take the long view with a purpose-based strategy are proven to not only outperform but last," said Ethisphere's Chief Executive Officer, Timothy Erblich. "I congratulate everyone at Tata Steel for earning this recognition."

Source: <https://www.avenuemail.in/jamshedpur/tata-steel-named-one-of-2019-worlds-most-ethical-companies/129783/>

Looking To Invest In Mutual Funds Via SIP: Here Are 10 Things To Know

According to financial analysts, SIP is one of the most sought-after methods of investing in MFs as it offers better risk-adjusted returns.



Systematic Investment Plan, commonly referred to as an SIP, allows investors to park a certain sum of money periodically in a mutual fund (MF) for a specific period. Mutual funds are operated by professional fund managers, who allocate the fund's investments and attempt to produce capital gains for investors. According to financial analysts, SIP is one of the most sought-after methods of investing in mutual funds (MFs) as it offers better risk-adjusted returns. A fixed amount is deducted from investors' account and invested into a specific mutual fund scheme.

Here are 10 things to know about investment in Mutual Funds (MFs) via SIP:

1. SIP allows one to decide how much he/she wishes to invest. One can invest as little as Rs. 500 per month through SIP. "Smaller investments mean there is no need to set aside a lump sum, making it easier on your wallet too," said Navin Chandani, chief business development officer, BankBazaar.
2. SIP allows individuals to buy units on a given date each month, so that one can implement a saving plan for themselves.
3. SIPs are similar to a recurring deposit. However, unlike recurring deposits (RDs) which are debt instruments, SIP returns are linked to mutual funds hence their performance is linked to equity or debt market performance.

4. Mutual fund investment via SIP in a hybrid category of funds gives an investor exposure to both equity and debt instruments in the portfolio. According to Raghvendra Nath, MD at Ladderup Wealth Management, equity helps to get sufficient growth in the portfolio and exposure to debt acts like a defence against the volatility of the equity markets.
5. Investing directly in equity market, however, requires a deep understanding of economy, industry and companies. "This is ideally difficult for investors to apprehend," said Dinesh Rohira, Founder, 5nance.com "Hence, mutual fund investment via SIP is the best option. SIP lowers the risk of timing a market," he said.
6. In timing the market, one can miss the larger rally and may stay out while markets were doing well or may enter at a wrong time when either valuation have peaked or markets are on the verge of declining.
7. Investing every month ensures that one is invested at the high and the low, and make the best out of an opportunity that could be tough to predict in advance, experts say.
8. A regular investment also helps in becoming a disciplined investor. "The commitment towards investment means that you are also more wary of your expenses and cut back unnecessary outflows during the month," said Mr Chandani of BankBazaar.
9. An average retail investor may not have the time to monitor their investments regularly. In such cases, SIP investments help in averaging costs and reduces risks related to lump sum investments.
10. One can invest in equity and debt funds via SIP, depending on their portfolio and risk appetite.

Sources: <https://www.ndtv.com/business/systematic-investment-plan-sip-mutual-fund-investments-how-where-to-start-what-returns-you-get-2001293>

COLLEGE UPDATE

Convocation Ceremony:

Convocation is a special occasion for every student. It is an occasion which leaves them overwhelmed with emotions but at the same time instills zeal to face the professional world outside. This was attendees witnessed during 18th convocation ceremony of SRMSCET, Bareilly where the chief guest was Prof.(Dr.) Vinay Kumar Pathak, vice chancellor of Dr. A. P. J Abdul Kalam University Lucknow and special guest was Mr. Sudhir Agarwal, Vice President (Operations) plant head at India Glycols Ltd. Chairman Shri Dev Murti ji addressed a packed auditorium, exhorting students to adhere to integrity and discipline, and pay back to society.

The fresh graduates were then handed over their hand-earned degree by chief guest, which was followed by the awards of merits certificate to students across all course. The program ended with presentation of mementos to dignitaries & vote of thanks, followed by a rendition of national anthem.

Basant Panchami:

On the auspicious and bright day of BASANT PANCHMI we worshiped goddess Saraswati who is the symbol of art, music and learning by a melodious Saraswati Vandana. And the lamp lightening ceremony was performed by all our dignitaries present. In the sweet flow of the bhajans and along with the belief of a bright year ahead the celebration came to an end.



DEPARTMENTAL ACTIVITY

Poster Making Competition

Management club has organized poster making competition on 31/01/19 with the participation of 1st year and 2nd year students. It was a great learning experience for them as team work.

In the activity, on the spot topics were given to the Students in the groups. Topics for the activity are Globalization, save petrol, Say no to drugs, our dream India, Child labour, lost childhood, Happiness v/s money, Tourism in India etc.

Combined teams have been formed and Winning team is Winners have been awarded by certificates.

Face Painting competition

Management club has organized Face Painting competition on 07/01/19 with the participation of 1st year and 2nd year students. In the activity, on the spot topics were given to the Students in the groups. Theme for the activity is Natures.

Winning team is Group 10 (Arpita Jaiswal, Arbaaz). Winners have been awarded by certificates.

Samiksha 2k19

The Faculty of Management Science at Shri Ram Murti Smarak College of Engineering & Technology, Bareilly, organized an Inter-Department Case Study Competition on 12th February'2019 titled as "Samiksha". The competition was held to encourage participants to exercise their skills and knowledge on real world cases.

The event was inaugurated with the ceremonial lamp lighting in the presence of Dr. Prabhakar Gupta, Dean Academics (SRMS CET), Mr. Anuj Kumar, Head of Department (MBA) and Dr. Ankita Tandon, Academic coordinator (MBA).

A total of 14 teams participated in the event and the evaluation was done on the basis of solutions provided by participants for the problem presented in the case.

The team comprising of 'Tushar Saxena, Ravi kr sharma, Gaurang shukla, and Arshansh Agarwal' from B.tech CS won the first prize, the team comprising of 'Achindra Dev Singh, Humair Ali, Lavy Khandelwal and Arpita Jaiswal' from MBA won second prize while third prize was won by the team comprising of 'Ayasha khan, Huda Nasir, Hafsa khan and Ayushi varshney' from B.pharma.

Overall the competition helped in boosting the confidence among students and helped in building team spirit in them and also helped them to relate the theoretical knowledge with the real life problems.



Quiz with a Twist

The Faculty of Management Science at Shri Ram Murti Smarak College of Engineering & Technology, Bareilly, organized Management activity named "Quiz with a Twist".

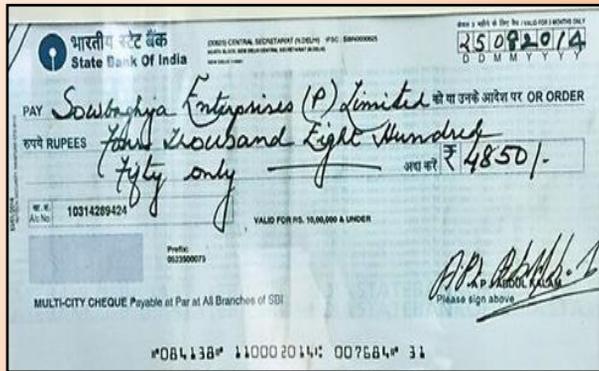
Students from both MBA 1st and 2nd year participated in the same. It was a quiz competition in which 10 teams participated comprising of four members each. The activity was divided into two rounds. In first round, two members from each team were given a letter with which they had to speak as many companies name as they can in thirty seconds, teams with maximum number of companies moved on to the next round. Five teams moved on to the 2nd round for the Quiz.

Team comprising of Lalit Gangwar(1st year) , Payal Mehendiratta(1st year) , Ayushi Badola (1st year) and Rahul Yadav(2nd year) stood first. Overall the activity proved to be very valuable and enlightening for the students and such activities would help the students in shaping their future careers.

STUDENTS CORNER

The Man who didn't accept gifts or favor

Once Dr. Kalam went to Erode to attend a function sponsored by Sowbhagya wet grinders. On that occasion, they gave him a grinder as a gift. He refused to accept it but since he needed it he insisted on paying for it. He then sent a person to the shop with a cheque for Rs 4,850 dated August 25, 2014.



The Managing Director of the company was reluctant to receive money from Kalam and did not encash the cheque for over a month. A month later, they received a call from Kalam's office asking why the cheque has not been deposited. Further, Kalam directed them to deposit the cheque to avoid returning the grinder. The company agreed to deposit it. But they did not want to let go of the treasure and decided to keep a copy of the cheque. They got it scanned and have framed it. The very next day they deposited the cheque and received a message from Kalam's office thanking them for doing so.

Conclusion: Every person has his own self-esteem. Everyone has a specialty of their own, but some people recognize their particularity and take them along with their lives.

Source: <https://www.theindianfeed.in/inspiring-life-incidents-from-the-life-of-dr-apj-abdul-kalam/>

SHIVAM SHUKLA
MBA 2nd Sem.

OPINION

HONDA: Yearbooks

“The Power of Dreams”

Celebrate 20 years of Dreams

In this charming commercial, Honda doesn't even show its product until the last nine seconds and when it does, it may leave you scratching your head. Fortunately, regardless of this shortcoming, the ad has been universally enjoyed.

Rather than self – promote the car giant aims to build and an emotional and relatable connection with its audience by sharing real life yearbook photos of celebrities, paired with inspirational words on how to overcome obstacles and naysayers to achieve your goals.



This ad is worked because Honda is showing that they understand their consumers on a deeper level, beyond normal car concerns. You have dreams (and perhaps were an awkward teen) and the Honda CR-V just is the car to help you to get those dreams faster.

By this ad we learned that one, if you can, enlist the help of influencers. Honda called upon a very diverse group of celebrities to get its message across, almost ensuring that any viewer would find someone they relate to and trust.

And make an effort to strike an emotional chord, studies show that a person's emotional response to an ad is more likely to influence their buying decisions than the content of the ad itself.

MUSKAN VAISH
MBA 2nd year.

FACULTY ARENA

Aadhaar and other laws (Amendment) Ordinance 2019

When the Parliament is not in session and it is expedient to formulate the law, then President of India under its legislative power (Art.123) promulgates an ordinance. Promulgation of Aadhaar Amendment ordinance was approved by union cabinet on 28th February 2019, thereafter assent by President of India was given. This ordinance is in line with bill passed by Lok sabha on 4th January 2019. The amendment will amend following acts:

1. Aadhar Act, 2016
2. Prevention of Money Laundering Act, 2005
3. Indian Telegraph Act, 1885

The Supreme Court in case of Justice K.S. Puttaswamy (Retd.) V/S Union of India, held that Right to privacy is fundamental right, thus Aadhaar Act need to be amended to bring it in line with right to privacy. The objective of such ordinance is to make Aadhaar data secure, no denial of benefits of social service schemes due to non availability of Aadhaar, where Aadhaar is mandatory and where it is voluntary?

Features of the amendment are as follows:

- Use of Aadhaar number with consent of Aadhaar holder, whether physically or electronically.
- Use of 12 digit Aadhaar number and its virtual identity to conceal actual Aadhaar number, for data protection.

Option will be available to children to cancel their Aadhaar on attaining majority.

- Authentication of Aadhaar data only when such authentication is permitted by state or central government. Such authentication must be in compliance with standards of privacy and security.
- Use of Aadhaar for KYC under Indian Telegraph Act, PMLA (Prevention of Money Laundering Act.)
- No (mandatory) use of Aadhaar by private entities.

- No denial of services due to non availability of Aadhaar or failure of authentication of Aadhaar.
- Provides for establishment of UIDAI fund.
- Civil penalties, adjudication and provision of appeals for violating provisions of Aadhaar with maximum penalty of Rs. one crore.
- No mandatory use of Aadhaar for mobile sim card connections and for bank KYC.
- Now only High Court Judge can order disclosure of Aadhaar information, previously it was District Judge.
- It is still mandatory to link PAN card and Aadhaar card.

Mr. Syed Qasim Ali
Assistant Professor of Law



Do we still need hierarchies in the workplace?



Most employees value clear direction from leaders, but they also value autonomy. In our modern, fast-moving world, the most successful organisations are those who are agile enough to adapt to changing circumstances with speed and focus. Hierarchical, command-and-control structures simply do not support these ways of working. For many digital native organisations such as Airbnb and Spotify, agile ways of working are very much the norm. However, for large, long-established organisations, achieving this can be quite a challenge. They are likely to be used to hierarchical structures, more traditional management practices, and legacy systems and processes – all of which can be barriers to agility.

Although this way of working requires discipline, it also requires very high levels of openness. Truly agile leaders set a clear framework and are skilled at devolving decision-making responsibility within agreed parameters, so they empower people and are also very clear about what those people need to achieve. They enable others to make things happen.

As organisations grow, they tend to introduce more processes and systems to coordinate the disparate parts of the body. As time goes by, this set of rules and procedures tends to become more complex, with more regulation and control adding extra layers to the labyrinth of bureaucracy. Eventually this becomes an industry in its own right, requiring an army to manage and maintain the rules and procedures. This all slows down the organisation, restricting pace and entrepreneurial flair.

The need for simplification is clear, but the challenge is immense because the system is difficult to change. It requires leaders to take a brutal look at the organisation and get everyone to challenge every rule and process to see how it can be stripped back, pruned to within an inch of its life, so you reduce the burden of bureaucracy and ensure process simplicity.

When researching my latest book, I talked to several organisations about how they have adopted less hierarchical structures in order to develop more agile ways of working.

Three UK has defined and embedded agility, customer centricity and collaboration as core behaviours. Together, these three behaviours give Three a competitive edge. The organisation has adopted a flatter, less hierarchical structure to support more customer-centred ways of working. This gives everyone a clear line of sight to the customer. It also means decision-making can happen closer to the customer, where it has greatest impact.

I have seen from my research that agile leaders create a climate of trust. People are trusted to do the right thing and take risks without the threat of punishment. Leaders are also good at letting go. I have observed real business transformation when leaders have broken the status quo of hierarchical decision-making, overcome a focus on optimising rather than innovating, and celebrated learning from failure. These changes typically lead to more innovative, customer-focused, high-performing organisations.

Sources: <https://www.peoplemanagement.co.uk/voices/comment/do-we-still-need-hierarchies-in-workplace>

JYOTI PRAKASH DAS
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Motley

