



Master of Business Administration

Editor

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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

TELECOM BILL 2023: GROUND LAID OUT FOR INDIA TELECOM'S SPACE TAKE-OFF

Once voted into law, the Telecom Bill 2023 will replace three laws—the Indian Telegraph Act of 1885, the Indian Wireless Telegraphy Act, 1933, and the Telegraph Wires (Unlawful Possession) Act, 1950. It will also amend the TRAI Act, 1997, without diluting the regulator's powers.

The Bill has proposed significant changes in the regulatory architecture with a new rules matrix. The clutch of new rules, which kept messaging apps such as Whatsapp and Telegram out of its ambit, has received support from the industry on grounds of offering better clarity of a range of issues.

The Bill seeks to bring in an authorisation system to replace the existing licensing system. Currently, service providers have to procure different licences, permissions, approvals and registrations for different types of services. There are more than 100 such licences or registrations that the department of telecom issues. The Telecom Bill 2023 has proposed to subsume all of these into a simple, easy-to-administer authorisation system that would replace procedural opaqueness, bureaucratic discretion, and overlapping

authorities through a well-defined rules-based system.

Prior authorisation from the central government will be required to: (i) provide telecommunication services, (ii) establish, operate, maintain, or expand telecommunications networks, or (iii) possess radio equipment. Existing licences will continue to be valid for the period of their grant, or for five years, where the period is not specified.

While the telecom spectrum will mostly be auctioned, the Bill proposes a major departure for enabling administrative allocation of radio waves for 'specified' purposes. These include purposes such as: (i) national security and defence, (ii) disaster management, (iii) weather forecasting, (iv) transport, (v) satellite services such as DTH and satellite telephony, and (vi) BSNL, MTNL, and public broadcasting services. The central government may re-purpose or re-assign any frequency range.

This will help quicker rollout of satellite telecom services as companies such as Bharti Group-backed OneWeb, Reliance's Jio Satellite Communications, Elon Musk's Starlink and Amazon's Project Kuiper will not have to go through the auction process. The Bill also enables

administrative allocation of spectrum to other areas such as direct-to-home (DTH), national long-distance calling, maritime, and in-flight connectivity services.

The rationale for this is that auctions may not be the technically and economically most viable and efficient way of allocating spectrum for a variety of functions such as law enforcement or satellites where the same spectrum would be used by multiple entities. The government has drawn a distinction between mobile telephony that rides on terrestrial spectrum and satellite spectrum that is not bound by national geographies. These come under the remit of the International Telecommunications Union (ITU), a UN arm.

The Bill also allows the government to take back spectrum that is unutilised for insufficient reasons and also opens the door for sharing, trading, and leasing of spectrum. Entities will be able to surrender unused spectrum, but will not receive payment from the government for it. Administrative allocation of spectrum for Satcom services will align India with global standards and norms, giving a push to India's fledgling, but promising, space startup ecosystem. The central government may permit sharing,

trading, leasing, and surrender of the spectrum that is unutilised.

The Telecom Bill, 2023 has kept WhatsApp, Telegram and Signal outside its purview. This should assuage fears triggered by an earlier draft that included these as telecom services. It is now clear that the OTT (over-the-top) entities will be regulated by the ministry of electronics and information technology; carriers (telecom companies) will come under the authorities defined by the Telecom Bill, 2023 and content will be under the ambit of information and broadcasting ministry. This draws a distinction between telecom spectrum-controlling entities (telecom companies) and spectrum-using companies such as OTTs and messenger apps.

According to the Bill, messages or a class of messages between two or more persons may be intercepted, monitored, or blocked on certain grounds. Such actions must be necessary or expedient in the interest of public safety or public emergency and must be in the interest of specified grounds which include: (i) security of the state, (ii) prevention of incitement of offences, or (iii) public order. Telecom services may be suspended on similar grounds. The government may take temporary

possession of any telecom infrastructure, network, or services in the occurrence of any public emergency or public safety. An officer authorised by the government may search premises or vehicles for possession of unauthorised telecom networks or equipment. The Universal Service Obligation Fund has been established under the 1885 Act to provide for telecom services in underserved areas. The Bill retains this provision, renames the fund as Digital Bharat Nidhi, and also allows its use for research and development.

(Source: <https://www.moneycontrol.com/news/business/telecom-bill-2023-ground-laid-out-for-india-telecoms-space-take-off-11932231.html>)

COLLEGE UPDATE

CULTURAL EVENT "ZEST 2023"

The two-day cultural event "ZEST 2023" took place on December 1st and 2nd, 2023. It was organized by Shri Ram Murti Smarak (SRMS) Trust Institutions in collaboration with the Tyro Club of SRMS College of Engineering & Technology (CET), Bareilly. The event had the theme "Parakram " and was a great success. The event featured many different activities such as the Battle of Bands, Street Play, Group Dance, Renaissance, Voice of Zest,

Face-Off, Star Night, Alumni Meet, and more.

On DAY-1, the event was inaugurated by Shri Dev Murti, Chairman of SRMS Trust and Chief Patron. He declared the event open and also inaugurated the Fine Arts Gallery & Informal Pandal with the themes "Avengers: The Marvel Universe" and "Disney". Present at the event were Shri Aditya Murti, Trust Secretary and patron, Mrs. Richa Murti, Trustee, Er Subhash Mehra, Trust Advisor, Dr. Prabhakar Gupta, Dean Academics, Dr. LS Maurya, Principal CETR, Air Marshal Dr. MS Butola, Principal IMS, Dr. Aneesh Chandran, Vice Principal, SRMS College of Nursing, Dr. Jaspreet Kaur, Principal IPS, Dr. Anuj Kumar, Director TDP Cell, Dr. Arti Gupta, Director Pharmacy, Dr Jitendra Singh Yadav, Chief Proctor, Dr Sovan Mohanty, DSW, and several others.

The festival's first day was an absolute delight for everyone who attended. The day was filled with a diverse range of engaging events that catered to different interests and skills. Participants had the opportunity to showcase their talent in various activities such as Duet Dance, Rangoli Making, Mime, Guess Me: Actor's Cut, Mehendika, Solo Singing, Treasure Hunt, Mono Act, Best Out of Waste, Solo Dance, Ace of Mandala, Be The Pirates of

Caribbean, Rap Battle, Multi-scene & Zest Got Talent.

The MBA department stood out with its exceptional performance, winning the second prize in Multiscene. The participants who made this possible were Atif Khan, Shreya Singh, Falak Khan, Umang Yadav, Arjun Singh Rajput, Amisha Varshney, Pratishtha, Harshit Sharma, Sparsh Agarwal, Sachin Kumar Shrivastava, Ujjwal Varshney, and Anurag Mishra. Pooja Singh and Shreya Singh also brought home the trophy in the Treasure Hunt. Harshit Sharma mesmerized the audience with his soulful performance in Solo Singing, while Ishika Saxena, Divya Tiwari, Sandhya, and Ankita Gangwar left everyone spellbound with their graceful moves in Solo Dance. Ishika Saxena also participated in the Duet Dance, along with Purna Gupta. The MBA department's theme for the festival was PARAKRAM, which was beautifully reflected in their group dance performance. Overall, the first day of the festival was a huge success, and everyone was eagerly looking forward to the upcoming days.

The second day of the event ZEST was packed with an exciting lineup of diverse activities that kept the audience on their toes. From the captivating Gratis, where

participants created hand-free paintings, to the lively Situational Antakshari and the knowledge-packed KBC: Kaun Banega Champion, Day 2 had something for everyone. The day's events also included Duet Singing, Instrumental, Origami, Stand Up Dialogues, Fictional Sketching, 3D Sculpting, Short Play, Best Dancer, Movie Spoof, and the groovy Star Night. To add an extra layer of fun and frolic, a grand Prize Distribution ceremony was held towards the end of the day, where the deserving winners were felicitated for their outstanding performances.

As the day progressed, the crowd was thoroughly entertained by the Street Play, Voice of Zest, and Group Dance. However, the Star Night was the cherry on the cake, featuring live performances by the Band - 'Rocknaama.' The sparkling stage presence of the band mesmerized the crowd, compelling everyone to shake a leg and enjoy the pulsating beats.



ALUMNI MEET



As an integral part of two-day cultural gala 'ZEST 2023', Shri Ram Murti Smarak (SRMS) Alumni Association of Shri Ram Murti Smarak Engineering Institutions, Bareilly-Lucknow-Unnao, organized an 'ALUMNI MEET' at TDP Cell in its Engineering Campus, Bareilly. Based on the belief 'to meet and depart is the way of life, to depart and meet is the hope of life'. The Alumni reunion was a day filled with excitement, emotions, and nostalgia, as all the alumni came together to relive their college days and connect with their old batch mates & teachers. The meet was attended by over 40 alumni-a mix of those who graduated a few years ago & those who graduated more than two decades ago.

The alumni were given a warm welcome by- Er Subhash Mehra, Trust Advisor; Dr Prabhakar Gupta, Dean Academics, Dr LS Maurya Principal CETR; Dr Anuj Kumar Director TDP cell; Dr Arti Gupta Director Pharmacy; Dr Jitendra Singh Yadav Chief Proctor & several others.

The alumni were also guest speakers as they highlighted several concerns- 'The changing infrastructure & proactive measures taken in', 'Recent times for the welfare of students in the SRMS Trust.' Dr

Anuj Kumar, President Alumni Association shared his college memories, while Professor Dr Amit Kumar Verma, an Alumnus of B Pharm (Batch 2000), took a moment to reminisce about his college days & experiences.

The Alumni Meet was a celebration of the college's legacy & a great opportunity for alumni to catch up & network with the Institution where they had lived Golden days of their life. Later, a vote of thanks was delivered by Dr. L S Maurya and the event ended with enthusiastically group photography.



FIT INDIA WEEK



Shri Ram Murti Smarak College of Engineering & Technology (SRMS CET), Bareilly conducted 'FIT INDIA WEEK' from December 11-15, 2023 at its CET Campus, with an aim to foster a culture of fitness & well-being among students, faculties & staff. The Fit India Week, aligned with Government of India's Fit India Movement Campaign, featured exciting events such as T-10 Cricket Tournament, Fitness Lecture Series, Fitness Pledges, Poster Presentation, Yoga & Health Camp.



organic growth, achieved internally through avenues like product development, and inorganic growth, involving external mechanisms such as mergers and acquisitions. Participants gained insights into the advantages and challenges of each approach, learning from real-world case studies and success stories. The session covered strategic decision-making, addressed the balance between the two growth models, and provided valuable tools to navigate the challenges associated with each. With a focus on future trends and innovations, the master class equipped attendees with the knowledge to make informed decisions and thrive in the ever-evolving startup landscape.

DEPARTMENTAL UPDATE

WEBINAR ON STARTUP ECOSYSTEM

SRMSCET organized a webinar on Startup Ecosystem, in association with Atal Incubation Centre – BIMTECH. Students attended the master class webinar on Organic Vs Inorganic Growth in Startup Ecosystem.

In this master class, Mr Gaurav Goel, Founder and CEO of Toprankers, explored the fundamental distinctions between

ATAL INCUBATION CENTRE - BIMTECH

Session Partner
TOP RANKERS
where career starts

MASTERCLASS SERIES SESSION 9

zoom LIVE Session

Organic vs Inorganic Growth in Startup Ecosystem

December 21, 2023
5:00 PM

f y t i p i g
@aicbimtech

GAURAV GOEL
Founder & CEO at Toprankers

STRATEGIC PRESENTATION

Department of Management Sciences, SRMS CET, Bareilly organized Strategic Presentation for students of MBA. The main focus behind this activity is the holistic development of each and every student. These presentations have a motive to develop presentation communication skills and thought process, the art of critically analyzing the issues and communicating it to audience in an efficient manner.

Scheduled presentations of MBA 3rd semester students were on the topic – Food and Beverage Industry: Sustainable Sourcing and Supply Chain Management: Investigate how companies in this sector are implementing sustainable sourcing practices and enhancing supply chain resilience by Shreya Singh, FinTech and Digital Transformation in Financial Services: Discuss how financial institutions are leveraging FinTech solutions, digital banking, and artificial intelligence to enhance customer experiences, reduce costs, and improve operational efficiency by Chaaya Bora.

Scheduled presentations of MBA 1st semester students were on the topic- Corporate Social Responsibility: Encashing on Goodwill- Amisha Varshney and Transforming India's Retail Industry: Digitalization Is the Key- Arjun Singh Rajput.

These presentations not only enhance various skill set but also enhance knowledge.

PLACEMENT ACTIVITY

PLACEMENT AT FINAGG TECHNOLOGIES PVT. LTD.

The following students have been finally selected by **Finagg Technologies Pvt. Ltd.** through the on campus placement drive.

Name	Course	Batch	Company
Chhaya Bora	MBA	2022-24	Finagg Technologies
Falak Naar	MBA	2022-24	Finagg Technologies
Shreya Singh	MBA	2022-24	Finagg Technologies

SRMS Institutions congratulates them on their remarkable achievement that underscores their exceptional commitment and exemplary efforts.



PLACEMENT AT AISSHPRA GEMS & JEWELS

The following students have been finally selected by **Aissupra Gems & Jewels**, through the on campus placement drive.

Name	Course	Batch	Company
Arun Saxena	MBA	2022-24	Aissupra Gems & Jewels
Harshit Chaurasia	MBA	2022-24	Aissupra Gems & Jewels
Divya Tiwari	MBA	2022-24	Aissupra Gems & Jewels
Prerna Gupta	MBA	2022-24	Aissupra Gems & Jewels
Swati Sharma	MBA	2022-24	Aissupra Gems & Jewels
Mayank Sinha	MBA	2022-24	Aissupra Gems & Jewels
Mohd Atif Khan	MBA	2022-24	Aissupra Gems & Jewels
Neha Sinha	MBA	2022-24	Aissupra Gems & Jewels
Qazi Jameel Ur Rehman	MBA	2022-24	Aissupra Gems & Jewels
Saket Kumar	MBA	2022-24	Aissupra Gems & Jewels
Tarun Tyagi	MBA	2022-24	Aissupra Gems & Jewels
Umang Yadav	MBA	2022-24	Aissupra Gems & Jewels
Sunidhi Malick	MBA	2022-24	Aissupra Gems & Jewels

SRMS Institutions congratulates them on their remarkable achievement that underscores their exceptional commitment and exemplary efforts.



FACULTY ARENA

RESEARCH PAPER PRESENTATION

Dr. Mohd. Danish Chisthi, Associate Professor, FMS Presented a research paper Functional Illiteracy, Market Place Challenges and its association with demographics at International conference organized by Jawaharlal Nehru University and JIMS New Delhi on 8th and 9th December 2023.



RESEARCH PAPER REVIEWER

Dr. Pankaj Agarwal, Associate Professor, MBA department reviewed one research manuscript for journal named Computers in Human Behaviour, Elsevier Journal, Scopus Indexed.



PARTICIPATION IN WEBINAR

Dr. Pankaj Agarwal, Associate Professor, attended a webinar "How to Improve Article Acceptance Rate and Publish Quicker: A Publisher's Perspective" on 4 December 2023 organised by Emerald India in association with Department of Commerce, Delhi School of Economics, Delhi University.



STUDENT'S ARENA

MANAGEMENT CLUB ACTIVITY

On 7th December 2023, Department of Management Science held a departmental activity called "Find the Maze". All students from MBA 1st Semester took part in it. It included 3 sets of couple of puzzles that were to be solved in a particular time period. Such puzzles were given to students as they help in developing problem solving skills and improve reasoning. It was a light, fun activity that served as a break from the monotonous daily schedule. Everyone seemed to enjoy that session a lot and concluded it one extra small puzzle. Overall that activity served as a mood refresher as well as good for the students' mental health.