



SRMS
College of
Engineering &
Technology, Bareilly

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E-NEWSLETTER

Master of Business Administration

LATEST UPDATE

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“FREEDOM CARD” –

India’s 1st Corporate Card-for SMEs/MSMEs and Start-ups

Enkash announced the launch of India’s 1st Corporate Credit Card for SMEs/MSMEs and start-ups aptly called the “FREEDOM CARD”. The Freedom Card would give the SMEs and start-ups the freedom to avail credit facility for immediate needs and to manage their financial liquidity.

Enkash’s Freedom Card offers customize billing cycle based on the repayment ability to the businesses. Enkash believes that not every business can fit into the standard 30+15 days credit cycle which is the standard billing cycle for every bank and hence, Enkash come up with the corporate card to cater the varied billing cycles as per the working capital cycles of different businesses, which is a first in India. “Freedom Card” is especially designed to fulfil the credit requirements of SMEs & Start-ups segment, which are highly underserved at present.

There are around 42 million MSME enterprises in India contributing 6.11% of the GDP in manufacturing and 24.63% of the GDP to the service sector. Access to credit is essential to MSMEs, as lending in this sector has been dominated by informal financial entities and almost 40% of credit allotment to MSMEs in India is through informal channels. It is estimated that the market potential of digital lending is estimated to be between \$80 Billion to \$ 100 Billion by 2023.

At the same time, the start-up sector is booming in India at a tremendous pace, according to the latest KPMG report on the Indian Start-up Ecosystem, the number of start-ups in the country has gone up from 7000 in 2008 to 50,000 in 2018, a growth of over 7 times in the last decade. As the number of start-ups grows further it will require easy access to credit.

“Freedom Card” is the brainchild of ‘Naveen Bindal’, co-founder of Enkash, who has an experience of over two decades in the cards and payment industry, across card issuance and acquiring. It was the last 20 years which convinced him that India is now ready and needs a true commercial credit card to provide credit options for start-ups and SMEs, who have forced challenges with conventional cards.

‘Naveen Bindal’ along with other co-founders ‘Hemant Vishnoi’ and ‘Yadvendra Tyagi’ came up with “ENKASH FREEDOM CARD”, a feature-rich and user friendly solution for credit facilitation which comes with free access to feature-rich. Enkash platform that automates entire accounts payables or collection process for businesses.

ANKIT MISHRA
MBA 1ST SEM

DEPARTMENTAL UPDATE

Date: 1st august’2019

Time: 2:00 p.m

Venue: SRMS CET, Bareilly.

SRMS FMS orientation day 4, Dr. Ankita Tandon faculty coordinator, mba conducted case study with the newbies of mba. The case study was a representation of Harvard business school, it was related to HR and Marketing scenario of the current business world. It represents how the male dominating society could effect the growth of the females in the business world. Case study made the budding managers aware about the various real corporate world problems and helped them to learn to deal with the same.

The management lessons the newbies got from the case study was to how cope up when the situations when things are not in your favor and to help them to plan things strategically. Overall, the case study proved to be very motivating for the students and helped them boost their confidence levels

Date: 2nd August’2019

Time: 10:00 a.m.

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

Shri Ram Murti Smarak College of Engineering And Technology, Faculty of Management Science, Bareilly on the 5th day of the orientation program of MBA 1st year conducted a creative writing competition.

Students were asked to write up on a topic of their choice. Through the competition the writing skills of the students was tested. Competition proved to be very efficacious. Students beautifully portrayed their thoughts and the first prize was won by Ankit Mishra, second prize was won by Satyam kumar and the third prize was won by Puneet Kumar.

Overall the competition proved to be very valuable for the students.

Date: 2nd August’2019

Time : 9:00am

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

Shri Ram Murti Smarak College of Engineering and Technology, faculty of management sciences organized “best out of waste” competition during the 5th day of the orientation program of MBA 1st year. In order to make students aware of uses of waste material, and to give them a lesson on reducing waste to save our future, and to boost their creativity levels the competition was held. Mind-blowing, beyond expectation, fantabulous ideas were demonstrated by students. Right from waste ropes to old newspapers every waste material was used and the result was a hall full of projects made out of waste.

Judges were amazed to see the models made by students. First prize was bagged by Vardan, Aaditya Gautam, Puneet Kumar, Abdul Alam and Akash Johari, second prize was won by Ankit Mishra, Danish Khan, Nidhi Verma and Rizwan Khan and the third prize was won by Styam Kumar, Suchitra Agarwal and Neha Prajapati. The competition not only made the students to put their best foot forward but also developed a sense of care and respect in them towards our environment.

Date: 3 rd august'2019

Time : 8:00am

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

organized a role play for the budding managers of MBA 1 st year during their 6 th day of

Orientation. Role play was about the different marketing situations a manager had to come across. During the role play students showed their thinking capabilities and how a situation can be best dealt. Different situations were beautifully portrayed by the newbies and the best role play was performed by Satyam Kumar, Nidhi Verma, Rizwan Khan.

Overall the activity helped the students to come out of their cocoons and showcase their talents and gave a boost to their confidence levels.

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Date: 5 th August'2019.

Time: 9:00 a.m.

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

Shri Ram Murti Smarak College of Engineering and Technology, Faculty of Management Science, Bareilly, organized a guest lecture for the students of MBA 1 st and 2 nd Year.

Students received career oriented and very motivating lecture by CA Vinay Krishnan, Owner, PMSV Consultancy pvt. Ltd., Bareilly. His accumulated experience and knowledge is formidable. He not only made the students aware about as to what qualities one need to imbibe in themselves in order to become successful but also made them aware about the challenges one would have to face in the corporate world and also how to deal with those challenges.

In his lecture CA Vinay Krishnan sir emphasised on developing qualities like patience, love, self-confidence and courage in oneself as these are the only things which can help a man to achieve his goals. It was a interactive session where students put forth their doubt related to the careers they want to pursue and got a clear picture of their goals and how they can achieve them.

Sir also talked about what all characteristics an interviewer seeks in a candidate during a job interview and what one must do to make oneself stand out. His lecture not only motivated the students but also boosted their confidence levels and proved to be enlightening for them.

Date: 7 th august'2019.

Time: 9:00 a.m.

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

Shri Ram Murti Smarak College of Engineering and Technology, Faculty of Management Science, Bareilly,

Organized a Guest Lecture for MBA Students.

Students got the opportunity to have an enlightening lecture from Mr. Yogendra Tripathi, Branch Manager, HDFC Bank, Bareilly.

He has a vast enriching experience of the banking industry and has a very calm yet energetic personality. He not only motivated the students but also discussed about the scope of different MBA Specializations in the banking industry. He also discussed about the prodigious change banking industry went through from its very start to where it is now and how in today's scenario scope of banking is not just limited to financial transactions but beyond that, like it is now also about providing life insurances, health insurances, mutual funds and many more services to people.

Mr. Tripathi also talked about the importance of sales and marketing in any industry. He also talked about what is the need of the hour and what one can do to make themselves ready for the corporate world and its challenges.

He made the students aware about what all traits one should inculcate in themselves in order to achieve success in their lives. He said that one should make themselves capable and courageous enough to face the adverse situations only then will the one would be able to turn the challenges into the opportunities. There was a two way communication between the guest and the students, overall it was a very inspiring and a motivating session. At the end students learned about the various aspects of the banking world and opportunities coming their way.

Date: 8 th August'2019.

Time: 10:00 a.m.

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

Shri Ram Murti Smarak College of Engineering and Technology, Faculty of Management Science, Bareilly,

organised a guest lecture for the students of MBA 1 st and 2 nd Year.

Students received an eye opening and inspiring lecture by Mr. Sanjay Verma from Max Life Insurance. In

his lecture Mr. Verma talked about various prospects of working in a corporate world.

He said one should always be learning new and different things as learning is earning. He also said that positivity and consistency is the key mantra to achieve success in one's life. He shared some of his experiences and how those experiences helped him to grow and achieve his Goals. He said one must not get dishearten when things go wrong but one must learn to believe in Themselves and their capabilities and try to learn from their past mistakes.

Overall the session was very inspiring, fun, motivating and students got valuable lessons from the session which would help them in their future careers.

Date: 8 th August'2019.

Time: 2:30 p.m.

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

The Management club organised a team-building activity for the students of MBA students of Shri Ram Murti Smarak College of Engineering and Technology, Faculty of Management Science, Bareilly.

The activity was "Hula-Hoop pass" where a team of four students was formed and they were asked to form a circle, holding hands. The goal of this activity was to pass a hula hoop completely around the circle as quickly and as many times as possible without breaking handholds.

Winning team was of Shubham, Satyam Kumar, Ritanshi Khanna and pankul kakkar.

Overall the activity was fun and the learning students got from the activity was team work, communication and strategy making.



STUDENTS CORNER

Contra Hindutva, Kashmiriyat

How consent works in a world of invented nations and fictional nationalisms. The recent change in the political status of Kashmir has deeply wounded the Kashmiris. There is anger, fear, alienation and loss of self-respect. Many have addressed the hurt to Kashmiriyat from a legal or historical perspective. But what is needed is a deeper appreciation of the fact that national and regional identities are imagined creations. Both Hindutva and Kashmiriyat are invented. The only real 'consent of the people' is the desire of a person to live in a country. This means that India must become a desirable place to live, not only for Kashmiris, but for all Indians.



India is a union of many identities and some have asked if the injury to Kashmiri identity is different from the pain, say, of the proud people of Andhra who lost half their state a few years ago? Others have argued that Kashmir is a border state with a history that makes it unique. But there are other border provinces, such as Punjab, where people lost their homes and lives during Partition. Their pain was even more poignant and heart-breaking. Later, Punjab was further divided into Haryana and Himachal.

After the dust settles, the unhappy manner of integrating Kashmir into the Indian Union will matter less. A successful, non-resentful assimilation of Kashmiris will eventually depend on how desirable India is in the eyes of the ordinary Kashmiri. The job of the Indian state is crucial to this end: to create predictability through good governance, ensure everyone is equal before the law, give people choice to change their ruler, provides opportunity for education and health, and craft conditions for prosperity. This is the main reason why anyone will choose to live in India. It is the only real 'consent' in a world where nations are invented and nationalism is fictional.

HUMAIR ALI
(MBA 3rd Semester)

Have Patience to Face Sufferings



The Buddha asked disciples to examine their mind so that they can transcend misery, suffering and happiness. This can be done through mindfulness, gaining insight into what truly is. Mindfulness is the ability to be fully aware in each moment. You can develop mindfulness through the meditation practice.

Angmo Deachen, a Buddhist practitioner and teacher, met Buddha dharma at a very young age. She came to celebrate Buddha Purnima with other Buddhist monks recently in New Delhi.

of Ammanipadme hum every morning or when I saw the flattering prayers of the flags or when I heard Bonsho, the ringing bell. Now when I look at it; it seems that consciously I was entering into the Buddha dharma.” Dharma teaches her to understand patience through which we can understand sufferings that are transitory. With a regular practise and sadhana, one can eventually have the true realisation like Buddha. But for that you have to be patient and have faith in your guru’s teachings.

Dharma teaches us to understand patience and with patience we can understand sufferings that are transitory. It punctured my ego and made me humble”, she adds. To develop kindness and clarity, one must surrender to dukkha, suffering of life. The Buddha teachings made her committed to suffering at every level that made her more sensitive to other’s sufferings and she promised herself not to harm anyone by any mean on this planet. Everyone wish to be happy and wanted to be elevated from sufferings. She says, “Then I became more generous for others like sharing whatever I know about dharma, starting teaching to students whatever I have accumulated to know.” With a regular practice and sadhana, one can eventually have the true realisation like Buddha. But for that you have to be patient and have faith in your guru’s teachings.

**ARPITA JAISWAL
(MBA 3rd SEMESTER)**

THREE WAYS TO RUN A SUCCESSFUL COMPANY WHILE OPERATING OVERSEAS

Any executive who owns & run a company knows that being mentally present for employees is a must on a daily basis. However, being physically present can be difficult for those of us who ran companies from other countries or are on the go a lot. For example, running a U.S. company, while living overseas presents unique challenges for many CEO’s. While not living in the U.S. it is important to share common hurdles so international entrepreneurs can grow their business successfully.

It is not surprise, one of the biggest hurdles to overcome in to communication. While many leaders can also be great communicators, navigating time zone differences can be an issue. However, what makes an entrepreneur successful is being able to adjust, drawing up a plan for that adjustment & executing it. When drawing up a plan for running a company overseas, blow are the key aspects of a plan to successfully manage & navigate a team from overseas.

Hire Self-Motivators-Team that are built under the right leadership will never salck on their duties when you are not in the office. By hiring the right people, the best work gets done in an efficient way. It is the **gift that keeps on giving** because self-motivation is an intangible trait that will never leave a person. At the end of the day, they’d continue to work without the need to be given much direction. As the result, employees work harder & it will boost company morale
Empower Employees-When empower of an employees to make certain decisions, this tactic not only builds products, but it shows how much confidence you have in your employees’ ability to perform.

That will get the job done in an effective manner that mean business is rolling in the right direction.

Focus On Communication- In order to run a successful company, entrepreneurs need to develop & growth their business communication skills. Entrepreneurs have to communicate better with business investors, employees & clients.

By putting all of your trust in your managers it gives you time to seek new enterprises, investments & even expand own entrepreneurial ideas. The key to all of this is being able to communicate effectively.

Essentially, though this, you will build a flexible team that is empowered enough to succeed in your absence while still being kept in the loop.

SOME THOUGHTS –

- 1) Management is efficiency in climbing the ladder of success, leadership determines weather the ladder is learning against the right wall.

- 3) Management is the opportunity to help people become better people. Practiced that way, it's a magnificent profession.
- 4) Leadership is working with goals & vision; management is working with objectives.



Management lessons from Lord Krishna

Lord Krishna is not only one of most revered Gods in Hindu mythology, but he is also considered to be one of the biggest leaders of all times. He was a good orator, communicator and had a great knack of dealing with people. Today, we bring you some aspects of his personality that are bound to help you in the corporate world --- so whether you a manager or an employee,

1. Friendly approach

Even though Krishna had a huge task at his hand, that of making the Pandavas win against the Kauravas, never once did he lose his cool or act irresponsibly. And that is exactly how a leader should be: maintaining his calm under pressure

2. Flexible

Lord Krishna lent a ear to anyone who wanted to talk to him --- whether it was Arjun who did not want a war or even the Kauravas -- who just wanted victory --- however, in the end he did what he felt was right --- you too should be like this at the workplace. Follow your instinct.

3. Dharma

When Arjuna was in a dilemma about fighting against his own brothers, Krishna reminded him about his Dharma or duty. Similarly, even though there are times when you might not enjoy your work, but you still have to do it.

4. Strategy

For the Mahabharata war, Krishna planned ahead. He knew that the Kauravas would leave no stone un turned to win the war and so he made a point to note all their tactics and moves. In the corporate world too, one should always be prepared.

5. Detachment

In the Bhagavad Gita, Krishna tells Arjuna that one should remain detached from Maya, so that one can fight clean in all areas of your life. Similarly, at the workplace too, one should not get emotionally involved with anyone, lest his work suffers.

6. Support

Krishna was unflinching in his support to the Pandavas --- even though the Kauravas came to him for help, he knew his priorities lied with the Pandavas. At the workplace, if you take a stand for any person, make sure to help him all throughout.

7. The many faces

Krishna was polite and gentle and at the same time, he could turn into clever and shrewd, depending on the situation. At the workplace too, one should display their characteristics, depending on the situation.

8. Inner voice

In the Bhagavad Gita, Krishna says that one should always listen to their inner voice, which is that of a soul. No matter where you go in life or what you do, always listen to your instincts.

9. Long-term goals

Personally, Krishna had nothing to gain from the Mahabharata war, no matter who won. However, he knew that for the benefit of the society, it would be better if the Pandavas won. At the workplace, one should always look at long-term goals and not short-term victories.

10. Leading from back

A leader does not always have to bag the limelight and no one can prove this better than Krishna. He quietly did his work and made the Pandavas win, without once picking up a weapon. This is the mark of a true, great leader.

11. Surviving through adversity

Krishna was born in captivity and separated from his parents soon after birth. Yet, he never let his personal struggles come in the way of his dharma. Hence, no matter what you are going through in your personal life, don't bring it to work

12. Commitment

Krishna always knew that the purpose of his life on earth was to kill his uncle, the evil Kansa. He did so while he was still a child. So, if you are committed to a cause, don't delay in executing that. Do not let anything come in between you and your cause.

13. Share your learning

Everyone knows that Bhagavad Gita is simply a conversation between Arjuna and Krishna. Krishna passed on all his learning to Arjuna which motivated him to fight for justice. Similarly, a good leader never keeps his knowledge to himself. He passes it on.

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16. Manager

Krishna could have made the Mahabharata war finish in a couple of hours due to his powers, yet he made the Pandavas win the war based on hard-work and sacrifice. And this is what any good manager will do -- make you toil so that you can succeed eventually.

17. Unbiased

Kansa was Krishna's maternal uncle, yet Krishna did not think twice before killing him since he was evil. Similarly, even at the workplace, you cannot let your friendship or relationship with someone affect your work.

18. Communicator

It is said that when Krishna talked, everyone would listen to him in rapt attention --- and a good manager should be just like that. He should have his way with words, so that people should both listen to him and take his advice.

AADITYA GAUTAM
MBA 1ST SEM.



COLLEGE UPDATES

INDEPENDENCE DAY CELEBRATION 2019

(15th August, 2019)

The 73th Independence Day was celebrated with great enthusiasm and respect to our nation at our college campus on 15th August, 2019. The program commenced at 9:45 AM in open ground with large gathering of staffs and students. Honorable Chairman, Shri Dev Murti Sir, Trust Secretary, Aditya Murti Sir Trust Administrator, Subhash Mehra Sir, , Prof. Dr. Prabhakar Gupta Sir, all HODs of different departments and teaching and non-teaching staffs are present on this program. To commemorate the sovereignty of our nation, honourable Chairman Sir unfurled the tricolor flag and all in unison sang the National Anthem and expressed the joy of our freedom. The students of different branch presented a group song that awakened everyone's feelings towards our Mother Land. Dean Sir motivated the students with his inspirational words and express motivational words for success of our college student and development of college. Further some patriotic songs were performed by 1st & 2nd year students of different courses combined together and in solo. Respected Chairman Sir addressed the gathering and expressed his delight to see the strong foundations of SRMSCET in academics and enlighten us about the current problem of our country and as a responsible citizen of this country what are different role a student should perform for development of nation. At the end sweets were distributed to the students.



SHRI KRISHNA JANMASHTAMI 2019

(24th August, 2019)

Shri Krishna Janmashtmi, the festival which marks the birth of lord Krishna, was celebrated in the Radha Mohan Temple in the SRMS campus. It was a mutual effort of students of SRMSCET, SRMSCET&R, SRMSIMS and other colleges of trust at Bareilly . The preparation started early in the morning with students gathering together to beautify the temple premises with balloons, shlokas, lights, etc. It was aesthetically done.

Later in the evening, the function started off with recital of lord's various beautiful names by our enthusiastic students. Devotees sang devotional songs out of their faith and reverence. At midnight, respected Chairman, Shri Dev Murti Ji was invited for the Maha-Abhishek of lord Krishna's idol.

Finally, the distribution of Prasad, fruits, sweets, panjiri and charanamrit marked the end of this grand celebration. The mantras, which continuously echoed in the temple, served as the charm of the function



FACULTY ARENA

GDP shocker: At 5%, Indian economy grows slowest in over six years

Gross Domestic Product (GDP) in India grew at 5 per cent in April-June 2019, the slowest since 2013, on account of subdued economic activity in sectors, from services and manufacturing, to agriculture and construction. But more importantly, the economy grew at 8 per cent in nominal terms — courtesy low levels of inflation — the slowest since the third quarter of 2002-03, taking into consideration the previous two series of national accounts. Nominal GDP growth is a proxy for growth in incomes, and the current slowdown signals a sharp fall in the latter.

Further, the Union Budget has assumed an 11 per cent nominal growth rate, and a tax revenue growth rate of more than 15 per cent. The fiscal balance of the Union and state governments could see trouble because poor nominal growth adversely affects tax collection. Various high-frequency indicators such as sales of passenger and commercial vehicles; production of capital goods, consumer durables, steel and cement; use of air travel, among others, had shown contraction, or poor growth, in the April-June period. The official growth estimate falls in line with this trend.

Chief Economic Advisor Krishnamurthy Subramanian, however, attributed the slowdown chiefly to a global economic downturn. “Impact comes, especially, from global headwinds due to deceleration in developed economies, Sino-American trade conflict etc. Similar phenomena were observed previously during Q4 2012-13 and Q4 2013-14, when growth was around 5 per cent,” he said in a series of tweets. Bibek Debroy, chairman of the Prime Minister's Economic Advisory Council, said he expected the economy to grow faster in coming quarters, which should not be “lightly dismissed” when many countries in the world were “struggling to find positive growth”. China grew at 6.2 per cent in the June quarter, according to its official data.

Private spending grew at 3.1 per cent, one of the slowest rates since the new national accounts series began in 2012. Investments (gross fixed capital formation) grew at 4 per cent, reflecting poor sentiment among investors and big companies. Government expenditure grew at a faster rate than the economy. Experts raised concern over the grim picture of the economy. “There are both structural and cyclical issues are plaguing the Indian economy. As construction/real estate are biggest employers after agriculture, reviving real estate is crucial for an uptick in investment and consumption,” said Devendra Pant, chief economist at India Ratings.

Manufacturing stagnated, growing just 0.6 per cent over the same quarter of the previous year. The sector has seen protracted slow growth since FY18. The services sector grew at just below 7 per cent in real terms. Only thrice in the last seven years have services grown slower than this. Agriculture and construction grew at 2 per cent in Q1 FY20. These sectors traditionally provide millions of jobs to farm and industry labourers in the unorganised sector. A slowdown in the June quarter appeared more pronounced due to an unfavourable base effect, too, because the economy had grown at 8 per cent in the first quarter of FY19.

(Source: <https://www.business-standard.com>)

DR. Ruchi Jain Garg
Associate Professor
MBA



Motley

