



## Master of Business Administration

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### CONTENTS

Vision and Mission	1-1
Latest Update	2-5
College Update	5-9
Departmental Update	9-12
Faculty Arena	12-13
Student Arena	13-13

### **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

### AFTER G20 DECLARATION, THE TASKS AHEAD

India's G20 presidency came at a critical juncture — the international order is in flux, geopolitical contestation has sharpened and the global economy is facing strong headwinds. It was, therefore, at once a challenge and an opportunity for India to showcase its leadership in global affairs. We have reason to be satisfied with the outcome.

Thanks to India's growing clout and cordial relations on both sides of the divide, our diplomacy overcame the Ukraine war hurdle that had bedevilled the preparatory process. It would also have been bad optics for any country to block the summit agenda, heavily tilted in favour of the developing world. While noting the adverse consequences of the conflict for the global economy, endorsing the territorial integrity and sovereignty of states, and adhering to the purposes and principles of the UN Charter and the inadmissibility of use or threat to use nuclear weapons, the summit eschewed language deploring Russia as the aggressor as in the Bali Declaration. The war, however, goes on with all its adverse consequences. The

much-hyped absence of Xi Jinping had no impact on the outcome.

The 83-paragraph New Delhi Declaration has an impressive coverage, inter alia, sustainable and inclusive growth, the 2030 agenda for sustainable development, international trade, climate change and finance, improved access to medical countermeasures for health emergencies, debt vulnerabilities, reforms of Multilateral Development Banks (MDBs) and Digital Public Infrastructure. Its transformational capacity is, however, dependent on its implementation.

In the backdrop of the UN, and global governance in general, continuing to reflect the power equations at the end of World War II, the G20 is a recognition of the changed realities and has given a place at the international high table to emerging powers. Instituted at the summit level after a global financial and economic crisis, the G20 was designated the premier forum for international economic cooperation. The subjects covered by it have multiplied since then, and it cannot apply itself to the details of each one. In any case, most of these subjects are also under discussion in the UN and other international/multilateral organisations. Therefore, the G20 declarations comprise, in large part, recommendations regarding the broad

direction in various fields; references to decisions of specialised bodies dealing with specific subjects and a resolve to implement them, and voluntary action by countries to that end.

Since G20 countries represent around 85 per cent of global GDP and about two-thirds of the global population, their voice carries weight. However, challenges multiply when details of each subject are discussed in the specialized body, often revealing differences even among G20 countries. Voluntary action by countries frequently falls short of the targets.

A few examples of issues of interest to developing countries will illustrate the challenges of implementation. Noting that only 12 per cent targets of the 2030 Sustainable Development Goals are on track, the New Delhi Declaration makes a series of commitments, including mobilisation of adequate and accessible financing for developing countries and fulfilment of their official development assistance (ODA) commitments by developed countries, with action to be taken by the respective countries and organisations. Under green development, there is a commitment to the effective implementation of the Paris Agreement and facilitation of low-cost financing for clean energy transitions, which require an enormous annual investment of over \$4 trillion globally.

In this context, it has been reported recently that a \$20 billion climate change finance deal announced during the Bali summit to wean Indonesia off coal remains unfinalised nine months later. Noting the need for \$5.8 trillion for developing countries in the pre-2030 period, in particular, to fulfil their nationally determined contributions, there is a call for a new ambitious goal of climate finance in 2024, even as the developed world has failed to fulfil the old target of \$100 billion per annum.

There is a commitment to address the debt vulnerabilities of developing countries with a leading role for MDBs. The declaration calls for revitalisation of multilateralism; making global governance more representative and enhancing the representation and voice of developing countries in the decision-making in global economic and financial institutions. However, the resistance of entrenched interests to such reforms in the UN and international financial institutions is well known. In sum, though an ambitious declaration has been put together under the Indian presidency, much work lies ahead for G20 countries to ensure its implementation.

Some other positive aspects of India's G20 presidency need to be mentioned. First, it was a tremendous organisational effort, with over 200 meetings in 60

cities, and the association of sections of society, economy and the academic community with the process. Second, though the issues of interest to the Global South have all along figured in the G20 agenda, India gave them a much higher profile by organising the Voice of Global South summit with participation from 125 countries. The issues of concern to the Global South figure right through the New Delhi Declaration. The inclusion of the African Union in G20 was a powerful symbol of the importance attached to the Global South, though this could trigger demands for further expansion, which will have to be weighed against the efficacy of consensus building in this grouping. Moreover, this should not be treated as a one-off effort and must be sustained as discussions proceed in relevant forums. Third, a separately negotiated India-Middle East-Europe Economic Corridor was unveiled during the summit. It has the potential to be an effective counter, though comparatively limited in scope, to the ambitious BRI. Lastly, the summit focused on Technological Transformation and Digital Public Infrastructure (DPI), thus providing India an opportunity to showcase its considerable accomplishments in these areas.

<https://indianexpress.com/article/opinion/columns/indias-g20-presidency-g20-declaration-new-delhi-declaration-climate-change-digital-public-infrastructure-8935514/>

## CATALYSING INDIA'S PATH TO A \$5 TN ECONOMY AND THE ROLE OF STARTUPS

Indian startups have been at the forefront of innovation across multiple sectors addressing critical challenges and offering disruptive solutions. In the past five years, startups have generated over 9 lakh jobs, with a significant portion in tier 2 and tier 3 cities. However, the need for patient capital, addressing long-term capital gains on unlisted equity and resolving taxation issues are some of the areas that require attention. India's startup ecosystem has witnessed remarkable growth in recent years, ranking as the third largest globally. Indian startups are attracting investors around the world. In 2022 alone, the country received an impressive \$42 Bn in venture capital funding, which is a significant increase from the \$16 Bn in 2021. It demonstrates the confidence of investors in Indian startups and their role in India's growth.

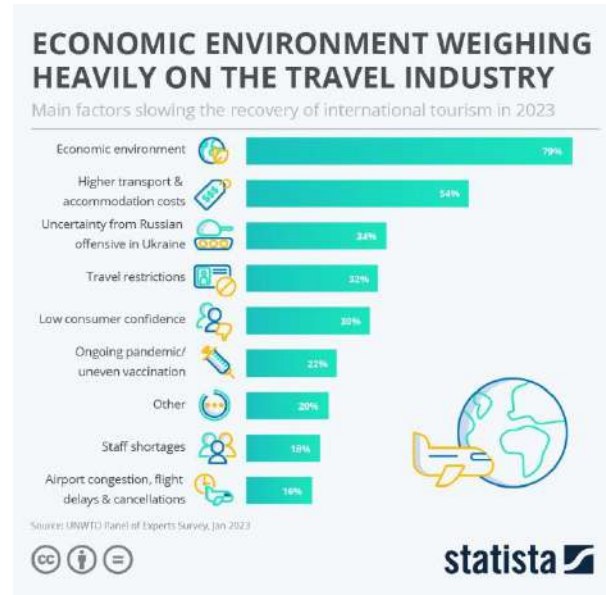
The Indian government has been proactive in supporting the startup ecosystem through various initiatives, such as Startup India and the National Startup Ranking, to create a favourable environment for startups. These initiatives provide the necessary support and resources to startups, encouraging

innovation and entrepreneurship in the country. Indian startups have been at the forefront of innovation across multiple sectors, including healthcare, education, ecommerce and financial technology. One of the significant contributions of startups is job creation. In the last five years, the total number of jobs created by startups has crossed nine lakhs. In 2022 alone, startup job creation rose by 36% creating over 269K+ jobs. Many of these jobs are being created in tier 2 and tier 3 cities, which account for 48% of Indian startups. Startups play a significant role in strengthening India's export sector as well. According to estimates, India's software services exports witnessed a notable increase of 17.2%, reaching \$156.7 Bn during the period of 2021-22. It is anticipated that in FY23, India's total goods and services exports will surpass \$ 760 Bn, with a major contribution from merchandise and service exports.

( Source:

<https://inc42.com/resources/catalysing-indias-path-to-a-5-tn-economy-and-the-role-of-startups/>)

## INFOGRAPHICS



( Source:

<https://www.statista.com/chart/30848/economic-environment-weighting-heavily-on-the-travel-industry/>)

## COLLEGE UPDATE

### ENGINEER'S DAY CELEBRATIONS

55<sup>th</sup> The Engineer's Day was celebrated on September 15, as a tribute to the great Indian engineer, Bharat Ratna, Sir Mokshagundam Visvesvaraya. The function started with the gathering of assembly with Shri Dev Murti (Chairman, SRMS Trust), Chief Guest, Shri Aditya Murti (Secretary, SRMS Trust), Dr. Prabhakar Gupta (Dean Academics, SRMSCET, Bareilly), Dr. L S Maurya (Principal SRMS CET&R), faculty members, and students. The program began with the melodious voices singing

Saraswati Vandana followed by the lighting of the ceremonial lamp and floral tributes by the dignitaries before Sir Visvesvaraya. Dr. Prabhakar Gupta (Dean Academics, SRMS CET) welcomed the guests and the audience. The entire auditorium was enlightened about Life Sketch of Sir Visvesvaraya.

The Gathering was addressed by motivational words of Hon'ble Secretary SRMS Trust Shri Aditya Murti Ji, Hon'ble Shri Dev Murti Ji, Chairman SRMS Trust. The best engineer award from SRMS CET & CET&R was awarded to students. The event saw inspirational and motivational speeches by Shri Dev Murti, Aditya Murti and Dr Prabhakar Gupta, who acknowledged the hard work & dedication put in by our engineers, and fueled the spirit of engineering excellence among everyone. Later, 'Best Engineers Award' was bestowed upon two B Tech (CS) students namely Prashant Bhalla (CET) & Devansh Patel (CETR). The memorable day concluded with a vote of thanks delivered by Dr L S Maurya, Principal SRMS CET & R followed by national anthem.





## VISHWKARMA POOJA

On 17th of September, at SRMS CET, Bareilly, members of staff, workers and students gathered to commemorate the birth of Lord Vishwakarma who is the builder of all Gods' palaces and craftsmen of all celestial vehicles and weapons. The ceremony took place in the workshop where in all members prayed for success and abundance in work, safety in working conditions and for a brighter and better future.

The ceremony pooja was started by Hon'ble Shri Dev Murti Ji, Chairman SRMS Trust. Dr. Prabhakar Gupta (Dean Academics SRMSCET), Dr. L S Maurya, Principal, SRMS CET&R, Dr. Anuj Kumar, Director Training, Development and Placement Heads of several departments, Faculty members and Students. The pooja and aarti were followed by distribution of the prasad to the devotees which concluded the ceremony.



## SHRI GANESH UTSAV

The Tyro club under the aegis of Shri Ram Murti Smarak Trust organized a Group Dance on the occasion of Shri Ganesh Chaturthi on 19 Sep 2023 at Ram Murti Centennial Auditorium. Various colleges of the Trust Institutions participated in this event. The program began with the melodious voices singing Saraswati Vandan and by the lighting of the ceremonial lamp and floral tributes by the dignitaries Hon'ble Shri Dev Murti Ji, Chairman SRMS Trust. Dr. Prabhakar Gupta (Dean Academics SRMSCET), Dr. L S

Maurya, Principal, SRMS CET&R, Dr. Anuj Kumar, Director Training, Development and Placement Heads of several departments, Faculty members and Students graced the occasion.



## BOOT CAMP ON AGRI BUSINESS

IIC-SRMSCET organized a boot camp, on 29 September 2023, in collaboration with IVRI, Bareilly. Mr. Saurabh Singh, Business Manager, RKVY RAFTAAR ABI Scheme, IVRI Bareilly addressed the students on opportunities and challenges in funding in agri business. It started with meaning and legal definitions of a startup, gave examples of startups in agri business, unexplored areas with potential opportunities and how incubation center at IVRI can help in funding and further growth of business.







## DEPARTMENTAL UPDATE

### 1<sup>ST</sup> YEAR ORIENTATION 2023

Seven days Orientation Programme for newly admitted students of MBA 1<sup>st</sup> year started on 29 September 2023. Inauguration ceremony was held in the gracious presence of Dr. Prabhkar Gupta, Dean Academics, Dr. D. N. Rao, Director, IQAC, Dr. Anuj Kumar, Head of Department and Director, Training Development & Placement Cell, SRMSCET, Bareilly Dr. Saurabh Gupta, Professor, FMS SRMSCET and all faculty members. Dr. Anuj Kumar, Head of Department and Director, Training Development and Placement Cell, welcomed the students and cited importance of curiosity, idea, expression and patience for development of professional career. Dr. Prabhkar Gupta, Dean Academics congratulated the

students on taking admission into MBA course at SRMSCET, he cited the example of Ramanujan for highlighting the importance of curiosity. On the first day Dr. Danish Chisthi, Associate Professor, FMS, SRMSCET, Bareilly, briefed about the rules and regulations of college and university. Dr. Saurabh Gupta, Professor, Faculty of Management Science, SRMSCET presented an overview on the SRMS Trust. Students were given round for campus visit and a session on movie review was also held. Second day had a session by Dr. Anuj Kumar on Management and Indian Ethics. Dr. Saurabh gupta presented an overview of Internet of Things, placement and internship activities overview by Dr. Shobhit Kumar, Overview of Finance specialization by Mr. Raghwendra Kumar. To boost the energy and team spirit students were given occasion to play indoor games.





## EXPERT TALK AT CENTRAL UP CCI

Faculty of Management Science was invited to deliver an expert talk on Impact of G 20 on Indian Economy in the meet organized by Central UP Chamber of Commerce and Industry, Bareilly. Dr. Saurabh Gupta, Professor, FMS and Dr. Mohd. Danish Chisthi, Associate Professor delivered the lecture on this topic. Shri Aditya Murti Ji, Secretary SRMS Trust, Dr Anuj Kumar, Director, TDP, SRMSCET and Dr. Pankaj Agarwal, Associate Professor were also present on the occasion. Shri Sarveshwar Shukla, Joint Commissioner of Industries, Bareilly, Shri Abhinav Agarwal, President, Central UPCCI and Shri Alpit Agarwal, Secretary Central UPCCI felicitated the speakers.





## PLACEMENT ACTIVITY

### PLACEMENT AT MASTER CAPITAL SERVICES LTD

The following student has been finally selected by **Ozone Pharmaceuticals Limited**, through the off Campus placement drive

Name	Course	Batch	Company
Ms. Megha Rawat	MBA	2021-23	<b>Ozone Pharmaceuticals Limited</b>

We congratulate Megha, on this well-deserved accomplishment!

### PLACEMENT AT SMTC GLOBAL INC

The following students have been finally selected by SMTC Global Inc, through the off Campus placement drive

Name	Course	Batch	Company
Mr Shashank	MBA	2021-23	SMTC Global Inc
Ms. Muskan	MBA	2021-23	SMTC Global Inc

We congratulate them, on this well-deserved accomplishment!



## FACULTY ARENA

### PARTICIPATION IN WEBINAR

Dr. Mohd. Danish Chisthi, Associate Professor and Dr. Shobhit Kumar, Assistant Professor, Faculty of Management Science have participated in two days national level webinar on “Preparedness towards implementation of NEP 2020” conducted on 15<sup>th</sup> and 16<sup>th</sup> September 2023. New Education Policy was discussed along with the phases and requisites for its implementation. Changes expected due to New Education Policy were highlighted.



### PAPER PRESENTATION IN CONFERENCE

Dr. Mohd. Danish Chisthi, Associate Professor and Dr. Shobhit Kumar, Assistant Professor, Faculty of Management Science co-authored a research paper on the topic Ethical and Responsible AI- A Review Study, this paper was presented in 6<sup>th</sup> National conference NATCOM “Recent and Emerging Trends in AI and ChatGPT( AICGPT-2023) organized by SRMS CET&R

in association with The Institution of Engineering (India) Bareilly Local Chapter on 22 and 23 September 2023.

**Abstract**

*Artificial Intelligence (AI) has witnessed remarkable advancements in recent years, transforming various aspects of our lives. However, this rapid growth also raises significant ethical concerns regarding the deployment and impact of AI systems. This review study delves into the critical dimensions of ethical and responsible AI, aiming to provide a comprehensive overview of the current landscape. The review begins by examining the fundamental ethical principles that underpin AI development and deployment, such as transparency, fairness, accountability, and privacy. It explores the challenges and dilemmas faced by AI practitioners in adhering to these principles, especially in contexts like machine learning algorithms, autonomous vehicles, and AI in healthcare. Furthermore, the study investigates the role of regulation and guidelines in promoting ethical AI practices. It assesses the efforts made by governments, international organizations, and industry bodies in shaping policies and standards to ensure AI aligns with societal values and norms. The review also highlights the importance of interdisciplinary collaboration between AI researchers, ethicists, policymakers, and the public to address ethical concerns effectively. It emphasizes the need for public awareness and engagement to foster responsible AI development.*



**STUDENT'S ARENA**

**ONLINE ENTREPRENEURSHIP MASTERCLASS**

Students of MBA department attended an online entrepreneurship master class on the topic "Mastering Franchising in India: From Star to Success" organized by Atal Incubation Centre-BIMTECH in academic partnership with SRMS CET on September 17, 2023 (Sunday) The participation certificate were provided to the registered students.

