



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

CONTENTS

Vision and Mission	01-01
Latest Update	02-04
College Update	04-05
Departmental Update	06-13
Student Arena	11-13

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

KERALA TOPS GI TAG LIST IN FY 2022-23

According to data shared by the GI Registry, Kerala has secured the highest number of Geographical Indication (GI) tags for products among all states in India in FY23.

According to data shared by the GI Registry, Kerala has secured the highest number of Geographical Indication (GI) tags for products among all states in India in FY23. Several products from Kerala, including Attappady Aattukombu Avara (beans), Attappady Thuvara (red gram), Onattukara Ellu (sesame), Kanthaloor Vattavada Veluthuli (garlic), and Kodungallur Pottuvellari (snap melon) have been recognized with the GI tag.

In addition to the six products from Kerala, the Geographical Indication (GI) Registry selected Mithila Makhana (aquatic fox nut) from Bihar and Alibag white onion from Maharashtra for the GI recognition tag. Tandur Redgram from Telangana, the local variety of pea, Ladakh Raktsey Karpo Apricot from Ladakh, and Gamosa handicrafts from Assam were also selected for the honour. The Geographical Indication (GI) recognition is given to products that are produced in a particular location. In the period between April 2022 and March

2023, a total of 12 products were selected for GI recognition, including two from overseas. Brandy De Jerez from Spain and Provolone Valpadana from Italy received GI recognition. In the previous fiscal year (FY22), 50 products were selected for GI recognition, with Uttar Pradesh having the highest number of GI tags (seven), followed by Uttarakhand with six. Uttar Pradesh had handcraft products like Chunar Glaze Pottery, Banaras Zardozi, Mirzapur Pital Bartan, Banaras Wood Carving, Banaras Hand Block Print, Rataul Mango, and Mau saree selected for GI recognition, while Uttarakhand had Aipan, Munsyari Razma, Uttarakhand handcraft Ringal Craft, Tamta from Uttarakhand, Thulma (Handicraft), and Kumaon Chyura Oil selected. The Kanniyakumari Clove, wood carving from Kallakurichi, Karuppur Kalamkari paintings, and Narsinghapettai Nagaswaram were some of the products selected for GI recognition from Tamil Nadu in the previous fiscal year.

<https://currentaffairs.adda247.com/kerala-tops-gi-tag-list-in-fy-2022-23/>

NO SALE OF GOLD JEWELLERY WITHOUT HUID FROM APRIL 1

From April 1, the sale of gold jewellery will not be allowed without a Hallmark Unique Identification (HUID) number, the Union Ministry of Consumer Affairs, Food

and Public Distribution. Nidhi Khare, Additional Secretary, Department of Consumer Affairs, said, "In consumer interest it has been decided that after 31st March, 2023 sale of gold jewellery and gold artefacts hallmarked without HUID shall not be permitted." "Earlier, the HUID used to be of four digits. As of now both HUIDs (4- and 6-digit) are used in the market. We are saying that after March 31 only 6-digit alphanumeric code will be allowed," Khare added.

As mentioned on the website of the Department of Consumer Affairs, HUID number is a six-digit alphanumeric code. It is given to every piece of jewellery at the time of hallmarking, and is a unique identifier for each gold item. The jewellery is stamped with the unique number manually at the Assaying & Hallmarking centre. According to the department, the HUID makes it easy to trace the individual piece of jewellery, and is a guarantee of quality.

"In HUID-based Hallmarking, registration of jewellers is automatic with no human interference. It is aimed at ensuring the purity of Hallmarked jewellery and check any malpractice. HUID is a secure system and poses no risk to data privacy or security. HUID-based Hallmarking is a win-win for everyone. It brings about transparency, ensures consumers' rights and obviates the chances of Inspector

Raj," the Department of Consumer Affairs website says.

"Hallmark is a mark on gold jewellery which is affixed by an entity recognised by Bureau of Indian Standards (BIS) to assure its fineness and purity. So whenever you buy any gold jewellery, make sure to check the Hallmark to avoid being cheated," the government website says.

A BIS Hallmark consists of three symbols — the BIS logo, a symbol to indicate the purity and fineness of the jewellery, and then the HUID.

No gold jewelry is made of 100 per cent gold, as the yellow metal in itself is very soft and has to be mixed with other metals to shape it into jewelry items. The "purer" the jewellery, i.e., the more gold a piece of jewellery has, the more expensive it will be.

The three categories of hallmarked jewellery, according to the government website, are: "22K916 means that it is a 22 carat gold and the piece of jewellery has 91.6 percent gold. 18K750 means that it is an 18 carat gold and the piece of jewellery has 75 percent gold. 14K585 means that it is a 14 carat gold and the piece of jewellery has 58.5 percent gold."

"You may check the purity of gold jewellery at any BIS-recognized Assaying

and Hallmarking Centre. For this you will have to pay a fee of Rs 200,” the government website says.

However, a consumer cannot apply to the Assaying and Hallmarking Centre for getting a hallmark on her gold jewellery. This has to be done through a BIS-registered jeweler.

The most obvious benefit is that the consumer is aware of the quality of the product she is buying and will not be cheated. But there are other benefits too. Since the quality of the jewellery is guaranteed, that piece will fetch a higher price when re-sold. Also, banks are likely to give loans on better terms if the mortgaged jewellery is hallmarked, the website says.

<https://indianexpress.com/article/explain-ed/explained-economics/gold-jewellery-without-huid-sale-april-1-what-is-this-importance-8479453/>

COLLEGE UPDATE

MoU SIGNING WITH UN GLOBAL COMPACT INDIA

SRMSCET, Bareilly and UN Global Compact Network India has signed a Memorandum of Understanding on 28th April 2023. Shri Dev Murti ji, Hon`ble

Chairman, SRMS Trust and Shri Ratnesh, Executive Director, UNGCNI, New Delhi signed the MoU. This agreement will result into collaboration between two institutions in activities, research project, consultation projects for achieving sustainable development goals of United Nations.



GUEST LECTURE

A guest lecture on the topic “Advance Science and Engineering in Ancient India” was organized at Shri Ram Murti Centennial Auditorium, SRMS CET Bareilly on 10 April 2023. Key Note Speaker was Mr. Praveen Mohan, Researcher on

Ancient History, Archeology and Extraterrestrial Theory.

In his conversation he talked about ancient temples of Ajanta, advance ancient technologies like rotator mechanism, drilling techniques, polishing technique, relation between science and spirituality.



Laboratories, Bengaluru. The session was organized for B Tech 3rd year, MCA 1st year, MBA 1st year students on the topic, “Business/ERP Software Suites and career as Solution Architect/Consultants”. The lecture was in order to get students know how to land a job in ERP Ecosystem, what are the roles and responsibilities, need of ERP, some popular websites for learning different company’s ERP Software. During the session, Dr. Anuj Kumar, Director, TDP cell and Dr. L.S.Maurya, Principal, SRMSCET&R were presented and presented sapling and memento in order to felicitate the guest.



ALUMNI LECTURE

On 06th April 2023, Training, Development and Placement cell, Shri Ram Murti Smarak College of Engineering and Technology, Bareilly organized an Alumni Lecture by ‘Mr. Vaibhav Deva’, Senior Solution Manager Specialist at Alcon



DEPARTMENTAL UPDATE

4TH INTERNATIONAL CONFERENCE EICBI'23

Faculty of Management Science, SRMS CET, Bareilly organized 4th International Conference EICBI'23 on "Emerging Challenges and Strategies in Post-pandemic and Regional Conflicts Era" for two days 28th -29th April 2023 in association with National Taipei University of Business, Taiwan, United Nations Global Compact Network India, New Delhi and APJ Abdul Kalam Technical University Lucknow. The Chief Guest of the Conference was Shri Dev Murti, Hon`ble Chairman, SRMS Trust and the Guest of Honour Mr. Ratnesh, Executive Director, UNGCNI, New Delhi. The keynote speaker of this conference in the inaugural session was eminent professor, scholar, academician and researcher, Prof. Kun-Huang Huarng, Vice President, National Taipei University, Taiwan who joined online. Another Keynote Speaker, Dr. Durga Prasad Samantaray, Professor-Finance, King Saud University, Saudi Arabia joined Online. Conference had a panel discussion session in which panel members Dr Manish Sharma, President – Rohilkhand Management Association, Dr. A. K. Rai, GM (HR), Indian Wood Products Co. Ltd., Er. Pradeep Kumar Madhwar, Ex.

Vice President , Aditya Birla, Indonesia and Mr. Zubair Warsi, H.R. Manager, SOBTI Groups discussed on conference theme. The conference planning and organizing committee consisted of Dr. Prabhakar Gupta, Dean Academics, SRMSCET as conference chairperson, Dr. D N Rao, Director IQAC as conference advisor, Dr. Anuj Kumar, Director Training and Placement, and HOD MBA, MCA along with Dr. Saurabh Gupta from FMS, SRMSCET, as Conveners, Dr. Danish Chishti as conference secretary, and Dr. Pankaj Agarwal, Dr. Shobhit Kumar, Mr. Deepak Batra, Mr. Raghwendra Kumar, Mrs. Happy Sinha as conference coordinators.

On 28th April 2023, Event started with technical session 1 and the theme for the same deliberated upon was Planet. The session chair was Dr. D N Rao sir. The session started with Keynote speaker's speech from Prof. Huang who discussed about ESG Modal scorecard widely used in Taiwan for sustainable research work using both primary and secondary data. In total 15 research papers were panelled in this productive session.

Followed up by the inaugural ceremony, faculty in-charge of inaugural session was Dr. Danish Chishti. Inaugural session commenced with welcome address by Dr. Prabhakar Gupta, Dean Academics and conference chairperson who formally

welcomed guests and participants to the conference. Setting of background of the conference was done by Prof D N Rao, Director IQAC, he narrated the conference theme before the audience. The guest of honor Mr. Ratnesh marked an appreciation to SRMS, that was practicing the majority of sustainable goals set by UN to achieved by the world unknowingly. A milestone was achieved by SRMS when MOU was signed by Shri Dev Murti, Chairman, SRMS Trust, Bareilly and Mr.Ratnesh from UNGCNI for doing some project in collaboration. Mr. Aditya Murti, Trust Secretary, SRMS Trust, Bareilly, took audience to memorize the happening during pandemic and let us know how positivity and resilience helped defeating the pandemic, also mentioned how people adjusted with new normal. He greatly emphasized on being tolerant and promote perseverance. Shri Dev Murti, Chairman, SRMS Trust, Bareilly greatly emphasized that being the country with largest population in the world is a great asset when our students develop the capability to transform themselves to make the country world leader with their hard work and was followed up by lunch for all.

Then, technical session 2 proceeded; the theme of the session was process. This session was chaired by Dr. Pankaj Agarwal, Keynote speaker was Dr. Durga

Prasad Samantaray, Professor-Finance, King Saud University, Saudi Arabia who joined us Online. The faculty in-charge of this session was Mr. Deepak Batra. In total 13 research papers were panelled for presentation, many of these were students' paper who got first hand learning about research. This session dominated by the research papers dedicated to pre-post pandemic comparison on behaviour and preferences and economy.

On 29th April 2023, day started with technical session 3, the theme of third session was people, session was chaired by Dr.Neeraj Saxena, Director MS Associates. Faculty coordinator was Dr. Pankaj Agarwal. In total 14 papers were panelled for presentation. Majority of papers were again related to pandemic impact on consumer behaviour, change in organization culture, impact on automobile industry, food habits, etc.

After technical sessions was concluded, panel discussion session was commenced well moderated by Dr. Saurabh Gupta with panel members Dr Manish Sharma, President – Rohilkhand Management Association, Dr. A.K. Rai, GM (HR), Indian Wood Products Co. Ltd, Er.Pradeep Kumar Madhwar, Ex. Vice President , Aditya Birla, Indonesia, Mr. Zubair Warsi, H.R.Manager, SOBTI Groups, panel

members had a great discussion with the audience.

The panel discussion was followed valedictory ceremony, in which summarized report of two-day conference was addressed by Mr. Raghwendra Kumar. Dr. Prabhakar Gupta, Dean Academics, SRMS CET, Bareilly addressed the audience, and Dr. Saurabh Gupta, FMS SRMS CET, Bareilly proposed a vote of thanks to all and ceremony was concluded by national anthem.



SRMS

4th INTERNATIONAL CONFERENCE

on
Emerging Challenges & Strategies in Post-Pandemic and Regional Conflicts Era

In association with
National Taipei University of Business, Taiwan
United Nations Global Compact Network, India
&
Dr. APJ Abdul Kalam Technical University, Lucknow

Panel Discussion

Dr. Manish Sharma
President
RMA

Ex. Pradeep Kr. Madhwar
Ex. Vice President
Aditya Birla, Indonesia

Dr. A. K. Rai
GM (HR)
IWP Co. Ltd.

Mr. Zubair Warsi
H.R. Manager
SOBTI Groups

DATE, TIME & VENUE

29th April, 2023 | 12:00 Noon- 1:30 PM
 New Seminar Hall, SRMS CET, Bareilly (U.P.)

ATTENDED SKILL DEVELOPMENT EVENT

Students of MBA 4th Semester Batch 2021-23 attended an event “Taleem O Taebiyat” on Thursday 18 March 2023 at Future Group of Institutions. Dr. Shobhit Kumar and Mr. Deepak Batra, Assistant Professor, FMS.



PLACEMENT ACTIVITY

PLACEMENT AT MASTER CAPITAL SERVICES LTD

The following student has been finally selected by Master Capital Services Ltd, through the on Virtual Campus placement drive

Name	Course	Batch	Company
Ms. Smiran Saxena	MBA	2021-23	Master Capital Services Ltd



PLACEMENT AT PLANET SPARK

The following student has been finally selected by Planet Spark, through the on Virtual Campus placement drive

Name	Course	Batch	Company
Ms. Gargi Verma	MBA	2021-23	Planet Spark



PLACEMENT AT ALL E TECHNOLOGIES

The following student has been finally selected by All e Technologies, through the on Virtual Campus placement drive

Name	Course	Batch	Company
Mr. Mukund Agarwal	MBA	2021-23	All e Technologies



PLACEMENT AT COLLEGEDUNIA

The following students have been finally selected by Collegedunia Web Private Ltd., through the on Virtual Campus placement drive held on March 21, 2023.

Name	Course	Batch	Company
Mr. Shashank	MBA	2021-23	COLLEGEDUNIA WEB PRIVATE LIMITED
Ms Chandani	MBA	2021-23	COLLEGEDUNIA WEB PRIVATE LIMITED



PLACEMENT AT OM LOGISTICS LIMITED

The following Students of MBA have been finally selected by Om Logistics Limited through the off Campus Recruitment Drive held on 10th April 2023:

Name	Course	Batch	Company
Mr. Madhav Agarwal	MBA	2021-23	Om Logistics Limited
Ms. Vaishnavi Parashari	MBA	2021-23	Om Logistics Limited



PLACEMENT AT LEVERAGE EDU

The following student has been finally selected by LEVERAGE EDU, through the Campus placement drive

Name	Course	Batch	Company
Ms. Ekta Awasthi	MBA	2021-23	Leverage Edu Private Limited



The Training, Development & Placement Cell congratulate them and wish them success in their future endeavors.

STUDENT ARENA

PARTICIPATION IN WORKSHOP

Mr. Madhav Agarwal and Ms. Vaishnavi, Students of MBA final year batch 2021-23, participated in a workshop on Logistics and Supply Chain Management held from 29 March to 31 March 2023 organised by Om Institute of Logistics and Supply Chain Management. They learned about the operational processes in Logistics, different modes of transportation, operational documents in logistics, freight payment modes, third party logistics (3PL) and ISO(Quality Assurance). On the last day of the workshop students visited OM LOGISTICS warehouse, hub centres where

the main operation work is done. It was great learning from this workshop.



On April 13th, 2023, Illuminati Club of Shri Ram Murti Smarak College of Engineering and Technology organized a competition, called “Parihara – Hackathon”, in which participants, in a team of two each, were asked to make a PowerPoint presentation in thirty minutes, whose topics were given to them on the spot.

In the competition, team Sparsh Khanna and Chhaya Bora got first position, and team Neha Sinha and Sunidhi Malick got third position. These winners are students of MBA 1st Year batch 2022-24.

Om Institute of Logistics
& Supply Chain Management

OM LOGISTICS LTD.
Making Business Simple
(An ISO 9001:2015, 14001:2015 Certified Company)

19th Workshop on Logistics & Supply Chain Management

Held on 29th to 31st Mar. 2023 at Jamalpur

Dear Workshop Participant,
We thank you for attending in our Quality workshop program. We treasure your contributions and time with us, and we hope you have come away with useful and profitable ideas.

Download Our Mobile App
www.omlogistics.co.in
Follow us



WINNERS IN PARIHARA HACKATHON

WINNER IN – COMPTECH Techfest

On 20th April 2023, Department of Computer Science & Engineering, SRMS CET, Bareilly organized “COMPTECH-Techfest 2023” under which all departments participated in different competitions such as Computer Quiz, Social View, E-Treasure hunt, Bug War, Do Doodle, Codemania, Codestarters. This event took place under the guidance of coordinators. Event followed up by the prize distribution ceremony by Mr. Aditya Murti, Trust Secretary, SRMS, Bareilly, Dr. Prabhakar Gupta, Dean Academics, SRMS CET, Bareilly, Dr. Anuj Kumar, Director TDP and HOD-MBA, MCA, Mr. Hiresh Kumar Gupta, HOD (CS), SRMS CET, Bareilly and various dignitaries and faculty members. From MBA, Ishika Saxena 2nd semester secured 3rd position in Do Doodle and awarded with trophy and certificate. She is a student of MBA 1st Year batch 2022-24.



WINNER IN – ABHIYANTRIKI

On April 27th, 2023, Department of ME, ECE and EN, of Shri Ram Murti Smarak College of Engineering and Technology, Bareilly organized a competitive activity named “Abhiyantriki” in which many competitive activities were organized like Bug War, Tech Design, Robo War and Decode the hidden etc. In the activity Decode the Hidden, students of Faculty of Management Science, Neha Sinha, Arun Saxena and Divya Tiwari grabbed the first position and won the medals. These winners are students of MBA 1st Year batch 2022-24.

