



# 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

### GO FIRST: WHAT WENT WRONG WITH INDIAN AIRLINE?

In First week of May, budget airline Go First filed for bankruptcy protection and cancelled its flights for a few days. While the airline has assured refunds to customers, its agents are busy fielding calls from irate passengers. Reports say that lessors of 20 aircraft to Go First have also asked India's aviation regulator to deregister them, paving the way for their return.

The chaotic scenes bring back memories of 2019 when Jet Airways, which was India's biggest airline at the time, went bust. Go First is the first major Indian airline in four years to follow Jet. The National Company Law Tribunal heard its bankruptcy plea on Thursday - the airline has asked for interim directions from the court to allow it to function, and also sought restrictions on any adverse action from the regulator.

Go First says its woes are not due to financial mismanagement but rather, because of engine issues. The company says in its bankruptcy filings that it has not missed a single debt repayment deadline so far. It has blamed US engine maker Pratt & Whitney for having had to ground many of its planes "due to the ever-increasing number of failing

engines" supplied by it - this, the airline says, caused a severe cash flow problem.

Go First says it was forced to ground 25 aircraft - about half of its fleet of Airbus A320neo planes - leading to about 108bn rupees (\$1.3bn; £1bn) in lost revenue and expenses. According to aviation analytics firm Cirium, Go First was scheduled to operate 6,225 flights in May, equating to over 1.1 million seats. The airline has accused Pratt & Whitney of not following an order by an emergency arbitrator, which included supplying "at least 10 serviceable spare leased engines by 27 April 2023". Pratt & Whitney said in response that it was "complying with the March 2023 arbitration ruling" and it could not comment further as "this is now a matter of litigation".

Around 90% of Go First's fleet is made up of A320neos with Pratt & Whitney engines. Since 2020, the planes have been grounded due to non-availability of spare parts and a delay in the supply of retrofitted engines from the engine maker. Having almost half its fleet unavailable had affected flight schedules and led to frequent cancellations.

Go First was the fifth largest airline in India based on scheduled departures. Its management has said that the airline's owners - the Wadia Group - have no plans to exit. The insolvency proceedings are

aimed at reviving the airline and not selling it, Go First's CEO Kaushik Khona told Reuters news agency.

India's domestic air traffic is expected to rise to 350 million passengers by 2030. The Indian aviation sector has grown at a fast pace. But several airlines have also been grounded or forced to consolidate due to financial distress from increased competition, excessive debt and rising costs - Jet Airways, Kingfisher Airlines, Air Deccan, Paramount Airways and MDLR airlines to name a few. Jet Airways has so far been unable to restart operations despite getting approvals as it is facing a lengthy insolvency process.

Mark Martin, founder and CEO of aviation consultancy firm Martin Consulting, says this is the first time an India-based airline is collapsing due to a component supply issue. Go First says that it was a consistently profitable airline with a gradual expansion strategy till 2020, when it was hit by the problem of serial engine failures. The deterioration in the company's financial performance was also exacerbated by the pandemic, which hit air travel, the company said in its bankruptcy filing.

Some of Go First's leased planes have been repossessed by leasing companies due to non-payment of rental dues. Oil marketing companies had sought an

immediate payment model and as revenues shrank, it was finding it hard to make daily payments for fuel. Despite consistent investments from the Wadia Group - 32bn rupees in three years - and an emergency credit line from the government (set up to help businesses cope with the impact of the pandemic), the airline's operations stalled.

Go First's collapse underscores the fierce competition in the country's airline sector, which has seen one of the strongest air traffic recoveries post the pandemic. Domestic airlines carried more than 37.5 million passengers in the first three months of 2023, up 51.7% compared from a year ago. According to CAPA Centre for Aviation, India's domestic air traffic is expected to rise to 350 million passengers by 2030.

The Go Air crisis may help rivals such as IndiGo, Air India, SpiceJet and new entrants like Akasa Air grab a larger chunk of the market share. But customers won't have such a good time. Fares on Go First's routes are expected to jump sharply by as much as 50-60% in the next three-four months, reckons Mr Martin.

"If Go First shuts down, more than 50 aircraft will be grounded. Other airlines are also strapped. The demand is quite high and existing airlines do not even have the capacity to cater to that," he says.

The Go First crisis may help rivals such as IndiGo, India's largest passenger airline. Experts say the industry will also have to contend with engines and aircraft supply chain issues. IndiGo, the country's biggest airline by market share has also been affected by the Pratt and Whitney engine glitch.

Between IndiGo and Go First, 60 aircraft have been grounded due to lack of spare parts. But IndiGo is in a better place as it has a fleet of more than 250 aircraft, many of which run on other engines. SpiceJet has been battling financial distress and posting huge losses every quarter. It has also been plagued by an unusually high number of snags in the past year, with the airline regulator keeping a close watch.

However, the overall growth story of the Indian aviation market is still intact, and will mostly be driven by two or three players, experts say. In November, the country's second and third largest carriers - Air India and Vistara - announced that they planned to merge. In February, Air India also set a global record by ordering 470 aircraft from Europe's Airbus and US-based Boeing.

(Source: <https://www.bbc.com/news/world-asia-india-65458136>)

## **SHOULD YOU PUT YOUR MONEY IN THE HANDS OF AN INSTAGRAM OR YOUTUBE FINFLUENCER?**

The question of whether or not you should trust a finance influencer with your hard-earned money is a tricky one.

The term finfluencers is currently popular among investors because these people offer advice on personal finance investments, including stock investments, over social media platforms.

The term "finfluencers" is currently popular among investors because these people offer advice on personal finance investments, including stock investments, over social media platforms. However, the reality is that these advisors are not officially registered or SEBI-registered advisors, which has led to various illicit practices being discovered. As a result, the Securities and Exchange Board of India (SEBI), the regulatory body, announced in December that it is planning to set up a framework to identify these financial advisers. Should you trust a social media influencer with your funds, let's know from the industry experts.

Mr. Ayush Shukla, Creator & Founder of Finnet Media said "Money is a very important asset and hence it is important

to allocate it wisely and more importantly carefully. With Instagram booming, there are a lot of people who have taken on content creation - some are just copy-pasting renowned creators without any knowledge. Its important to verify the credibility of creators, their education, background and the type of content they create. However, the last decision should be driven by personal research and you must adapt as per your own requirements since content creators drive awareness and not customized personal finance solutions. Finance is personal, so not everybody can tell you what to do and what not to do, you can reach out to and follow creators for new modes of investing but the final decision should always be personal research and guidance driven."

Mr. Kunwar Raj, Founder, Unfinance said "The question of whether or not you should trust a finance influencer with your hard-earned money is a tricky one. On one hand, these influencers can be a great source of information and inspiration. On the other hand, well...most of us have heard stories of so many people blindly trusting a finance influencer who claimed to have a secret formula for getting rich quick? Let's just say usually these stories do not have a pleasant ending. While there certainly are

some benefits of following finance influencers, such as access to valuable financial information and inspiration, there are also risks. One of the biggest dangers is the potential for fraud and misinformation. There have been numerous examples of people losing their money after trusting someone on the internet who claimed to have the secret formula for getting rich quickly."

"For instance, 8 personal finance influencers in the USA were charged with fraud in December after authorities said they made \$100 million by promoting stocks they planned on dumping, taking advantage of their followers It's essential to remember that just because someone has a large following on social media, it doesn't mean they are an expert in the field of finance. Even if they have a genuine interest in the subject, they may not have the same level of knowledge, skills, or ethical standards as a licensed financial advisor. On the other hand, there are a number of trustworthy finance influencers who are providing valuable information and inspiration to help people manage their finances. They also have helped increase financial literacy and provided access to a wide range of resources that might not have been easily accessible before the advent

of social media. In conclusion, it's crucial to approach finance influencers with a healthy dose of skepticism. Always do your own research, verify the credentials of the influencer, and consult a licensed financial advisor if you have any doubts or concerns. Also, Keep in mind that you are the only one who's responsible for your financial decision. You can also cross verify the reviews of the product from different sources and check the credibility of the influencer before following their advice. So make sure you have all the facts before investing your hard-earned money. And always be aware of the potential risk before making a decision," said Mr. Kunwar Raj, Founder.

Ujjwal, Content Creator - Finance, CS said "Copying content is as easy as liking an instagram picture. Today anybody with a phone can become finfluencer and start talking about money. Thus, in such a situation you can protect yourself and your money by considering a few things before making a financial decision based on the advice or recommendations of an influencer: Research the influencer's background and credentials. Do they have any qualifications or experience in the financial field? Are they professionally qualified (CA/CS/Lawyer) to talk about content they are talking about? Look at

their content. Is it adding value? Are they providing valuable, informative content or are they just trying to sell you something? Consider their motives. Are they being paid or compensated in some way to promote a product or service? In 99% cases, the answer is yes. If so, it's important to ask the influencer about his experience with the product or how long he has been using it. Some influencers themselves check the features of the product before telling it about them to the audience."

"In another opinion when you come across an advice. Try to go behind the reason why such advice was given? Ultimately, it's important to exercise caution when making financial decisions based on the advice of influencers. In my experience, 80% of finfluencer won't tell you to invest in a stock or mutual fund. They know their responsibilities. It's always a good idea to do your own research or consult with a licensed financial professional before making any major financial decisions," said Ujjwal, Content Creator.

Shreyaa Kapoor, Content Creator - Finance, Ex - Bain said "The job of finfluencer is to simply tell you the various avenues available. While it is

paramount that they also do they due diligence before collaborating with a brand, consumers should take it to be a directional answer rather than gospel. Doing your own due diligence around the brand and aligning it with your risk appetite and time horizon is essential. The audience should ask relevant questions and in fact if they have any issues, use influencers as a medium to reach to the brand. For Instance: I have covered multiple questions and problems the audience was facing with a brand and got it fixed within 2 days. Most influencers, try to collaborate with brands they personally use and trust considering the volatile nature of the space so their experience can prove to be helpful as it makes the audience aware of the avenues available but at the end, personal finance is so specific that no brand/ product can be one size fits all - hence DYOR should be a standard practice."

Anushka Rathod, Digital Content Creator - Business & Finance said "Absolutely not! You should not trust every finfluencer with your money. It is your hard earned money and you need to be extremely cautious. A lot of people on the internet will give you stock tips, suggest specific policies. These things should strictly come from a SEBI registered advisor. Although,

a lot of creators are genuine and do their research to give you proper information, educate you on the basics and the features of certain investments. This information is not subjective and you can use it to start your research and make your investments according to your unique situations."

Disclaimer: The views and recommendations made above are those of individual analysts or broking companies, and not of Mint.

(Source: <https://www.livemint.com/money/personal-finance/should-you-put-your-money-in-the-hands-of-an-instagram-or-youtube-finfluencer-11674494744665.html>)

## COLLEGE UPDATE

### TECHVYOM 2023—THE ANNUAL TECHNICAL FEST

TECHVYOM 2023—the Annual Technical Fest at SRMS College of Engineering & Technology (SRMS CET), Bareilly was organized on May 13, 2023 on the theme 'Igniting the Technology by Unlocking Innovation'. Organized by Tyro Club, the event offered a chance to win prizes up to Rs 1 lakh & promised to be an unforgettable experience and excellent

platform for students, innovators and tech enthusiasts to showcase their talent & witness latest technological advancements and innovations.

The event began with welcoming of Shri Dev Murti ji, Chairman SRMS Trust, Shri Adity Murti Ji, Secretary SRMS Trust, and Er Subhash Mehra Trust Advisor; Dr Prabhakar Gupta Dean Academics CET. Dr. Anuj Kumar, Director, TDP, Dr LS Maurya Principal CETR; Dr Arti Gupta, Director Pharmacy; Er Nazia Parveen, HOD EC; Dr Ravindra Kumar HOD ME; Dr Shailesh Saxena, HOD IT; Dr Ritu Singh, HOD Basic Sciences and Dr Shailendra Deva, Professor ME also graced the occasion. Highlights of TECHVYOM 2023 were

- \* Tech Gallery
- \* Glider Plane
- \* Robo War
- \* Hackathon
- \* Drone Race
- \* Alumni Meet



## ALUMNI MEET AS A PART OF THE ANNUAL TECHNICAL FEST 'TECHVYOM 2023

Shri Ram Murti Smarak (SRMS) Engineering Institutions, Bareilly hosted a spectacular 'Alumni Meet' as a part of the



Annual Technical Fest 'TECHVYOM 2023' for the alumnus of B Tech, MBA, MCA & B Pharm on May 13, 2023 at SRMS CET, Bareilly. The Alumni Meet witnessed an overwhelming turnout, with graduates from various batches. The meet began with inspiring speeches from esteemed faculties who have been the guiding light in their educational journey. The theme that the meet revolved around was 'Industry expectations from fresh graduates', wherein the students were exhilarated to listen to real life industry stories from their own alumni, and received in- depth knowledge, insider perspective and guidance.

Sharing his experiences of the grand Alumni Meet, one of the B Tech (CS) Alumnus from Batch 2008-2012, Archit Upadhyay, who's currently working as Assistant Manager at E&Y in Gurugram, said, "The college campus was filled with an air of nostalgia and excitement. From the moment we stepped foot on the familiar grounds, memories got refreshed and came flooding back. This meet had interactive sessions with the students, and gave us networking opportunities. The bonds we formed during our college days were rekindled, and the camaraderie was palpable. It was incredible to witness the accomplishments of our fellow alumni."

Another B Tech (CS) Alumnus from Batch 2000-2004, Hitesh Kumar, who's the Founder & CEO at Protocons Solutions Private Limited, Bareilly, shared, "It was truly an amazing experience to visit back to our Alma Mater. We were thrilled to know about the number of Alumni growing as well as the initiatives taken by SRMS Engineering College to enhance the learning experience for current students. The college authorities and alumni association have collaborated to provide mentorship programs, internships, and career guidance, ensuring that future generations receive the best possible education and opportunities. It was heartening to see our alma mater thriving and evolving."





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



**ON THE OCCASION OF TECHVYOM 2023**  
**SHRI RAM MURTI SMARAK ALUMNI ASSOCIATION**  
**CORDIALLY INVITES YOU TO**

**Alumni Meet**

**13<sup>th</sup> May, 2023**  
**2:00 PM-3:00 PM** *It's time to Reminisce!!!*

*"To meet and depart is the way of life, To depart and meet is the hope of life".*  
B.Tech. | MBA | MCA | B.Pharm.

**VENUE**  
TDP Seminar Hall, SRMS CET, Bareilly



[www.srms.ac.in](http://www.srms.ac.in)

## DEPARTMENTAL UPDATE

### MBA STUDENTS BID FAREWELL TO SENIORS

The Department of Master of Business Administration (MBA) at SRMSCET, Bareilly, bid an emotional yet grand farewell to the outgoing batch of MBA seniors, on 25<sup>th</sup> May 2023. The first-year MBA students organized a splendid farewell party to express their gratitude and admiration for their departing

seniors. The event, filled with nostalgic moments and a vibrant ambiance, left everyone with unforgettable memories. The farewell party was held in the esteemed auditorium of SRMSCET, tastefully decorated in hues of vibrant colours, symbolizing unity and success. The organizing committee, comprising enthusiastic MBA first-year students, put tremendous effort into arranging a mesmerizing evening that would etch lasting memories in the hearts of the seniors.

The event was inaugurated by Er. Subhash Mehra, Advisor SRMS Trust, Dr Prabhakar Gupta, Dean Academics, Dr. Anuj Kumar, Director TDP and Head Department of MBA and MCA, Dr D. N. Rao, Director, IQAC. Er. Subhash Mehra, Advisor SRMS Trust, who acknowledged the contributions of the outgoing seniors and emphasized the significance of their journey at SRMSCET. He encouraged them to carry forward the knowledge and values instilled during their tenure at the institution.

The evening unfolded with a series of mesmerizing performances by the first-year MBA students. The students showcased their talents through various cultural acts, including dance performances, and musical performances. The party venue resonated with applause and cheers as each act captivated the

audience and brought smiles to everyone's faces.

The highlight of the evening was the emotional video montage prepared by the first-year students. The compilation featured cherished memories and shared experiences throughout the seniors' MBA journey and blessings by faculty members, evoking a sense of nostalgia and fondness. After 3 rounds, the title of Mr. & Miss Farewell were won by Mr. Shashank and Miss Vaishnavi Parashri and Mr. & Miss Popular were awarded to Mr. Shwetank and Miss Muskan Rana. MBA Seniors Sashank and Vaishnai were declared as Mr. and Ms. Farewell. Swetank Saurabha and Muskan Rana as Mr. and Ms. Popular. The event will be cherished as a memorable milestone in the MBA seniors' journey, as they embark on new horizons with a sense of nostalgia and gratitude.



## GUEST LECTURE BY DR. PARTHO KUNAR

Faculty of Management Science, SRMSCET, Bareilly organized a guest lecture on May 23, 2023 MBA Seminar Hall, to hear out esteemed Guest Speaker and an accomplished expert in the field of management, Dr Partho Kunar Director, Suhaskrit Trainers and Consultants Ltd Noida, UP, who shared invaluable insights and practical knowledge on the topic "Basics of Management: ABCD Attitude, Belief, Communicate, Develop and



Develop”. In this program students learn that a manager they should always look forward, take better decisions, develop tolerance for negativity and hold no regrets to have a successful management career.



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

**SRMS**

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**GUEST LECTURE ON**

**“BASICS OF MANAGEMENT”**

ABCD  
• Attitude • Belief • Communicate • Develop & Deliver

Date & Time : 23<sup>rd</sup> May, 2023 | 10:20 AM to 12:10 PM  
Venue : MBA Seminar Hall, SRMS CET, Bareilly  
Target Audience : MBA I Year & II Year Students

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**Speaker**

**Dr. Partho Kunar**

Director  
Suhaskrit Trainers & Consultants Ltd.  
Noida, U.P.

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

## GIST PRESENTATION ON MOTIVATIONAL BOOKS

Students of MBA 2<sup>nd</sup> Semester Batch 2022-24 were assigned to read and comprehend the motivational books. First book was “7 Habits of Highly Effective People”. Students were divided into 6 groups. They presented their

understanding in the form of power point presentations. Faculty members also guided the students in this exercise.



## **FACULTY ARENA**

### **INVITED AS KEY NOTE SPEAKER**

Dr. Mohd. Danish Chistri, Assistant Professor, FMS,SRMSCET delivered a Keynote lecture in the international conference organized by IITM, New Delhi. The Theme of the conference was Revisiting Management and Business

Practices in Dynamic Era. This conference was held on 26<sup>th</sup> and 27<sup>th</sup> May 2023.



## **STUDENT ARENA**

### **PARTICIPATION AND WINNERS AT TECHVYOM 2023**

On May 13, 2023 Tyro Club of SRMS CET Organized a National level technical fest named "TECHVYOM" on the theme "Igniting the Technology by Unlocking Innovation", in which all the Departments presented their models based on technology.

The Department of Management Science also presented their model based on 4Ps of Marketing, in which they showed how technology helps in modern day

Marketing. Students who participated in building the model were: - Ishika, Devendra, Harsh, Chhaya, Sparsh, Shreya, Sneha, Ayesha, Prerna and Honey. From MBA department students who secured positions in Techvyom were: -



Competition Name	Position Secured	Winner's name
Ad Mad Show	1 <sup>st</sup>	Arun Saxena, Divya Tiwari, Neha Sinha, Nikunj Kabra
	3 <sup>rd</sup>	Devendra Kr. Singh, Ishika Saxena, Prerna Gupta
Business Plan	2 <sup>nd</sup>	Ishika Saxena
Business Quiz	1 <sup>st</sup>	Shahrukh Khan, Deepanshu, Aagaz
Technical Painting	2 <sup>nd</sup>	Sandhya Pal
Doodle Art	3 <sup>rd</sup>	Sandhya Pal

