



# 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

### INDIAN GOVERNMENT WORKING HARD TO MAKE MSME SECTOR STRONGER

The micro-small and medium enterprises (MSME) are among the most important pillars of the Indian economy and the government is working to make the MSME sector stronger and more developed. Bhanu Pratap Singh Verma, India's minister for the MSME sector said, "We will also work to ensure that interrelationship between the MSME sector and other important pillars of the Indian economy are further strengthened as India grows." He urged the industry and other stakeholders to work with the government to make India a \$5 trillion economy along with becoming self-reliant. He said that there are 6.3 crore MSMEs in the country which are providing 11 crore jobs. "MSMEs contribute around 30% to our GDP and have a share of 50% of the income generated from total exports," he said. Indian MSMEs are also looking for export markets worldwide.

The Minister added that the government is taking continuous steps to strengthen Indian MSMEs and the PMEGP (Prime

Minister's Employment Generation Program), launched last financial year, was a step in this direction.

Under this scheme in the year 2021-22, a total of 1.03 lakh new units have been set up in the manufacturing and services sector. "In the last 14 years, this is the first time that new unit's number has crossed the 1 lakh mark and since inception in 2008, the program has generated around 8.25 new jobs," he added.

The government, Verma said, is also working to ensure that by taking advantage of the full potential of the MSMEs, their contribution to the Indian economy should double. "For this, we will ensure to remove the external barriers and provide strength to MSMEs in order to make India self-reliant. We are also working to develop the culture of becoming entrepreneurs in the youth, provide loans to MSMEs, improve their quality, and increase their competitiveness to increase their efficiency," he added.

The Minister further stated that the MSME ministry is setting up various technology centers across the country to support and strengthen the existing and new MSMEs.

Apart from this, the government is also working with other organizations to help the MSMEs under the 'ZED' certification scheme (providing technology upgradation and quality certification), ASPIRE scheme to promote quality and innovation, Design Clinics, etc.

"The government has also launched the Champion portal which will provide all solutions at one place, and we will further promote the portal to make MSMEs more competitive. Through these schemes, we hope MSMEs will become more sustainable," he added.

Micro, Small, and Medium Enterprises (MSMEs) form the cornerstone of the Indian economy. The MSME sector in India has exhibited strong performance and protected the economy from global adversities and shocks. It is estimated that there are 633.9 lakh MSMEs in India. The Micro sector includes 630.5 lakh enterprises, accounting for over 99 percent of the country's total number of MSMEs.

The small sector includes 3.3 lakh enterprises (0.5 percent of total MSMEs), while the medium sector includes 0.05 lakh enterprises (0.01 percent of total MSMEs). Around 324.9 lakh enterprises (52.3 percent of total MSMEs) are in rural

areas, while 309 lakh enterprises (48.8 percent) are in urban areas.

The Indian MSME sector provides a crucial employment opportunity with low capital requirements. The sector helps uplift the country's rural and less developed areas, reducing regional imbalances and inequality. Moreover, the sector is complementary to large companies and industries, providing them with the necessary parts and components. All these factors make the MSME sector crucial in the country's socio-economic development.

The MSME sector is one of the country's major employers. Setting up an MSME would provide owners with a job, helping them avoid hunting for jobs elsewhere.

It also enables them to create employment opportunities for others. The sector has been instrumental in generating employment opportunities in rural and remote areas of the country. As per the data from the Udyam Portal of the Ministry of MSMEs, 93,94,957 people were employed by MSMEs registered on the portal in FY 22.

<https://www.livemint.com/companies/start-ups/indian-govt-working-hard-to-make-msme-sector-stronger-11671026434075.html>

## **GOOGLE LAUNCHES ANTI MISINFORMATION CAMPAIGN IN INDIA**

Google's Jigsaw subsidiary launched a new anti-misinformation project in India, aimed at preventing misleading information that has been blamed for inciting violence. The initiative will use "prebunking" videos – designed to counter false claims before they become widespread – circulated on the company's YouTube platform and other social media sites.

Google's efforts to challenge the spread of misinformation mark a contrast with rival Twitter which is cutting its trust and safety teams, despite new owner Elon Musk saying it will not become a "free-for-all hellscape". Google recently conducted an experiment in Europe where it sought to counter anti-refugee narratives online in the wake of the Russian invasion of Ukraine.

The experiment in India will be bigger in scope as it will deal with multiple local languages — Bengali, Hindi and Marathi — and cover diverse sections of a country populated by over a billion people. "This presented an opportunity to research prebunking in a non-western, global

south market," said Beth Goldman, Jigsaw's head of research and development.

Like other countries, misinformation spreads rapidly across India, mostly through social media, creating political and religious tensions. Indian government officials have called on tech companies such as Google, Meta, and Twitter to take stronger action against the spread of fake news.

The Ministry of Information and Broadcasting (I&B) has repeatedly invoked "extraordinary powers" to block YouTube channels, and some Twitter and Facebook accounts, allegedly used to spread harmful misinformation.

Inflammatory messages have also spread via Meta's messaging service Whatsapp, which has more than 200 million users in India. In 2018, the company curbed the number of times a message could be forwarded, after false claims about child abductors led to mass beatings of more than a dozen people, some of whom died.

After watching the videos, viewers will be asked to fill in a short multiple-choice questionnaire, designed to gauge what they have learned about misinformation.

The company's recent research on the

subject suggested viewers were 5% more likely to identify misinformation after watching such videos.

The Indian initiative will focus on issues that resonate in the country, Goldman added. By forewarning individuals and equipping them to spot and refute misleading arguments, they gain resilience to being misled in the future. Results are expected to be published in summer 2023.

<https://indianexpress.com/article/technology/tech-news-technology/google-launches-anti-misinformation-campaign-in-india-8309494/>

## **PM HAS EMPOWERED FARMERS BY GIVING THEM TECHNOLOGY: PRAHLAD PATEL**

PM Modi has empowered farmers by giving them modern digital technology, said Union Minister of state for Food Processing Industries, Prahlad Singh Patel.

Addressing a press conference, the minister said that through digital technology, the farmers are saved from many troubles and loot along with getting rid of problems of corruption and middlemen.

Patel added that through digital techniques, the assistance given by the government to the farmers has now started reaching the farmers directly. "Due to this, new opportunities are provided to them to do business and they are able to take advantage of these opportunities."

He said that keeping the interests of farmers in mind, the Modi government has created a new concept from seed to market. "For this the Digital Agriculture Mission has proved to be a miracle. This mission has played an important role in bringing changes in the conditions and standard of living of the farmers."

The minister added that through e-NAM Mandi, more than 1.74 crore farmers are linked across the country and 2.36 lakh businesses are registered through e-NAM. "Through this business worth Rs. 2.22 lakh crores have taken place. 11.37 crore farmers of the country have benefited from the Pradhan Mantri Kisan Samman Nidhi Yojana and through this scheme, Rs. 2.16 lakh crores are directly deposited in the accounts of these farmers."

Patel said that after the digital revolution, farmers have also got a lot of benefits in the Pradhan Mantri Fasal Bima Yojana.

"The crops of the farmers were monitored through satellite. In the year 2021-22, Rs. 16,000 crores were allocated for this scheme and from 2016 to 2022, 38 crore farmers were registered. Claims worth more than Rs. 1,28,522 were paid. Rs. 25,185 crores were given by the farmers as insurance premium."

He added that more than 3,855 FPOs were registered under Farmers Producers Union, 22.71 crore Soil Health Cards were made and 11,531 testing laboratories were approved across the country.

"During the time of the previous government, the allocation of Pradhan Mantri Krishi Sinchai Yojana was Rs 6,057 crores, while the Modi government has increased this by about 136 percent to Rs15,511 crores," the minister said.

Patel added that under the Micro Irrigation Fund, projects worth Rs 4710.96 crores are approved covering an area of 17.09 lakh hectares. "Apart from this, a micro irrigation fund has been created in NABARD with an initial amount of Rs 5,000 crores and a corpus fund of Rs 10,000 crores has been kept."

He said that during the previous government, fertilizer subsidy was Rs. 41,853 crores. "It is increased to Rs. 62,151 crores (cumulative) on urea and

Rs. 40,073 crores (cumulative) on non-urea. PM Modi started the concept of Kisan Rail, under which 2359 trains plied on 167 routes across the country and more than 7.88 lakh tons of agricultural produce were transported."

The minister added that more than 12 agricultural products were transported from 33 cargo terminals under Kisan Udaan. "After the digital revolution, farmers do not have to visit banks and now farmers have got rid of the trouble of getting NOC from every bank. India is exporting food grains and India is making new records in exports in coarse grains, rice, sugar, milk etc."

Patel said that Agri start-ups are creating a new history. "Earlier there were only 100 start-ups working in the agriculture sector but in the last 7-8 years this number has increased to more than 4,000. India has achieved the 10% ethanol blending target by 2021-22, much ahead of the deadline, resulting in timely payment of over Rs 40,600 crore to farmers."

<https://www.livemint.com/industry/agriculture/pm-has-empowered-farmers-by-giving-them-technology-prahlad-patel-11671027444894.html>

## COLLEGE UPDATE & DEPARTMENTAL UPDATE

### RANKING BY FORTUNE INDIA

Adding another feather of proud to its big hat, SRMS CET, Bareilly has been ranked 38<sup>th</sup> in North Zone among India's Best B Schools featured in Fortune India Magazine, published in November 2022, Volume-13.

SRMS CET has bagged 116<sup>th</sup> Rank in the category of Private Institutions, and 142<sup>nd</sup> Rank in the category of Private Schools, which is moment of great pride and joy!



### FRESHER'S PARTY 2022

Fresher's Party was given to newly admitted students of MBA 1<sup>st</sup> Semester batch 2022-24 on 10<sup>th</sup> December 2022 at

TDP hall. Second year students welcomed the guests Shri Aditya Murti Ji Secretary SRMS Trust, Er. Subhash Mehra ji Trust Advisor, Dr. Prabhakar Gupta Dean Academics SRMSCET. Event started by lamp lightening by the esteemed guests. Shri Aditya Murti ji congratulated the new students of MBA course and advised them to complete two years of MBA training with full devotion and develop commonsense to hone managerial skills. Fresher party witnessed events like songs, dance, jokes etc. The whole event was well managed by MBA final year students. Mr. Harsh Rastogi and Miss Honey Bhatia were declared and crowned as Mr. and Miss Fresher, and Mr. Deepanshu Saxena and Miss Ankita Gangwar were crowned as Mr. and Miss. Talent.

These students were felicitated by Dr. D. N. Rao, Professor and Director IQAC along with all the faculty members. Afterwards, event was followed by cake cutting and lunch for all.





### **GUEST LECTURE ON “CAMPUS TO CORPORATE: SUCCESS MANTRA”**

On 22<sup>nd</sup> December 2022, Faculty of Management Science, Shri Ram Murti Smarak College of Engineering and Technology invited Er. Pratosh Mishra, Sr. DGM (Production), Surya Roshni Ltd., Kashipur, to deliver a guest lecture to the post-graduation students of the MBA and MCA departments on the topic “Campus to Corporate: Success Mantra”. The guest was honoured with the sapling by Dr. Anuj Kumar, HOD – MBA & MCA,

Director- Training, Development and Placement. During his lecture, students got to know about management’s real life definitions, some value-added points like start as early as possible, be in positive competition, be productive, follow your passion and your dream, optimum utilisation of resources, think good always and most important management is all about reducing waste. Er. Pratosh classified waste into 7 types: - TIMWOOD (transportation; inventory; motion; waiting; over production; over processing; defects). He concluded with question to the students that start thinking “WHAT I AM”? He also emphasized upon necessary points must be kept in mind while walking for an interview, and never give wrong answers.” He had a great interactive session with all the students and engaged them in his lessons. The lecture ended up by offering him memento by Prof. D.N. Rao, Professor and Director IQAC.







seminar was divided into two-groups— Group A and Group B. The topic for Group-A was ‘Make in India Campaign’ that covered opportunities, manufacturing sector, defense manufacturing, renewable energy etc. It was headed by faculty in-charge, Mr. Raghwendra Kumar, and students Abhinav Sharma, Honey Bhatia, Agaaz Ali, Satyam Saxena and Ankita Gangwar. The topic for Group-B was ‘Covid-19 in 2022: What Gain and What Lost?’ that covered impact of Covid-19 on health sector, business sector, transportation and education. It was headed by faculty in-charge Ms. Happy Sinha, and students Chhaya Bhora, Harshit Chaurasia, Mayank Sinha, Runjhun Parashari and Sparsh Khanna.

The Value Based Seminar was managed by Dr Shobhit Kr Saxena. Assistant Professor, FMS.



## VALUE BASED SEMINAR

The MBA Department at SRMS CET, Bareilly organized Value Based Seminar for MBA First Semester. The



## PLACEMENT ACTIVITY

The following students have been finally selected by B L Agro Industries Ltd through the off Campus placement drive held on 9 December, 2022.

Name	Course	Batch	Company
Mr. Madhav Agarwal	MBA	2021-23	B L Agro Industries Ltd
Mr. Mukund Agarwal	MBA	2021-23	B L Agro Industries Ltd
Ms. Shubhi Saxena	MBA	2021-23	B L Agro Industries Ltd
Mr. Sparsh Saxena	MBA	2021-23	B L Agro Industries Ltd
Mr. Swastik Khanna	MBA	2021-23	B L Agro Industries Ltd

SRMSCET congratulates them and wish them success in future endeavors.

**SHRI RAM MURTI SMARAK  
ENGINEERING INSTITUTIONS**  
BAREILLY | LUCKNOW | UNNAO



# CONGRATULATIONS !

to our  
**Students for being placed with**  
# Placement 2023



  
MADHAV AGARWAL  
MBA

  
MUKUND AGARWAL  
MBA

  
SHUBHI SAXENA  
MBA

  
SPARSH SAXENA  
MBA

  
SWASTIK KHANNA  
MBA

The following student has been finally selected by FinAgg Technologies Private Ltd. through the virtual campus placement drive held on 24 December, 2022.

Name	Course	Batch	Company
Ms Geetanjali Chauhan	MBA	2021-23	FinAgg Technologies Private Ltd.

SRMSCET congratulates her and wish her success in future endeavors.



## FACULTY ARENA

### AWARD FOR RESEARCH PAPER PUBLICATION

SRMSCET has awarded Dr. Pankaj Agarwal, Associate Professor, FMS and Dr. Mohd. Danish Chisthi, Assistant Professor, FMS, on 31<sup>st</sup> December 2022, for their research paper publication in SCOPUS indexed journals. They were awarded under Research Promotion Scheme of SRMS Trust. Dr. Pankaj Agarwal and Dr. Mohd. Danish Chisthi got certificate of appreciation and Monetary award of Rs 11000 and Rs 5000 respectively as per policy of Research Promotion Scheme.



### ROUND TABLE DISCUSSION BY RMA

Dr. Saurabh Gupta, Professor, FMS and Mr. Deepak Batra, Assistant Professor, FMS attended a round table discussion organized by Rohilkhand Management Association Bareilly on 10<sup>th</sup> December, 2022. The topic of discussion was Making

India World Class Manufacturing Hub Vision and Action. Mr. Dinesh Goel, MD, Ramaa Shyama Papers Pvt. Ltd and Dr. Ghanshyam Khandelwal Chairman B.L. Agro Industries Ltd. were key speakers. Discussion has been very lively, informative and fruitful. Some salient points of the discussion are:

- Find out import substitutes and manufacture the same indigenously.
- Expand production of export products with improved quality and innovation.
- Find out hurdles and opportunities and do data analysis for making India world manufacturing hub.
- RMA should pursue I.T Park, vision and strategy for creating manufacturing cluster in Bareilly with collective approach.

## **STUDENT ARENA**

### **MANAGEMENT CLUB ACTIVITY**

On 15 December 2022, Management Club organized an event Engage the Brand, for the students of MBA 1<sup>st</sup> year batch 2022-24. In this event students were divided into groups of four and each group was allotted a product or brand, groups of students devised and presented

marketing strategies for the growth of the brand.



On 22<sup>nd</sup> December 2022, The Management department of SRMS CET organized a “Value Added Club Activity”, for the MBA 1<sup>st</sup> year students in which Prof. Dr. D. N. Rao and other Faculty members were present. Whole class was divided into five groups which consist of seven members in each group and were tasked to solve a case study related to a subject in which they had to answer the given questions, give a title to the case study, identify it is related to which subject and to present it with a slideshow within the time limit of thirty minutes.



## Faculty of Management Science Wishes



# Happy New Year 2023

### **TYRO CLUB MEMBERS**

Following students of MBA 1<sup>st</sup> year batch 2022-24 were selected as the members of the Tyro Club for the year 2022-23

Ms. Sunidhi Malik- Treasurer

Mr. Harsh Rastogi- Vice President

Faculty of Management Science, SRMSCET congratulates them and wishes all the very best for this responsibility.