



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

RELIANCE BOSS MUKESH AMBANI ALL SET TO BRING AI FOR INDIAN USERS, RIVAL OF CHATGPT

India has been having remarkable success in the commercial world, whether it is in the computer industry or any other. Sam Altman, the creator of ChatGPT, previously stated that attempts by Indians to develop an AI system similar to ChatGPT would be unsuccessful. The challenge was sort of embraced when Mukesh Ambani, the firm chairman, addressed at the 46th Reliance Annual General Meeting (AGM) event. Jio would develop new ChatGPT-like AI technologies for Indian consumers, according to Ambani.

According to Shri Mukesh Ambani, Jio pledges to provide AI to everyone, everywhere. After this triumph, there will be a significant advancement in the tech industry. Mukesh Ambani's Reliance is already accomplishing amazing feats in other sectors. When Sam Altman expressed doubt about the Indian tech industry's capacity to create an artificial intelligence (AI) product similar to ChatGPT, Altman recently made news in India. Altman said that such an endeavour was "hopeless" and implied that India

would encounter significant difficulties in accomplishing this task at an event in India.

The Chairman and MD of Reliance Industries, Mukesh Ambani, answered with a resolute drive, claiming that India has the assets and dedication needed to thrive in AI. In order to bring the benefits of AI to Indian residents, enterprises, and the government alike, Jio Platforms aims to take the initiative in building India-specific AI models and AI-powered solutions across fields.

"India has the scale. India has the data. India has the talent," Ambani noted. Ambani emphasised the requirement for a "robust digital network" that could handle the significant processing demands of AI. He responded by saying that RIL is dedicated to developing up to "2000 MW of AI-ready computing capacity," which includes both cloud and edge locations, while upholding its dedication to longevity and safeguarding the environment.

(Source: <https://www.dnaindia.com/business/report-reliance-boss-mukesh-ambani-all-set-to-bring-ai-for-indian-users-rival-of-chatgpt-3057730>)

THE HIGH COST OF GLOBAL ECONOMIC FRAGMENTATION

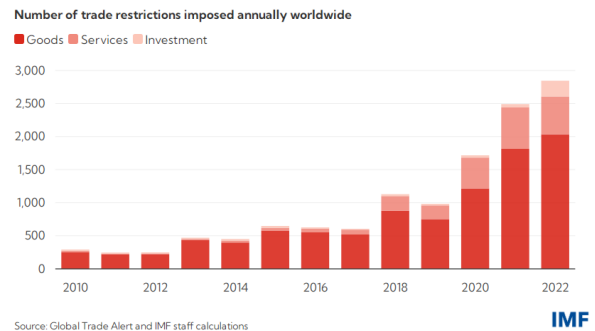
Growing trade restrictions may reverse economic integration and undermine the cooperation needed to protect against new shocks and address global challenges. In a shock-prone world, economies must be more resilient—individually and collectively. Cooperation is critical, but greater protectionism could lead to fragmentation, and even split nations into rival blocs just as fresh shocks expose the global economy's fragility.

While estimates of the cost of fragmentation vary, greater international trade restrictions could reduce global economic output by as much as 7 percent over the long term, or about \$7.4 trillion in today's dollars. That's equivalent to the combined size of the French and German economies, and three times sub-Saharan Africa's annual output.

More deliberate global cooperation clearly is needed. International institutions can play a vital role, bringing countries together to help solve global challenges, as IMF Managing Director Kristalina Georgieva writes a new essay for Foreign Affairs.

There are signs cooperation is faltering. As the Chart of the Week shows, new trade barriers introduced annually have

nearly tripled since 2019 to almost 3,000 last year.



Other forms of fragmentation—like technological decoupling, disrupted capital flows, and migration restrictions—will also raise costs. In addition, global flows of goods and capital have leveled off since the global financial crisis. IMF research shows geopolitical alignments increasingly influence both foreign direct investment and portfolio flows.

The IMF continues to underscore that the international community, supported by global institutions such as ours, should pursue targeted progress where common ground exists and maintain collaboration in areas where inaction would be devastating.

“Policymakers need to focus on the issues that matter most not only to the wealth of nations but also to the economic well-being of ordinary people,” Georgieva wrote in Foreign Affairs. “They must

nurture the bonds of trust among countries wherever possible so they can quickly step up cooperation when the next major shock comes.”

(Source:<https://www.imf.org/en/Blogs/Articles/2023/08/28/the-high-cost-of-global-economic-fragmentation>)

COLLEGE UPDATE

INDEPENDENCE DAY CELEBRATIONS

With the spirit of freedom and love for the nation, SRMS Trust Institutions namely SRMS College of Engineering & Technology (CET) celebrated 77th Independence Day with great enthusiasm on August 15, 2023. The celebration not only showed unity and devotion, but also carried the spirit of Azadi Ka Amrit Mahotsav under the initiatives of Meri Mati Mera Desh and Har Ghar Tiranga.

The event began with floral tribute to Late Shri Ram Murti ji and our beloved Babu Mahatma Gandhi, followed by flag hoisting by Shri Dev Murti, Chairman SRMS Trust in the presence of Aditya Murti, Trust Secretary; Er Subhash Mehra, Trust Advisor; Dr Prabhakar Gupta, Dean Academics; Dr. Anuj Kumar, Director TDP all the Heads of the departments, faculty and staff members.

The celebrations proceeded with a national anthem, signifying unity, togetherness and brotherhood. The highlight of the celebrations was the

student's choir group, who enchanted the gathering with heartfelt and emotional patriotic songs in their melodious voices. Later, Shri Dev Murti delivered a motivating speech, emphasizing about the groundbreaking advancements in both educational and medical sector, especially the latest milestone achieved through robotic surgeries. He urged students to gain knowledge from books instead of relying heavily on the internet. The event concluded with vote of thanks and sweets distribution, and nurtured a sense of national pride and progress among everyone.





WORLD ENTREPRENEURSHIP DAY CELEBRATIONS

On account of World Entrepreneurship Day, Institution's Innovation Council (IIC) of SRMS College of Engineering & Technology (SRMS CET), Bareilly organized a Discussion Forum on August 21, 2023 for the students of B Tech, B Pharm, MCA & MBA. The event began with series of insightful talks & presentations in the presence of Dr Prabhakar Gupta, Dean Academics; Professor Dr D N Rao, Director IQAC; along with HOD's & faculty members of various departments.

During the event, Dr Saurabh Gupta, Professor MBA Department delivered an introductory talk on the entrepreneurial mindset & available funding opportunities for aspiring entrepreneurs. Later, Dr D N Rao emphasized on innovation and its crucial role in entrepreneurship, wherein he suggested a long-term approach to success, needing minimum of 3 years for developing necessary skills before

embarking on an entrepreneurial journey. Shedding light on India's entrepreneurial ecosystem, Sunidhi Malick, MBA 2nd semester student highlighted the government's active role in bridging academia and business. She also underlined the importance of a smoother transition from education to entrepreneurship.

The event concluded with the enlightening talk of Aditi, B Tech-IT 4th year student, wherein she emphasized on the necessity of support system and conducive environment to grow entrepreneurial ventures. Overall, the event successfully achieved its objective by emphasizing the importance of entrepreneurship in India and providing attendees with a deeper understanding of the challenges & strategies related to its development.



DEPARTMENTAL UPDATE

RMA's SEMINAR

Faculty of Management Science, SRMSCET, Bareilly participated in a seminar on the topic of Financial Empowerment through Wealth Creation. This event was organized by Rohilkhand Management Association, Bareilly on 25th August 2023.



SESSION ON ANGEL INVESTMENT

IIC SRMSCET organized a session on Angel Investment/ VC Funding Opportunity for early stage entrepreneurs in collaboration with Union Bank of India for final year students of B.Tech.,MCA, MBA, B.Pharm, on 29th August 2023. This event gave an opportunity to have an understanding about the availability, process and steps to avail angel investment.





Members of
ROHILKHAND MANAGEMENT ASSOCIATION
cordially invite you to grace the
SEMINAR
on
Financial Empowerment Through Wealth Creation
as per the schedule
Date : August 25, 2023 (Friday), Timing : 6:30 pm Onwards
Venue : Rotary Bhawan, Chaupla Road, Bareilly

Chief Guest
Dr. Arun Kumar
Hon'ble Minister of State (Independent Charge),
Envi. Forest, Zoological Garden & Climate Change Govt. of Uttar Pradesh, Bareilly

Speakers
Shri Amit Pradhan
CGM SEBI & RD - NRO SEBI
Shri Surya Kant Sharma
Senior Consultant, AMFI Former DGM SEBI

Qadir Ahmed
Secretary
Dr. Manish Sharma
President

Kindly stay with us for Dinner

FACULTY ARENA

SHORT TERM COURSE

All the faculty members of the faculty of management science, SRMSCET participated in the ICT based short term course on the topic “Sustainable Development Goals: Opportunities and Challenges” 21 to 25 August 2023. It was organized by Department of ECE in association with NITTTTR Chandigarh.



FACULTY DEVELOPMENT PROGRAM

Dr. Mohd Danish Chishti Assistant Professor, FMS, SRMSCET, Bareilly attended a five day national level FDP on Systematic Literature Review using VOSviewer. This FDP was organized by GOMSGURU ACADEMY, Bangalore from 21 August 2023 to 25 August 2023.



STUDENT'S ARENA

WORLD ENTREPRENEURSHIP DAY

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