

**Vol. 6**  
**Issue-10, Dec-2021**  
**E-NEWS LETTER**

## Master of Business Administration

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### **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 globlization.
- 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

### FPIs invest record \$10.8 billion in Indian IPOs in 2021

The IPOs that hit Dalal Street in 2021 not only evinced strong participation from domestic retail investors but also from large foreign players. Despite vigorously selling Indian stocks in the second half of the year, Foreign Portfolio Investors (FPIs) were major participants in the primary equity market during 2021.

FPI investments in Indian IPOs reached a record \$10.8 billion or Rs 79,851 crore during the year, as per data from NSDL. These inflows amounted to \$9.7 billion or Rs 71,718 crore in the year 2020, according to a report in Economic Times. Due to this, FPI were net buyers in Indian markets, pouring in \$3.9 billion, despite relentless selling \$6.8 billion in secondary markets in the second half of the year.

In frothy market conditions, foreign investors aggressively scooped up IPOs as stocks in the primary markets are usually available at a 30-35% discount to their listed peers. The primary market also allows investors the opportunity to benefit from future earnings which are not priced in stock prices. This provides plenty of stock price triggers from potential robust future earnings. This gives large investors' sizeable stake without any impact cost.

As many as 65 companies raised Rs. 1.3 lakh in primary markets in the year 2021, which is 74.6% higher than the previous record in 2017. FPIs have been net buyers in the primary market in the last 10 years collectively pouring in \$44.8 billion or Rs 3.5 lakh crore. Out of the total funds by FPIs in the Indian market, 75% and 40% have come through the primary market route in past 5

years and 10 years respectively. Indian streaming industry expected to grow \$13-15 billion over the next decade

The Indian OTT streaming industry is expected to grow to USD 13-15 billion over the next decade at a CAGR of 22-25 per cent, according to a joint report on media and entertainment. The OTT (over-the-top) industry is constantly growing and is one of the most competitive amongst emerging markets with over 40 players representing all types of content providers, said the report from industry body CII and Boston Consulting Group (BCG).

Besides, the OTT sector is also witnessing a rise in investments in Indian original content. This has led to growth in hours of original content available to users.

## College Update

### New Year Party was celebrated at CETR Campus

**Date: 31 December, 2021**

**Time: 3-5 pm.**



SRMS Trust Family organized a New Year Party. All the faculty members, staff bid farewell to the year 2021 and welcomes 2022.



Honorable Chairman Dev Murti sir awarded the faculty members for their contribution in the field of research and innovation. He wished all the members of SRMS Trust a very happy new year.



### **Departmental Activities**

#### **FRESHER'S PARTY 2021**

Fresher's Party in any college is an event which every student eagerly awaits, from their time of admission. The 15th December, 2021 was a memorable day in the life of every fresher of

MBA Batch 2021 at FMS, SRMSCET, Bareilly. The fresher's day was filled with excitement, joy, music, enthusiasm, laughter and happiness. The event was well coordinated by Dr. Shobhit Saxena and Ms. Swapnil Mishra- MBA Dept.

The celebration started at sharp 12:45 pm at the TDP Hall by MOC Anjali Barwal and Priyanka Yadav 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 Shri Aditya Murti – Trust Secretary, Er. Subhash Mehra – Trust Secretary, Dr. Prabhakar Gupta – Dean Academics, Dr. Anuj Kumar – Director of TDP cell and HOD of MCA), Dr. Ruchi Jain Garg ( HOD MBA) and all the Faculty Members of MBA Department.



The program was followed by the enlightening and motivational address by Trust Secretary- Shri Aditya Murti Ji. 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 were given 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 including 3 rounds:

- Introduction and Talent Hunt Round
- Rampwalk
- Question/ Answer round

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

Mr. Fresher – Mr. Zuhaib Ahmed Quddusi

Ms. Fresher – Ms. Simran Saxena

Mr. Talent – Mr. Akhil Kapoor

Ms. Talent – Ms. Amisha Tomer

Finally, The Vote of Thanks was proposed by Rajul Sharma that led to end of the Fresher's Party.



## **Student's Achievement**

### **TECHFEST "COMPTECH-2021"**

**DATE: 10<sup>TH</sup> DECEMBER, 2021**

**VENUE: NEW SEMINAR HALL**

As explained by Steve Jobs, "Everybody in this country should learn how to program a computer because it teaches you how to think.", fostering the same cognizance COMPTECH-2021 was inaugurated by Department of Computer Science and Engineering SRMSCET, Bareilly which included many of the worthy events. The ceremony commenced with warm welcome to the house and dignitaries which was followed by the ordinal and holy legacy of Lamp Lightening and Saraswati Vandana. Sapling was presented to Trust Secretary, Shri Aditya Murti which moved ways to the presentation of badges to dignitaries. The students of MBA department participated in the COMPTECH 2021 with zeal and Enthusiasm. The plot was addressed and explained the objective of TECHFEST which was followed by the righteous words of Trust Secretary Shri Aditya Murti, Director TDP Cell Dr. Anuj Kumar and Trust Advisor Er. Subhash Mehra. The event was outcomed by the vote of thanks by Dean Academics Prof. (Dr.) Prabhakar Gupta.

The Winners of the "Ready to Roll" were:

Shivam Mishra – 3 rd Position

Zuhaib Ahmad – 3rd Position

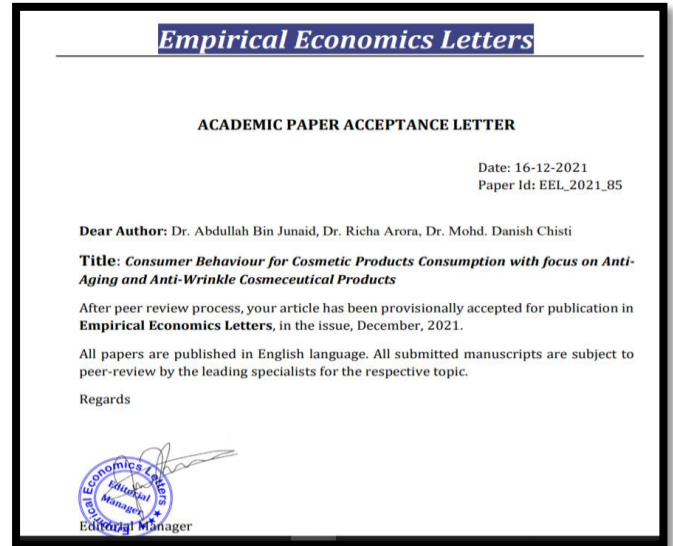


### Faculty Arena

Dr. Ruchi Jain Garg , Head of Department, MBA was awarded with a cash prize of Rs. 11,000 for her contribution in the field of research under Research Promotion Scheme run by SRMSCET, Bareilly. She was awarded by the honorable Chairman Dev Murti Sir for her Research Paper ‘ Prioritizing the Components of Online Environment to Assess Customer Experience: An Interpretive Structural Modeling Approach (Scopus Indexed)’ which was published in Approved 2020 Published in 2021 , International Journal of E-Business Research (IJEER), Vol.17 Issue 2, Article 5  
DOI: 10.4018/IJEER.2021040105.  
She was the main author of the Research Paper.



Dr. Mohd. Danish Chishti’s research paper titled Consumer Behaviour for Cosmetic Products Consumption with focus on Anti-Aging and Anti-Wrinkle Cosmeceutical Products got accepted for publication in Empirical Economics Letters, in the issue, December, 2021 which is a ABDC approved Journal.



### Student’s Corner

#### Time Management Skills

The judicious use of time by an individual to succeed in all aspects of life refers to Time Management. Time Management not only helps individuals to make the best use of time but also ensures successful accomplishment of tasks within the stipulated time frame.

Let us go through some skills necessary for effective Time Management:

#### Stay Organized

The workstation must be kept clean and organized.

Keeping important files organized helps you retrieve them immediately and thus saves time which goes on unnecessary searching. Staple important documents together.

- Do not keep stacks of files and heaps of paper on your desk. Throw whatever you don't need.
- Keep stationery items and your personal belongings like cell phone, car keys, wallet at their proper places.
- Develop the habit of using an organizer. Plan your day well in advance.
- Never write on loose papers. Keep a notepad and pen handy.
- Learn to Prioritize
- Set your priorities. Do not work just for the sake of working.
- Prepare a "Task Plan" or a "To Do" List the moment you settle down for work. Jot down all the activities you wish to do in a single day as per importance and urgency.
- High priority tasks must be attended to immediately. Do not start your day with something which does not require your immediate attention.
- Tick off completed tasks. It gives you a sense of relief and satisfaction.
- An employee must understand the difference between high and low priority tasks and also between important and urgent work.
- Do not indulge in irrelevant activities. You will waste your entire day and the output would be zero.

Be clear about your roles and responsibilities at the workplace.

- Be Punctual and Disciplined

- Being punctual helps you complete tasks way ahead of deadline.
- Avoid taking too many leaves from work. Such an attitude is completely unprofessional.
- Make sure you are there at your desk five minutes before your actual time.
- Strive hard to complete tasks on time. Do not keep assignments pending and wait for the last minute.
- Take Ownership of work
- Do not work only when your boss is around. Work for yourself. The dedication has to come from within.
- Be responsible for your work and learn to accept your mistakes.
- If you have accepted something, then it becomes your responsibility to complete it within the allotted time slot.
- Be a little focused and concentrate on work. Do not waste time by loitering and gossiping around.
- Do not take long personal calls at work. Finish off work and leave for the day on time. You will have ample time to catch up with your friends or log on to social networking sites. Playing games while you are at work is something which is not expected out of a professional.
- Be reasonable
- No individual can work for the whole day. Do include some time in your daily schedule to speak to your team member sitting next to you.
- Do not over burden yourself.

Ms. Simran Saxena  
MBA First Year

# Motley

