



Master of Business Administration

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Vision Statement

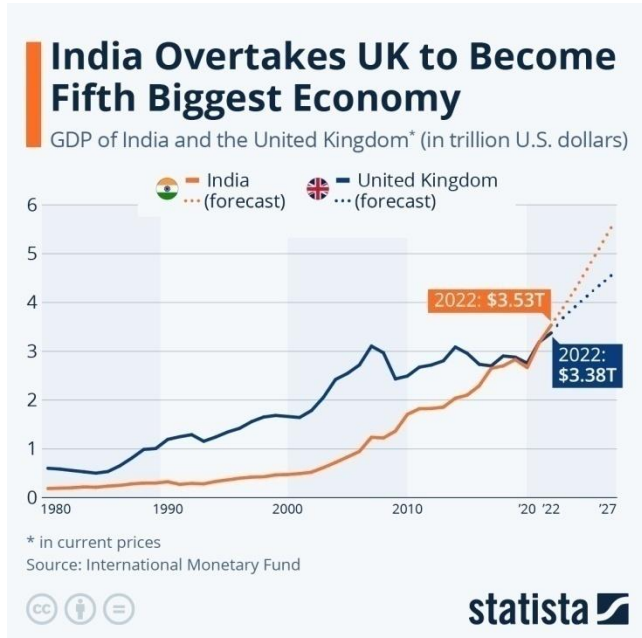
- V1-** To help build India as a world leader in Management Education.
- V2-** To established and develop world class institute overall growth in an era of globalization.
- V3-** To facilitate easy access to professional education to all section of society.
- V4-** To develop and provide a professional qualified management workforce for augmenting 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

INDIA OVERTAKES UK TO BECOME FIFTH BIGGEST ECONOMY



Just a decade ago, Indian GDP was the eleventh largest in the world. Now, with 7 percent growth forecast for 2022, India's economy has overtaken the United Kingdom's in terms of size, making it the fifth biggest. That's according to the latest figures from the International Monetary Fund.

India's growth is accompanied by a period of rapid inflation in the UK, creating a cost of living crisis and the risk of a recession which the Bank of England predicts could last into 2024. This situation, coupled with a turbulent political period and the continued hangover of Brexit, led to

Indian output overtaking that of the UK in the final quarter of 2021, with the first of 2022 offering no change in the ranking.

The achievement, which came as India celebrated 75 years of independence from Britain, marks the first time that the country has ranked among the world's top five economies – behind only the US, China, Japan and Germany. Nirmala Sitharaman, the finance minister told that India was on course to become the world's third-largest economy by the end of 2029.

However, Uday Kotak, chief executive officer of Kotak Mahindra Bank, called for a "reality check". He compared India \$3.5 trillion vs. UK \$3.2 trillion. On the reality check of population denominator: India: 1.4 billion vs. UK.068 billion. Hence, per capita GDP of India is \$2,500 vs. \$47,000 of UK.

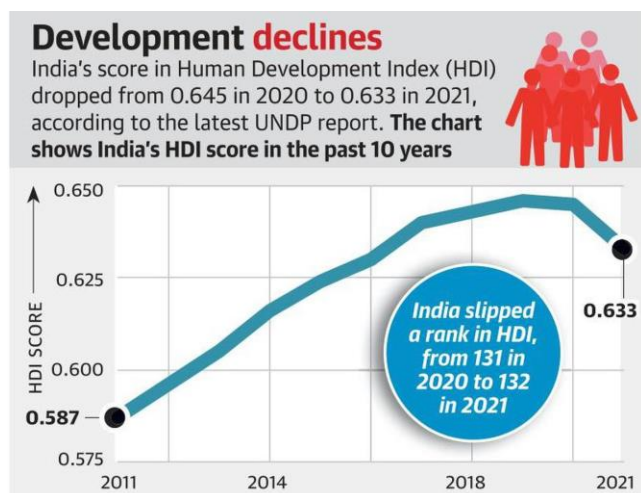
The country's unemployment rate hit a 12-month peak in August of 8.3 per cent, private research firm Centre for Monitoring Indian Economy said, up from 5 per cent five years ago. The government Competitiveness Roadmap for India@100 report released in August showed inequality in the country had "significantly increased" since 2000. India scored low marks in almost all social progress categories in the report – a development road map for the country's

100th independence anniversary – and ranked 135th out of 163 nations on equal opportunities for quality education and 145th for quality healthcare access. India also fell for a second straight year on the UN Human Development Index 2022 released last week, slipping a notch to 132 out of 191 countries.

(Source: <https://www.statista.com/chart/28258/gdp-of-india-and-united-kingdom/>)

<https://indianexpress.com/article/explained/explained-economics/india-economy-united-kingdom-population-gdp-poverty-development-healthcare-8128417/>)

GLOBAL HUMAN DEVELOPMENT INDEX DECLINES FOR SECOND STRAIGHT YEAR; INDIA DROPS A SPOT TO 132: UNDP REPORT



United Nations Development Programme (UNDP) has published its Human Development Index (HDI)

report for 2021-22, noting that for the first time in 32 years that the UN agency has been calculating HDI, the index declined globally for two straight years. The report, titled 'Uncertain Times, Unsettled Lives: Shaping our Future in a Transforming World', and released on September 8, also stated that more than 90% countries saw a decline in their HDI score in either 2020 or 2021, while over 40% nations declined in both the years. The study identified the Covid-19 pandemic and Russia-Ukraine war as the two primary reasons behind this falls.

Here are a few things to know about the 2021-22 edition of the report:

A total of 191 countries were analysed under this exercise, which is carried out annually. As always, the matrices were used to prepare the report were life expectancy at birth, mean years of schooling, expected years of schooling, and gross national income (per capita).

India, with an HDI score of 0.633, stood at 132, a spot down from its position in the 2020-21 rankings, when it scored 0.645. The study attributed this drop to failing life expectancy in the world's fifth-largest economy (69.7 to 67.2 years).

At 73 and with index value of 0.782, Sri Lanka emerged as the best performer from the Indian sub-continent. The island

nation was followed by China (79 and 0.768), Bhutan (127 and 0.666), Bangladesh (129 and 0.661), India, Nepal (143 and 0.602) and Pakistan (161 and 0.544).

European states were among the best overall performers, with as many as 8 in the top 10 of the list. These are Switzerland (1; 0.962), Norway (2; 0.961), Iceland (3; 0.959), Denmark (6; 0.948), Sweden (7; 0.947), Ireland (8; 0.945), Germany (9; 0.942) and Netherlands (10; 0.941).

The only two non-European members among the top 10 were Hong Kong and Australia. The former, with an HDI value of 0.952, came fourth, while the latter was fifth with 0.951.

(Source: [https://www.hindustantimes.com/business/global-human-development-index-declines-for-second-straight-year-india-drops-a-spot-to-132-undp-report-101662964872477.html#:~:text=India%2C%20with%20an%20HDI%20score,\(69.7%20to%2067.2%20years\)](https://www.hindustantimes.com/business/global-human-development-index-declines-for-second-straight-year-india-drops-a-spot-to-132-undp-report-101662964872477.html#:~:text=India%2C%20with%20an%20HDI%20score,(69.7%20to%2067.2%20years)))

INDIA'S FIRST SEMICONDUCTOR PLANT TO COME UP IN GUJARAT: VEDANTA-FOXCONN TO INVEST RS 1.54 LAKH CRORE

Vedanta and Foxconn Group entered into two Memorandums of Understanding with the Government of Gujarat on September 13, 2022. The Anil Agarwal-

led-Vedanta Limited and Foxconn Group will invest more than Rs 1.54 lakh crore to set up a semiconductor ecosystem in Gujarat. The project will begin production in two years. Automobiles, mobile phones, ATM cards, and other digital consumer goods all depend on semiconductor chips, also known as microchips. Local manufacturing of chips will make laptops and tablets affordable.

The oil-to-metals conglomerate said Vedanta Displays Limited will set up a Display Fab Unit with an investment of Rs 94500 crore and Vedanta Semiconductors Limited will set up an integrated Semiconductor Fab Unit and OSAT (Outsourced Semiconductor Assembly and Test) facility with investment of Rs 60000 crore.

Two MoUs, together, will bring in an investment of more than Rs 1.54 lakh crore and generate around 1 lakh new employment opportunities in the state. The company said Vedanta and Taiwan-based Foxconn Group will work closely with the state government to establish high-tech clusters with requisite infrastructure, including land, semiconductor grade water, high quality power, logistics, and a skill ecosystem.

The market for semiconductors in India was valued at USD 27.2 billion in 2021,

and it is anticipated that it will increase at a brisk CAGR of around 19% to reach \$64 billion in 2026. But up until now, none of these chips had been produced in India. Electronics and the automobile sectors were among those last year that were significantly impacted by a severe shortfall in the semiconductor supply chain.

To make India as global semiconductor chip manufacturing, the government has notified four schemes with an outlay of Rs 76,000 crore. Gujarat has had a long history of having an investor-friendly atmosphere and a robust manufacturing base. Additionally, the recent notified semiconductor policy with excellent incentives on capital expenditure, land, water and power has made Gujarat a very compelling choice for his company huge foray into the semiconductor manufacturing sector as per Vedanta Group Chairman Anil Agrawal.

Vedanta Limited is a vastly diversified Indian multinational company that has a prominent presence in the power generation, mining, oil and gas sectors. It has revenue of over \$20 billion. Hon Hai Technology Group, also known as Foxconn internationally, is a Taiwanese multinational electronics manufacturer

ranked 22nd in the 2021 Fortune Global 500.

(Source: <https://www.dnaindia.com/india/report-india-s-first-semiconductor-plant-to-come-up-in-gujarat-vedanta-foxconn-to-invest-rs-154-lakh-crore-2984939#:~:text=The%20first%20semiconductor%20plant%20in,Taiwanese%20electronics%20manufacturing%20giant%20Foxconn>)

GOVERNMENT REVISES SMALL COMPANIES DEFINITION; DOUBLES PAID-UP CAPITAL LIMIT TO RS 4 CRORE

The Ministry of Corporate Affairs (MCA) has revised upwards the threshold limit for paid-up capital of small-scale companies. Under the Companies Act, 2013, the definition of “small companies” will include those with the paid-up capital of “not exceeding Rs 4 crore” as compared with “not exceeding Rs 2 crore” earlier. Turnover limit for small companies has also been revised upwards from 'not exceeding Rs 20 crore' to 'not exceeding Rs 40 crore' “Earlier, the definition of “small companies” under the Companies Act, 2013, was revised by increasing their thresholds for paid up capital from ‘not exceeding Rs 50 lakh’ to ‘not exceeding Rs 2 crore’ and turnover

from 'not exceeding Rs 2 crore' to 'not exceeding Rs 20 crore'.

It added that the corporate affairs ministry has taken several measures in the recent past towards ease of doing business and ease of living for the corporate. These included the decriminalization of various provisions of the Companies Act, 2013, and the LLP Act, 2008, extending fast-track mergers to start-ups and incentivizing incorporation of one-person companies (OPCs), etc.

Some of the benefits of reduction in compliance burden as a result of the revised definition for small companies are — no need to prepare cash flow statement as part of financial statement; advantage of preparing and filing an abridged annual return; mandatory rotation of auditor not required; and an auditor of a small company is not required to report on the adequacy of the internal financial controls and its operating effectiveness in the auditor's report.

The benefits also include holding of only two board meetings in a year; annual return of the company can be signed by the company secretary, or where there is no company secretary, by a director of the company; and lesser penalties for small companies.

(Source: <https://www.news18.com/news/business/govt-revised-small-companies-definition-doubles-paid-up-capital-limit-to-rs-4-crore-5969905.html>)

COLLEGE AND DEPARTMENTAL UPDATE

SRMS CET RANKED 77TH AMONG THE TOP PRIVATE INSTITUTES

SRMS CET, Bareilly has been ranked 77th among the top Private Institutes and 100th among the top schools by Times B-School Ranking 2022. Heartiest Congratulations to SRMS on earning a spot on the list.



ENGINEER'S DAY CELEBRATION

SRMSCET and SRMS CETR jointly celebrated The Engineer's Day on September 15, as a tribute to the great Indian engineer, Bharat Ratna, Sir Mokshagundam Visvesvaraya.

The Inaugural function started with the gathering of assembly with Shri Dev Murti (Chairman, SRMS Trust), Chief Guest, Shri Ramit Sharma(IG_Bareilly Range), Shri Aditya Murti (Secretary, SRMS Trust), Dr. Prabhakar Gupta (Dean Academics, SRMSCET, Bareilly), Dr. L S Maurya (Principal SRMS CET&R), faculty members, and students.

The program began with the melodious voices singing Saraswati Vandana followed by the lighting of the ceremonial lamp and floral tributes by the dignitaries before Sir Visvesvaraya. Dr. Prabhakar Gupta (Dean Academics, SRMS CET) welcomed the guests and the audience. The entire auditorium was enlightened about Life Sketch of Sir Visvesvaraya.

The Gathering was addressed by motivational words of Hon'ble Secretary SRMS Trust Shri Aditya Murti Ji, Hon'ble IG Bareilly Range, Shri Ramit Sharma(IPS), Hon'ble Shri Dev Murti Ji, Chairman SRMS

Trust. The best engineer award from SRMS CET & CET&R was awarded to students Miss Ayushi Gupta and Mr Arun Sharma.

The token of appreciation and respect was presented to the Chief Guest. The assembly ended by vote of thanks delivered by Dr. L S Maurya, Principal SRMSCETR.



VISHWAKARMA PUJA CELEBRATION

On the 17th of September, at SRMS CET, Bareilly, members of staff, workers and students gathered to commemorate the birth of Lord Vishwakarma who is the builder of all Gods' palaces and craftsmen of all celestial vehicles and weapons. The ceremony took place in the workshop where in all members prayed for success and abundance in work, safety in working conditions and for a brighter and better future.

The ceremony was attended by Dr. Prabhakar Gupta (Dean Academics SRMSCET), Heads of several departments, Faculty members and Students. The pooja and aarti were followed by distribution of the prasad to the devotees which concluded the ceremony.



WORKSHOP ON BUSINESS IDEA GENERATION

Passion: The Entrepreneurship Development Cell organised a two days workshop on "Business Idea Generation". Dr. Saurabh Gupta, ED Cell delivered the interactive session on 16th and 17th September 2022.

ONLINE WORKSHOP ON INTELLECTUAL PROPERTY RIGHTS (IPR) & PATENTS AND DESIGN FILING

Shri Ram Murti Smarak College of Engineering & Technology, Bareilly in association with Rajiv Gandhi National Institute of Intellectual Property Management (RGNIIPM) Government of India, Nagpur (Under National

Intellectual Property Awareness Mission) is organizing an Online Workshop on “Intellectual Property Rights (IPR) & Patents and Design filing” on 29th September, 2022 (Thursday).

PLACEMENT ACTIVITY

The following student has been finally selected by Learning Routes through the Virtual Campus Drive held on 08th September, 2022:

Name	Course	Batch	Company
Amisha Singh Tomer	MBA	2021-23	Learning Routes

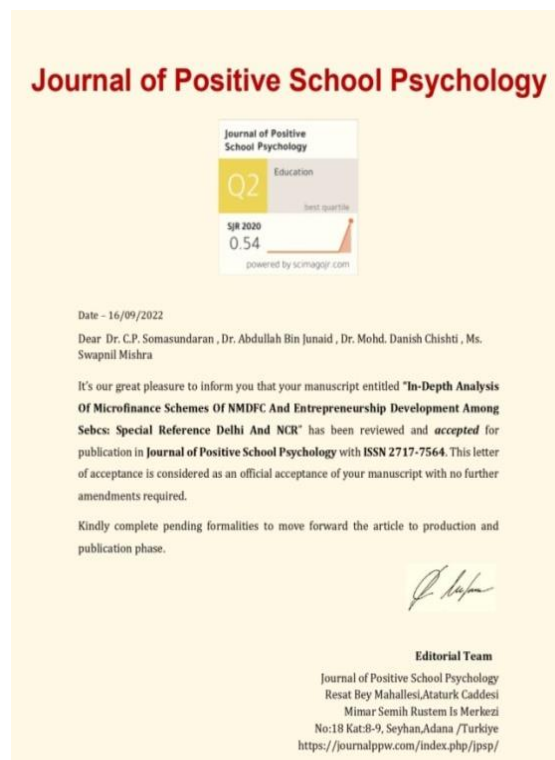
SRMSCET congratulates her and wish her success in future endeavors.

FACULTY ARENA

RESEARCH PAPER PUBLICATION ACCEPTANCE

Two Research papers, co-authored by Dr. Mohd. Danish Chishti, Assistant Professor, SRMSCET, Bareilly, have been accepted for publication. One paper titled “In-

Depth Analysis of Microfinance Schemes of NMDFC and Entrepreneurship Development among Sebcs: Special Reference Delhi and NCR” has been *accepted* for publication in Journal of Positive School Psychology with ISSN 2717-7564. This is Scopus Indexed Q2 Journal and another co authored paper has title “Perception and Purchase Behavior of Functionally Illiterate Women for Food Products in Delhi.” This paper has been accepted for publication in Australian Journal of Business and Management Research (AJBMR) ISSN # 1839-0846, an ABDC ranked journal.



Dr. Abdullah Bin Junaid (Corresponding Author)
De Montfort University, Dubai, United Arab Emirates
Email: abdulabbj2015@gmail.com

Subject: Acceptance Letter-AJBMR-129-479-2022	Author(s)
Manuscript Entitled	
"Perception and Purchase Behavior of Functionally Illiterate Women for Food Products in Delhi"	1. Dr. Mohd. Danish Chishti 2. Dr. Abdullah Bin Junaid 3. Dr. Fahem Ahmed

We are pleased to inform that your aforementioned manuscript has been accepted for publication in one of our forthcoming issue (Volume 7, Issue 1). The manuscript will be transferred in production process after receipt of article processing charges (USD-250), satisfactory compliance of reviewers and production team comments.

Thanks for submitting your scholarly research work in AJBMR.

We look forward to receive your future submissions for publication.

Best Regards



Prof. Dr. Salehman Degirmen
Chief-In-Editor
AJBMR-NSWRCA

Abstracts of these two papers are given below

In-Depth Analysis of Microfinance Schemes of NMDFC and Entrepreneurship Development among SEBCs: Special Reference Delhi and NCR. (SCOPUS-Q2)

Abstract

Human Spirit is being crushed by poverty. Half of the world's populations - survive on less than \$2 per day which is not sufficient for them to meet their basic human needs. Malnutrition, deficit of health care, houses built on substandard, illiteracy, diseases and daily suffering etc. have confined future generations in a savage cycle without hope or opportunity. Quite a number of schemes were initiated by the Government after

independence, intended to reduce poverty. Nationalization of Banks was also an important step towards this direction. It was anticipated that the banks those were nationalized will aid the government in the process of accomplishing the societal objectives by carrying on the banking operations, imparting financial facility to the Socially and Economically Backward Classes (SEBCs). But the things didn't turn out as projected as the nationalized Banks floated a significant source of credit for the agricultural purpose, traditional trades and the various artisan activities. This has set off the idea of establishing an agency for financing exclusively for the development of the poorer section of Minorities. National Minorities Development & Finance Corporation (NMDFC) was established by the Government of India in September, 1994. It was set up as a nonprofit organization and was registered under Section 25 of the Companies Act 1956. NMDFC was set up as a National Level Apex body, focusing on the welfare of Minorities as defined under the National Commission for Minorities Act 1992, It aims for the economic development of the minorities such as i.e., Muslims, Christians, Sikhs, Buddhists, Parsis and Jains.

Perception and Purchase Behavior of Functionally Illiterate Women for Food Products in Delhi (ABDC-C)

Abstract:

India as the fastest emerging economy is no exception with regard to the international problem associated with functional illiteracy. Retail world is transforming resulting in the emergence of departmental stores providing varied products through self-service to

customers of different socioeconomic backgrounds.

Research Problem: Millions of customers or consumers penetrate in the marketplace with inadequate literacy skills to deal with. And because of this they make uneducated buyer decisions that may endanger an opportunity to optimize their already inadequate financial resources. This study provides marketers, characteristics of the Indian consumer market. It is an in-depth descriptive study about the food products purchase behavior of functionally illiterate women residing in Delhi, India.

Research Methodology: The study was exploratory and descriptive in nature. A screening test was conducted to first qualify the respondents for the study and then a survey with the help of a questionnaire was conducted. Women respondents were chosen because of their involvement in food products purchase. Judgment sampling was used to recruit willing respondents that met the selection criteria.

Research Findings: Findings suggested that women were more involved in food procurement for the family (Semelane, 2008); Viswanathan et al 2007:302 (Blijhamn, Kan, & Niehof, 2006), (Kleinhans, 2003). In line with the same, all the recruited respondents were female. The Study confirms to the previous studies that functionally illiterate consumers earn low income (Morapane, 2012; Mhlanga, 2010; Viswanathan & Gau, 2005: 87). Price was the most influencing factor during purchasing of food products for the functionally illiterate women. The results are consistent with the findings of Viswanathan et al, (2005:20) who suggested that low literate or illiterate consumers do not trade-off between groups of product characteristics. The findings support

Arnold, as cited by Goldman and Hino (2005) that location governs product choice.

Implications: This study would be beneficial for Retailers as they could Pursue consumers“ problems/ demand carefully and improve facilities provided in their store to assist functionally illiterate consumers. This study would also be beneficial for policy makers as they could Frame policies that will stress on visual product depiction so that functionally illiterate consumers can make informed decisions. This study would be beneficial for food products manufactures as they could develop the products keeping in consideration the functional illiteracy of consumers. Appreciating that consumers who are illiterate are not armed with knowledge related to structure and function and they spend their money which they earned with a danger of being browbeaten. This appears to be a moral issue that professionals such as consumer behaviorists can no longer overlook and should attend to.

PARTICIPATION IN WEBINAR

Dr. Pankaj Agarwal, Associate Professor, Faculty of Management Science, SRMSCET, Bareilly participated in a workshop organised by the Sabaragamuwa University of Sri Lanka in association with Emerald Publishing and Gulf Medical University, under the “RESEARCH MENTORING PROGRAMME: 2022” The session was conducted by Prof. Dewasiri N. Jayantha on “How to write

the methodology section of your manuscript with a justification for the selected methods” on 15th September 2022.



HR CONCLAVE BY RMA

Dr. Saurabh Gupta, Professor and Mr. Deepak Batra, Assistant Professor, Faculty of Management Science, SRMSCET, Bareilly participated in HR Conclave organized by Rohilkhand Management Association, Bareilly on the topic “Demystifying Labour Codes” on 17th September, 2022. Key Experts were Shri S.R.Rai, Senior IR & Labour Laws Consultants and Shri Ravindra Kumar Raizada, Additional Advocate General of

Uttar Pradesh, Supreme Court of India. Some salient features of codes, as highlighted in HR conclave, are:

- Definition of workman has been changed to employee and worker.
- Wages include all remunerations except compensatory allowances/incentives.
- Time limit for claim of unpaid wages has been extended up to 3 years instead of 6 months.
- Wage limit of Rs. 24000 of employees under payment of wages act has been abandoned.
- Accounting year has been fixed April to March only.
- Mode of payment has been fixed by transfer to bank account only.
- Min. wage will be fixed by govt. considering expenses on bread, cloth, children education, house etc.
- Avoiding multiplicity of unions, concept of negotiating union or negotiating council has been introduced.
- Prior permission for lay off, retrenchment and closure of industrial establishment applies on 300 employees instead of 100 employees.
- Composition of fines of offences has been introduced.
- Appointment letter to be issued to every employee.
- Employer can take overtime work with consent of worker.