



SRMS



Master of Business Administration

Editor

Dr. Pankaj Agarwal

Associate Professor

Faculty of Management Science

SRMSCET, Bareilly

Student Coordinators

Ishika Saxena - MBA 2nd Year

Devendra Kr. Singh – MBA 2nd Year

Amisha Varshney – MBA 1st Year

Arjun Singh Rajput – MBA 1st Year

Vertika Saxena – MBA 1st Year

Mohd Farhan Ansari – MBA 1st Year

CONTENTS

Vision and Mission	1-1
Latest Update	2-4
College Update	4-7
Departmental Update	7-9
Faculty Arena	9-10
Student Arena	10-11

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

INDIAN ECONOMY WITHSTOOD GEOPOLITICAL SHOCKS; READY FOR FUTURE CHALLENGES

The Indian economy has withstood all geopolitical shocks in the last couple of years and it will also be able to navigate the uncertainties that lie ahead, RBI Monetary Policy Committee (MPC) member Jayanth R Varma said. Varma further said he expects a benign outcome in 2024 where inflation comes down and growth remains robust. "The Indian economy has withstood all these shocks (Russia-Ukraine war, Israel-Hamas war, rising oil prices, Houthi attacks) in the last couple of years, and I do not believe that the geopolitical situation will be significantly worse in coming months than what we experienced in the recent past," he told PTI in an interview. Moreover, Varma, a professor at the Indian Institute of Management, Ahmedabad, said the continued slowdown in China has led to sharply reduced demand for energy and other commodities, and this too has ameliorated the adverse effects of supply shock. "On the whole, I have a great deal of confidence that India will be able to navigate the uncertainties that lie ahead," he said.

India's economy is projected to grow by 7.3 per cent in the current fiscal, higher

than 7.2 per cent in 2022-23. As per the International Monetary Fund's (IMF) World Economic Outlook, the global growth is estimated to decelerate from 3.5 per cent in 2022 to 3 per cent in 2023 and further to 2.9 per cent in 2024.

The situation around the Bab-el-Mandeb Strait, a crucial shipping route connecting the Red Sea and the Mediterranean Sea to the Indian Ocean, has escalated due to recent attacks by Yemen-based Houthi militants. Due to these attacks, the shippers are taking consignments through the Cape of Good Hope, resulting in delays of almost 14 days and also higher freight and insurance costs. The Red Sea route is also crucial for energy shipments. Also, on his outlook on inflation for 2024, the eminent economist said he expects a benign outcome where inflation trends down and growth remains robust. "I expect inflation to trend downward towards the target (apart from transient food price spikes)," he said. According to him, food price shocks last year have taken the form of transient spikes that have been quickly corrected. Most importantly, these spikes have not led to any disanchoring of inflationary expectations, and, this has prevented a generalization of food price inflation. Noting that globally, the inflation surge was the result of excessively loose pandemic-era monetary policy followed

by multiple supply shocks, he said neither of these factors operate today.

Varma pointed out that the monetary policy is now restrictive, supply shocks have dissipated and prices of energy and commodities have corrected. According to the latest government data, retail inflation rose at the fastest pace in four months in December 2023 at 5.69 per cent, on account of an increase in prices of vegetables, pulses, and spices. The Reserve Bank of India has been tasked by the government to ensure retail inflation remains at 4 per cent with a margin of 2 per cent on either side.

When asked if the government needs to make a more realistic assessment of its medium-term fiscal deficit target, he said India has been on the path of fiscal consolidation in the post COVID period, and this has to be partially offset by the monetary policy to avoid adverse growth outcomes.

(Source: https://www.business-standard.com/economy/news/indian-economy-withstood-geopolitical-shocks-ready-for-future-challenges-124011400539_1.html)

ARTIFICIAL INTELLIGENCE WILL AFFECT ALMOST 40% OF JOBS, IMF KRISTALINA GEORGIEVA SAYS

“In most scenarios, AI will likely worsen overall inequality, a troubling trend that policymakers must proactively address to prevent the technology from further stoking social tensions,” IMF Managing

Director Kristalina Georgieva said in a blog post on the study. Artificial intelligence will affect almost 40% of global jobs, with advanced economies facing greater exposure than emerging markets and low-income countries, according to an International Monetary Fund analysis.

“In most scenarios, AI will likely worsen overall inequality, a troubling trend that policymakers must proactively address to prevent the technology from further stoking social tensions,” IMF Managing Director Kristalina Georgieva said in a blog post on the study.

AI’s income inequality effect will largely depend on how much the technology complements high earners. More productivity from high-income workers and companies would boost capital returns, widening the wealth gap, Georgieva said. Countries should provide “comprehensive social safety nets” and retraining programs for vulnerable workers, she said. While there’s potential for AI to fully replace some jobs, the more likely scenario is that it’ll complement human work, according to the analysis. Advanced economies may have about 60% of jobs affected, more than emerging and low-income countries.

Companies have been throwing cash at the emerging technology, sometimes sparking concern among employees

about the future of their roles. One example is BuzzFeed Inc., which announced plans to use AI to help with content creation and closed its core news department, laying off more than 100 staffers. The European Union reached a tentative deal in December on legislation setting out safeguards on AI, while the US is still weighing its federal regulatory stance.

Source: <https://www.moneycontrol.com/news/world/artificial-intelligence-will-affect-almost-40-of-jobs-imf-kristalina-georgieva-says-12051541.html>

COLLEGE UPDATE

REPUBLIC DAY CELEBRATIONS

Shri Ram Murti Smarak Engineering College observed 75th republic day with unwavering patriotic spirit. National Flag soared high, resonating with melodious tunes of patriotic songs at Shri Ram Murti Smarak College of Engineering & Technology's (SRMS CET) on 75th Republic Day Celebrations that showcased patriotic fervor, spirited celebration & underscored national pride. The event began with paying floral tribute to Mahatma Gandhi & Late Shri Ram Murti ji, followed by flag hoisting by Shri Dev Murti, Chairman SRMS Trust in the presence of Er Subhash Mehra, Trust Advisor; Dr Prabhakar Gupta, Dean Academics; Dr Anuj Kumar, Director TDP Cell; Air Marshal Dr MS Butola, Principal

IMS; Dr Arti Gupta, Director Pharmacy; Professor Dr Jitendra Singh Yadav, Chief Proctor; Dr Sovan Mohanty, DSW and several others. The celebrations continued with national anthem, followed by a student choir exhibiting melodious renditions of patriotic songs.

The R-Day celebration was an incredible opportunity to highlight faculty achievements and fuel the dreams of students by distributing Academic and Entry Level (EET) Scholarships. During the celebrations, Shri Dev Murti commended scholarship holders for academic excellence. Thereafter, Dr Prabhakar Gupta highlighted faculty achievements, including patents, research papers & NPTEL courses, and praised students for improved academic performance compared to the previous year.

The event concluded with prestigious Scholarship Distribution wherein 114 students from B Tech (CS/IT/EC/ME), B Pharm, M Pharm, MCA, M Tech received academic scholarships, paving the way for brighter future, whereas 17 bright minds received Entry Level Scholarship Test (EET) 2023. Later, vote of thanks was delivered by Puja Karakoti, Tyro Secretary, followed by sweets distribution & high tea.



IDEATHON 2023-SCIENCE EXHIBITION

The Institution Innovation's Council (IIC) & TechEdge Cell at Shri Ram Murti Smarak College of Engineering & Technology (SRMS CET), Bareilly jointly organized 'IDEATHON 2023-Science Exhibition' for Class XI-XII students with an aim to boost student's skills & offer a platform to exhibit attractive scientific models. 16 teams from various schools of Bareilly-BBL Public, Sacred Hearts, Islamia Girls Inter College, Handa Public, Little Angels Public & GRM participated with great zeal. The event began with lamp lighting by Dr Prabhakar Gupta, Dean Academics, wherein he motivated students about such creative exhibitions. Er Amit Karmakar, Event Coordinator & Assistant Professor, CS introduced the exhibitions' theme 'Inter-disciplinary issues under empowering tomorrow' & outlined judging criteria & problem statements, paving way for comprehensive evaluation. Soon after, a presentation by Er. Ashish Agarwal, Assistant Professor, CS expanded student's horizons.

In Problem Statement-1, Team Liquid Tree (Handa Public School) & Bio-Industrial Revolution (BBL Public School) clinched first & second prize. In Problem Statement- 2, Biocon (Little Angels Public

School) got first prize. In Problem Statement-3, GRM Dohra stood first. In Problem Statement-4, GRM Dohra II & Team Hydrogen Fuel Cell & Plastic to Fuel by Pyrolysis Process stood first & second. In Problem Statement-5, Sacred Hearts & Team Solar Powered Transport System (BBL school) stood first & second, while Team 3-Islamia Girls Inter College received consolation prize of Rs 1,000. All first & second winners received cash prizes of Rs 3000 & Rs 2000 respectively. During the valedictory session, Er Subhash Mehra, Trust Advisor & Dr Prabhakar Gupta awarded cash prizes to the winners & vote of thanks was proposed by Dr Satya Dev, Assistant Professor (ME).



EMPOWERING INNOVATORS ON NATIONAL START-UP DAY

RAM MURTI SMARAK ENGINEERING COLLEGE HOSTS INSIGHTFUL WORKSHOP ON START-UP FUNDING AWARENESS

On account of National Startup Day and to celebrate the Foundation Day of Startup India- Initiative by Honorable Prime Minister, Shri Narendra Modi, the Institution Innovation's Council (IIC) of Shri Ram Murti Smarak College of Engineering & Technology (SRMS CET), Bareilly recently organized an enriching 'Startup & Funding Awareness Workshop', which was enthusiastically attended by faculty, staff members &

students. The session was delivered by keynote speaker, Ratan Srivastava, one of our B Tech (CSE) Alumnus of Batch 2001, and Founder & CEO, Ksolves India Ltd.

The workshop aimed to enhance awareness about India's startup ecosystem & funding opportunities. The session motivated the audience to choose entrepreneurship as a promising career option. During the insightful session, Ratan Srivastava emphasized upon the importance of setting achievable targets & developing risk-taking abilities to become a successful entrepreneur.

Earlier, Dr Shailesh Saxena, Convener of IIC gave introduction on National Startup Day. Later, Dr Prabhakar Gupta, Dean Academics & President of IIC shed light on government startup initiatives, funding policies & opportunities. He also revealed how SRMS CET ecosystem is actively working to develop & create student entrepreneurs.

However, the workshop not only fostered awareness of India's startup landscape, but also ignited a spirit of innovation among the participants, underscoring the potential for impactful contributions to the nation's thriving startup ecosystem.



DEPARTMENTAL UPDATE

WINTER LIVE PROJECTS

Students of MBA 1st year (Batch 23-25) were assigned winter live projects , whereby students were required to meet personally and interact with industry persons to have an understanding of dynamics of the assigned industry and trace out the five major issues/challenges being faced by

the industry. Students utilized their winter vacation in completion of the winter live projects. Some of the industry assigned were media, entertainment, logistics, manufacturing, insurance, gems and jewellery, banking, agriculture to name a few. Winter live projects helped students in understanding and analysis of the industry.



WORKSHOP ON SOCIAL MEDIA MARKETING

On January 23, 2024, Faculty of Management Science, Shri Ram Murti Smarak College of Engineering and Technology organized an exclusive workshop focused on Social Media Marketing. The event garnered support from the dedicated faculty in-charge, Mr. Deepak Batra, Assistant Professor, FMS.

The workshop comprised a spectrum of engaging activities and discussions. Notable components included a reel-making session, a photography class, creation and management of social media pages with relevant content and use of hashtags. The Photography class, in particular, was a highlight, drawing immense enthusiasm from participants. Dr. Pankaj Agarwal, Associate Professor, Faculty of Management Science and an accomplished photographer, delivered a session on Basics of Photography.

Dr. Agarwal delved into the fundamental elements of photography, discussed about ISO, Aperture, and Shutter Speed. Following the enlightening session, students were encouraged to unleash their creativity, showcasing their own unique perspectives through photography. The college campus transformed into a canvas as students captured beautiful and imaginative

moments through their lenses. Creation and management of social media pages with relevant content and use of hashtags session was delivered by Dr. Saurabh Gupta, Professor, FMS and Mr. Arpit Shukla, Social Media Executive at SRMS group of institutions.

Such workshops play a pivotal role in aligning students with the dynamic demands of evolving technology, ensuring they acquire industry-relevant skills. Beyond the realm of academic pursuits, events like these are invaluable, providing students with opportunities to hone their talents and cultivate hobbies that can significantly contribute to their future career.



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FACULTY ARENA

KEY NOTE SPEAKER IN NATIONAL CONFERENCE

Dr. Pankaj Agarwal, Associate Professor, Delivered a Key Note Speaker session in 9th National Conference on “Innovations in Marketing- Navigating the Emerging

Landscape” organized by RNB Global University, Bikanar on 24th January 2023. He delivered his session on “Omnichannel retailing- deciding the strategy fit”.



RNB GLOBAL UNIVERSITY
Educating Stars For Tomorrow

9th National Conference
On
"Innovations in Marketing: Navigating the
Evolving Landscape"
(IMNEL- 2024)

24TH JANUARY, 2024 ONLINE

Key Note Speaker

Dr. Manish Agarwal Director (Professor) RBMI Group of Institutions, Bareilly	Dr. Saurabh Saxena CEO of NPCL Consulting Group/Varaha Placement Consultancy (Private Limited)	Mr. Ashish Goswami Trainer (Sales) at Star Health	Dr. Pankaj Agarwal Associate Professor at SRMSCET, Bareilly (UP)

CONFERENCE VENUE Seminar Hall, Administrative Block
RNB Global University, Bikanar

IMPORTANT DATES	Last Date for Registration	27th December, 2023
	Last Date for Abstract & Paper Submission	10th January 2024

www.rnbglobal.edu.in

PARTICIPATION IN FDP

Ms. Happy Sinha, Assistant Professor, FMS attended a Faculty Development Programme on “Research Methodology: Techniques, Analysis, and Presentation” January 15 - 21, 2024. Organized by Scrollwell in collaboration with Jagannath International Management School, (JIMS) Vasant Kunj, New Delhi.



STUDENT'S ARENA MANAGEMENT CLUB ACTIVITY

Students of MBA 1st Year (Batch 2023-25) were provided sessions on MS Excel and MS Power Point. Session on MS Excel was organized and delivered by Mr. Deepak Batra, Assistant Professor, Faculty of Management Science. Session on MS Power Point was held by Mr. Raghawendra Kumar, Assistant Professor, Faculty of Management Science and Mr. Gaurav Mathur, Assistant Professor, MCA department. Students were provided hands on experience in the computer lab of the department.

ENTRY LEVEL SCHOLARSHIP

On the occasion of the 75th Republic Day, January 26, 2024 (Friday), Shri Ram Murti Smarak College of Engineering and Technology, Bareilly, orchestrated a Flag Hoisting ceremony in the distinguished presence of Chairman Shri Dev Murti, Dean Academics Dr. Prabhakar Gupta,

DSW Dr. Sovan Mohanty, HOD & Director of Training, Development & Placement Prof. (Dr.) Anuj, alongside Directors from various departments.

The ceremony commenced with the hoisting of the national flag. Subsequently, Dr. Prabhakar Gupta, Dean Academics, provided a comprehensive overview of the noteworthy accomplishments achieved by the college, its esteemed professors, and diligent students in the year 2023.

A significant highlight of the event was the distribution of Shri Ram Murti Smarak Trust Scholarships. In the MBA department, two deserving students, Sandeep Saxena and Kuldeep Gangwar, were honored with Entry Level Test Scholarships, amounting to Rs. 20,000 and Rs. 10,000, respectively. The department expressed optimism that in the future, students would continue to excel, earning academic scholarships as well. This celebration served as a moment of pride, fostering a sense of achievement and commitment within the college community.



MANAGEMENT CLUB ACTIVITY

On 24 th of January 2024, management club of the MBA department organized a PowerPoint Slide Competition “Slide Star Showcase”, providing students with an opportunity to showcase their communication and creative skills. Covering various themes participants delivered very visually pleasing presentations. The event was a success, thanks to the active involvement of all participants. The PowerPoint Slide Competition reflected the commitment of the MBA Department to provide a holistic learning experience that goes beyond traditional academic boundaries.

