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E-NEWS LETTER



Master of Business Administration

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CONTENTS

Latest Update	01-03
College Update	04-04
Departmental activity	05-07
Student Corner	08-08

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.

Latest Update

Covid-19 :Third Wave Inevitable

A third Covid wave in India is "inevitable", and it could hit the country in the next six to eight weeks, AIIMS chief Dr. Randeep Guleria told NDTV amid unlocking in parts of the country after weeks of strict restrictions. The country's main challenge is vaccinating a huge population and the increase in dose gaps for Covishield "may not be a bad" approach to provide protection to cover more people.

A new frontier will have to be developed in India's fight against Covid to further study the mutation of the virus, Dr. Guleria stressed, as he talked about the new Delta-plus variant, which has evolved from the Delta variant of COVID-19, triggering fresh concerns about monoclonal antibody treatment.

"As we have started unlocking, there is again a lack of Covid-appropriate behaviour. We don't seem to have learnt from what happened between the first and the second wave. Again crowds are building up... people are gathering. It will take some time for the number of cases to start rising at the national level. Third wave is inevitable and it could hit the country within the next six to eight weeks... may be a little longer," Dr. Guleria said. "It all depends on how we go ahead in terms of Covid-appropriate behaviour and preventing crowds," he added.

Nearly 5 per cent of the country's population has so far been vaccinated with two doses. The

government aims to vaccinate 108 Crore of over 130 Crore people in the country by the end of this year.

"That (vaccination) is the main challenge. A new wave can usually take up to three months but it can also take much lesser time, depending on various factors. Apart from Covid-appropriate behaviour, we need to ensure strict surveillance. Last time, we saw a new variant - which came from outside and developed here - and led to the huge surge in the number of cases. We know the virus will continue to mutate. Aggressive surveillance in hotspots is required," the AIIMS chief said.

"Mini-lockdown in any part of the country, which witnesses a surge and a rise in positivity rate beyond 5 per cent, will be required. Unless we're vaccinated, we're vulnerable in the coming months," he underlined, stressing that "testing, tracking, and treating" should be the focus in hotspots.

"We have to factor in human behaviour while unlocking, which needs to be done in a graded manner," Dr. Guleria stressed.

On the spread of the Delta variant in the United Kingdom, which is now facing a third wave, he said, "Virus is still mutating, we need to be careful".

The highly transmissible variant first identified in India is now making up 99 per cent of fresh COVID-19 cases in the UK, news agency PTI reported.

The gap between the new waves is shortening and it's "worrying", Dr. Guleria said.

"During the first wave (in India), the virus was not spreading that rapidly... all that changed during the second wave, and the virus became much more infectious. Now the Delta variant that's spreading is much more infectious. Faster spread is likely," said the AIIMS chief.

A debilitating second wave had led to the shortage of hospital beds and medical supplies in various parts of India. SOS messages on social media had caught the world's attention with many nations coming forward to help. Several states have now eased the restrictions after weeks of strict curbs; however, preparations are on against the third wave.

In Maharashtra, experts have now warned that at its peak, the third wave of the virus could cause 8 lakh active cases in the state, which currently has around 1.4 lakh patients.

"When there is a huge increase in the number of cases, shortage of (hospital) beds follows. The strategy should be multi-pronged - we have to make sure fresh cases don't rise. Any healthcare system globally will tend to collapse with the unprecedented rise in the infections," Dr. Guleria said.

Does India need to rethink its 12-16 week gap decision between two doses of Covishield, a vaccine the country is largely dependent on? "Nothing is written in stone. We will have to look

at new strategies. But we need to have strong data to take that decision," the AIIMS chief said.

On the Delta-plus variant, the AIIMS chief explained: "We need an aggressive genome sequencing to see how the virus is behaving. Does the vaccine efficacy come down; does the monoclonal antibody treatment work? To do all of that, we need to have a large or very good network of labs to study the data. I think that's where to move in the next few weeks. And that's the new frontier we need to develop if we want to succeed in our fight against Covid."

Indian Covid Vaccination Statistics



Cumulative Coverage Report of COVID-19 Vaccination (As on 27 Jun '21 at 7:00 AM)

Sl. No.	State/UT	Beneficiaries vaccinated		
		1st Dose	2nd Dose	Total Doses
	India	26,513,84,559	5,63,75,518	32,17,60,077
		(55,11,163 in last 24 Hours)	(11,14,730 in last 24 Hours)	(64,25,893 in last 24 Hours)
1	A & N Islands	1,43,336	16,301	1,59,637
2	Andhra Pradesh	1,19,21,136	29,06,639	1,48,27,775
3	Assam	4,70,285	81,339	5,51,624
4	Bihar	56,59,088	11,82,871	68,41,959
5	Chandigarh	3,35,09,449	21,75,209	3,56,84,658
6	Chhattisgarh	4,17,304	81,558	4,98,862
7	Goa	73,13,373	14,18,534	87,30,907
8	Delhi	1,50,657	14,943	1,65,600
9	Daman & Diu	3,80,795	16,966	3,97,761
10	Delhi	56,29,464	17,00,206	73,29,670
11	Goa	7,48,352	1,07,791	8,56,143
12	Gujarat	1,93,31,125	53,26,336	2,46,57,461
13	Haryana	71,32,868	12,98,069	84,30,937
14	Himachal Pradesh	30,10,202	4,71,864	34,82,066
15	Jammu & Kashmir	36,44,117	6,39,077	42,83,194
16	Karnataka	55,37,691	10,11,406	65,49,097
17	Kerala	1,80,89,449	35,33,238	2,16,22,687
18	Kerala	1,05,07,088	29,77,412	1,34,84,500
19	Ladakh	1,68,673	47,338	2,16,011
20	Lakshadweep	46,255	7,494	53,749
21	Madhya Pradesh	1,74,46,567	23,56,827	1,98,03,394
22	Maharashtra	2,50,47,327	59,85,707	3,10,33,034
23	Manipur	5,30,788	73,048	6,03,836
24	Mizoram	5,87,049	76,506	6,63,555
25	Mizoram	4,97,203	53,246	5,50,449
26	Nagaland	4,03,587	54,845	4,58,432
27	Odisha	95,17,494	20,23,931	1,15,41,425
28	Puducherry	4,16,585	62,832	4,79,417
29	Rajasthan	59,74,933	9,67,308	69,42,241
30	Rajasthan	2,01,90,790	37,06,534	2,39,97,324
31	Sikkim	3,71,534	61,597	4,33,131
32	Tamil Nadu	1,24,23,144	24,70,145	1,48,93,289
33	Telangana	88,50,242	14,76,773	1,03,27,015
34	Tripura	18,94,052	5,73,672	24,67,724
35	Uttar Pradesh	2,61,32,272	43,21,651	3,04,53,923
36	Uttarakhand	34,26,029	7,68,022	41,94,051
37	West Bengal	1,63,20,708	47,23,595	2,10,44,303
38	Andaman and Nicobar Islands	17,34,532	15,15,727	32,50,259

College Update

Faculty Arena

1:- Dr. Mohd Danish Chishti, Assistant Professor, FMS SRMSCET, has Webinar on the topic “How to write effective teaching cases: EMCS Editor and reviewer insights” organized by Emerald Publishing & Nalanda E-Consortium, AKTU on June 18, 2021.



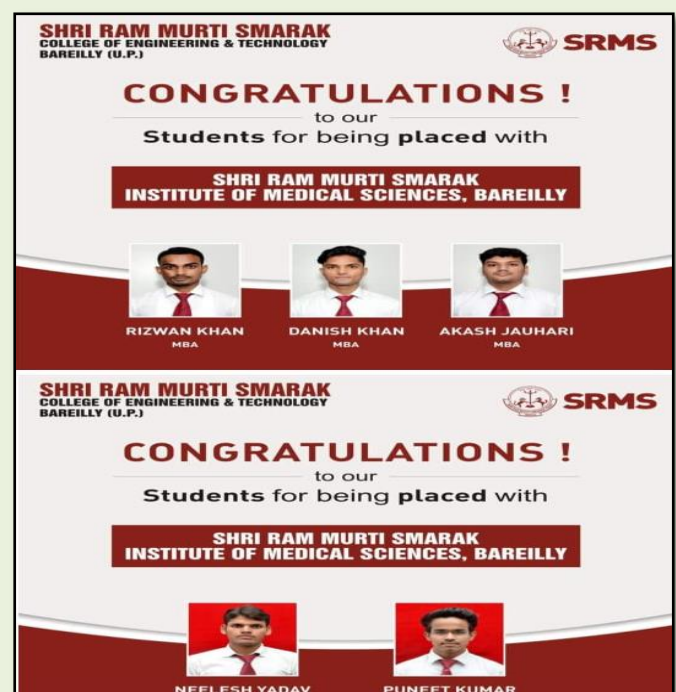
2:- Dr. Mohd Danish Chishti, Assistant Professor, FMS SRMSCET, has Webinar on the topic “on “Leveraging Benefits of E-Invoicing & New GST Compliance” held on 11th June, 2021, organized by WASME.



3:- One of our faculty member Dr. Mohd, Salman Shamsi, Assistant Professor, FMS SRMSCET, participated and successfully completed AICTE Training And Learning (ATL) on line elementary FDP on “Design Thinking” from 01-06-2021 to 05-06-2021 at Gyan Ganga Institute of Technology and Sciences.



Student Achievements



Students Certificates

1. One of our second year 4th semester students Mr. Surya Patel attended following four programs in this month.

1. “Email Marketing” at Indian Institute of Digital Education on May 01, 2021
2. “Face Book and Instagram Ads” at Indian Institute of Digital Education on May 21, 2021
3. “Search Engine Optimization” at Indian Institute of Digital Education on May 21, 2021
4. “Ad Design Psychology” at Indian Institute of Digital Education on May 08, 2021
5. “Google Ads’ at Indian Institute of Digital Education on May 15, 2021.



2. Another one student Ms. Agrima Goel (MBA 2nd semester) attended the program “Instagram Marketing” & conducted by Indian Institute of Digital Education on May 22, 2021 & “Google Ads” By Indian Institute of Digital Education on May 15, 2021

3. Other one student Mr. Abdul Aleem Aroma Goal (MBA 4th semester) attended the following Programs.

1. “Email Marketing” at Indian Institute of Digital Education on May 01, 2021
2. “Ad Design Psychology” at Indian Institute of Digital Education on May 08, 2021
3. “Google Ads’ at Indian Institute of Digital Education on May 15, 2021

4. Mr. Neelesh Yadav (MBA 4th semester) attended the program “Lead generation Master class” conducted by Digitan Deepak and Digital Marketing and Search Engine Optimization by SRMS, Bareilly.

5. Ms. Agrima Goel (MBA 4th semester) attended the program “Generate Business from LinkedIn” conducted by Indian Institute of Digital Education on May, 29, 2021.



6. One of our first year 2nd semester students Mr. Arun Kumar attended following five programs in this Month.

1. “Marketing internship at Marketurn India” conducted by ITERNSHALA on June 02,2021
2. “The next generation of IT Service Management” conducted by Cognixia on June10,2021
3. “Ethical Hacking course” conducted by Unschool on June 02,2021
4. “Community Infuencer” conducted by Unschool on June 05,2021
5. “The Fundamentals of Digital Marketing” conducted by Indian Institute of Digital Education on June 05,2021



7. Another one student Mr. Aman Anand (MBA 2nd semester) attended the program “Instagram Marketing” conducted by Indian Institute of Digital Education on May 22, 2021.



8. Other one student Ms. Aditi Gulati (MBA 2nd semester) attended two programs and the details are the following.

- * “Google Ads” conducted by Indian Institute of Digital Education on May 15, 2021.
- * “Instagram Marketing” conducted by Indian Institute of Digital Education on May 22, 2021.



9. Another one student Mr. Rahul Sharma (MBA 2nd semester) attended the program “Marketing Management” conducted by GIBS Business School on June 13, 2021 and “Efficiency in E-mail Marketing” by Edelytics on June 14, 2021.

10. Ms. Anjali Barwal (MBA 2nd semester) attended two programs and the details are the following.

- * “Ad Design Psychology” conducted by Indian Institute of Digital Education on May 08, 2021.
- * “Blogging 101” conducted by Indian Institute of Digital Education on May 23, 2021.



11. Ms. Priyanka Yadav (MBA 2nd semester) attended the program “Google Ads” conducted by Indian Institute of Digital Education on May15, 2021.

12. Ms. Megha kumari (MBA 2nd semester) attended the program “The Fundamentals of Digital Marketing” conducted by Google Digital Unlocked on May14,2021 and Short term course on Content marketing by Phil Ebner video school & UDemY on May,14,2021.



13. Ms. Pankhuri Saxena (MBA 2nd semester) attended the program “The Fundamentals of Digital Marketing” conducted by Google Digital Unlocked on May11, 2021.

14. Ms. Anshika Maurya (MBA 2nd semester) attended the program “The Fundamentals of Digital Marketing” conducted by Google Digital Unlocked on May 08, 2021.

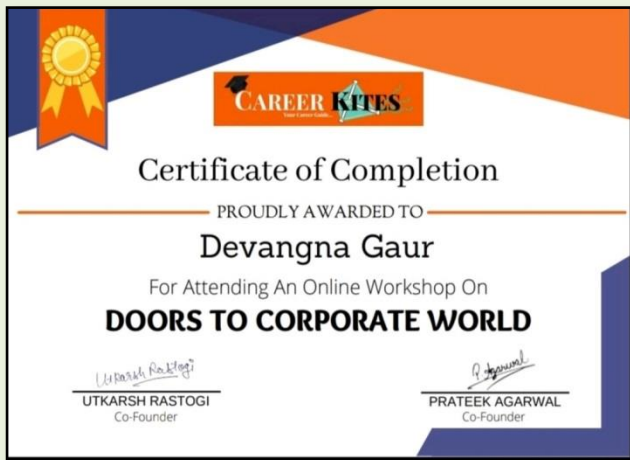
15. Ms. Mantasha Sabir (MBA 2nd semester) participated “Envirolution Quiz” and “Online quiz on Cyber Security” conducted By CPCB & My Gov. and Ministry of Electronics & Information technology, respectively.

16. Mr. Rajul Sharma (MBA 2nd semester) participated “COVID-19 Awareness Program” and “Online Quiz on Facebook Security” conducted by Vishakarma Institute of Information Technology and Ministry of Electronics & Information Technology, respectively.



17. Ms.Devangna Gaur (MBA 2nd semester) attended “Corporate Fraud Investigations” and “Doors to Corporate World” conducted By

NTELAWcademy and CAREER KITES, respectively.



18. Ms. Agrima Saxena (MBA 2nd semester) attended “Doors to Corporate World” conducted By CAREER KITES.

Anti-Social behaviour one of the biggest threat to the society

Anti-social behaviour is actions that harm or lack consideration for the well-being of others. It has also been defined as any type of conduct that violates the basic rights of another person and any behaviour that is considered to be disruptive to others in society. This can be carried out in various ways, which includes, but is not limited to, intentional aggression, as well as covert and overt hostility. Anti-social behaviour also develops through social interaction within the family and community. It continuously affects a child's temperament cognitive ability and their involvement with negative peers, dramatically affecting children's problem solving skills. Many people also label behaviour which is deemed

contrary to prevailing norms for social conduct as anti-social behaviour.

What causes anti-social behaviour?

Anti-social behaviour has been described as ‘a pattern of behaviour that is verbally or physically harmful to other people, animals, or property, including behaviour that severely violates social expectations for a particular environment’.

Anti-social behaviour can stem from a variety of factors such as:

- Poor education
- Wordlessness’
- Ill health
- Poverty and child development
- Family problems

How can anti-social behaviour be prevented?

The best way to reduce anti-social behaviour is by providing early intervention services. Early Intervention services can help measure anti-social behaviour and effectively teach children and young adults the positive behaviour that should be adopted which they will carry into adulthood and provide a positive social impact on their local society. In addition to this, by addressing potential challenges at an earlier stage it gives charities the chance to prevent them from becoming serious issues that could become a strain on society.

**Compiled By
Mr. Satyam Kumar (MBA 4th Sem.)**

