

E-NEWS LETTER

Master of Business Administration

Editor

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CONTENTS

Vision and Mission	01-01
Latest Update	02-05
College and Departmental Update	05-08
Faculty Arena	08-08
Motley	09-09

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

Unilever appoints Kartik Chandrasekhar as global brand lead for Pepsodent

Unilever's Kartik Chandrasekhar announced in a LinkedIn post that he taken up a new role at the FMCG giant as the head of oral care and skin cleansing for developing and emerging markets. He was the global brand vice president for Lifebuoy and Pears for close to eight years before taking on this new role.

Vedanta Group's semiconductor business

Vedanta Group expects its semiconductor business turnover to be in the range of \$3 to 3.5 billion out of which around \$1 billion will come from exports.

Vedanta Foxconn JV is among three companies that have applied for setting up semiconductor manufacturing units in

the country. Vedanta has also applied for setting up a display fabrication plant to make screens that are used for display in electronic devices.

This is the second attempt of Vedanta Group to enter into the semiconductor business. Earlier the company had announced plans to foray into the segment in 2015-16 with \$10 billion to set up a display fab unit but it could not get government's approval.

India's Tejas light combat aircraft has emerged as the top choice for Malaysia

India's Tejas light combat aircraft has emerged as the top choice for Malaysia as the Southeast Asian nation looks at replacing its ageing fleet of fighter jets and the two sides are holding negotiations to firm up the procurement. Malaysia has narrowed down on the Indian aircraft notwithstanding the stiff competition from China's JF-17 jet, South

Korea's FA-50 and Russia's Mig-35 as well as Yak-130.

As part of the package, India has offered to set up an MRO (Maintenance, Repair and Overhaul) facility in Malaysia for its Russian-origin Su-30 fighter fleet as it is facing difficulties in procuring spares for the aircraft from Russia in view of western sanctions against Moscow.

Tejas, manufactured by HAL, is a single-engine and highly agile multi-role supersonic fighter aircraft capable of operating in high-threat air environments.

In February last year, the defence ministry sealed a Rs 48,000 crore deal with HAL for the procurement of 83 Tejas fighter aircraft for the Indian Air Force. India has started work on the MK 2 version of the Tejas as well as on an ambitious USD 5 billion project to develop a fifth-generation Advanced Medium Combat Aircraft (AMCA).

YouTube Shorts has changed life for Indian creators

Explosive growth in just a few months, billions of views, and millions of new followers: That's how YouTube Shorts has changed life for Indian creators. As YouTube hosts its annual 'FanFest' this year for India, it will also acknowledge many creators who have decided to focus just on the new short video platform with its TikTok-style 60-second videos.

"The growth I have seen on YouTube Shorts, I have not seen that in the last eight years. I crossed one million in just a month, and then 10 million in six months," Arvind Arora tells [indianexpress.com](https://www.indianexpress.com). Bengaluru-based Arora, who runs A2 Motivation, is an experienced YouTuber and his earlier Chemistry lectures channel was acquired by ed-tech company Vedantu. However, by 2019, he realised that the future lay with 'shorter' videos, especially once TikTok came into the picture. He

decided to study how these short videos worked before he posted them on TikTok. Success soon followed, and he crossed over 7 million TikTok followers. But when TikTok got banned in 2020, people told him he was unlucky.

According to SocialBlade— a site that tracks the views, and follower count of popular YouTube accounts—, the average views on short videos reach 100s of millions per month and have even reached as high as 750 million per month at one point.

Das, who primarily posts Shorts of his gaming sessions from Garena Free Fire, Minecraft and others, says the engagement he gets on Shorts is much higher compared to his longer videos. But the competition is also intense, he admits. He's posting on average three Shorts a day to the platform, in an effort to keep his audience engaged.

According to one Youtuber posting short videos was the perfect way to showcase one-minute recipes and new ideas when she was stuck at home during the

pandemic. And this is what helped her YouTube channel grow. "I was uploading these quick snack recipes, like what can you cook when hungry at night, and how to make something with just ingredients at home. I even did this whole series where I posted 365 recipes each day of the year," says Anand on how she acquired her 1.46 million subscribers.

The 'one-minute' hook

But while short videos get a big push from YouTube, creators also have this pressure to feed the funnel constantly. And Shorts has other challenges as well. For one, there are no notification alerts when one posts—unlike for the main longer videos. According to Arora, the pressure of new ideas is constant. "You only have 60 seconds to say your piece. If your script is longer than six to seven lines, then it won't be possible. And you need that hook as well," he said. Or else the viewer will keep swiping up on the Shorts feed.

While it might look easy on the outside, scripting, editing and shooting these videos take time. In his view, success on

YouTube is not an overnight phenomenon, and there's a lot of hard work behind it. "It might not take people so much time when they are making videos of lip sync or dancing, but I'm giving motivation in a minute here, which is tougher," he said. Like Das, he also posts close to three videos each day, each of which takes him over three hours to produce.

Then there's the problem that others quickly copy a style that's gone viral. "For instance, I started this "What are celebs eating" style videos where I would create their recipes based on photos, etc. But then I noticed other channels copied my content and made longer videos on the same idea," Anand says, though she admitted this kind of 'inspiration' is a common part of social media.

There's also the lack of monetisation on Shorts, which can be a problem — though the company has begun testing ads on the same.

And while the format might be shorter, all YouTuber creators agree it is imperative to connect with one's audience and their needs. One Youtuber says during exam season he adjusts the time to 8 pm for video posting. The reason, students would be free around this time and likely to turn to YouTube for unwinding.

College and Departmental Update

Students of MBA attended a Guest Lecture on "Sourcing and Outsourcing of Materials and Services in Chemical Supply Chains" organized by Training, Development & Placement Cell of SRMS Engineering n 11th June 2022. The Guest and Speaker Dr. Mukta Bansal from Nanyang Technological University (NTU), Singapore delivered a session to provide valuable insights. She was felicitated by Prof. (Dr.) Anuj Kumar, Director, TDP cell and Prof. (Dr.) Prabhakar Gupta, Dean Academics, SRMSCET, Bareilly.

SHRI RAM MURTI SMARAK
COLLEGE OF ENGINEERING & TECHNOLOGY
BAREILLY (U.P.)

SRMS

GUEST LECTURE ON
"SOURCING AND OUTSOURCING OF MATERIALS AND SERVICES IN CHEMICAL SUPPLY CHAINS"

Dr. Mukta Bansal
Guest Speaker
Nanyang Technological University (NTU), Singapore.

SATURDAY, 11TH JUNE 2022
02:10 P.M. to 03:10 P.M.

Venue : New Seminar Hall, SRMS CET, Bareilly
Target Audience : B.Tech. (CS/IT/EC/EN/ME) & B.Pharm II Year and MBA I Year students

Organized by : Training, Development & Placement Cell
SRMS Engineering Institutions, Bareilly (U.P.)

The rules were simple. Student groups were given a topic in advance to think and frame their points. During the activity students had to speak on topic in for/against. After the instructor's instructions they had to change their stance. There could be multiple commands at regular or irregular intervals.

Winner Group was Group 1 consisting of

Akhil Kapoor, Ayush Gupta, Geetanjali Singh, Shashank, Siddharth Mishra, Tarmeen Jahan, Shubhi Chopra of MBA 1st Year (Batch 2021-23)



Management Club Activity

Literary Club, part of Management club organized the activity named "Turn Coat (Block and Tackle)" on 2nd June '22.

It was an interesting format of debate in which student groups had to flip sides.



Placement Activity

The Following Student was finally selected for job Placement

Sr.No.	Name of Student	Class	Name of Company
1	Ms. Anjali Barwal	MBA 4 th Semester (2020-22 Batch)	USTECH Solutions

Summer Internship

The following MBA (First Year) students were selected summer internship

Sr.No.	Name of Student	Class	Name of Company
1	Amisha Singh Tomar	MBA 2 nd Semester Batch 2021-23	Mozo Hunt Pvt. Ltd
2	Ayush Gupta	MBA 2 nd Semester	Mozo Hunt Pvt. Ltd

		Batch 2021-23	
3	Ayushi Singh	MBA 2 nd Semester Batch 2021-23	Mozo Hunt Pvt. Ltd
4	Nancy Yadav	MBA 2 nd Semester Batch 2021-23	Mozo Hunt Pvt. Ltd
5	Parkhi Singh	MBA 2 nd Semester Batch 2021-23	Mozo Hunt Pvt. Ltd
6	Riya Merry Reji	MBA 2 nd Semester Batch 2021-23	Mozo Hunt Pvt. Ltd
7	Zuhaib Ahmed Quddusi	MBA 2 nd Semester Batch 2021-23	Mozo Hunt Pvt. Ltd

Following MBA (First Year) students were shortlisted for summer internship

Sr.No.	Name of Student	Class	Name of Company
1	Chandni Gupta	MBA 2 nd Semester Batch 2021-23	SRVA Education
2	Parkhi Singh	MBA 2 nd Semester Batch 2021-23	SRVA Education
3	Twinkle Verma	MBA 2 nd Semester Batch 2021-23	SRVA Education
4	Zuhaib Ahmed Quddusi	MBA 2 nd Semester Batch 2021-23	SRVA Education

Faculty Arena

Dr. Ruchi Jain Garg, Associate Professor, Faculty of Management Science, SRMSCET, Bareilly delivered an online webinar on “Modelling Customer Segmentation through RFM Analysis” on 10th June 2022, for Sagar Institute of Science and Technology. This session was

held for the students of MBA, it was an interactive session, students and faculty members were benefited by the session.



Research paper written by Dr. Ruchi Jain Garg, Associate Professor, Faculty of Management Science, SRMSCET, Bareilly titled “Analyzing the Impact of Value Satisfaction on Behavioural Intention to Use E-Resources” has been accepted for publication in Journal of Information Science Theory and Practice, An SCOPUS Indexed Journal.

Motley

