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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 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

Financial institutions should be board-driven: RBI

Financial institutions should be board-driven and not end up being dominated by individuals as it could lead to undesirable consequences, Reserve Bank Deputy Governor M K Jain has said. In his keynote address at CAFRAL, a Centre promoted by RBI, he stressed that an efficient and vibrant financial system is crucial for economic development and social wellbeing of the country.

"The governance framework surrounding the individual players in the financial system assumes a central role not only in terms of value creation for various stakeholders but also in ensuring the oversight of the board on risk appetite and risk culture of individual institution," he said while speaking on 'Importance of Governance and Assurance Functions in Financial Institutions'.

The board members, he said, should focus on strategic and important matters and work in a cohesive manner.

Many times, he added, a large number of agenda items are included, including table items, which do not allow for proper evaluation of the proposals.

The Centre for Advanced Financial Research and Learning (CAFRAL) is an independent body set up by RBI against the backdrop of the country's evolving role in the global economy.

Nuclear fears in US amid Russia-Ukraine war: AP-NORC poll

Russia's war on Ukraine has most Americans at least somewhat worried that the U.S. Will be drawn directly into the conflict and could be targeted with nuclear weapons, with a new poll reflecting a level of anxiety that has echoes of the Cold War era.

Close to half of Americans say they are very concerned that Russia would directly target the U.S. With nuclear weapons, and an additional 3 in 10 are somewhat concerned about that, according to the new poll from The Associated Press-NORC Center for Public Affairs Research. Russian President Vladimir Putin placed his country's nuclear forces on high alert shortly after the Feb. 24 invasion.

Roughly 9 in 10 Americans are at least somewhat concerned that Putin might use a nuclear weapon against Ukraine, including about 6 in 10 who are very concerned.

Seventy-one percent of Americans say the invasion has increased the possibility of nuclear weapons being used anywhere in the world.

The poll was conducted before North Korea test-fired its biggest intercontinental ballistic missile on Friday but also shows 51% of Americans saying they are very concerned about the threat to the U.S. Posed by North Korea's nuclear program. An additional 29% expressed moderate concern.

Fear of nuclear war has been a fact of life for decades. The Bulletin of the Atomic Scientists has published its "Doomsday Clock" since 1947, showing a theoretical countdown to nuclear annihilation. The latest update, in January, put the time at 100 seconds to midnight - unchanged since 2020, but still closer than ever to Armageddon.

It's difficult to measure the public's degree of fear over time because polls use different methodologies or pose questions in different ways.

College Update

21st Convocation Ceremony

24th of March, 2022 marked the Convocation Day for SRMS Engineering Institutes and it was celebrated with much style and enthusiasm in the presence of luminaries from different walks of life. Shri Ram Murti Centennial Auditorium, SRMS CET, Bareilly was the venue for the event, Hence it was not surprising to see that the institutes had ensured that the event will be remembered for a long time to come.

Proceedings began as the Convocation Procession made its way to the auditorium from the robing tent. Ceremonial lighting of the lamp by the Chief Guest and Saraswati Vandana started the event on an auspicious note. The guests were warmly welcomed and Shri Dev Murti, Chairman & Managing Trustee of SRMS Trust and SRMS Institutions offered a formal welcome address. In his speech he informed that in

order to improve the quality education a Entrepreneurship Development Cell will be developed.

The chief guest of the day was Dr. S.D Sudarshan (Executive Director) C-DAC Prof. (Dr). Prabhakar Gupta, Dean Academics for the institutes then took to the stage and presented the Annual Report for the college. The Convocation Ceremony was declared open by Prof. Pradeep Kumar Mishra, He said that in order to grow we should have a scientific approach. He also gave the mantra of focus and commitment. He applauded the efforts and initiatives of the faculty and management of the institutes. Meritorious students from different programs were then awarded medals for their academic achievements.



It was a moment of optimism for all the Degree holders. The Meritorious Students were also conferred upon with the Cash prize for the Excellent Academic Performance. Total 15 Gold, 6 silver and 6 bronze medals were awarded.



The Ex-Tyro President and Ex-Tyro Secretary were honored with Memorabilia. Later a farewell video was played with made showed the journey of the Ex- Tyro Team. Finally the ceremony ended with vote of thanks by Tyro Secretary Ms. Vanshika Gupta.

Faculty Arena

Dr. Shobhit Kumar, Assistant Professor participated in IP Awareness and Training Program conducted under National Intellectual Property Awareness Mission.

The vote of thanks was presented by Director Pharmacy Dr. Nitin Sharma.

Tyro Oath ceremony

The Oath Ceremony of the Tyro Club 2022 was held on 10th March 2022 at Centennial Auditorium. In this ceremony the newly appointed position holders took their oaths to fulfill the promises.

The oath ceremony took place in the presence of Honorable Chairman Shri Dev Murli Ji, Trust Secretary Shri Aditya Murti, Dean Academics CET Dr. Prabhakar Gupta, Director Training Development and Placement Cell Dr. Anuj Kumar, Director Pharmacy Dr. Nitin Sharma and all the other dignitaries.

The ceremony started with the lamp lighting followed by Saraswati Vandana. Former Tyro President Ms. Shivangi Shukla shared her journey all along and showed her gratitude. Finally the Oath ceremony started and all the newly appointed officials vowed to serve their positions with honesty and integrity.

This was to create awareness about how the patents and copyright work. This workshop helped in understanding the process and procedures related to copyright and patents. In today's era research plays a very important role for all the academicians so they should be aware about these processes.



Student Corner

Think Ahead About Your Customer Needs:

Do not just focus on the needs of the specific customers in your market. Open up your lens to focus as well on those broader social trends that affect consumers at large.

Innovative business ideas are invariably founded in deep customer insights—not just understanding their needs and wants, but taking a leap while they walk.

There are following steps which can be taken for this very purpose.

Get closer to your customers- Steve Jobs, founder of Apple, noted, “Get closer than ever to your customers. So close that you tell them what they need well before they realize it themselves.” Zappos anticipated a customer need to make shopping for shoes a whole lot more fun, and re-set the standard for an enjoyable, engaging customer experience. All have achieved remarkable business success by uncovering unmet customer needs and fulfilling them, better than any of their competitors.

Find out what they want- Some observation were made in this context,

- People are willing to access economical travel accommodations.
- Securing a reservation using tools on the web is not only efficient, it has countless benefits.
- Guests are open to staying with strangers.
- A powerful bond can be created by this type of arrangement.

- Both hosts and guests enjoyed positive outcomes.

Each can play a role in your effort to meet needs of your customers.

Never stop paying attention to how ‘all’ consumer habits change-

Do not just focus on the needs of the specific customers in your market. Open up your lens to focus as well on those broader social trends that affect consumers at large.

Create a process of listening, ideating, trying and doing for your teams-

As a leader, you can draw on design theory to build a process for your teams to follow. They should start by listening for customer needs, both with their ears and by careful observations. Then, work to ideate an array of potential solutions that would meet those needs.

Never get complacent and always stay restless-

Complacency is the enemy of innovation here. So keep asking: What if? What else could we do? How do we know what we know? Never stop stretching as you embark on that tireless journey to excellent, unforgettable customer experience.

When leaders strive to go far beyond meeting the obvious needs of their customers to finding meeting unstated needs, they can achieve a whole new level of greatness for their organization.

MOTLEY

