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E-NEWS LETTER



Master of Business Administration

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CONTENTS

Vision and Mission	01-01
Latest Update	02-03
College Update	03-04
Departmental activity	05-05
Student Corner	06-09
Motley	10-10

Vision Statement

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

V2- To established and develop world class institute overall growth in an era of globalization.

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

V4- To develop and provide a professional qualified management workforce for augmentingt the nation's human resources.

Mission Statement

M1-To impact academic excellence in management education.

M2- To inculcate high Moral,Ethical and Professional standard among are student and to improve their overall personality.

M3-To enable rational thinking for student for efficient decision making.

M4-To evolve the institution to the status of a deemed university.

Latest Update

Parliament passes bill to repeal three farm laws without debate

The bill now awaits the assent of President Ram Nath Kovind for the formal withdrawal of the three contentious laws against which farmers have been protesting for the past year.

Parliament on Monday approved the repeal of the three controversial farm laws in rushed voice votes in both Houses on the opening day of the winter session as the government stonewalled the opposition demand for debate.

The Farm Laws Repeal Bill, 2021, which sought to rescind the three laws passed last year to ease rules around the sale, pricing and storage of farm crops, was taken up by Lok Sabha which passed it within minutes and, thereafter, it was introduced in Rajya Sabha and approved by voice vote. The whole exercise was completed within two hours.

The bill now awaits the assent of President Ram Nath Kovind for the formal withdrawal of the three contentious laws against which farmers have been protesting for the past year.

In both Houses, opposition parties led by the Congress demanded a discussion over the repeal bill but couldn't get it initiated.

Bill To Privatisise Two Public Sector Banks To Be Introduced In Winter Session Of Parliament

The Central Government is set to introduce the Banking Law Amendment Bill 2021 in the Winter Session of Parliament, which begins on Monday, in a bid to privatise two public sector banks.

By privatising these two public sector banks, the government can reduce its minimum stake in them to 26 percent. Finance Minister Nirmala Sitharaman had announced privatization of two public sector banks (PSB) under the disinvestment programme while presenting the 2021-22 budget in February this year. A target of raising Rs 1.75 lakh crore from disinvestment in the current financial year has been set.

According to the sources, the government may reduce its stake in PSBs from 51 percent to 26 percent under the Banking Law Amendment 2021. However, he said the cabinet will take a final decision at the

time of the introduction of the bill in the Parliament.

Meanwhile, the All India Bank Officers' Confederation (AIBOC) has announced protests in Delhi during the Winter Session of Parliament against the privatization scheme of public sector banks. AIBOC General Secretary Soumya Dutta had announced the protest saying that the government may introduce a bill to privatize banks in the Winter Session of Parliament starting November 29.

Dutta had said that there was no economic basis behind this move of the government and that it was purely a political decision taken to hand over the bank to the 'capitalists'. Privatisation of public sector banks will affect the priority sectors of the economy and impact the flow of credit to SHGs, the AIBOC General Secretary said.

College Update

Zest 2021: On 27/11/2021, a colorful and memorable Cultural Fest, Zest was organized in Shri Ram Murti Smarak College of Engineering and Technology, Bareilly. This event was whole day long

and was held in the Centennial Auditorium, SRMS CET, Bareilly.

In this mega event, the Colleges of SRMS Trust took part. The Chief Guest for the Event was Shri Dev Murti Ji – Chairman, SRMS Trust. There was singing, dancing, mono act shows, Open Mic, Multiscene, Rangoli and many more events. Everyone sat glued to the show.

The Chief Guest was impressed and praised the entire event. He inspired all asking to perform better. It was followed by the prize distribution. The event was finally concluded by the vote of thanks and finally wrapped up by the thrilling DJ Night. Everyone really enjoyed a lot and dispersed with a sincere hope that such mega events should be organized every year giving the students a chance to display their talents.

Indian Constitution Day

Date : 26 November, 2021

Time : 9 am – 2pm

Venue : Mini Audi, SRMS CET&R

26th November holds great importance in the history of Indian independence. The Constitution day also known as Samvidhan

Divas is celebrated on 26th November of every year since 2015.

It was celebrated in SRMS CET&R to commemorate the adoption of the Constitution of India. Shri Ram Murti Smarak college of law organized the Quiz and debate competition on Indian Constitution day in which the the students of MBA, MCA and Pharm of SRMS CET, Bareilly participated in the Competition. They shared a power point presentation to explain the enduring and invaluable rights and duties of citizens as envisioned by our founding fathers.

The chief guest for the event was Shri Dev Murti - Chairman, SRMS Trust and Shri Aditya Murti - Secretary, SRMS Trust. The topic for the debate was : Law rules the poor, rich rules the law. It was fascinating to witness that all the participants put up quite a magnificent work and best of them were declared as winners.

The result of debate was as follows :

1. Arun Kumar, MBA 2020 - 1st Position
2. Amisha Tomer, MBA 2021- 1st Position
3. Shwetank Saurabh, MBA 2021 - 3rd Position

The MBA team won the 3rd position in Quiz Competition. The winners were as follows :

1. Arun Kumar, MBA 2020
2. Akhil Kapoor, MBA 2021
3. Amisha Tomer, MBA 2021
4. Shivam, MBA 2021

Workshop on Outcome Based Education

Venue: SRMSCET, Bareilly

Resource Person: Dr. J Sahoo

This workshop was conducted on 20th and 21th November, 2021 to understand how the curriculum can be enhanced. It facilitated the faculty members to understand how to attain the Program outcomes as well as the course outcomes to deliver more value to the students.



Departmental Activities

Orientation Program

Date: 10th to 17th November

Venue: PG Block

Highlights:

Day One: The students were made aware about the academic rules and regulations. It was followed by a guest lecture led by CA Vinay Krishna who is successfully running PMSV Financial Services Pvt. Ltd. Formerly, he was Chairman of ICAI, Bareilly. He spoke on the purpose of life



Day Two: The curriculum for the upcoming two years was shared followed by guest lecture taken by Deepak Srivastava, retired GM from UP Gramin Bank. He focused on financial literacy. Word usability day was also celebrated.



Day Three: Guest speaker Mr Jitendra Yadav (Senior Area Manager) and Mr. Yogendra Singh (Area Manager) associated with SBI Life Insurance, they shared their views on how important life insurance.



Day Four: Android application development session was taken by Mr. Arvind Mishra followed by alumni Interaction.

Day Five: A session on MS Office was conducted. Later on Treasure Hunt activity was conducted.

Day Six: An informative session was taken by Dr. Prabhakar Gupta, Dean Academics, and SRMSCET.



Day Seven : Guest speaker of the day was Mr. Jatin Gulati, Founder and CEO, Gulati Packers and Movers, Co-Founder, Movers Foundation of India.



Student's Achievement

Students of MBA department, SRMSCET for participating with full enthusiasm in Zest 2021, held on 27th November 2021 and winning top positions in following events

Solo Dance: 3rd position by Akhil Kapoor, MBA 1st year,

Mehendika: 2nd Position by Chandani Gupta

Rangoli : 3rd position by Chandani Gupta

Indian solo song : 1st position by Pankhuri Saxena,

Group Dance: 1st position by Anshika Maurya , Megha Srivastava from MBA Second Year.

Simran Saxena, Amisha Tomar Vaishnavi Parashari, Tarmeem Jahan, Shubhi Saxena, Muskan Rana, Akhil Kapoor, Shwetank Saurabh, Uday Vrat Johri, Geetanjali Singh, Megha Rawat, Zuhaib Ahmed from MBA First Year

Multi Scene: 1st position by Arun Kumar, Pawan Kumar from MBA Second Year and

Parkhi Singh, Jyoti Kashyap , Prachi Vishnoi , Nancy Yadav , Shashank, Mohd. Tauseef, Intikhab, Uday Vrat Johri, Shivam Mishra from MBA First Year.



Faculty Arena

Dr. Mohammad Zubair Ahmed conducted a three days training session from 12 to 14 the Nov, 2021 of Government Officials who were either joint Directors Industries, General Managers or Assistant Commissioners Industries from 22 districts of UP. The theme for the residential training was Indian Industries and Reverse Globalization. Training was organized by Entrepreneurship Development U.P Lucknow.

Dr. Shobhit Kumar attended the Faculty Development Program on Advanced Concepts of Outcome Based Education on 7th October, 2021 organized by InPods-Ed-Tech.



Student's Corner

The New 'P' Of Marketing: Pandemic

There is universal acceptance that the COVID-19 pandemic has changed the face of business. As companies look at how to move forward, executives and managers have turned to several existing business frameworks to plan and create their updated playbooks.

As a marketing professional and consultant, Philip Kotler's four P's of marketing (also called the "marketing mix") is still a

practical planning framework. As companies need to be agile, there's no time to research and create a framework from scratch. Plus, simplicity in strategy equals faster alignment across the organization.

During these times, we all have included the new "P," the pandemic.

Revisiting The Marketing Mix

Product: Strategy is simply the interplay between products and markets. Whether you are a B2C or B2B firm, the ultimate question is: Are your company's products and services (still) relevant with what the market needs? "Essential" has become a keyword throughout the crisis, and customers have reprioritized according to what they truly need vis-a-vis their financial capability. If your product is not essential, what will be your unique selling proposition? Companies will also need to ensure the availability of products given limitations in logistics. Nothing is more frustrating than being willing to purchase a product that is not available — or takes too long to deliver.

Service companies must revisit their customer experience to ensure that it is as

effortless and seamless as possible. Certainly, companies with established e-commerce systems have an advantage. Other companies have to make the adjustment — and fast. Otherwise, customers shift to the competition.

Price: Companies big and small have been offering huge discounts. At face value, this makes sense for cash flow. But on balance, what will it communicate about the value of your products? It is normal, even expected, for food companies to provide discounts to avoid being stuck with perishables. But when services like management training slash their prices by 50% just because they are limited to conducting the course online, you wonder what that decision is saying about the value of their content.

In contrast, luxury brands like Louis Vuitton and Chanel announced price increases amid this pandemic. While these high-end leather goods are arguably inessential, revenge buying is now a phenomenon.

Place: In revisiting place, there are two considerations: the distribution channel where customers access products and make

the purchase and the actual delivery of these goods and services. Both have only one requirement- a convenient experience.

To make purchases more effortless, the obvious choice is going digital. Brick and mortar stores in the United States were already experiencing a retail apocalypse. Now, the question becomes, how will your company streamline its processes to ensure faster, better service? In the absence of physical inspection and sampling of products, how can companies assure quality and increase tangibility? Some companies have been leveraging augmented reality, as well as conducting virtual meetings and consultations. Consider whether there are more opportunities for self-service. Lastly, in this digital space, think about how the organization's IT system is protected from cyber-attacks.

On the payment side, online payments have become the norm. However, cash-on-delivery is still relevant in emerging markets.

Limitations in transportation and logistics

are a big blow to the distribution of goods and services. Are there backup delivery partners? How is the company ensuring the safety of its own delivery personnel? How well are customer expectations managed during delivery delays?

Promotions

Even before the pandemic, digital promotions channels had already received a bigger share of the budget. But channel is not the only consideration today.

Companies must more carefully craft their messages and stories. Promotions aren't limited to communicating the value of products and services. The pandemic is an opportunity to provide what customers most need today: empathy and sensitivity amid the uncertainty and anxiety. This approach creates a greater connection with the market. Weaving the pandemic into campaigns also makes messaging easier because the pandemic is relevant to all market segments. To their credit, many big brands have made sure that their campaigns reflect our current realities.

Motley

