



SRMS
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Master of Business Administration

LATEST UPDATE

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Modi Government 2.0: Pension coverage approved for crores of small traders and farmers

The Union Cabinet, chaired by the Prime Minister Narendra Modi has approved that the ambit of the Pradhan Mantri Kisan Samman Nidhi (PM-KISAN) would be comprehensively extended. With this decision, all land holding eligible farmer families (subject to the prevalent exclusion criteria) would avail of the benefits under this scheme.

It is estimated that 5 crore small and marginal farmers will benefit in the first three years itself. The Central Government would spend Rs. 10774.50 crore for a period of 3 years towards its contribution (matching share) for providing social security cover as envisaged under the scheme.

Salient features of PM-KISAN scheme:

- A voluntary and contributory pension scheme for all Small and Marginal Farmers (SMF) across the country.
- Entry age of 18 to 40 years with a provision of minimum fixed pension of Rs.3,000/- on attaining the age of 60 years.
- For example, a beneficiary farmer is required to contribute Rs 100/- per month at median entry age of 29 years. The Central Government shall also contribute to the Pension Fund an equal amount as contributed by the eligible farmer.
- After the subscriber's death, while receiving pension, the spouse of the SMF beneficiary shall be entitled to receive 50% of the pension received by the beneficiary as family pension, provided he/she is not already an SMF beneficiary of the Scheme. If, the death of the subscriber happens during the period of contribution, the spouse shall have the option of continuing the Scheme by paying regular contribution.

3 Crore retail traders and shopkeepers to get pension coverage

- Under this scheme all shopkeepers, retail traders and self-employed persons are assured a minimum monthly pension of Rs. 3,000/- month after attaining the age of 60 years.
- All small shopkeepers and self-employed persons as well as the retail traders with GST turnover below Rs. 1.5 crore and age between 18-40 years, can enrol for this scheme. The scheme would benefit more than 3 crore small shopkeepers and traders.
- The scheme is based on self-declaration as no documents are required except Aadhaar and bank account. Interested persons can enroll themselves through more than 3, 25,000 Common Service Centres spread across the country.
- The Government of India will make matching contribution in the subscribers' account. For example if a person with age of 29 years contributes Rs. 100/- month, then the Central Government also contributes the equal amount as subsidy into subscriber's pension account every month.

India to become 5th largest economy globally this year; 2nd in APAC region by 2025

India is forecast to overtake the UK to become the world's fifth largest economy this year and projected to surpass Japan to feature at the second position in the Asia-Pacific region by 2025, IHS Market said Monday.

In a report on Prime Minister Narendra Modi and his BJP party's victory in the national elections, it said the economic outlook "looks positive" for the second term of Modi government, with GDP growth forecast to average around 7 per cent per year over the 2019-2023 period. "India is forecast to become the world's fifth largest economy in 2019, reaching a total GDP size exceeding USD 3 trillion, and overtaking its former colonial ruler, the United Kingdom. By 2025, Indian GDP is also forecast to surpass Japan, which will make India the second-largest economy in the Asia-Pacific region," it said.

As India continues to ascend in the rankings of the world's largest economies, its contribution to global GDP growth momentum will also increase. India will also play an increasingly important role as one of the Asia-Pacific region's major economic growth

Engines, helping to drive Asian regional trade and growth investment flows

In Modi's second term of office, India will continue to confront significant economic challenges. "A key policy priority for the Indian government will be to continue to drive reforms in the public sector banks and reduce the burden of non-performing (or bad) loans on their balance sheets," IHS said.

While manufacturing sector's share in the GDP is still at 18 per cent against the target of 25 per cent, around 7.5 million persons are projected to join the Indian workforce per year on average over the next two decades.

This, IHS said, will create strong pressure on the Modi government to generate sustained rapid employment growth in both the manufacturing and services sectors in order to prevent rising unemployment and underemployment in the Indian labour force.

"Moreover, the increase in India's total population between 2015 and 2050 (by around 265 million) is projected at around 350 million persons, creating significant fiscal challenges for the government in order to deliver adequate physical infrastructure such as electricity, sanitation, affordable housing, and public transport," it said.

Continuing to drive the transformation of India's industrial sector through 'Make in India' strategy will also be a strategic priority, in order to improve manufacturing sector output growth and generate stronger employment growth, it said. "When PM Modi launched the Make in India strategy in 2014, he set a target of increasing the contribution of manufacturing to GDP to 25 per cent. However, by 2018, the manufacturing sector share of GDP is still at 18 per cent, which still leaves a substantial gap to bridge in order to achieve this vision."

Despite significant achievements in infrastructure development during Modi's first term, rapid infrastructure development in key sectors such as transport and power infrastructure remain important priorities, as well as reducing the regulatory burden of government red tape.

India was ranked 77 out of 190 countries that are included on the World Bank's Ease of Doing Business Index for 2019. "However, although India still lags behind other large emerging markets such as Turkey (43rd), China (46th) and Mexico (54th) on this ranking, India has made remarkable progress in improving its ranking compared with its ranking at 142nd out of 189 countries in the Ease of Doing Business ranking for 2015, which reflected a survey undertaken during the last year of the UPA Congress-led coalition government.

"This reflects the considerable efforts made during PM Modi's first term of office to try to reduce the regulatory burden of the Indian national and state bureaucracies on Indian businesses," IHS said. IHS said the extent of BJP's electoral victory was "well beyond market expectations". "The resounding victory in the Indian national elections of the BJP Party led by Prime Minister Modi, with another large parliamentary majority, will provide continuity of economic policy for India over the next five years. The large parliamentary majority secured by the BJP has avoided the key risk of a weak and fragmented coalition government governing the nation, which could have undermined momentum for further economic reforms," said IHS Markit's Asia-Pacific Chief Economist Rajiv Biswas.

Stating that Modi and the BJP have achieved steady and robust macroeconomic growth over the past five years, it said the election results signal a strong vote of confidence from the electorate in the party's economic track record in governing the nation.

Since Prime Minister Modi took office in 2014, Indian GDP has increased by 50 per cent, from USD 2 trillion in 2014 to an estimated USD 3 trillion in 2019, a total net increase of USD 1 trillion in GDP in just five years.

"The BJP government benefited from the slump in world oil prices during 2014-16, which helped to significantly reduce inflation pressures in India. Falling oil prices also substantially reduced India's oil import bill, which helped to lower the current account deficit as share of GDP significantly," it said.

A major economic policy reform achieved under Modi's first term of office was the implementation of the Goods and Services Tax (GST) in 2017 to create unified single indirect taxes which had created significant inefficiencies, such as higher logistics costs, for firms distributing products across state boundaries.

The GST will help to reduce logistics costs as well as improving industrial competitiveness for industries. "Nevertheless, India has also faced its fair share of economic challenges during PM Modi's first term of office, including bad debt problems of the public sector banks as well as economic turbulence during the demonetization episode in 2016," it said adding overall the BJP has provided a steady hand at the helm of government, delivering five consecutive years of economic stability, with strong growth and moderate inflation.

Source:

//economictimes.indiatimes.com/articleshow/69638064.cms?utm_source=contentofinterest&utm

DEPARTMENT UPDATE

Campus Placements News: MBA-2017

FMS in collaboration with SRMS Training and Placement cell had organized many placement drives for its students time to time. These efforts are being proved fruitful as all students of MBA Batch 2017-19 got placement in various Companies of repute. This time also MBA placement was 100%.

MBA 2017- 2019 BATCH

S.NO.	NAME OF STUDENTS	COMPANY NAME
1	PRATIKSHA SINGH	Extramarks Education India Pvt Limited
2	RAHUL YADAV	Extramarks Education India Pvt Limited
3	SHIVANI KHANDELWAL	Extramarks Education India Pvt Limited
4	AMIT SHUKLA	JUST DIAL LIMITED
5	ANKITA KUMARI	JUST DIAL LIMITED
6	ANMOL KUMAR SINGH	JUST DIAL LIMITED
7	AYUSH MEHROTRA	JUST DIAL LIMITED
8	CHITRESH LAHIRI	JUST DIAL LIMITED
9	FAIZAN WARSI	JUST DIAL LIMITED
10	KM KAUSHAL SHARMA	JUST DIAL LIMITED
11	MOHAMMAD ASIF SAIFI	JUST DIAL LIMITED
12	PUSHPENDRA YADAV	JUST DIAL LIMITED
13	RAMESH MAURYA	JUST DIAL LIMITED
14	SANTAY KUMAR YADAV	JUST DIAL LIMITED
15	SHALINI CHAUDHRY	JUST DIAL LIMITED
16	SHIVNANDAN SHUKLA	JUST DIAL LIMITED
17	CHITRA BHATNAGAR	HDFC BANK
18	JYOTI MISHRA	PIE INFOCOMM PVT. LTD.
19	MUSKAN VAISH	PIE INFOCOMM PVT. LTD.
20	SIMRAN SAXENA	ARTECH INFOSYSTEMS PVT. LTD.
21	RISHABH KUMAR MISHRA	UTKARSH SMALL FINANCE BANK
22	PRAVEEN KUMAR	FUTURE CONSUMER LTD
23	YASHASWI PATEL	FUTURE CONSUMER LTD
24	SURBHI NIGAM	MYLOANCARE
25	NEHA KASHYAP	MYLOANCARE
26	RAJESH KUMAR	MYLOANCARE
27	MANU UPADHYAY	TSM ONTARIO, CANADA
28	KM AKRITI SHRIVASTAV	HINDUSTAN RECRUITERS
29	KM KIRAN DEEP KAUR	HINDUSTAN RECRUITERS
30	KM POOJA GANGWAR	HINDUSTAN RECRUITERS
31	POOJA RANI	HINDUSTAN RECRUITERS
32	RAHUL SRIVASTAVA	HINDUSTAN RECRUITERS
33	RAGINI CHATURVEDI	HINDUSTAN RECRUITERS
34	RUBY	BAJAJ ALLIANZ
35	SANTANA SONKAR	BAJAJ ALLIANZ



Summer Train Report of MBA First Students



MBA 2018-20 Batch Summer Internship

S. NO.	ROLL NO.	NAME OF STUDENTS	COMPANY NAME
1	1801470001	AAKASH SRIVASTAVA	HDFC BANK
2	1801470002	AAYUSHI SAXENA	FUTURE CONSUMER LTD.
3	1801470003	AAYUSHI BADOLA	JAUAR GROUP
4	1801470004	ACHEENDRA DEV SINGH	FUTURE CONSUMER LTD.
5	1801470005	ADITYA PRATAP SINGH	JARO EDUCATION
6	1801470006	AHSAN AHMAD	JAUAR GROUP
7	1801470007	AKANSHA SAXENA	FUTURE CONSUMER LTD.
8	1801470008	ANJ SHARMA	KARVY DIGI CONNECT, NOIDA
9	1801470009	ARBAZ SHAH KHAN	ADITYA BIRLA CAPITAL
10	1801470010	AREENA	ADITYA BIRLA CAPITAL
11	1801470011	ARPITA JAISWAL	HDFC BANK
12	1801470012	ARUN PATEL	FUTURE CONSUMER LTD.
13	1801470013	AYUSHI PANDEY	JAUAR GROUP
14	1801470014	DARSHIKA SHARMA	KARVY DIGI CONNECT, NOIDA
15	1801470015	GITANJALI	KARVY DIGI CONNECT, NOIDA
16	1801470016	GOPIKA GUPTA	HDFC BANK
17	1801470017	HUMAIR ALI	HDFC BANK
18	1801470018	LALIT GANGWAR	ADITYA BIRLA CAPITAL
19	1801470019	LAVLEEN AGRAWAL	ADITYA BIRLA CAPITAL
20	1801470020	LAVY KHANDELWAL	HDFC BANK
21	1801470021	MAHIRA BEE	ADITYA BIRLA CAPITAL
22	1801470022	MOHAMMAD NAZIM	BRIDGE GROUP SOLUTIONS
23	1801470023	MOHD SAJJID	AEGON LIFE INSURANCE CO. LTD.
24	1801470024	PALLAVI YADAV	JAUAR GROUP
25	1801470025	PANKUL KAKKAR	KARVY DIGI CONNECT, NOIDA
26	1801470026	PARUL GANGWAR	FUTURE CONSUMER LTD.
27	1801470027	PAYAL MEHENDIRATTA	FUTURE CONSUMER LTD.
28	1801470028	PRABHAT KUMAR TRIPATHI	FUTURE CONSUMER LTD.
29	1801470029	PRACHI BHARDWAJ	KARVY DIGI CONNECT, NOIDA
30	1801470030	RAM KUMARI	KARVY DIGI CONNECT, NOIDA
31	1801470031	RISHAV AGARWAL	JAUAR GROUP
32	1801470032	RITANSHI KHANNA	ADITYA BIRLA CAPITAL
33	1801470033	RIZWAN ANSARI	JAUAR GROUP
34	1801470034	SAGAR SRIVASTAVA	BRIDGE GROUP SOLUTIONS
35	1801470035	SHALINI TIWARI	ADITYA BIRLA CAPITAL
36	1801470036	SHIVAM DUBEY	AEGON LIFE INSURANCE CO. LTD.
37	1801470037	SHIVAM SHARMA	BRIDGE GROUP SOLUTIONS
38	1801470038	SHIVAM SHUKLA	FUTURE CONSUMER LTD.
39	1801470039	SHRATISHTHA KAPOOR	ADITYA BIRLA CAPITAL
40	1801470040	SHUBHAM KUMAR	FUTURE CONSUMER LTD.
41	1801470041	SONAM MISHRA	FUTURE CONSUMER LTD.
42	1801470042	SUGANDH RATHORE	JAUAR GROUP
43	1801470043	SULBI SHAHAB	FUTURE CONSUMER LTD.
44	1801470044	SWAPNEL CHAUHAN	AEGON LIFE INSURANCE CO. LTD.
45	1801470045	VANSH BHATNAGAR	ADITYA BIRLA CAPITAL
46	1801470046	VARSHA	ADITYA BIRLA CAPITAL
47	1801470047	YASH SHOBHIT	OM LOGISTICS

STUDENTS CORNER

Fevicol Marine TVC

The Fevicol Marine ad where a man transporting chairs on his boat denies an old man a lift because of the apparent lack of space, but he's quick to make space for a good looking village damsel and her "belongings"? The one where he kicks his cargo overboard to make room for the girl and drags the chairs along with a rope tied to his boat? The ad tries to showcase just how strong the adhesive, Fevicol Marine, actually is, especial in water. Well, Pidilite is back with a new TVC for the brand named Fevicol Marine Market.

The latest ad also focuses on the strength and reliability of Fevicol Marine on wood, when submerged in water. Set in the backdrop of the Kerala backwaters, the TVC features on four rather ingenious shopkeepers who are running their business illegally on a bridge. When they are warned of the authorities approaching, they simply fold their wooden shops and drop them over the side into the water below. The Police are none the wiser and move on after acknowledging that there's nothing fishy is going on. Once they're gone, the shopkeepers reel their being lifted out of the water. As he looks on in dismay the ad ends with a voice over stating - 'Fevicol Marine nahi lagaya to kya marine lagaya'.

Since the old Marine ad became popular instantly, we asked Vivek Sharma, chief marketing officer, Pidilite Industries, what was the objective of the new TVC? He says, "Fevicol Marine is an advanced product and highlights Fevicol's technological prowess. Continuing our tradition of innovation post the successful 'boatman' campaign, we wanted to highlight the brand promise in an entertaining manner that has become synonymous with Fevicol Advertising. The TVC will be aired in key Hindi speaking markets and Karnataka. The campaign will be on air for five weeks and during IPL.

Rahul Yadav
MBA 4th Sem

FACULTY ARENA

Is internship really important while doing an MBA?

One recurrent debate in management pedagogy has been about whether management courses should focus on training in management skills or limit themselves to sharing knowledge. The proponents of skill development suggest that skills are learnt hands on. They can only be inferred and imbibed through actual experience.

While people supporting the other view believe that knowledge imbibed through classroom teaching and case studies primes the minds of students to understand possible business problems, making them better equipped to handle similar real life situations when they actually encounter them.

The practice of internships as part of the MBA training, allows students to bridge this gap dividing the two schools of thought. In fact, 'skill' is defined as an individual's ability to carry out a task well. And this skill is a combination of an individual's general ability, specific aptitude required to carry out the task, knowledge of the domain and a lot of practice. The general ability of candidates is tested during the admission process itself and the domain knowledge is imparted through the classroom sessions. The summer internships then become a very useful means to allow students to discover and test their aptitude for certain kinds of tasks, and also practice what they have known theoretically.

Gaining 'relevant' work experience

Most business schools today are focusing on taking people with past work experience. The assumption being that these participants bring with them an innate understanding of workplaces and how work really happens there. However the problem is that 'work experience' in this context doesn't always translate to 'relevant' work experience. Almost 90 per cent of the MBA candidates in Indian Business schools have experience in the Information Technology industry. These individuals aim to branch out and specialise in areas like marketing or finance etc. Their past work experience adds negligible (if any) value to the jobs they seek. Internships help students practically apply what they have learnt in the various courses and gain work experience that will be 'relevant' for their future work roles. Internships therefore play a crucial role in determining the student's professional worthiness.

If you are a student currently pursuing MBA or an aspirant to enter an MBA program, you will find that an important aspect of the entire course is an MBA internship. Learn more about how an internship adds value to your degree and defines the career path you choose after completing the MBA program.

An MBA internship is a brief, learning-oriented work experience with a company that is completed between the first and second year of the MBA program. Summer internships are compulsory for most business schools today. Essentially, an internship as an MBA student will allow you to apply the skills and lessons learned in a classroom in the real world of business. The 2014 year-end poll conducted by the Graduate Management Admission Council on 201 recruiters reveals a strong outlook for internship among employers. In 2014, 68 percent of employers said that they had recruited MBA students as interns in 2013.

Here's how an MBA internship may add value to your MBA degree and career ahead:

1. Preview of Role & Responsibilities



MBA internships are an opportunity for you to work in your area of interest and organizations that allow you to pursue your career goals. An internship gives a preview of the roles, responsibilities and the nature of work that you would be undertaking once you graduate from a business school.

2. Gain Work Experience



A summer internship with a large firm will give you practical work experience in your field of interest. An internship with a good firm will add great value to your resume and will give you an edge at the time job placement. This is of even greater significance if you do not hold any prior work experience in the field you have chosen to pursue.

3. Gain exposure to work profile and build skills



Your MBA internship will help you to get practical knowledge of your chosen field. MBA internships include many assignments and projects and you will be given a chance to do meaningful work that impacts the company. In return, it is your opportunity to develop skills in the particular field and experience first-hand if the work profile is to your liking and whether you would pursue it as your career path or not.

Consider an MBA internship as a crash course to what your job will be like if you decide to pursue it later.

4. Self- Exploration



Despite the fact that many students enroll for a MBA programme after working in the industry for a while, most are confused while deciding on their specialization. Self-knowledge is critical to success at work. Internships allow students this space for self-exploration. Interns get a hands on feel of 'real' jobs in their chosen fields of specialization, and this experience comes with no direct responsibility. This makes internships the most conducive time to know what one likes and is good at. Many a times we get students coming back after an internship and saying they are confident that this is 'not' what they want to do! Knowing what one doesn't want, is an equally important aspect of self-exploration too. These subtle elements of an internship experience make them irreplaceable in management training.

5. Network Building

SIP an added advantage of working as an intern is the opportunities it provides for interaction with others in the same field of work -- other working professionals, co-interns from different B schools

and (if one is lucky) well-known figures in the business world too. Building and nurturing networks is one key skill for any working individual. These contacts built early in one's career remain helpful for us over a lifetime.



Skill and knowledge are inseparable and equally important for making people employable. It is not surprising then that the practice of internships remains such a critical component for any kind of professional training and education.

6. Convert internship into a pre-placement offer



Finally, many companies use internships to recruit talent that fits their culture. You are exposed to a network of professionals and hiring decision makers in that organization who will judge your performance during the tenure of internship. For most employers, interns are an economical way of "trying before buying." If you live up to their performance expectations, you would be hired easily.

It is a win-win for both you and the company to offer you a job or a pre-placement interview offer at the end of your graduation.

Source:

<https://www.indiatoday.in/education-today>

Jyoti Prakash Das
(Assistant Professor)

