



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

GOOGLE ENTERS RETAIL LOAN BUSINESS IN INDIA, GOOGLE PAY TO LAUNCH SACHET LOANS.

Google India announced sachet loans on the Google Pay application to help small businesses in the country. Google India said that merchants in India often need smaller loans, hence, the tech giant launched sachet loans on the Gpay application. The company will provide loans to small businesses at just Rs15,000 that can be repaid in simpler repayment amounts as low as Rs 111. Tech giant has partnered with DMI Finance to provide the loan services.

Google Pay also enabled a credit line for merchants in partnership with ePayLater helping solve the working capital requirements of merchants. Merchants can use it across all online and offline distributors to buy their stock and supplies. Google India launched credit lines on UPI in collaboration with ICICI Bank. Google India also expanded the portfolio of personal loans on Google Pay by partnering with Axis Bank. Ambarish Kenghe, vice-president at Google Pay informed that Rs 167 lakh crore value was processed through UPI in the last 12 months. According to Kenghe, " half of the loans disbursed through Google Pay to borrowers with less than Rs 30,000 of

monthly income, a vast majority of which belong to tier 2 towns and beyond". During the 9th edition of Google for India, Sanjay Gupta, Vice President and country Head of the company said they plan to improve efforts in safety of the Artificial Intelligence.

Making a slew of announcements at the ninth edition of the Google for India event, the company also announced its intention to start manufacturing its Pixel smartphones locally, starting with Pixel 8. Google India also announced other measures for small businesses in India. The search engine giant said that with the help of AI, "Google Merchant Center Next will automatically populate a merchant's product feed with information detected from their website". Besides, the Google Merchant Center Next will allow merchants full control over what gets added to their feed.

With DigiKavach, Google India said it has increased efforts to protect people against ever-evolving financial scams and fraud. Google Pay prevented scams worth Rs 12,000 crore on GPay and took steps to block 3,500 predatory loan apps. Also, the company said it will soon help its billions of users in India to access critical information about over 100 government schemes. <https://www.livemint.com/companies/news/google-enters-retail-loan-business-in-india-11697697999246.html>

THE SECRET TO INDIA'S ASIAN GAMES SUCCESS- AN EMPOWERING SPORTS POLICY

The recently concluded 19th Asian Games ignited euphoria across India, with the Indian contingent achieving its best-ever medal tally. India's fresh surge in sporting success is the product of a meticulously planned sports development policy. India has shown favourable socio-economic progress. Whether it is the significant reduction in extreme poverty, rise in literacy and enrollment rates, better access to services like water, sanitation and electricity, offering stable political leadership, or having an economic progress rate that is globally enviable, India has come a long way in providing for citizens. While India's overall development progress is now being increasingly recognised globally, its sustained sports policy planning effort must be understood.

One of the most tangible indicators of this meticulous planning can be seen in the budgetary allocation for the Union Ministry of Youth Affairs and Sports, which has nearly doubled from 2014-15 to 2023-24, reaching approximately Rs 3,400 crores. Over two-thirds of this budget allocation is designated for the Department of Sports. This allocation reflects the government's commitment to establishing a world-class talent

identification infrastructure. A noteworthy initiative in this regard is the Khelo India Scheme, which has received substantial financial backing. The scheme has played a pivotal role in providing opportunities to approximately 23 lakh school children, identifying potential talent that can be nurtured and developed further. It acknowledges the fact that talent is often evenly distributed, but opportunities are not. The current sports policy approach is empowering and democratising the opportunity for young individuals to engage in sports. For instance, the establishment of over 1,000 Khelo India Centers in districts aims to bolster grassroots-level sports infrastructure. Simultaneously, it offers a source of income for local sporting talent by involving them as sports coaches.

Further, there are concerted efforts to instill a culture of sports and fitness from an early age, exemplified by efforts like the FIT India Movement and the incorporation of sports within the landmark National Education Policy 2020. There is dedicated support for exceptionally gifted talent through the Target Olympic Podium Scheme (TOPS). This programme provides elite athletes with comprehensive assistance, including funding, specialised equipment, international exposure, top-tier coaching, and a monthly allowance of Rs 50,000 for

Core Group athletes and Rs 25,000 for Developmental Group athletes. However, the effectiveness of these policies must not lead us to overlook the gaps that still require attention. Inherent governance challenges, including corruption and a lack of ethical conduct, remain significant hurdles. Sports governing bodies, such as those for table tennis, cricket, football, and boxing, have faced numerous issues. Furthermore, the availability of proper sports infrastructure, particularly in educational institutions and in underdeveloped states like Bihar, Jharkhand, and Odisha, remains severely limited. While there has been an increase in sports infrastructure, often matching international standards, it's primarily concentrated in a handful of states like Haryana, Punjab, and Karnataka. Moreover, the issue of underutilisation of resources and infrastructure persists. For instance, the Standing Committee on Human Resource Development noted in 2019 that, despite substantial allocations of Rs 520 crore and Rs 500 crore to the Khelo India scheme in 2018-19 and 2019-20, respectively, the actual expenditure was only Rs 324 crore and Rs 318 crore, respectively. Other challenges include a shortage of coaching staff, gender disparities, and difficulties in attracting support from the private sector.

Evidently, there is still much work to be done.

As we look towards the Paris 2024 Olympics, despite the different categories of sports, it would come as no surprise if India continues to shine brightly on the global sporting stage.

<https://indianexpress.com/article/opinion/columns/the-secret-to-indias-asian-games-success-an-empowering-sports-policy-8978248/>

COLLEGE UPDATE

SHRADHANJALI SAMAROH

Shri Ram Murti Smarak (SRMS) Trust organized a grand 'Shradhanjali Samaroh' at Shri Ram Murti Smarak (SRMS) College of Engineering & Technology (CET), Bareilly on October 2, 2023, to pay tribute to visionary Late Shri Ram Murti Ji, a veteran Freedom Fighter, former Minister & ex-Parliamentarian on account of his 35th Death Anniversary, which was a reminder of his untiring efforts & contributions towards social service & nation building.

In his address, Shri Dev Murti urged students to excel in their exams with flying colours & avail maximum scholarships.

The day kicked-off with paying heartfelt homage to Father of the Nation, Mahatma Gandhi & former India PM, Lal Bahadur Shastri on their birth

anniversaries. Flag-Hoisting was done by Trust Chairman Shri Dev Murti Ji and Trust Secretary Shri Aditya Murti Ji.

The 'Shradhanjali Ceremony' proceeded with floral tribute to Late Shri Ram Murti Ji by Shri Dev Murti Ji; Shri Aditya Murti Ji; Shri Bhagwat Saran Gangwar, former UP Health Minister in the gracious presence of Shri Shahzil Islam, MLA Bhojipura block; Smt. Asha Murti Ji, Trustee & Smt. Richa Murti Ji; Ms. Ambica Murti, Director FIMC, Lucknow; Er Subhash Mehra, Trust Advisor; Dr Prabhakar Gupta, Dean Academics; Dr LS Maurya, Principal CETR; Air Marshal Dr MS Butola, Principal IMS; Dr RP Singh, Medical Superintendent and several other dignitaries. The MOC was Dr Anuj Kumar, Director TDP Cell.

The event was further enriched with a soul-stirring musical performance by the gurus of SRMS Riddhima, which added an exquisite touch to the day's proceedings. During Shradhanjali Samaroh, the torchbearers of excellence received the prestigious Pratibha Alankaran for their outstanding contributions, wherein the recipients were Dr Vedavati Ravindra Jogi, a media professional from Pune; Sameer Kumar Mishra, a social worker from Lucknow along with SRMS CET Alumni's- Smt Payal Agarwal, Scientist/ Engineer-SF at ISRO, Bengaluru & Smt Abhilasha

Agarwal, Senior Scientist at ISRO, Thiruvananthapuram.

This was followed by Scholarship Distribution worth Rs 3.5 Crores, to meritorious students across various disciplines including B Tech Batch 2020, Paramedical, Nursing, GNM & MBBS-I, II & III Year (Professional) by SRMS Trust. Later, winners of Annual Debate Competition & National-level Story Writing Contest were also facilitated with certificates & cash prizes for their inspiring creativity & critical thinking.

The day concluded with Blood Donation Camp organized by Department of Transfusion Medicine, SRMS IMS at all Trust Institutions, witnessing active participation from students & faculty members. At the end of the majestic event, Aditya Murti extended his gratitude & vote of thanks to everyone.





COFFEE WITH HONORABLE CHAIRMAN SIR



To make great beginnings & for creating lifetime memories ahead at SHRI RAM MURTI SMARAK (SRMS) Institutions, the 1st year students of B Tech, B Pharm, MBA, MCA, M Tech, M Pharm along with 11nd year students (Lateral Entry) of CET & CETR, and President & Secretary of Tyro & Verve Clubs enthusiastically attended the refreshing evening of 'COFFEE WITH

CHAIRMAN SIR', Shri Dev Murti, Chairman SRMS Trust on October 13, 2023 at SRMS Engineering campus. The sole purpose was to make the students' transition from school to college extremely smooth & to infuse in them the vision & mission of SRMS Institutions.

It was a perfect evening, wherein students got an opportunity to interact with Shri Dev Murti Ji , Chairman SRMS Trust & imbibe his teachings & values. During his special address, Shri Dev Murti shared about his past experiences from the time when he himself was a college student & elaborated about human species, who could care for both-self & others. Sharing about his enchanting life tales, he expressed the importance of time, day-dreaming, latest technology, self-esteem & having satisfaction in life. He urged everyone to believe in God & showered blessings to the students.

Initially, the memorable evening commenced with seeking blessings of Maa Saraswati & greeting the dignitaries- Shri Dev Murti, Chairman SRMS Trust; Dr Prabhakar Gupta, Dean Academics CET; Dr LS Maurya, Principal CETR; Dr Anuj Kumar, Director TDP; Dr Arti Gupta, Director Pharmacy; Dr Sovan Mohanty, DSW, CET; Dr Jitendra Singh Yadav, Chief Proctor & other members of Proctorial Board, HODs of various departments & faculty members. The foundation, history

& successful growth of SRMS Trust was conveyed to the audience by Sakshi Goel, Assistant Professor IT. Stuti Saxena, Tyro President delivered her vote of thanks. The fun extravaganza ended with memories brewed in coffee & snacks savoured by everyone.





DEPARTMENTAL UPDATE

MBA 2023 FRESHERS' PARTY

We are thrilled to share the highlights of the unforgettable evening that unfolded at the SRMSCET Freshers' Welcome Party on October 28, 2023. It was an event filled with excitement, talent, and camaraderie. Let's take a journey through the memorable moments of the evening. The event began with a grand inaugural ceremony, graced by the presence of the honorable Shri Aditya Murti sir, Secretary of SRMS Trust. His presence marked the official start of the welcome party, setting up an incredible tone for our journey. A beautiful lamp-lighting ceremony was done by honorable Shri Aditya Murti sir secretary of SRMS Trust, Prof. (Dr) Prabhakar Gupta - Dean Academics, Prof. (Dr.) Anuj Kumar - Director- Training, Development and Placement, Head- MBA & MCA, Prof. (Dr.) D. N. Rao - Director IQAC, Dr. Sovan Mohanty - Dean Student Welfare, Dr. Jitendra Yadav-

Chief Proctor, all HODs, faculty members and staff. This symbolic gesture signified the start of our celebration, illuminating our path forward together. Our talented students took the stage, captivating the audience with mesmerizing dance performances and soulful singing. Their incredible talents added to the vibrancy of the event, making it truly special. Thereafter all the freshers were taken to their respective departments. MBA department hosted a lovely welcome party for the new members of the family. Our beloved seniors contributed to the evening with a heartwarming Ganesh Vandana performance. The heart of the evening was the talent round, where our freshers showcased their remarkable talents in dance, singing, and acting. The stage came alive with their outstanding performances. Seniors made their part by performing amazing performances for the juniors. The event featured a thrilling ramp walk, where freshers walked with confidence and style, adding a fashionable and exciting element to the program. The final round brought a serious yet engaging note, with participants engaging in discussions and answering questions posed by our esteemed judges. It was a testament to their knowledge and presence of mind. Talent deserves recognition, and our outstanding performers received well-

deserved gifts as tokens of appreciation. It was a moment of joy and motivation for all. The evening concluded with a delicious cake presentation, symbolizing the sweetness of the beginning of a new academic journey at SRMSCET. In the end, all the juniors received a token of love from their seniors.



1ST YEAR ORIENTATION 2023

Seven days Orientation Programme for newly admitted students of MBA 1st 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.

The highlights of MBA Orientation Programme were exclusive Guest Lectures & Faculty sessions tailor-made for MBA freshers, while acquainting students comprehensively on University rules & regulations, institute's Vision & Mission, history, facilities, MBA curriculum, Placement & Internship programs, Campus Visit, SRMS Trust website visit, Movie Review - 'Chak De India', participation in Indoor, Outdoor & Business/Management games (Ad Mad Show), overview of Finance Specialization, IB & Operations Specialization, IoT, Thematic Apperception tests, Personality test, Academic programs, Data Analytics, MS Word, MS Power Point, Email Etiquettes, Career Goals & Plans for life, Human Values & Ethics, Environment Protection & Sustainability, Marketing Specialization, Entrepreneurship Skill Development, Soft Skills, Time Management, Academic Ordinance, Business Stats, Career Development in Finance & Banking sector, Design Thinking & ice-breaking. Students were also informed about departmental activities & college festivals like Tech Vyom, Zest etc.

Guest speakers Mohd Shariq Siddique, CEO, Praesidio Pharmaceuticals Pvt Ltd; Saifuddin Khan, Founder & CEO of Global Progressive Solutions & Yogendra Singh, Associate VP, Learning & Development at SBI Life Insurance visited the campus & shed light on 'Career in Marketing & Sales', 'Start-Up Secrets' & 'Insurance Sector' respectively, giving enough exposure to management technocrats.





SRMS **SHRI RAM MURTI SMARAK**
COLLEGE OF ENGINEERING & TECHNOLOGY, BAREILLY

ORIENTATION OF MBA FIRST YEAR

GUEST LECTURE
CAREER IN MARKETING & SALES
"Key Steps to Stand Out in the Market"



MOHD SHARIQ SIDDIQUE
CEO
Prosidlo Pharmaceuticals Pvt Ltd.

DATE: 05 October, 2023 | TIME: 11:20 AM - 12:20 PM

Venue : MBA Seminar Hall

ORGANIZED BY
FACULTY OF MANAGEMENT SCIENCE
SHRI RAM MURTI SMARAK COLLEGE OF ENGINEERING & TECHNOLOGY, BAREILLY

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ORIENTATION OF MBA FIRST YEAR

GUEST LECTURE
START-UP SECRETS
"Easy Way to Entrepreneurship"



SAIFUDDIN KHAN
FOUNDER & CEO
Global Progressive Solutions

DATE: 04 October, 2023 | TIME: 11:20 AM - 12:20 PM

Venue : MBA Seminar Hall

ORGANIZED BY
FACULTY OF MANAGEMENT SCIENCE
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ORIENTATION OF MBA FIRST YEAR

GUEST LECTURE ON
INSURANCE SECTOR : AN OVERVIEW



YOGENDRA SINGH
Associate Vice President
Learning & Development SBI-Life Insurance

DATE: 07 October, 2023 | TIME: 11:20 AM - 12:20 PM

Venue : MBA Seminar Hall

ORGANIZED BY
FACULTY OF MANAGEMENT SCIENCE
SHRI RAM MURTI SMARAK COLLEGE OF ENGINEERING & TECHNOLOGY, BAREILLY

Zero Hour Activity

The Management department at Shri Ram Murti Smarak College of Engineering & Technology (SRMS CET), Bareilly recently conducted a 'Zero-Hour' activity titled 'Business Igniters- Ignite Your Inner Self' for MBA first- & second-year students of Batch 2022-2024 & 2023-2025 respectively. The activity aimed to apply management theories & practices for solving real business problems, while fostering participants' analytical and critical thinking abilities for data-based decision making.

During this engaging activity, students were assigned individual tasks with instructions to finish within a timeframe of 30-40 minutes. Their tasks included choosing a favorite industry or sector,

selecting a product within the chosen industry/sector, creating a company name, designing a logo & formulating a tagline/slogan. Students presented stunning creations, highlighting their exceptional imagination with thoughtfulness of their decision-making. Towards the end, winners were evaluated on the basis of creativity, relevance to the industry/sector & visual appeal, wherein MBA first year students (Batch 2023-25) namely Archie Vashisht grabbed first place while Deeksha Shankadhar & Shekhar Pratap Singh secured second place, and Ujjwal, Amulya Sharma & Ritu Gangwar clinched third prize. On the other hand, MBA second year students (Batch 2022-24) namely Honey Bhatia & Sandhya Pal secured first & second place respectively whereas Kashish Gangwar & Shreya won third prize. The event provided a golden opportunity for students to craft distinctive masterpieces, each intricately linked to their preferred industries.



FACULTY ARENA

PARTICIPATION IN WEBINAR

Dr. Pankaj Agarwal, Associate Professor, Participated in an webinar on How to write a successful compact case, this webinar was organized by Emerald Publishing on 3rd October 2023.



PARTICIPATION IN ONLINE WORKSHOP

Dr. Pankaj Agarwal, Associate Professor, Participated in an online workshop

webinar on Systematic Literature Review using AI tools, organized by Meerashpa Learning Solutions, on 23rd September, 2023.



PARTICIPATION IN ONLINE SEMINAR

Mr Raghvendra Kumar, Assistant Professor attended a five days national conference, 10 to 14th October 2023, conducted by Bala's V.V. Academy chennai. The seminar title was "Five Days National Seminar on Research and Publication Ethics." The seminar covered important topics such as Philosophy and Ethics, Scientific Conduct, Publication Ethics, Open Access Publishing, Publication Misconduct and Databases and Research Metrics. This was conducted in on-line mode on ZOOM Platform.



REVIEWER FOR ELSEVIER SCOPUS INDEXED JOURNAL

Dr. Pankaj Agarwal, Associate Professor, reviewed one research paper for Journal of Retailing and Consumer Services, published by Elsevier and indexed in Scopus.



PAPER PRESENTATION IN CONFERENCE

Dr. Mohd Danish Chishti, Associate Professor has presented a Paper on Functional Illiteracy and Coping Mechanism: A Study on Functionally Illiterate Consumers Decision Making, in the International Conference on Sustainability in Digital

Transformation Era : Driving Innovation & Growth (SIDTE-2023) held on 16th to 17th September 2023.



BOOK CHAPTER CONTRIBUTION

Dr. Mohd.Danish Chisthi, Associate Professor and Dr. Shobhit Kumar, Assistant Professor, FMS have co-authored a book chapter on the topic Psychology of Colours: A Review Study, and published in a book titled Revisiting Management and Business Practices in Dynamic Era published by Kunal Books.

Mr Deepak Batra Assistant Professor, FMS also co-authored and published a book chapter in the same publication, titled Promoting Financial Inclusion in India: A Comparative Study of Pradhan Mantri Jan Dhan Yojana and Swabhiman Yojna.

STUDENT'S ARENA WEBINAR ORGANIZED BY AIC- BIMTECH

Shri Ram Murti Smarak College of Engineering & Technology, Bareilly is a knowledge partner with Atal Incubation Centre-BIMTECH, Greater Noida. On October 25, 2023 students of MBA deptt. attended a masterclass webinar on entrepreneurship organized by AIC-BIMTECH, on the topic "Pitch Deck Creation: A Pictorial Art of Raising Funds."

Key speakers were Mr. Simran Paul Singh, Co-Founder & CEO at Pitch Our Way and Ms. Vanshika Mangla, Co-Founder & Head of Investments at Pitch Our Way. Students learned about how and from where they can raise capital for their startups. Mr. Simran Paul Singh highlighted various Do's to keep in mind while raising funds like, organizational readiness, peer review, timing events & milestones along with Don'ts like over estimation values, rush in raising funds, neglect due diligence. He also shed the light on strategies, which are helpful in raising funds like, creating content, designing the content, understanding pitching and call with confidence.