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 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 globlization.
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

AI'S CHIP WARS ARE JUST GETTING STARTED

Tech companies are racing to dominate hardware for generative AI, with Nvidia leading the way with its Blackwell superchip. Competitors like AMD, Microsoft, Amazon, Meta, and Google are also in the game, aiming to reduce reliance on traditional chip makers. This shift in hardware focus is crucial as AI processing moves from the cloud to on-device, with companies like Intel, AMD, and Qualcomm integrating AI-specific chips into PCs and smartphones.

As tech companies pursue supremacy in generative artificial intelligence (AI), a related battle is now heating up: the battle to be the hardware leader. Dominating this physical aspect of computing will cement any company as a crucial cog as the world looks to novel and at-scale AI technologies. Tech companies are building chips not just for AI companies to train new generative models on, but also for consumer devices that will run applications and tools built on the same models.

Training AI models needs a lot of processing power. A couple of years ago, Nvidia commenced its gentle pivot from gaming and graphics chips to focus on hardware for AI. Little could many have foreseen then that Nvidia would touch a trillion-dollar valuation and that the H100 AI graphics chip would be in such demand that they would not be able to make them quickly enough, Jensen Huang, CEO of Nvidia, recently said that the new $30,000 successor, the GB200 Grace Blackwell superchip, is an "engine to power this new industrial revolution."

Nvidia's Blackwell is a significant step forward, unlocking power to build, train, and run real-time generative AI on trillion-parameter large language models. Here's an illustration – training a 1.8 trillion parameter model would have required as many as 8,000 previous-gen Hopper GPUs with power consumption of about 15 megawatts — the same task, however, can be achieved with just 2,000 Blackwell GPUs consuming 4 megawatts.

"Generative AI is the defining technology of our time. Working with the most dynamic companies in the world, we will realise the promise of AI for every industry," said Huang, calling for greater AI collaboration while announcing the new chips this week.

The company needed to reinforce that advantage, as competitors are hard at work to build their own AI chips. AMD's MI300 chips, which will be available for

enterprises, start-ups, and cloud service providers this year, add more memory capacity and reduced power consumption to train and run large language models (LLMs). One of the chips, MI300A, will power the El Capitan supercomputer built by Hewlett Packard at the Lawrence Livermore National Laboratory.

Alongside, tech companies envision unique use-cases that would work better with custom chips. Microsoft's Azure Maia 100 and Cobalt 100 chips, Amazon's second-generation Trainium, Meta's MTIA, and Google's contentious Tensor Processing Units are examples of a growing industry-wide momentum to reduce reliance on traditional chip makers, including AMD and Intel, which often face challenges with production inventory and can demand a premium on the price tag.

The industry's hardware pivot draws on successful examples from the consumer space – Apple's M-series silicon for Macs and iPads delivers much better performance and efficiency than Intel's customer-spec chips. Google has reaped rewards with AI integration using their Tensor chips in Pixel phones. Samsung worked with Qualcomm for custom Snapdragon chips for their latest flagship phones.

Microsoft's Azure Maia and Cobalt chips could power much of its cloud services arsenal, including Copilot and Microsoft 365. They presently use chips from Intel, AMD, and Nvidia for cloud and AI. It is a similar template for the likes of Meta too. "MTIA provides greater compute power and efficiency than CPUs, and it is customized for our internal workloads," noted Santosh Janardhan, Meta's VP & Head of Infrastructure, when detailing their chips last year.

A pursuit for collaborative simplification led to the Open Compute Project (OCP), which late last year adopted standardization for the next generation of data formats for training AI models. Part of the OCP are Microsoft, AMD, Nvidia, Intel, Arm, Meta, and Qualcomm. Simplified formats allow AI silicon to execute calculations more efficiently, speeding up model training.

"As an industry, we have a unique opportunity to collaborate and realise the benefits of AI technology, which will enable new use cases. This requires a commitment to standardization for AI training and inference so that developers can focus on innovating," says Ian Bratt, fellow and senior director of Technology at Arm.

For now, Blackwell's customers are lining up, with confirmation that Amazon Web Services, Dell, Google, Meta, Microsoft, OpenAI, Oracle, Tesla, and xAI will be adopting Nvidia's new chip at some point

this year. Though their own silicon efforts continue in parallel.

As incredibly powerful hardware works behind the scenes to train AI models that find a place on our phones and computing devices, wheels are in motion to transition a lot of this AI processing from cloud to 'on-device'. It will need chips powering everyday devices for additional performance requirements. This method is also more attuned to data privacy since AI interactions would not, then, be transmitted online. "The renaissance of the personal computer," as Huang called it when speaking at the HP Amplify conference this month.

Intel's latest PC chips integrate something called a neural processing unit or NPU, alongside a CPU and GPU or graphics processing unit. Its sole task is to compute on-device all AI tasks. For now, PC makers are integrating functionality such as noise cancellation and webcam motion tracking for video calls, but there's a long-term vision for NPU. Generative AI assistants such as Google Gemini and OpenAI's ChatGPT will unlock an option for processing conversations locally. Microsoft's Copilot in Windows is a prime candidate to lead this transition.

AMD is set to respond with the Ryzen 8040 series, expected in new PCs in the next few months. It also integrates an NPU, and AI processing is claimed to be 1.6 times faster than previous chips.

Though Samsung may have been most vocal about 'AI phones' with its latest flagship devices, it is Qualcomm's chips providing the foundation. The company's new Snapdragon 8s Gen 3 and Snapdragon 7+ Gen 3 mobile platforms further extend AI capabilities. The former can handle on-device generative AI up to 10 billion parameters. These platforms can now support LLMs, including Baichuan-7B, Llama 2, Gemini Nano, and Zhipu ChatGLM, a step forward for smartphones.

(source: https://www.hindustantimes.com/india-news/ais-chip-wars-are-just-getting-started-101711133281968.html)

COLLEGE UPDATE
AAMOD CRICKET CUP 2024

Shri Ram Murti Smarak (SRMS) Cricket Stadium at SRMS College of Engineering & Technology (CET), Bareilly witnessed an exciting start to AAMOD CRICKET CUP 2024 organized in association with college's Tyro Club, the Cricket Showdown is happening from March 29 to April 2, 2024.

In the electrifying tournament, teams from various SRMS Trust Institutions

namely SRMS Institute of Medical Sciences (IMS), SRMS Institute of Paramedical Sciences (IPS), SRMS College of Engineering Technology & Research (CETR), SRMS College of Nursing & SRMS CET are competing against each other in a series of matches, symbolizing the epitome of sportsmanship & camaraderie.

DAY-1 saw two thrilling matches-SRMS IPS v/s SRMS IMS Team B & IMS Team A v/s CETR & Nursing. However, in the intense face-off between SRMS IPS v/s SRMS IMS (B), IPS emerged victorious by 6 wickets on a score of 119/4 (15 over) against IMS's 116/5 (20 over), while, in a clash between IMS (A) v/s CETR & NURSING, Team IMS A won by 70 runs on a score of 170/9 (20 over) against CETR's 100/10 (17.3 over).

SRMSCET GETS 128 RANK

We are thrilled to announce that SHRI RAM MURTI SMARAK COLLEGE OF ENGINEERING & TECHNOLOGY (SRMS CET), Bareilly has been crowned the 'Best

College of India-2023' with an outstanding ALL INDIA RANK of 128. This prestigious acknowledgment comes from India Today & MDRA.

This remarkable achievement fills us with immense pride and gratitude. It's a testament to our relentless dedication to excellence in education and innovation.

At SRMS, we are committed to nurturing the next generation of leaders & innovators, and this recognition motivates us to continue raising the bar even higher.

Thank you to everyone who has been a part of this incredible journey. Together, we will continue to soar to greater heights!

GUEST LECTURE ON COMPREHENSIVE MENSTRUAL HYGIENE

In a bid to break taboos & foster awareness, Shri Ram Murti Smarak (SRMS) College of Engineering & Technology (Pharmacy), Bareilly, in collaboration with SRMS Institute of Medical Sciences (IMS), Bareilly, recently organized an enlightening Guest Lecture on 'Comprehensive Menstrual Hygiene,' aligning with International Women's Day

2024 theme 'Invest in Women: Accelerate Progress.'

The event witnessed a knowledge-driven & enriching session delivery by Keynote Speaker, Dr Shehla Jamal, Professor at Rajshree Medical Research Institute (RMRI), Bareilly, who's also a Menstrual Health Specialist Medical Activist.

Organized by Women Cell of SRMS Engineering Campus & targeted for girl students of SRMS CET, CETR & IMS, the session began in the presence of Dr Arti Gupta, Director Pharmacy & Chairperson Women Cell at SRMS CET; Dr Shashi Bala Arya, Professor & Head, Department of Obstetrics & Gynecology at SRMS IMS; Dr Nita Yadav, Academic Coordinator CET & several others.

The insightful talk delved deep into debunking myths surrounding menstruation while emphasizing the importance of maintaining proper menstrual hygiene. From dispelling misconceptions to addressing menstrual health concerns, the session sparked crucial conversations that are essential for every woman's well-being. The guest speaker also highlighted upon problems that develop due to poor hygiene & various sanitation options for effective menstrual health. The response from the attendees was overwhelming. Towards

the end, Dr Shehla engaged in a dynamic conversation with students & faculty members to address their queries & doubts.

Later, Dr Arti Gupta & Dr Shashi Bala Arya presented a memento and certificate of appreciation to Dr Shehla Jamal. This was followed by a vote of thanks delivered by Divyanshi Sharma, second-year M Pharm student.

SESSION ON 'INVEST IN WOMEN: ACCELERATE PROGRESS

The Department of Electronics & Communication Engineering, CSE & IT at Shri Ram Murti Smarak College of Engineering & Technology (SRMS CET), Bareilly in collaboration with Institution Innovation's Council (IIC) observed International Women's Day with a thought-provoking seminar & engaging session on this year's theme 'Invest in Women: Accelerate Progress'.

Women's Day celebration aimed to shed light on the crucial role of women in driving societal, economic, and cultural advancement. The event began with an

enriching talk delivered by Dr Sovan Mohanty, Head of ECE Department based on this year's theme, wherein he spoke on how women can be metaphorically related to our Mother Earth in several ways, drawing on both cultural symbolism & practical considerations. He stressed the need to balance out masculine energy and harness feminine energy, fostering resilience, strength, sustainability & spirituality in society. Following this, Anjali Arora, Assistant Professor, CS Department shared her views on 'Importance of Women along with Men towards the Upliftment of Society'. During the course, several faculty members from Pharmacy, EC & EN department highlighted the importance of women's empowerment in achieving progress and innovation.

The celebration saw active participation of students in discussions that demonstrated their understanding of gender equality & women's rights. Thereafter, appreciation letters were distributed to female faculty members for their academic contributions, and some female students were also felicitated for their achievements. Overall, the event underscored the need for collective action to empower women and create a more equitable & inclusive society, where everyone can thrive regardless of gender.

WORKSHOP FOR SETTING UP SECTION 8 COMPANY AND INCUBATION CENTER

Dr APJ Abdul Kalam University, Lucknow organized an engaging workshop at Shri Ram Murti Smarak College of Engineering & Technology (SRMS CET), Bareilly for Setting up Section 8 Company and Incubation Center in the colleges of and near-by Bareilly affiliated by Dr APJ Abdul Kalam Technical University, Lucknow.

Organized by the Incubation Hub of Dr APJ Abdul Kalam Technical University, Lucknow, the workshop centered around

the theme of Pre-Incubation & Incubation Management, and was delivered by resource persons Ritesh Saxena & Vandana Sharma, Managers at Incubation Hub, AKTU, wherein 50 representatives from about 43 colleges of Bareilly region participated.

The main objective of the workshop was to encourage affiliated institutions to establish Section 8 Company and Incubation Center in their campus by making them aware of the guidelines of the University along with State Government.

At the beginning of the workshop, Dr Prabhakar Gupta, Principal CET introduced the resource persons from AKTU and welcomed them by presenting plant sapling. During the session, Ritesh Saxena & Vandana Sharma shared the efforts being made by the UP government and universities to promote startups and entrepreneurship in the state. They also provided detailed insights into the innovation centers being established by the UP Government, along with the assistance available to them. Participants from several institutions were also encouraged to start incubation centers in their institutes. Towards the end of the workshop, Dr Shailendra Deva, Vice

Principal CET, honored the speakers by giving mementos.

DEPARTMENTAL UPDATE

WEBINAR ON PUBLIC RELATIONS

FMS, SRMSCET in association with Atal incubation center, BIMTECH, Greater Noida participated in Masterclass series session 12 on Shaping Perception, Sparking Success: Unveiling PR's Role in Startup Growth.

This masterclass was designed to empower businesses, especially small and local enterprises, with the essential knowledge and strategies to delve into strategies that harness the power of communication to bolster brand recognition, attract investment, and cultivate credibility. Discover how savvy media engagement can drive growth and differentiation in today's dynamic entrepreneurial landscape with Surabhi Trivedi, founder of Media Maniacs Group

PARTICIPATED IN AMALGAM 3.0, THE GLOBAL ENTREPRENEURSHIP SUMMIT

Faculty and students of MBA department participated in Amalgam 3.0, the Global Entrepreneurship Summit organized by Atal Incubation Center- BIMTECH. This event provided opportunity to ignite innovation, foster collaboration and entrepreneurial spirits. This event saw participation of 11 countries in 12 sessions with 30 esteemed speakers.