



# 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

### THE ADANI-HINDENBURG SAGA

Gautam Adani, who until recently was the richest Indian in the world, has now slipped to 22nd spot in the Forbes billionaire list in the wake of Hindenburg Research's report. New York-based investor research firm Hindenburg Research accused industrialist Gautam Adani-led conglomerate of "brazen stock manipulation and accounting fraud scheme over the course of decades", shares of Adani Group companies have nosedived.

Although shares in Adani companies recovered after sharp falls earlier in the day, the seven listed firms have still lost about half their market value – or more than USD 100 billion combined – since the US-based short-seller last week questioned the group over its debt levels, Reuters reported. The listed Adani firms now have a combined market value of USD 108 billion, versus USD 218 billion before Hindenburg's report. Adani Group, however, has rejected the criticism and denied wrongdoing.

In late January, Hindenburg Research, which specialises in short selling, published a report critical of the group's

finances. The research firm, which has short positions in Adani companies through US-traded bonds and non-Indian-traded derivative instruments, said key listed companies in the group had "substantial debt" which has put the entire group on a "precarious financial footing". The report was released just ahead of a Rs 20,000 crore (USD 2.5 billion) follow-on public offer (FPO) by Adani Group's flagship firm Adani Enterprises.

In a 413-page response, the Adani Group said, "This is not merely an unwarranted attack on any specific company but a calculated attack on India, the independence, integrity and quality of Indian institutions, and the growth story and ambition of India." "It is tremendously concerning that the statements of an entity sitting thousands of miles away, with no credibility or ethics has caused serious and unprecedented adverse impact on our investors," the Adani Group said.

Hindenburg, in its rebuttal, said the Adani response did not address any of the substantive points that the report raised. Rather, Adani has "stoked a nationalist narrative" that seeks to conflate the "meteoric rise and the wealth of its

chairman, Gautam Adani, with the success of India itself”.

In the wake of the report, Adani’s market losses have swelled over USD 100 billion. According to a report in Reuters, the listed Adani firms now have a combined market value of USD 108 billion, versus USD 218 billion before Hindenburg’s report.

The Adani Group announced that it had decided to call off the Rs 20,000 crore FPO of Adani Enterprises Ltd (AEL) and said that it would refund the money to the investors. S&P Dow Jones Indices said it would remove Adani Enterprises Ltd from widely used sustainability indices on February 7, making the shares less appealing to environment-conscious investors.

As the market continued to hammer its stocks, the Reserve Bank of India (RBI) has sought details from banks about their exposure to the group. Market regulator SEBI, however, has not announced any probe into the crash in Adani shares and the withdrawal of Rs 20,000-crore FPO.

While State Bank of India (SBI) is yet to officially disclose its exposure, sources said it could be over Rs 21,000 crore. Punjab National Bank (PNB) said its total exposure to the Adani Group of Rs 7,000

crore is backed by adequate cash flows and there is no worry on repayments at present. Bank of Baroda has an exposure of Rs 4,000 crore. Other banks have not yet disclosed their exposure.

(Source:<https://indianexpress.com/article/business/gautam-adani-groups-hindenburg-parliament-fpo-highlights-8422111/>)

### **MICROSOFT'S CHAT GPT VS GOOGLE'S BARD: CHECK OUT MAJOR DIFFERENCES BETWEEN NEW AI BOTS HERE**

The new generation of artificial intelligence chatbots has unleashed a titanic battle between Microsoft and Google. Microsoft has come up with Chat GPT and Google with Bard.

ChatGPT has become the buzz of the town since its inception. Additionally, the responses are fairly similar to what you would receive from a human. Not only that the popular artificial intelligence chatbot, has become the fastest to reach 100 million users in just two months after launching, according to analysts. Many people were debating that it will soon surpass Google as the dominant player in the market but Google is here with a similar software, a brand-new chatbot

tool called Bard in an apparent effort to take on the popular ChatGPT.

The development was first reported by CEO Sundar Pichai during an earnings call a few days before the release. In a blog post, Alphabet and the CEO of Google announced that "trusted testers" will have access to Bard.

AI-powered chatbots have become a popular way for businesses to interact with customers, Language-based models have altered the way humans work, and AI-powered chatbots have become a popular way for businesses to communicate with clients. Open AI's Chat GPT, a potent language-based model that was created and has since altered the digital world.

Chat GPT vs Google Bard: Major Differences

- ChatGPT is working on GPT3 whereas Bard is focusing on the LaMDA language model. AI chatbots are trained using language models using probability and statistics. Where the two chatbots get their knowledge from is a significant difference.

- Though both Bard and Chat GPT are language-based conversational AI models, there are key differences in their design and intended use. Bard gets its information directly from the Internet, unlike ChatGPT, which gets it from the data it was trained on.

- Bard will use a material that is already available online, including data and sources. Bard will have access to the most recent date and will be able to deliver more up-to-current information, whereas Chat GPT's knowledge is restricted to the events through 2021.

- Bard will have access to a wealth of data and be integrated with Google's search engine, providing it an advantage over Chat GPT, which is supported by Microsoft.

- While Chat GPT can make some factual mistakes and embellish stories, Google's Bard AI is thought to give consumers more reliable information.

- Bard AI has an advantage over other AI platforms, such as Chat GPT, in terms of the depth and range of information it can access thanks to Google's enormous data collection.

- Bard will be able to distill difficult subjects into digestible, chitchat-worthy chunks. The goal is to spread knowledge more widely in a manner that is clear and can encourage learning in everyone, including kids. Whereas, Chat GPT creates content in response to the text prompt.

- Due to Google's massive data gathering, Bard AI has an edge over other AI platforms like Chat GPT in terms of the breadth and scope of information it can access.



- Bard will be able to break up complex ideas into bite-sized, conversation-starting morsels. The objective is to disseminate information more widely in a way that is understandable and may inspire everyone, especially children, to learn. Chat GPT, on the other hand, produces material in response to the text prompt.

Although both Google's Bard and Microsoft's ChatGPT are very interesting, they both require careful handling because this is a field of technology that could have far-reaching effects.

<https://zeenews.india.com/technology/microsofts-chat-gpt-vs-googles-bard-check-out-major-differences-between-new-ai-bots-here-2571087.html>

## COLLEGE UPDATE

### Uday Utkrashtta Samman 2023

Shri Dev Murti ji, Chairman, SRMS Trust has been honoured with Uday Utkrashtta Samman 2023 Award by Deputy Chief Minister of UP Shri Brijesh Pathak Ji.

Heartiest congratulations to Shir Dev Murti Ji, Founder and Chairman, SRMS Trust Bareilly for receiving the prestigious Uday Utkrashtta Samman 2023 award from Deputy Chief Minister Uttar Pradesh, Shri Brajesh pathak, in a grand award ceremony organized by renowned

Amar Ujala Group on February 19, 2023, which was a celebration of excellence and dedication to one's craft. Chairman Sir got award for contribution and commitment to education and his efforts to provide quality education and healthcare in the region have been truly remarkable.



### SRMS ENGINEERING INSTITUTIONS ORGANISED 22<sup>ND</sup> CONVOCATION

SRMS Engineering Institutions on the occasion of 113<sup>th</sup> Birth Anniversary of Late Shri Ram Murti ji organized its 22nd Convocation on February 8, 2023 at SRMS CET Bareilly, To honour and felicitate the Alumni Batch 2021-22 of SRMS CET Bareilly, SRMS CETR Bareilly and SRMS CET Unnao, where in 310 students of pass-out batch was conferred with degrees, and 27 meritorious students in academics, sports and all-round development were awarded with gold/silver/bronze medals, certificates

and cash prize for their outstanding & laudable performances.

The prestigious ceremony began with the assembly of dignitaries and other participants of academic procession that proceeded to the SRMS Centennial Auditorium. The event started with Saraswati Vandana, College Geet & University Kulgeet and lighting of ceremonial lamp by the Chief Guest, Professor Dr KK Aggarwal, Former Chairman of National Board of Accreditation, New Delhi; Guest of Honour, Shri Rajiv Chawla, Founder & Chairman of Integrated Association of Micro, Small & Medium Enterprises of India, Faridabad and Shri Dev Murti ji, Founder & Chairman, SRMS Trust. Tyro Club President, Stuti Saxena and Secretary, Sudhanshu Verma welcomed the guests by presenting a plant sapling.

Shri Aditya Murti ji, Trust Secretary gave a hearty welcome and inspiring address sharing insights of trust's valuable contribution in social, academic and healthcare services. This was followed by a presentation report of Trust Engineering Institutions by Professor Dr Prabhakar Gupta, Dean Academics, SRMS CET, Bareilly, wherein he also recalled the glorious journey of SRMS Trust.

Then, Convocation ceremony was declared open by Shri Dev Murti. The Convocation address was delivered by Professor Dr KK Aggarwal wherein he congratulated all degree and medal recipients. In his address, he emphasized the importance of asking questions and seeking answers, said, "Knowledge increases linearly by an answer, but it increases exponentially by asking questions", which garnered huge round of applause. He also encouraged students to develop skills to become 'vishwagurus' to make India proud. Thereafter, Rajiv Chawla gave a dynamic and motivational address to the students and guests present in the auditorium, wherein he focused on Excellence, Time Management, Discipline, Innovation, Technology and taking care of Mother Earth as quintessential pointers to achieve success in life. Later, Shri Dev Murti gave blessings to the degree and medal recipients and urged them to work at the pace technology is progressing. He emphasized on time management, work ethics and humanity in life. Shri Dev Murti extended 'Deeksha' to degree recipients and thereafter, degrees were awarded to MBA, MCA, M Tech, M Pharm, B Pharm, B Tech (CETR Bareilly, CET Unnao, CET Bareilly) alumnus. Medals along with certificates and cash prize were given to the meritorious students

of MBA, MCA, B Pharm, B Tech etc. Mementos were also presented to the revered guests.

The event of grandeur came to an end with a vote of thanks proposed by Professor Dr LS Maurya, Principal, SRMS CETR. Then, Convocation was declared close by Shri Dev Murti, accompanied by National Anthem.



### AN AWARENESS EVENT ON WOMEN EMPOWERMENT, CYBER SECURITY AND TRAFFIC MANAGEMEN

On The Road Safety Month in February 2023, Shri Ram Murti Smarak College of Engineering and Technology (SRMS CET), Bareilly conducted a series of events including seminars, workshops and a rally—all with an aim to generate awareness. The event was of high importance that highlighted about Women Empowerment (Mission Shakti), Cyber Security and Traffic Awareness.

The event kicked off with Saraswati Vandana and SansthanGeet along with welcoming the esteemed guests at the auditorium namely Dr Rakesh Singh, Chief Guest, IG Bareilly; Akhilesh Chaurasiya, Guest of Honour, DIG Bareilly,

and Neeta Arvirhar, Deputy Director, Mission Shakti in the gracious presence of Aditya Murti, Director Administration SRMS Trust, Er Subhash Mehra, Trust Advisor; Lavlesh Kumar Singh, Program Coordinator; Dr Prabhakar Gupta, Dean Academics, and Dr Anuj Kumar, Head TDP Cell. During the event, Ms. Shallu, SI Cyber Crime Police Station, Bareilly was also present, who was presented a plant sapling by Ms. Stuti Saxena, the Tyro President.

During the event that had patriotic and women empowerment songs going in the backdrop, the Cyber Cell Bareilly team delivered informative seminars on cyber-crimes and the gravity of their occurrences. Arun Kumar Singh, Head constable Cyber Cell Bareilly presented different Finance Frauds and proudly stated that the Bareilly team was able to refund back 55,33,825 INR amount back to the victims of such crimes in 2022. In another seminar presentation on Social Media Fraud, Ms. Shallu explained how to deal with such frauds, and more importantly how to avoid them. This was followed by a road awareness speech by Mr. Munna Lal, PTO Bareilly who stated the importance of helmets and seat belts. Meanwhile, a rally for road awareness was conducted by the students that initiated from the SRMS CET campus to Abhaypur main road.

Speaking on the women empowerment, Ms. Neeta Arvirhar revealed how women help desks now are a part of every police station in Uttar Pradesh. She also informed that Bareilly came first in Mission Shakti of UP by the number of its contributions to the project. Later, the women police officers Ms. Shallu and Ms. Neeta along with Mr. Munna Lal were honored with shawls, certificates and tokens for their contribution. The Cyber Security team including Shri Arun Kumar Singh-Head Constable and Shri Shaam Sundar-Constable Cyber Cell Bareilly and Mission Shakti team were also awarded with certificates. Program coordinator, Mr. Lavlesh Kumar was also awarded a shawl and token for his management and contribution. The event also saw Rangoli competition based on the themes of the seminars, wherein students participated enthusiastically. Giving a special address, Shri. Aditya Murti ji honored the Chief Guest and Guest of Honour by plant saplings, shawl and token, and emphasized upon the importance of the event. The Guest of Honour, Shri Akhilesh Chaurasiya addressed the auditorium by talking about Mission Shakti as a holistic program. He expressed youth as an agent of the social fabric in the society. Chief Guest, Dr Rakesh Singh addressed the premises motivating everyone to try to



educate others to follow traffic rules for their safety and not just to avoid fines. He expressed cyber-attacks as a two-way sword, and shared his keen wish to lessen the crimes in all these domains. Later, the event concluded with a vote of thanks given by Dr Prabhakar Gupta, Dean Academics, SRMSCET, Bareilly.



## Tablet Distribution

On 8<sup>th</sup> February 2023, students of SRMSCET were provided with tablet under UP Government Scheme 2021-22 for Digital Empowerment of Youth Studying in Uttar Pradesh.



## AWARENESS PROGRAM ON INTELLECTUAL PROPERTY RIGHTS

SRMSCET Organized an Awareness Program on Intellectual Property Rights under NIPAM 2.0 National Intellectual

Property Awareness Mission. This event was held on 2<sup>nd</sup> February 2023 in new seminar hall in collaboration with CGPDTM, DPIIT, Ministry of commerce and industry, New Delhi.



## **SRMS NEWLY FORMED TYRO CLUB MEMBERS TOOK OATH**

On February 23, 2023, the 'Oath ceremony' of Tyro Club 2023 was held at SRMS CET, which marked the transition of power from the outgoing committee to the new committee. During the event, the new members took oath along with the responsibilities to carry forward the vision to up hold the values and mission of the Tyro Club. The new members stood still on their pledges, which was a reminder of their commitment to the institution and the community. The event began with welcoming the gathering of assembly including all dignitaries namely Aditya Murti, Trust Secretary; Dr Prabhakar

Gupta, Dean Academics CET; Dr Arti Gupta, Director Pharmacy; Er Kapil Bhushan, Dean Student Welfare; Dr Sovan Mohanty, Chief Proctor and several other guests.

The formal event kicked-off with lamp-lighting ceremony and Saraswati Vandana that circulated holy vibes all over the auditorium. Followed by a wonderful inaugural dance of Ganesh Vandana and Kathak dance composition, plant saplings were presented to the dignitaries. Ex-Tyro President, Raunak Tiwari addressed the spectators by signing off in his delightful words. Finally, the oath ceremony of new Tyro President, Stuti Saxena filled all the eyes and hearts with grace. Thereafter, the newly formed Tyro team took oath marking a historical transfer of duties.







place, along with how it's going to affect the common man of the nation.

## DEPARTMENTAL UPDATE

### LIVE SCREENING OF THE UNION BUDGET 2023-24

On 1<sup>st</sup>February 2023, The Management department of SRMS CET, organized a live screening of the Union Budget 2023-24 presented by the Finance Minister Nirmala Sitharaman, to make the students familiar with the Budget presentation and encourage them to learn and identify the key points from it. The students of MBA department also presented their analysis on it. the students were divided into seven groups namely Peter F Drucker, Henry Fayol, Jagdish Seth, Adam Smith, Amritya Sen, CK Prahalad and JM Keynes. The students' groups were given 45 minutes for preparing the key points of the budget, on the basis of which, a rigorous discussion to analyze the budget took



## PANEL DISCUSSION ON UNION BUDGET 2023

Shri Ram Murti Smarak College of Engineering and Technology (SRMS CET), Bareilly held an exclusive Panel Discussion on 'Union Budget 2023-24—Ek Paricharcha' on February 04, 2023 at New Seminar Hall, SRMS CET Campus from 1:00PM onwards for its students to enlighten them about the union budget, various economic reforms and the role of budget in economic and industry growth. The distinguished Panel of Experts included CA Vinay Krishna, CA Rohan Garg, CA Ravi Johri and CA Ruchi Jain.



**SHRI RAM MURTI SMARAK**  
COLLEGE OF ENGINEERING & TECHNOLOGY, BAREILLY

**2023-24**  
**UNION BUDGET**  
एक परिचर्चा

### EXPERTS



CA VINAY KRISHNA



CA ROHAN GARG



CA RAVI JOHRI



CA RUCHI JAIN



**4 FEBRUARY, 2023**

**01:00 PM**

**VENUE : NEW SEMINAR HALL**

## ALUMNI LECTURE

A lecture session was organized by Training Development and Placement Cell

under the Alumni Lecture Series wherein Mr. Bhavesh Mahlan, (Operations Executive) A.P. Moller- Maesk, Alumnus MBA (2023 Batch) addressed the students of MBA First Year on 20<sup>th</sup> February 2023 on the topics Career Opportunities in Operations.





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

**SRMS**

**ALUMNI LECTURE  
ON  
"CAREER  
OPPORTUNITIES  
IN OPERATIONS"**

Date : 20<sup>th</sup> February, 2023 (Monday)  
Time : 01:00 P.M. - 02:00 P.M.  
Venue : MBA Seminar Hall,  
(For SRMS CET Students)  
Target : M.B.A.1 year students  
Audience



Special Guest & Key Note Speaker  
**Mr. Bhavesh Mahlan**  
Alumnus MBA (2020 Batch)  
Operations Executive at A.P. Moller-Maersk, Noida

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

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

**SRMS**

**CONGRATULATIONS !**  
to our  
**Students for being placed**





RIYA MERRY REJI  
MBA

PARKHI SINGH  
MBA

## PLACEMENT ACTIVITY

### PLACEMENT AT GREEN TREE ADVISORY SERVICES PRIVATE LTD

The following students have been finally selected by **Green Tree Advisory Services Private Ltd**, through the on Campus placement drive held on January 16, 2023.

Name	Course	Batch	Company
Ms. Riya Merry Reji	MBA	2021-23	Green Tree Advisory Services Private Ltd
Ms. Parkhi Singh	MBA	2021-23	Green Tree Advisory Services Private Ltd

### PLACEMENT AT GENPACT INDIA

The following students have been finally selected by **Genpact India**, through the **Virtual** On-Campus placement drive held on January 27, 2023.

Name	Course	Batch	Company
Ms. Chandni Gupta	MBA	2021-23	Genpact India
Ms. Gargi Verma	MBA	2021-23	Genpact India

## CONGRATULATIONS !

to our  
Students for being placed with

# Placement 2023



MOHD ATIF NAIM  
B.TECH. - ME



CHANDNI GUPTA  
MBA



GARGI VERMA  
MBA



AKANSHA PANDEY  
B.TECH. - CS

### PLACEMENT AT AXIS BANK

The following students have been finally selected by **Axis Bank**, through the on Campus Virtual placement drive.

Name	Course	Batch	Company
Ms. Anjali Jaiswar	MBA	2021-23	Axis Bank
Ms. Megha Rawat	MBA	2021-23	Axis Bank
Mr. Himanshu Singh			Axis Bank

## CONGRATULATIONS !

to our  
Students for being placed



ANJALI JAISWAR  
MBA



MEGHA RAWAT  
MBA



HIMANSHU SINGH  
MBA

### PLACEMENT AT INFO EDGE SYSTEM PVT LTD

The following students have been finally selected by Info Edge System Pvt. Ltd., through the Virtual On-Campus placement.

Name	Course	Batch	Company
Ms. Amisha Tomar	MBA	2021-23	Info Edge System Pvt Ltd

**CONGRATULATIONS !**

to our  
Students for being placed

**infoedge**

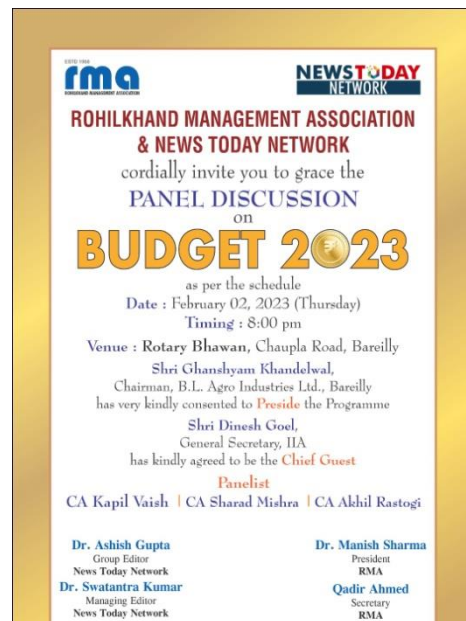


AMISHA SINGH TOMER  
MBA

**FACULTY ARENA**

## PANEL DISCUSSION ON BUDGET 2023 BY RMA

Dr. Saurabh Gupta, Professor, Dr. Pankaj Agarwal, Associate Professor, Mr Deepak Batra, Assistant Professor, FMS attended a panel discussion on Union Budget 2023 organised by Rohilkhand Management Association along with News Today Network on 2<sup>nd</sup> February 2023. Budget was considered as wholesome for growth and development of the nation, it was concluded that budget will prepare roadmap for next 25 years.



**ma** **NEWS TODAY NETWORK**

**ROHILKHAND MANAGEMENT ASSOCIATION & NEWS TODAY NETWORK**  
cordially invite you to grace the  
**PANEL DISCUSSION**  
on  
**BUDGET 2023**  
as per the schedule  
Date : February 02, 2023 (Thursday)  
Timing : 8:00 pm  
Venue : Rotary Bhawan, Chaupla Road, Bareilly  
Shri Ghanshyam Khandelwal,  
Chairman, B.L. Agro Industries Ltd., Bareilly  
has very kindly consented to **Preside** the Programme  
Shri Dinesh Goel,  
General Secretary, IIA  
has kindly agreed to be the **Chief Guest**

**Panelist**  
CA Kapil Vaish | CA Sharad Mishra | CA Akhil Rastogi

**Dr. Ashish Gupta**  
Group Editor  
News Today Network  
**Dr. Swatantra Kumar**  
Managing Editor  
News Today Network

**Dr. Manish Sharma**  
President  
RMA  
**Qadir Ahmed**  
Secretary  
RMA

## MANTHAN BY RMA

Dr. Pankaj Agarwal, Associate Professor participated in Manthan organized by RMA as a part of Management Week Celebrations, on 'Managing unprecedented and harnessing uncertainty' It had been very lively, interactive and knowledge rendering. Diminishing values and ethics and elevation of corruption, not accepting the reality due to political biasness are

obstacles in managing the unprecedented and harnessing the uncertainty. To achieve success we have to forget fear of failure, tame the apprehensions envision the future; have realistic expectations and so on. Unprecedented Natural calamity like corona pandemic is the best example of the topic. Ex-Vice President, Birla Group Mr. Pradeep Magdwar Ji was the key Speaker.



Students Name	Position in Academic Result	Course Batch	Medal and Cash Prize
Pankhuri Saxena	1st	MBA 2020-22	SRMS Gold Medal and Rs 21000/-
Rajul Sharma	2nd	MBA 2020-22	SRMS Silver Medal
Priyanka	3 <sup>rd</sup>	MBA 2020-22	SRMS Bronze Medal



## STUDENT ARENA

### MEDALS TO MERITORIOUS STUDENTS

Following students of MBA passed out batch 2020-22 were present medals by SRMS Trust for being meritorious students during MBA course.





## PARTICIPATION IN RANGOLI MAKING

Students of MBA 1<sup>st</sup> Semester batch 2022-24 participated in Rangoli making on the occasion of Road Safety Month Awareness Program organized by SRMSCET. Themes of rangoli were related to women empowerment, cyber security and traffic management. Esteemed guests were Dr Rakesh Singh, Chief Guest, IG Bareilly; Shri Akhilesh Chaurasiya, Guest of Honour, DIG Bareilly, and Ms. Neeta Arvirhar, Deputy Director, Mission Shakti in the gracious presence of Shri Aditya Murti, Director Administration SRMS Trust, Er Subhash Mehra, Trust Advisor; Mr Lavlesh Kumar Singh; Dr Prabhakar Gupta, Dean Academics, and Dr Anuj Kumar, Director TDP Cell.





## **PARTICIPATION IN MANAGEMENT RUN**

On 16<sup>th</sup> February 2023, KCMT Group of Institutions, Bareilly in association with Rohilkhand Management Association (RMA) organized Magni-Fest, A Management Youth Festival 2023 on the theme “BRANDING – Ruling Our Lives” for MBA, BBA, B.Com, B.COM(Hons) students. The event initiated by flag off to begin the run from Rajendra Nagar, Bareilly to end of run at Stadium, Bareilly followed up by welcoming chief guest and other guests , addressing by the RMA representatives, Chief Guest, Managing Director, KCMT, followed up by the competitions: - Poster Making, Talent

Hunt , Ad-Mad Show , followed by prize distribution. There were number of participants from various colleges, 15 students participated in the management run from SRMS CET, Bareilly and secured various positions in different competitions.

Talent Hunt :-	Neha Sinha and Divya Tiwari got 2 <sup>nd</sup> position
Poster Making :-	2 <sup>ND</sup> position secured by Sandhya Pal Consolation :- Honey Bhatia



## **PG FORUM DEBATE COMPETITION**

On 10<sup>th</sup> February 2023, PG Forum of SRMS CET, Bareilly organized a debate competition on the topic: - “Artificial Intelligence – Curse or Boon” venue- B. Pharma Seminar Hall. Various students from different departments participated in the competition. Dr. Saurabh Gupta and Mrs. Neeta Yadav were appointed as the judges for the competition. Students had to give their opinion against or in favor of the topic in English or Hindi language. Minimum time allotted to each



participant was 3 minutes. The participants were judged on the basis of 3 aspects: introduction, content, confidence. Later on, followed by a speech by Dr. Saurabh Gupta regarding the competition. The winners of the debate competition were: -

Ms. Neha Sinha , MBA	1 <sup>st</sup>
Ms. Sunidhi Malick , MBA	2 <sup>nd</sup>
Ms. Ankita Gangwar , MBA	3 <sup>rd</sup>



## MARKETING MANAGEMENT CASE STUDY SECESSION

On February 6th, 2023, the students of MBA 1st year of Management Science Department of SRMS CET, presented the case studies on topics assigned to them, in which they discussed about various marketing strategies of different companies and how they are implemented. The activity took place under the supervision of faculty of Marketing Management Dr. Danish Chishti.

## ACT IT LOUD – THEATRICAL COMPETITION

On February 9, 2023 the Department of Management Science of SRMS SET, conducted a Theatrical Competition for the MBA 1st year students, in which the students were divided into six groups, with six members each, and were assigned to present a small skit on social issues like Women Empowerment, Gender Equality, Child Labor, which delivers some positive message in the society. The activity took place under the supervision of Mr. Deepak Batra and other faculty members of Management Science Department in which, teams lead by Neha Sinha, Nikunj Kabra and Atif Khan secured first, second and third position.