



## 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

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### INDIA RECEIVED 3RD HIGHEST FDI IN THE WORLD IN 2022

India was the third largest recipient of foreign direct investment (FDI) in greenfield projects in the world in 2022, according to the latest report by a United Nations body.

The FDI flows into India rose 10 per cent from \$44.7 billion in 2021 to \$49.3 billion in 2022, said the 2023 edition of the World Investment Report released by United Nations Conference on Trade and Development (UNCTAD). This is lower only than the FDI flows into the US and the UK. Apart from a sharp increase in foreign investment in greenfield—or new—projects in India, the report also noted that India was the second-largest recipient of international project finance in the world in 2022.

International project finance is when international lenders provide debt or equity to infrastructure projects in various countries. The inflows into India in 2022 were, however, significantly lower than what was seen in 2020 during the Covid-19 pandemic, during which \$64 billion of FDI entered the country.

“Most regions, other than East and Central Asia, recorded an increase in

announced greenfield projects,” the report said. “The highest growth was in South Asia; the number in India more than doubled (to 1,008 in 2022).”

The report said the United States remained the largest host for announced greenfield projects and international project finance deals, followed by the United Kingdom, India, the United Arab Emirates and Germany for greenfield projects, and by India, the United Kingdom, Spain and Brazil for project finance deals. “India and ASEAN were the most buoyant recipients, with increases of 10 and 5 per cent, respectively, and strong growth in project announcements,” the report said. “China, the second largest FDI host country in the world, saw a 5 per cent increase.”

The report highlighted a few recent FDI deals in India, with several of the largest deals associated with the Adani Group.

“Among the largest greenfield projects were the plans by Foxconn and Vedanta Resources to build one of the first chip factories in India for \$19 billion and a \$5 billion project to produce urea from green hydrogen by a joint venture of Total Energies (France) and Adani Group,” the report said.

“In project finance deals POSCO (Republic of Korea) and the Adani Group sponsored

the construction of a steel mill for \$5 billion in Gujarat,” it added.

POSCO is a South Korean steel-making giant while India’s Adani Group’s businesses include ports, green energy, natural gas, and airports, among others.

While the number of international project finance deals rose in most regions, the “most significant rise” was in India, where project numbers increased by 64 per cent, the report noted.

While India saw a surge in inward FDI, it also saw growth in the flow of investments made by Indian companies in other countries. According to the report, greenfield project announcements by Indian multinational enterprises more than tripled to \$42 billion. “Two of the largest greenfield projects were in renewables, with Acme Group announcing a \$13 billion plant in Egypt to produce 2.2 billion tonnes of green hydrogen annually and ReNew Power announcing that it will set up a \$8 billion green hydrogen plant in the Suez Canal Economic Zone,” the report said. Acme group and ReNew Power both focus on renewable energy.

(Source: <https://theprint.in/economy/india-received-3rd-highest-fdi-in-the-world-in-2022-report-by-un-body-finds/1655904/>)

## **FOXCONN SIGNS RS 1,600 CRORE DEAL TO SET UP PLANT IN TAMIL NADU**

The Tamil Nadu government has signed a deal with tech giant Foxconn for a Rs 1,600 crore investment to manufacture mobile phone components in the state. "The new manufacturing facility would be set up in Kancheepuram district of Tamil Nadu. This would create 6,000 jobs. Foxconn Chief today met with Chief Minister MK Stalin. Foxconn already has an Apple iPhone manufacturing facility in Tamil Nadu at Sriperumpudur outside Chennai employing 35,000 people.

Calling this a major achievement, Industries Minister Dr T R B Rajaa, in a statement said "Foxconn's repeated investments and expansion plans in Tamil Nadu are a testament to the state being the top choice for manufacturing in India for major companies across the world. This is a major achievement for the state". Tamil Nadu ranks No.1 in export of electronic goods with exports in 2022-23 crossing \$5.3 billion. Chief Minister Stalin has set a target of turning the state into a trillion-dollar economy by 2030. Rajaa added "With this proposed investment, and many more to come, Tamil Nadu is poised to not only remain the top

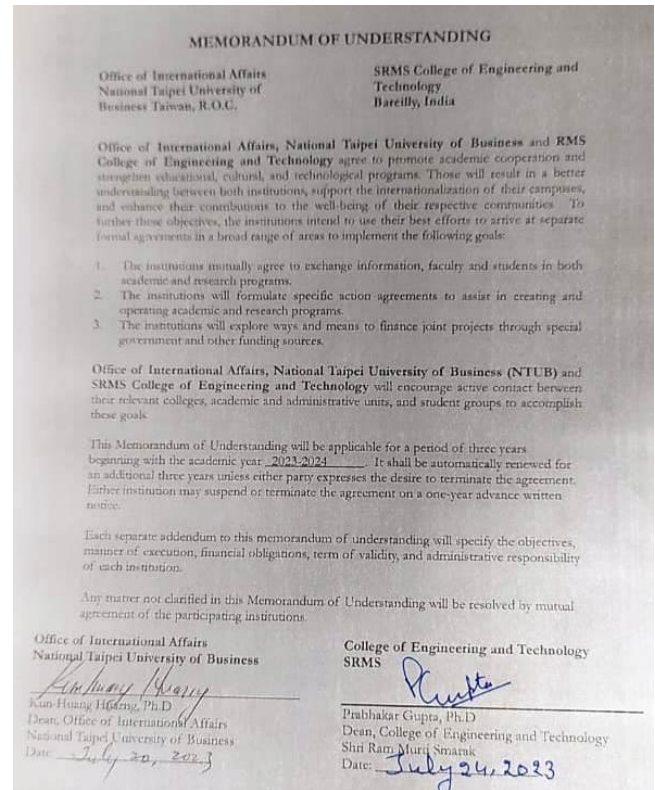
electronics exporter in the country, but also significantly increase its electronics exports in the coming years. This will play a critical role in attaining our Honourable Chief Minister's ambition of #OneTrillionUSD economy in Tamil Nadu." Called the 'Detroit of India' with a concentration of automobile companies, Tamil Nadu has also emerged to be the EV capital of India as many electric vehicle manufacturers, including Ola Electric and other battery manufacturers, setting shop in the state. "Tamil Nadu's talent pool and political stability are key assets. Our plug-and-play model is attractive. The state delivers on incentives and ensures jobs for its people and revenue for the state."

(Source: <https://www.ndtv.com/india-news/foxconn-signs-rs-1-600-crore-deal-to-set-up-plant-in-tamil-nadu-4255256>)

## COLLEGE UPDATE

### MOU WITH NTUB, TAIWAN

SRMS CET, Bareilly has signed an Memorandum of Understanding with Office of International Affairs, National Taipei University of Business, Taiwan. It will promote academic cooperation strengthen educational, cultural and technical programs.



## DEPARTMENTAL UPDATE

### NATIONAL WEBINAR

Faculty of Management Science of Shri Ram Murti Smarak College of Engineering and Technology, Bareilly, UP organised an online \*National Webinar\* on "Financial Empowerment Through Wealth Creation" in collaboration with \*Association of Mutual Funds in India (AMFI) on 06 JULY 2023. Resource person was Mr. Surya Kant Sharma, Senior Consultant AMFI (Former DGM SEBI).



## FACULTY ARENA

### BOOK CHAPTER PUBLICATION

Dr. Mohd Danish Chishti Assistant Professor, FMS, SRMSCET, Bareilly co-authored a book chapter on Pharmaceutical Retailer and Consumer Buying Behaviour Towards OTC Medicine, it is published in book Pharmacy:Health Care.

### 17. Pharmaceutical Retailer and Consumer Buying Behaviour Towards Over the Counter (OTC) Medicine

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#### Abstract:

OTC medications are defined as 'drugs that are safe and effective for use by the general public without seeking treatment by a health professional'. The decision-making processes and actions of people who buy and use things are referred to as buying behaviour. Consumer Buying Behaviour refers to the buying behaviour of the ultimate consumer. The objective of this paper was to identify the factors that influence the purchase criteria of Retailer and Consumer. The methodology involves the identification of retailer and consumer buying behaviour by taking samples of 40 retailers and 104 consumers from different regions of South Delhi. A convenient non-probability sampling method was followed; a particular area consisting of different retailers and consumers was approached and, depending upon their availability, they were requested to respond. The margin given by the company is the most important factor in the buying behaviour of retailers and it was found that 40% of retailers say that brand attributes do matter when placing orders. 51.9% of consumers believe that doctor visits are costly because healthcare in India is an out-of-pocket expense, so people generally try OTC medicine for treating minor symptoms. 43.3% of consumers showed that they considered brand names while selecting an OTC product. 78.2% of respondents opined that they were using the same OTC brand for minor ailments. It shows that consumers are loyal to the brand they use for treating minor ailments.

## RESEARCH PAPER ON SSRN

Dr. Mohd Danish Chishti Assistant Professor, FMS, SRMSCET, Bareilly and Dr. D.N. Rao Professor, FMS, SRMSCET, Bareilly jointly authored one research paper on Functional Illiteracy and coping mechanism: A study on functionally illiterate consumers' decision making and this paper is made available on Social Science Research Network an open access repository for preprints devoted to the rapid dissemination of scholarly research in the social sciences, humanities, life sciences, and health sciences.