



# Vol.5

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# E-NEWSLETTER

## Master of Business Administration

### Editorial Board

Editor in Chief 

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### **Student Coordinators**

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### **Vision Statements**

**V1** - To help build India as a world leader in Management Education.

**V2** - To establish and develop world class Institutions for overall growth in an era of globalization.

**V3** - To facilitate easy access to professional education to all sections of society.

**V4** - To develop and provide a professionally qualified management workforce for augmenting the nation's human resources.

### **Mission Statements**

**M1-** To impart academic excellence in Management Education.

**M2-** To inculcate high Moral, Ethical and Professional standards among our students and to improve their overall personality.

**M3-** To enable rational thinking in students for efficient decision making.

**M4-** To evolve the Institution to the status of a Deemed University.

### Covid-19 Vaccine-The road map

The corona virus cases in the country surpassed the 10 million mark in the country. However, the virus in the country, which peaked in September, seems to be abating. The imminent arrival of the Covid-19 vaccine has also infused fresh hopes that the pandemic which has claimed 145k lives across the world is on its way out. On December 11, 2020, the Food and Drug Administration granted emergency authorization use in the U.S. of the Pfizer/BioNTech COVID19 vaccine for those 16 years of age and older.

Within a week, Moderna was also granted an EAU in the U.S. Both the Pfizer and Moderna vaccines require two doses, administered a few weeks apart. Priority allocation of the doses has been given to health care workers and the elderly. It is estimated that it will be spring or summer before the general public will have access to the vaccines. There are still unanswered questions regarding their safety in pregnant women. Britain approved and began administering the vaccine earlier the same week and two people receiving it experienced several allergic reactions.



For that reason, it's advised that people with a history of severe allergies should not receive the Pfizer vaccine at this time. The speed at which all of these vaccines were developed is unprecedented testing in humans started with record speed in March 2020. The FDA has been clear that no corners were cut to allow for their approval of the vaccine and that it is safe to take. Vaccines developed in China and Russia are now being administered in several countries. On Monday India **suspended all flights** from and to the UK until December 31, amid concerns about a **new variant** of SARS-CoV-2 that is “spreading & growing rapidly” there.

Several other countries, too, have suspended UK flights and imposed travel restrictions. Over the last few days, thanks to our world-class genomic capability, we have identified a new variant of the corona virus, which may be associated with the faster spread in the South of England,” UK Health Secretary Matt Hancock told the House of commons on December 14. UK authorities have already notified the World Health Organization about the variant. Public Health England (PHE) announced that 1,108 cases with this variant have been identified as of December 13, “predominantly in the South and East of England”. “PHE is working with partners to investigate and plans to share its findings over the next 2 weeks. On Sunday, UK authorities said further laboratory work is being undertaken as a priority to understand this.

It said the evidence shows that infection rates in geographical areas where this particular strain has been circulating have increased faster than expected, and the modelling evidence has demonstrated that this variant has a higher transmission rate than other variants in current circulation.

The Centre is planning to procure COVID-19 vaccines directly from the drug makers and distribute them among priority group under a special corona virus immunization programme, official sources said, according to news agency PTI. The states and union territories have been asked not to chart separate pathways of procurement, according to reports. The central government has already started the process of identifying around 30 crore priority beneficiaries. It has demarcated four categories of people for vaccination in the initial phase — around one crore healthcare professionals including doctors, MBBS students, nurses and ASHA workers, etc.; around two crore frontline workers including municipal corporation workers, personnel of the police and armed forces; about 26 crore people aged above 50; and a special group of those below 50 years of age with co-morbidities and requiring specialized care. The mutated corona virus strain that's been spreading in the U.K. appears to be more contagious and will likely lead to higher levels of hospitalizations and deaths next year, a new study showed.

## **DEPARTMENTAL ACTIVITIES**

### **Create your own story**

Date: December 10, 2020

Time: 2:10 – 4:10p.m.

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

The Management club conducted an activity in association with Literary Club for MBA batch of 2019 & 2020 of Shri Ram Murti Smarak College of Engineering and Technology, Faculty of Management Science, Bareilly.

The activity taken place was “Create your own story” where a team of two student was formed and they were asked to interpret the picture and narrate their story. The students presented their stories about the themes like the summer vacation story, the accident scene, education, phases of life and so on. The purpose of the activity carried out by the Club was to encourage students to develop a different perception, creativity thinking, writing ability and learning through interaction and discussion. The event was judged by Prof. Dr. Mohd. Salman Shamsi and Mr. Amit Shrivastav.

The winners of the event were:

**1<sup>st</sup> Position 2<sup>nd</sup> Position**

Pankhuri Saxena                  Pawan Kumar  
Anshika Maurya                  Gagan Singh



## **SPORTS ACTIVITY**

Date: December 17, 2020

Time: 2:10 – 4:10p.m.

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

Sports is a discipline that brings people together, pushes the boundaries of the human and body-it is often the perfect expression of human excellence. With that view the management club conducted an activity in association with Sports Club for MBA-MCA batch of 2019 & 2020.

The club organized volleyball and badminton matches between MBA and MCA students. The volleyball and badminton court saw all players ready to display their skills and passion. There was also a cheerful audience to cheer the players. The final set was especially close but in the end MBA Boys won in Volleyball with the smashing performances by the team players Aman Anand, Salman Khan, Rizwan Khan, Abdul Aleem, Manjul, Yogesh Singh, Neelesh Yadav. Apart from this various friendly matches of basketball and carrom board were played in between the students.

The energy displayed by players was commendable and they were completely engulfed in playing.

The winners of the badminton matches were:

**1<sup>st</sup> Position:**

**ADITI GULATI (MBA 2020)**  
**YUSHI AGARWAL (MBA 2019)**  
**GITAJALI JOSHI (MCA 2020)**

**2<sup>nd</sup> Position:**

**PRAGYA SINGH (MBA 2020)**  
**NEHA CHAHUN (MBA 2019)**  
**SAMIKSHA (MCA 2020)**



**Team Building Activity**

Date: December 31, 2020

Time: 2:10 – 4.10p.m

Venue: MBA Seminar Hall, Shri Ram Murti Smarak College of Engineering and Technology, Faculty of Management Science, Bareilly.

The Management Club in association with Strategic Club conducted a team building activity for MBA batch of 2020.

In Team Building Activity, total 7 teams were formed, two students in each, with one of them being blindfolded. The partner without blindfold assists the blindfolded person through the path by giving hints about hurdles on the way. This Activity with blindfolds was progressed by:

- More complex routes with the help of paper cups with regards to twist and turns.
- Low level obstacle to step over or to bend down was incorporated such as ropes.
- Ropes were handled by the other team.

The partner was there to provide safety and support for the blindfolded person. The purpose of the activity carried out by the club was to develop trust, communication and qualities of good team work among themselves.

The students participated actively and showed great zeal all throughout the activity.

The winners of this activity were:

**1<sup>st</sup> Position:**

Aman Anand  
Manjul Yadav

**2<sup>nd</sup> position:**

Pawan Kumar  
Ravi Gangwar

**Student's Corner**

Our MBA 2<sup>nd</sup> year student Ms. Vedika Goel submitted and presented a research paper titled "Strategic Analysis of Online Management Education in India" in **Manthan 2020**, a unique competition to understand the COVID -19 impact on the education sector with Atal Innovation Mission (a flagship initiative of NITI Aayog), AIU, AICTE, UGC & UNESCO as Strategic Partner & KPMG India as Knowledge Partner..

The following achievements of the student in various activities.

No. of three students of MBA first year Mr. Arun Kumar, Agrima Saxena and Aman Anand participated in the college level Badminton tournament conducted by the Mechanical Department, SRMS, and Bareilly on 31<sup>st</sup> December, 2020 and qualified for the semi-finals and Agrima Saxena qualified for the finals.

### **Faculty Corner**

Our HOD Madam Dr. Ruchi Jain Garg's one research paper "Prioritizing the Components of Online Environment to Assess Customer Experience: An Interpretive Structural Modeling Approach" published in International Journal of E-Business Research, Volume 17, Issue 2, Article 5 (Scopus Indexed)

Our faculty Mr. Amit Kumar Srivastava's research paper entitled "Criticism of Triple Bottom Line- TBL (With Special Reference to Sustainability)" published in the latest edition of **Scopus indexed journal** Corporate Reputation Review (CRR), Palgrave Publication ISSN: 1363-3589.

Our faculty member Dr. Mohd Salman Shamsi submitted a research paper titled "Strategic Analysis of Online Management Education in India" in Manthan 2020, a unique competition to understand the COVID -19 impact on the education sector with Atal Innovation Mission (a flagship initiative of NITI Aayog), AIU, AICTE, UGC & UNESCO as Strategic Partner & KPMG India as Knowledge Partner. Dr. Mohd Salman Shamsi got opportunity to present the paper in Manthan -2020.

### **Fresher's Party 2020 Inaugural Ceremony of SRMS-CET**

Date- 30<sup>th</sup> December, 2020

Time-9:00 – 9:30 am

Venue- Centennial Auditorium, Shri Ram Murti Smarak College of Engineering & Technology, Bareilly

30<sup>th</sup> December 2020, embarked as the Silver Jubilee Fresher's for the batch of 2020. The day started with the Inaugural ceremony. The guests, honorable Chairman Shri Dev Murti Ji and Trust Secretary Shri Aditya Murti ji, invoked the blessings of God through the lamp lightening ceremony and the college choir sang Saraswati Vandana and Sansthaan Geet. Proceeding in the program, Ganesh Vandana was performed to take the blessings of Vighna Harta Vinayak and to make the event successful. Then happened the rocking band performance which chilled the audience up.

The ceremony proceeded with the speech of respected Dean Dr. Prabhakar Gupta sir. Then we all were blessed with the kind words of respected Trust Secretary Shri Aditya Murti Ji and Honorable Chairman Shri Dev Murti Ji. The Inaugural Ceremony ended with the Vote of Thanks by TYRO Secretary Mr. Hutashan Raj Srivastav.



## FRESHER'S PARTY 2020

Fresher's Party in any college is an event which every student eagerly awaits, from their time of admission. The 30<sup>th</sup> December, 2020 was a memorable day in the life of every fresher of MBA Batch 2020 at FMS, SRMSCET, and Bareilly. The fresher's day was filled with excitement, joy, music, enthusiasm, laughter and happiness. The event was well coordinated by Dr. Salman Shamsi and Ms. Swapnil Mishra- MBA Department.

The celebration started at sharp 12:45 pm at the TDP Hall by MOC Satyam Kumar and Neha Chauhan with the warm welcome of all dignitaries. This was followed by the auspicious lamp lightening ceremony and prayers to Goddess Saraswati. The occasion was graced by the presence of Dean Academics Prof. (Dr.) Prabhakar Gupta, DSW Er. Ashish Kumar, Head TDP and MCA Prof. (Dr). Anuj Kumar, HOD- MBA Dr. Ruchi Jain Garg, Chief Proctor Dr. Deepesh Tiwari and Faculty of MBA.

The Event begun with welcome address by Dr. Prabhakar Gupta - Dean Academics, SRMSCET.

Pulsating ambience and foot tapping music set the mood of the party right. The excitement augmented to a joyful high as performance graced the stage. The mercury began to rise, the dance floor was left open for some unbridled energy. Various performances on Peppy numbers were performed by the seniors to celebrate the special day.

Fresher's party is all about creating everlasting relationships with each other. The event is an indication of union among the students.

From dance performance to singing and poetry, fresher's competed at their best for the specialties to be won at the fun filled competition.

To add some more fun to the party, non participants also performed to entertain the audience.

Then, once the results were out it was the stage of achievement for the contestants. The winner were -

Mr. Fresher – Aman Anand

Ms. Fresher – Megha Kumari

Mr. Talent – Arun kumar

Ms. Talent – Pankhuri Saxena

The program was followed by the enlightening and motivational address by Head of the Department- MBA, Dr. Ruchi Jain Garg.

Finally, brief formal expression of thanks at a special occasion, Vote of Thanks was proposed by Nidhi Verma that led to end of the Fresher's Party.



# Motley

