



Master of Business Administration

Editor

Dr. Pankaj Agarwal

Associate Professor

Faculty of Management Science

SRMSCET, Bareilly

Student Coordinators

Parkhi Singh- MBA 2nd Year

Ishika Saxena - MBA 1st Year

Devendra Kr. Singh – MBA 1st Year

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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

AN IMMERSIVE WORLD: IS METaverse THE FUTURE THAT BANKS NEED?

From customers standing in long queues to withdraw money to UPI transactions, banking has come a long way. Now, there is a new technology knocking on banks' doors — metaverse. The metaverse does seem to have the potential to disrupt a wide range of industries, including banking. For example, it could enable virtual banking branches, immersive educational experiences, and virtual financial advisor interactions.

Rajesh Dhuddu, global head, Blockchain & Metaverse Practice, Tech Mahindra, mentioned, "Metaverse is a new paradigm that is powered by a combination of multiple next-generation technologies such as AI, 5G, Blockchain, NFT, Web3, AR/VR, network services, and spatial computing. While decentralised technologies such as NFT, Blockchain, and Web3 provide a resilient infrastructure and secure exchange approach, immersive technologies such as AR/VR provide an enhanced virtual experience."

Metaverse can enable banks to redefine previously limited modes of customer engagement such as branches, internet

banking, and mobile banking with a richer and elevated experience through enhanced immersiveness and interactivity. For instance, in virtual banking branches, customers can conduct transactions and speak with representatives in a virtual setting. On its part, the bank can have intelligent avatars and AI-enabled chatbots to assist customers in managing their funds more effectively and advising on new, innovative products for investment.

Additionally, the metaverse could also be used to facilitate virtual trading and management of assets, such as real estate or art, through non-fungible tokens (NFTs) and decentralised finance (DeFi) platforms.

Banks can also use metaverse to streamline their internal processes. For example, banks can leverage the metaverse to onboard, orient, and train new employees in an immersive and interactive 3D environment rather than having day-long virtual workshops, which can be cost-prohibitive and a potential operational nightmare.

As with any technology, there are also potential drawbacks to using the metaverse in banking. For instance, the lack of regulation. This could create risks for customers and banks, as there may be

no legal framework to protect them. The apex regulator, RBI, can take very long to move, which could allow fintechs to steal the market from the banks again.

Then comes the issue of complexity. The metaverse is a complex technology and its implementation in the banking industry will be both difficult and expensive, considering the need to manage issues of security as well as safety. Using the metaverse in banking could create new security risks, such as cyber-attacks on virtual banking branches or the theft of virtual assets.

There have been a few notable banks that have ventured into the metaverse globally. JP Morgan Chase has set up shop in Decentraland Metaverse. It has created a lounge area, Onyx, where users can learn about JP Morgan's blockchain initiatives. HSBC has recently purchased LAND in the Sandbox Metaverse to interact with e-sports fans.

In India, metaverse adoption will still be seen through the lens of immediate ROI generation. But having said that, the Union Bank of India (UBI) was the first traditional bank in the country to explore the metaverse. It has taken a phase-wise approach to completely re-inventing the customer experience through the use of the metaverse. Tech Mahindra created a

virtual meta-lounge for UBI, branded as "Uni-Verse," which enables the bank's customers to enter the meta-branch by logging in with their phones via a web-based interface and access information on products and services that the bank has to offer.

Mumbai-based fintech company Kiya.ai has also recently launched Kiyaverse, a virtual interaction platform for banks and non-banking finance companies (NBFCs). In the first phase, the banking metaverse is offering services such as virtual relationship managers, peer avatars, and Robo-advisors. In the future phases, the company plans to offer NFTs as tokens and support central bank digital currencies (CBDCs) as well.

In spite of the buzz, metaverse as an emerging technology comes with high barriers to entry, as it requires a significant investment in terms of resources and expertise. With its high regulatory overhang and need to handle all data carefully, banking will need to see a lot more use cases before making a decisive shift towards it.

<https://www.financialexpress.com/industry/banking-finance/an-immersive-world-is-metaverse-the-future-that-banks-need/2952855/>

BIS IS PLAYING PIVOTAL ROLE IN MAKING 'BRAND INDIA' A GLOBAL LEADER IN QUALITY

"BIS is playing a pivotal role in making 'Brand India' a global leader in quality," said Shri Piyush Goyal. The Minister extended his greetings on the occasion of the 76th Foundation Day of BIS. According to the Ministry of Consumer Affairs, Food & Public Distribution, the portal for mapping of Industrial Units and Laboratories was launched on the occasion today. "This is a centralized platform for information on industrial units and laboratories across the country. This will enable an analysis of test facilities in the country and help entrepreneurs in accessing information about testing facilities," the ministry said in the statement.

Shri Piyush Goyal pointed out that "if we look at the history of developed nations, we find that those countries who adopted 'Quality' in early stages of their development cycles progressed faster." He further said that these countries were able to engage with the world from a position of strength and inculcate the spirit to have high-quality products, goods, and services, in turn leading to high-quality of lifestyles for the people.

Shri Piyush Goyal said as India enters into Azadi Ka Amrit Mahotsav, it's a great opportunity for all of us to pledge ourselves to take quality as our mission and to explore how we can contribute to maintain India a developed nation. He emphasised that India will not become a developed nation unless we all recognize and accept the importance of quality.

Referring to Prime Minister Narendra Modi's clarion call of 'Zero Effect Zero defect', Goyal emphasised that 'zero defects' will help us produce goods and services of high-quality service to people. The Union Minister also pointed out that unless our lifestyle has zero effect on climate change, we will not be able to survive. He, therefore, called for efforts towards mitigating the disasters of climate change and contributing towards reducing the carbon footprint in the world. Shri Piyush Goyal termed zero effect and zero defects as the urgent call of the hour. Referring to PM Modi's quote, "rapid transformation, not gradual evolution is going to take this country", Goyal said we no longer have the luxury of time and called for efforts for a transformational journey.

He complimented BIS for launching several initiatives today and said that these have the potential of having a transformational effect on the Indian economy and on the lives of the people. On Standards National Action Plan (SNAP) 2022 – 27, the Minister said it lays down the roadmap on which we will all have to work to make quality a part of the very thinking and philosophy of every citizen in our country.

He also praised BIS for setting up around 4000 Standards Clubs across the country to expand quality connect with the people. The Union Minister said this year's effort to reach out to five lakh households is only the beginning. He pointed out that there may be a lot of people who may have retired but still have the desire to work and participate in the future well-being of the country. He asked BIS to explore if a database of such people can be built up by connecting with alumni associations, organisations, and companies.

Shri Piyush Goyal suggested that an outreach/ awareness program can be initiated by BIS wherein these people can engage through online/offline/hybrid mode with students in schools/ colleges/

universities to create quality consciousness in students. He asked BIS to draw up a plan to execute this program with the aim to create quality consciousness in the country.

Shri Piyush Goyal said the Government is committed to making the testing infrastructure ecosystem in India at par with the world-class. He mentioned that efforts are underway to equip BIS Labs with the most advanced equipment, CCTV Cameras, automatic feeding of Reports of Testing, and focus on accreditation. The Minister said efforts are also to expand capacity and ensure all types of testing facilities are available in labs across the country. He informed BIS is also looking at collaborating with other private labs to upgrade and modernise their labs. He asked BIS to give a roadmap for achieving a target for 10X factory surveillance.

On the occasion, Shri Piyush Goyal launched the Standards National Action Plan (SNAP) 2022- 27: Standards National Action Plan (SNAP) 2022 – 27, the document to serve as a strong foundation for standardization to meet the emerging technologies and concerns of sustainability and climate change. Minister Launched the Revision Exercise

of National Building Code of India (NBC 2016), Revised National Electrical Code of India 2023, Training Courses on National Building Code of India 2016 and National Electrical Code of India and Standards Clubs in Schools.

<https://theprint.in/india/bis-is-playing-pivotal-role-in-making-brand-india-a-global-leader-in-quality-piyush-goyal/1302412/>

ARE WE HEADED FOR A 'RICHCESSION?' WHY THE WEALTHY STAND TO LOSE THE MOST IF THE ECONOMY STALLS

According to the National Bureau of Economic Research, the U.S. economy isn't in a recession. The last recession to be declared by the NBER was in early 2020, at the beginning of the pandemic. But fears of a recession have been floating around the economy for months.

If the U.S. heads for a recession in 2023, it's possible we'll see what's sometimes called a richcession. Instead of mostly impacting the working and middle-class, a richcession would have a more noticeable effect on the finances of the upper class.

When a recession is on the horizon, the rich usually don't have to worry too much. They're usually in a good position to ride out the rough economic times, the

last to be affected and the first to recover value. But in the case of a richcession, wealthy Americans could feel a unique pinch on their budgets.

Here are two reasons why the wealthiest could stand to lose more than usual during a potential richcession:

White-Collar Layoffs

In 2022, over 1,000 tech companies laid off workers, many high earners. The total number of laid-off employees by the end of the year was estimated by the website Layoffs.fyi to be over 150,000. In many cases, the tech workers laid off were white-collar workers with higher paychecks. As more tech companies lay off workers in 2023, money could get tighter for the rich, many of whom are being pushed out of high-paying jobs.

Stock Market Tumbles

The household net worth of the rich typically includes a healthy investment portfolio. Since many investors choose to have at least a portion of their net worth in the stock market, plummeting stock prices are bound to have an impact on the rich. As recession fears continue to surround the economy, it's no secret that the stock market has taken a hit. If stock prices continue to fall, even investors with a large financial base might see their net worth plummet. When combined with the increase in layoffs, a major stock market hit could leave wealthier people

in a more precarious situation than past recessions.

How a Recession Would Impact Everyone Else

If a recession strikes, the impact likely won't be limited to those with thick wallets. A recession can impact everyone across the economic ladder. Here's how a recession could impact the poor and middle-class:

High Inflation

Inflation has been hot for months. As of November 2022, the Consumer Price Index (CPI) report showed inflation was up 7.1% from the same time last year. Despite being the smallest 12-month increase since December 2021, that's still significantly higher than the target inflation rate of 2%. Inflation impacts everyone.

Higher Interest Rates

With inflation still hot, the Federal Reserve has been steadily raising the federal funds rate. As interest rates rise, it gets more expensive to borrow. For example, interest rates for mortgages and new car loans have shot up significantly. Since many households rely on loans to make major purchases, like buying a home or vehicle, higher interest rates have an impact on people of every economic status. If you are in the market for a new home or vehicle, you could get

stuck paying much more in interest than you would have this time last year.

Saving Grace: A Tight Job Market

Luckily, there is good news for those holding down jobs in the service industry. Some industries, like leisure and hospitality, are still struggling to staff up to their pre-pandemic levels. With that in mind, it seems unlikely that workers in these fields will lose their jobs during a recession. For example, the number of jobs at places like restaurants and bars rose by 62,000 in November of 2022. But that's still 980,000 fewer jobs than leisure and hospitality's pre-pandemic level.

How to Prepare for a Recession

If a recession hits, it won't be a fun experience for anyone. But regardless of where you stand in the food chain, there are some strategies you can employ to prepare your household for a recession:

Build an emergency fund: You never know what life will throw your way. If possible, build up three to six months' worth of expenses in an emergency fund. But even if you can only save \$100, that small buffer is better than nothing.

Cut back on discretionary purchases: A recession often means belt-tightening for everyone. If you can, start cutting unnecessary expenses out of your budget. Not only will this help you build up savings now, but it will also help you avoid the stress of cutting back later.

Keep your resume on standby: A recession means layoffs are possible. Dust off your resume to prepare for a potential job hunt.

Bottom Line

A coming *richcession* might hurt the rich more than others, and more than usual. But a recession of any kind will likely impact households across the financial spectrum. If you are worried about a potential recession, now is the time to beef up your savings. Extra savings will give you more breathing room to recover after a job loss, regardless of your net worth.

<https://www.forbes.com/sites/qai/2023/01/08/are-we-headed-for-a-richcession-why-the-wealthy-stand-to-lose-the-most-if-the-economy-stalls/?sh=1d48109212e1>

SHIFTING SANDS: INDIAN ECONOMY AND THE WAY FORWARD FOR INDIAN INVESTORS

The year gone by was a mixed bag full of uncertainties brought on by the Russia-Ukraine war, high inflation and now the re-emergence of Corona. For the Indian investor, it has been difficult to decide whether to be fearful on account of possible recession or be euphoric, given the rising Indian indices. With forever changing and undulating economic

activity, as an investor one felt like being on shifting sands.

While 2021 was marked by a period of calm in the aftermath of the pandemic's panic, the year 2022 started out with a fresh bout of market volatility. On Feb 24, Russia invaded Ukraine. Spiked oil and gold prices and volatile stock markets were the new villains on the block. By March, the rate of growth that January seemed to promise was becoming constrained by three major challenges: the Invasion of Ukraine, Inflation, and the Omicron variant.

As the year wore on and as Russia's war in Ukraine showed no sign of abating, concerns about high inflation expectations started to build. Inflation in many countries was unprecedented, driven by higher fuel prices. In Europe, the war in Ukraine saw gas prices climb to an all-time high and worries mounted over dwindling Russian supplies. Rising cost of living, scarcity of energy to warm homes, expensive food and unsecured jobs; the squeeze was brutal. The Federal Reserve embarked on the first of many rate increases in more than three years as it launched its battle against soaring inflation.

Back home, the RBI, visualized these changes and took placatory steps to factor in the Fed rate increases and its fall out on the Indian markets. We saw four rate hikes as against seven by the Fed in 2022. Surprisingly, the Indian market

remained resilient to the many hikes and the rising inflation and continued to run its own course defying the global fears of recession. Whether it was our domestic consumption, our young demography or the stable Government Policies; something surely seemed to be working favourably for the Indian financial market.

For many of us, this was good as we continued to joyfully ride the financial market backed by the experience of our investing success in 2020-21. For the pessimists who tend to look at everything with a jaundiced eye, the fear of recession continued to haunt and they waited with bated breaths even as the Indian market continued to make newer highs. Many felt it was a matter of time when we too would face the heat and they would not be wrong in their assumptions. After all, we cannot remain immune to the macro factors and what happens globally would certainly have an impact back home.

The Indian economy has largely been driven by domestic consumption but the global factors do affect us, especially the drain on our foreign reserve due to rising crude and our depreciating rupee; both are cause for concern. The slowdown in the west has a domino effect on the profit margins of our technology companies that provide tech services to them. Additionally, the omnipresent fear of FII investors pulling out looms large.

Having said this, it is also true that when it comes to the Indian economy, there are many things that work favourably.

Dollar vs the Rupee: The rupee devalued against the dollar to set new records. Even as INR. 83 to a dollar seemed dismal, when compared to the fall in currency of other countries like Great Britain, Japan and Europe, the pain of fall is much lesser. Our Rupee has not only fallen less against the dollar, but has in fact strengthened against most currencies.

Inflation: Hyper liquidity induced by governments' bailout packages to combat after effects of Corona in 20-21 and subsequently the Russia-Ukraine war has led to a higher inflation globally. Oil being our major import, obviously we could not remain unaffected either. Since December last year, our inflation has been creeping up and reached a high of 7.8% in April. By November 22, it had cooled to 5.88%, well below the market forecast of 6.4%. This has been largely possible due to a tight monetary policy by RBI.

Foreign Reserves: With crude being our major import, any rise in crude prices raises concerns about forex reserves. At \$561 billion, India has one of the largest holdings of reserves globally. Though it has taken a dent in the last few months, we are still covered for more than nine months of projected imports for 22-23.

Fiscal Deficit: On the back of strong growth and revenue targets as also robust collections on GST and direct Taxes, the Government is on track to meet the fiscal deficit target of 6.4% of the GDP. India remains the fastest growing economy despite global challenges like tightening monetary policy, slowing growth and threats of recession that the rest of world faces.

Record highs of the Indian Indices: Though we saw substantial volatility, both Sensex and Nifty scaled new heights in FY 22, proving that the Indian economy remains insulated from global upheavals while gifting the patient and the disciplined yet again.

The way forward in 2023

As the rising Covid cases in China put the world on tenterhooks of a possible breakout, the market sentiments are somewhat low.

Key fundamentals that would be the deciding factor in which way the markets will move are Softening Inflation and Revival of Growth. On a positive note, the inflation in India has started to soften but it is still higher than the expected limit set by RBI, so we can expect a few more rate hikes. As per a Morgan Stanley report, the Indian economy in 2023 is likely to continue growth momentum. Domestic demand will continue to drive the economy. Banking, FMCG and

healthcare would be the growth driving sectors.

On the debt side, the Government has increased the ROI on small savings for the 1st quarter of 2023 making it more attractive for investors. As the long-term yields soften, debt mutual funds like Target Maturity Funds, Credit Risk Funds and Dynamic Bond Funds would be good options that can give higher post tax returns than a usual bank FD. The Real Estate Sector in India shows promise after a slow down of almost a decade. Growing population, rising incomes and the new hybrid culture of Work from Home present great opportunities of investment in this sector. However, prudence and patience are still the rule of the game when it comes to real estate investment.

On an ending note, as an investor, one should invest as per financial goals, horizon of investment and risk profile. A robust asset allocation that is rebalanced regularly and is not swayed by market volatility is the key to generate wealth. The macro level disruptions will always be there and cannot be controlled, but what can be managed is our own reaction to these disruptions. In our journey towards wealth creation, it is more important to have a sound strategy that is as per our unique requirements rather than the best possible investment.

<https://www.financialexpress.com/money/shifting-sands-indian-economy-and-the-way-forward-for-indian-investors/2940031/>

COLLEGE UPDATE & DEPARTMENTAL UPDATE

REPUBLIC DAY AND BASANT PANCHMI CELEBRATION

74th Republic Day was celebrated at SRMSCET with full enthusiasm and energy. This event started by worshipping of Maa Saraswati ji on the occasion of Basant Panchami. Flag hoisting was performed by honorable Shri Dev Murti Ji, Chairman SRMS Trust and Shri Adiya Murti Ji, Secretary SRMS Trust. Mrs. Richa Murti Ji, Director SRMS Goodlife, also grace the occasion. Shri Dev Murti Ji congratulated all the trust members, he urged students to focus more on text books in comparison to relying on Google and social media for studies. He said self study is essential for the development of students.

On this occasion SRMS Trust and Entry Level EET Scholarship was also distributed to the students, this scholarship was on the basis on their marks obtained in academic exams and on the basis on entrance test result by the students of first year. Dr. Prabhakar Gupta, Dean Academics, SRMSCET, Dr, Anuj Kumar, Director Training, Development and

Placements, Dr. D N Rao, Director, IQAC, Dr. Arti Gupta, Director College of Pharmacy, All HODs, faculty and staff members were present on the event.





CRICKET MATCH ON REPUBLIC DAY

On the occasion of republic day, a friendly cricket match was played between teams of (SRMSCET, SRMS CET&R, SRMS RIDDHMA, SRMS COLLEGE OF LAW, and SRMS NURSING) VS (SRMS IMS, SRMS IPS AND SRMS GOODLIFE). This match was won by team having members from (SRMSCET, SRMS CET&R, SRMS RIDDHMA, SRMS COLLEGE OF LAW, and SRMS NURSING). Shri Adiya Murti Ji, Secretary SRMS Trust also played with full zeal, he was captain of team having members SRMS IMS, IPS and Goodlife. Dr. Prabhakar Gupta, Dean Academics, SRMSCET, Dr, Anuj Kumar, Director Training, Development and Placements, Dr. D N Rao, Director, IQAC, Dr. Arti Gupta, Director College of Pharmacy, HODs, faculty and staff members were present on the event.



NATIONAL VOTERS' DAY

SRMSCET Bareilly celebrated the national Voters' Day on 25th January 2023, on this day all the faculty members were administered the oath by Dr. Prabhakar Gupta, Dean Academics, SRMSCET, to cast vote with fair and unbiased intention so as to contribute to the democratic setup of India.

In order to encourage more young voters to take part in the political process, Government of India has decided to celebrate January 25 every year as "National Voters' Day". It has been

started from 25 January 2011 to mark the foundation day of Election Commission of India.



PLACEMENT PREPARATION ACTIVITY

A Placement Activity (Group Discussion) was organized by MBA department on January 4, 2023. The activity comprised of a Group Discussion (GD) exercise for first year students, wherein 20 students were divided into two groups A & B of 10 students each. The respective

topics of GD were 'Morale Policing on Movie Making: Is it desirable?' and 'Should Students participate in Active Politics?' The objective of the program was to make students aware about the social and current issues India is confronting with, to inculcate group dynamics and develop communications skills among students, and to prepare them for job placement.

Students were blessed with valuable inputs from esteemed faculty members of FMS namely, Dr. DN Rao, Dr Danish Mohammad Chishti and Ms. Happy Sinha. This activity was coordinated by Mr. Raghawendra Kumar, Assistant Professor at SRMS CET.



CASE STUDY ANALYSIS

FMS of SRMSCET conducted Case study presentation by MBA first year students as a part of Course curriculum under the supervision of Faculty in charge Dr. Pankaj Agarwal, Associate Professor, Faculty of

Management Science. The case study was related to Managerial Economics subject. Students were divided into group of 4 students. They were teamed and assigned a particular case study one week ahead. Students prepared the case analysis and solutions to the problems on PPT slides. Presentations and discussions were held on the day of case study presentations. Suggestion to the business problems were proposed by the students using the concepts of Managerial Economics and their managerial analysis. Case Study Activity Coordinator, Mr. Raghendra Kumar Assistant Professor, FMS was also present during the event. Both the instructors guided the students for giving better case study presentations.



FMS of SRMSCET conducted another Case study presentation by MBA first year students as a part of Course curriculum under the supervision of Faculty in charge Mr. Raghawendra Kumar. The case study was related to Financial Accounting and Analysis subject. 7 students presented the case. Students got valuable inputs from Prof. Dr. D. N. Rao of FMS, SRMSCET. Group leader Neha Sinha along with Shreya Singh and Ishika Saxena ably defended the case solution. The case was

related to reducing the cost of operation and increasing the sales revenue with launching of off-brand cheaper products.



PLACEMENT ACTIVITY

PLACEMENT AT BANDHAN BANK

The following students have been finally selected by Bandhan Bank through the on Campus placement drive held on 30 November, 2022.

Name	Course	Batch	Company
Mr. Armish Khan	MBA	2021-23	Bandhan Bank
Ms. Ritu Mohata	MBA	2021-23	Bandhan Bank
Mr. Shwetank Saurabh	MBA	2021-23	Bandhan Bank
Mr. Siddharth Mishra	MBA	2021-23	Bandhan Bank

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




ARMISH KHAN
MBA


RITU MOHATA
MBA


SHWETANK SAURABH
MBA


SIDDHARTH MISHRA
MBA

PLACEMENT AT CP MILK AND FOOD PRODUCTS PVT LTD

The following student has been finally selected by CP Milk and Food Products Pvt. Ltd. (Gyan Dairy) through the on

campus placement drive held on 17 December, 2022.

Name	Course	Batch	Company
Mr Akhil Kapoor	MBA	2021-23	CP Milk and Food Products Pvt Ltd (Gyan Dairy)

SRMSCET congratulates him and wish him success in future endeavors.



FACULTY ARENA

RESEARCH PAPER PUBLICATION

A research paper titled Perception and Purchase Behaviour of Functionally Illiterate Women for Food Products in Delhi, co-authored by Dr. Mohd. Danish Chisthi, Assistant Professor, FMS has been

published in Australian Journal of Business and Management Research, Vol. 7 Issue 7 ISSN1893-0846, ABDC-C rank Journal.

Abstract

India, as the world's fastest emerging economy, is no exception to the international problem associated with functional illiteracy. Millions of consumers penetrate the marketplace with inadequate literacy skills which makes them make ineffective decisions that may endanger an opportunity to optimize their already inadequate financial resources. This study provides marketers with valuable information and insights about the characteristics of Indian consumers in terms of their perceptions and purchase behaviour. 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-based questionnaire was used for data collection. Women respondents were chosen, and Judgment sampling was used to recruit willing respondents that met the selection criteria. The study confirms the previous studies that functionally illiterate consumers earn a low income. Price was identified as the most influential factor during the purchase of food products for functionally illiterate women. The results are consistent with the findings of Viswanathan who suggested that low literate or illiterate consumers do not tradeoff between groups of product characteristics. The study benefits retailers as they seek to understand consumers' problems and demands as well as improve facilities provided in their stores to assist functionally illiterate consumers. The study is significantly beneficial for policymakers as they could frame policies that will emphasize visual product depiction so that functionally illiterate consumers can make informed decisions. The study also benefits food product manufacturers as they could develop the products keeping in consideration the functional

illiteracy of consumers. Appreciating that illiterate consumers are not equipped with adequate knowledge related to structure and function and they spend the money they earned with a danger of being browbeaten, the findings of this study can be effective in helping such customers make well-informed purchasing decisions to make optimal use of their hard-earned money.

PARTICIPATION IN WEBINAR

Dr. Pankaj Agarwal, Associate Professor, FMS, attended a webinar on the topic “Advanced Regression Analysis using STATCRAFT R” on 21st January 2023. Resource person was Dr. Dhaval Maheta.



STUDENT ARENA

SRMS TRUST SCHOLARSHIP

Following Students of MBA 1st year received SRMS Trust Scholarship on the basis of Entrance Test results. These students were presented scholarship by honorable Shri Dev Murti Ji, Chairman SRMS Trust and Shri Adiya Murti Ji, Secretary SRMS Trust. Department Congratulates these students.

Sr. No.	Student Name	Batch	Scholarship
1	Ms. Shreya Singh	2022-24	Rs 20000
2	Ms. Sunidhi Malik	2022-24	Rs 10000
3	Ms. Neha Sinha	2022-24	Rs 10000
4	Mr. Harsh Rastogi	2022-24	Rs 10000



INNOVATIVE MIND ACTIVITY USING DESIGN THINKING



MBA focuses upon overall development of students and prepares them for any situation in future and for this, Management Club organized many of the activities under different clubs, on 5th January 2023, MBA Management Club organized an Innovative Mind activity using design thinking under Entrepreneurial Club for 1st year students. Under which students were divided into 5 groups consisting 6-7 members in each group, and were made to prepare 'An Ultimate Animal' with the help of clay for zoo and to describe its profile including its species name, body structure, food habits, habitat, life span, socio-psychological, geographical area, and more with the help of design thinking and were requested to present their animal along with its description and each team was asked questions from other teams regarding their animal. Activity took place under the guidance Of Dr. Saurabh Gupta, Professor, FMS and other faculty members, team D consisting of Harsh, Ayesha, Mayank, Deepak, Aagaz, Yuvraj, Tarun, students of MBA 1 Semester won the activity. The activity was fun, knowledgeable, and was so helpful in understanding design thinking.



SPORTS ACTIVITY

On 12th January 2023, The Management department of SRMS CET, organized a sports based management club activity named ASTUTE, for MBA 1st year students under the supervision of Mr. Deepak Batra and sports club coordinators who conducted two games called “Tic Tac Toe” and “Foosball” like a relay race in which whole class was divided into four groups which consisted of eight members each

and team B lead by Ms. Honey Bhatia won both the games.

TELL A TALE ACTIVITY UNDER MANAGEMENT CLUB

On 19th January 2023, Literary Club organized an activity “Tell a Tale”, under Management Club for MBA 1st year students. Club Coordinators- Sparsh Khanna and Falak Naaz organized the activity under guidance of Mr. Deepak Batra, Assistant Professor, FMS, Faculty Coordinator, Management Club. The activity was to be performed individually and all students were shown six pictures upon which a story was to be written. For writing a story 30 minutes were given, then 1 minute to present the story was given, for judgment Prof. D.N. Rao, Professor, FMS Dr. Danish Chishti, Assistant Professor, FMS, Ms. Happy Sinha, Assistant Professor, FMS, Mr. Deepak Batra, Assistant Professor, FMS were there, and they provided valuable suggestions and feedbacks to all the student. Ms. Shreya Singh, Ms. Ayesha Rehman and Ms. Neha Sinha of MBA 1st year secured 1st, 2nd, 3rd positions respectively. Activity was fun and all students got to learn many managerial properties, activities.