PRAYAS
SCMS magazine
प्रयस्

"A student driven INITIATIVE" of the
School of Commerce & Management Studies

PRAYAS- (प्रयस्)

'SCMS Magazine'

A student-driven initiative of the School of Commerce & Management Studies

Prof. Cdr. Himanshu Joshi

Chief Editor

Adjunct Professor, SCMS

Dayananda Sagar University, Bengaluru

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VICE CHANCELLOR'S MESSAGE

Igniting a spark is easy but building it into a flame is a rather difficult choice. Sustaining the flame is yet more challenging. As the effort of publishing PRAYAS gathers steam with the third issue on the tracks, I have no doubt in my mind that as years pass by, this will become one of the most sought-after non-commercial publications with an immense readership. The bar has been raised by the School of Commerce & Management Studies (SCMS) yet again in terms of the quality, width of the literary spectrum, and contributions from amateur authors. Even as some of the young authors of articles refer to sources in the public domain, it is heartening to see the primary objective of the effort being met. That of inculcating the attribute of reading and researching to build opinions and write professional narratives.

The publication has obtained an ISBN code is evidence enough to visualise the direction in which the effort is focussed. One that looks at enabling a wider readership of the journal and professional acceptance of our young and creative manager authors by the industry as they pass out through these great portals. The 'Book Review' section is an improvement in the format and a well thought of addition. It is bound to increase the credibility of and confidence upon the publication.

I notice a change in the student editorial team. The predecessors having passed the baton on to the fresher lot is in its true sense 'planned succession' which ensures continuity of the effort and the very essence of their learning. I wish the outgoing team well and congratulate the new editorial volunteers success in their venture.

Dr. KNB Murthy
Vice Chancellor

DEAN'S MESSAGE

Management education is undergoing a sea change only accelerated by the COVID pandemic. The pandemic told us we must approach life and its many tenets - education, entertainment, life itself, and society with a new paradigm.

The untrammelled greed that many corporates practiced is under scrutiny. People and the planet occupy a part of the narrative along with profits. The life we live that is not sustainable has also become evident.

So how does this impact management education? Over the last century, management education has followed a set template - core courses and functional specialization courses all bound together by a few general management concepts. The common feedback from recruiters is that most freshly minted management graduates need more supervisory skills and leadership and show more initiative in innovating. This lacuna could be traced back to educators' overemphasis on classroom teaching, case analysis and other certifications chosen with little thought. The time has come for more action and experimentation, testing the student's ability to deal with the natural world and linking it back to well-researched concepts and frameworks. Passive learning is passe. There needs to be greater emphasis on proctored self-learning by the student.

Change is all around us, but we remain impressively impervious. The most prominent organizations of the recent past have receded quietly into history, leaving companies like Apple, Microsoft, Meta and Google straddling the work world like a colossus. Technology and the digital economy are indeed upon us, and our students need to understand the digital transformation, the pressures on the planet and society and the need for collaboration in solving problems with innovative solutions.

A critical aspect that young management graduates need to focus on is decision-making. Students must be deliberately exposed to different perspectives to broaden their understanding of an issue or a problem and hence offer better solutions. Problem-Solving and decision-making can be improved by actively seeking information that challenges your beliefs and assumptions. This can be uncomfortable, as it could threaten your identity and worldview, but it's a crucial step in developing a more nuanced and informed perspective.

DEAN'S MESSAGE

Research has found that people who actively seek information that challenges their preconceptions can better update their beliefs in response to new evidence. By actively seeking diverse perspectives and evidence, young people can overcome the limitations of self-serving biases and make more informed decisions which is what managers ought to do.

The MBA program at Dayananda Sagar University, Bengaluru, strives to incorporate new-age interventions to address some of these changing paradigms. Our efforts in assessing students and offering interventions are novel and effective. It also signals that we care about our students. One such initiative is the incorporation of an English learning app for weak students who need help in this area. We have also introduced a comprehensive business simulation to give a student a holistic view of how an organization functions and the interdependencies between various functional departments. The impact of such interventions is brilliant.

As we prepare to welcome our MBA 2023 -2025 students, we are confident that we have created a truly enabling ecosystem at SCMS, Dayananda Sagar University.

Dean SCMS is an Ex Merchant Navy Captain, professor of Leadership, Strategy, & OB, a sought after social media and blogging buff, recognised sportsperson and a keen student of history.

EDITOR'S VISION

In the lives of nations and great institutions, certain events are game-changers. They get etched in history as events that turned things around to mark the commencement of a new era. Take for instance, dedicating the 'Central Vista' to the nation in the capital. It's an event that reflects in the crystal ball, what the future holds for a self-reliant, self-dependent nation. It is seen as the seat of power of a free nation. One, for which the country had to wait 75 years. Thus a few years are insignificant in the lives of great nations.

Likewise, the School of Commerce and Management Studies had to wait a few years for 'Prayas' to take shape. That waiting period is a piece of history that contributed to the germination of a thought. It all started with an 'itch'. Primarily an itch that tickles the mind about what is amiss. What emerged was the absence, on the coffee table, of a piece of literature that a potential visitor awaiting her/his turn to meet the Chancellor or the Dean, to gloss over as they bide their time in wait. One that could serve as a premise for the visitor to cogently conclude that this is 'the' B-School of their imagination. That itch culminated in the launch of PRAYAS almost a year ago.

That we are rolling out the third issue with a sense of pride is enough to consider this student-driven initiative a meaningful one. We have covered the track several leaps over time and are looking at an improved version of Prayas. To align with the academic season, the periodicity of the publication has been frozen to make it a bi-annual one appearing every June and December henceforth. To garner a larger readership, we have chosen to obtain an ISBN code. To help us improve, we have instituted a feedback mechanism and declare that we are open to constructive criticism. Accordingly, readers are being empowered to use editorprayas@dsu.edu.in to tell us how we can better our future efforts with an assurance that your criticism and suggestions shall be taken due cognizance of.

At the base of this initiative and our ethos is the intent that it helps in developing our students into thinking women and men who pride themselves as global citizens. Those citizens, whom everyone should be proud of associating with. The current edition is an improvement over the past. The interview section has an add-on by way of an 'Alumni interview'. There is a new 'Book Review' section and also a 'Placement Profile' section highlighting the strides taken by the institution in delivering promise.

Past readers may notice a new students' editorial team since the maiden editorial group has moved on to their new professions. We wish them luck. And as is the adage 'the show must go on', so it's time to start mustering and reinforcing resources to ensure continuity. Jai Bharat.

Prof. Cdr Himanshu Joshi

The editor is a Indian Navy Veteran, ASW & SAR Helicopter Pilot, Specialist in Naval Logistics & Administration, Specialised assessor of Group Behaviour, Counsellor & a Psychotherapist. As an academic, he is professor of Communication and Learning & Development at SCMS Dayananda Sagar University.

Digital footprint: Someone's watching you.

Ananya Muthana
BBA 2nd Sem

STUDENT CONTRIBUTIONS

Have you ever talked about a movie out loud and it pops up in your search suggestions? Did the jacket you were looking for last night appear as an advertisement on Instagram? Do you also, like many others, get the unnerving and wary feeling that your internet is watching you? This article is about the digital footprint and it shows you how you leave the trail of your travel in the vastness of the world wide web.

"To define a digital footprint distinctly, it refers to the trace that an internet user leaves behind from their online activity".

The fear of leaving a digital footprint has risen in recent times with the realisation of how vulnerable and exposed we are to the outside world, through the internet. So why do we have to be alarmed and scared of our digital footprint? How is it a big deal that it knows what one has searched for, what one shopped for, or what one is talking about? Is it an issue if one is not doing anything ethically or legally wrong? There is a lot more to a digital footprint than ads. Browsing, texting, interactions, likes, apps, and accepting cookies can all gather data about you. Your traces on the internet can potentially put your job and reputation at stake, ruin your relationships, and attract unwanted risks.

The digital footprint on social media has also made an impact on sensitive issues like politics, religion, equality and more. Mere tweets and posts made by influential people have caused an uproar, simply because of their digital traces. Just a google search can bring up information that was supposed to be buried. In a lot of third-world countries, digital footprints can be used by powerful people to silence the voices they do not want to hear.

The solution to overcome this is to just be aware and watchful of one's activity on the internet. It is important to be cautious about the kind of personal data you make public. When not in use, one should delete their social media accounts or details. They should curate the privacy settings of the devices that they use regularly. They should clear the cache of their browsers regularly and set up strong passwords. As the internet is now vital to our everyday lives, its presence is inevitable and difficult to avoid. The presence of the internet, social media, and other technologies are growing, as are the risks associated with them. Fortunately, most of us realise that technology is multi-faceted, and we are learning to adapt to it day by day. There are pros and cons to the internet and the digital footprint, and soon we will find solutions in the future, but until then, it is our responsibility to be cautious and remember that prevention is better than cure.

Swiss Bank

Angolimala. K. Bhende
BBA 1st Year

Swiss Bank is a financial institution that provides banking services in various parts of the world. Established in 1947, the bank has built a strong reputation as a trusted provider of financial services, with a focus on delivering high-quality solutions to its clients. The bank operates in several countries, including Sweden, Norway, Finland, Denmark, and Germany.

Swiss Bank offers a range of services to its customer, including personal banking, corporate banking, investment banking, and wealth management. The bank's personal banking service include checking and saving accounts, credit and debit cards, and loans. The bank's corporate banking services include cash management, trade finance, and project finance.

* **What is black money?**
All money earned by legitimate means in a country/state must be reported to the income regulatory mechanism of the state. These could be the tax authorities or enforcement bodies of the government. In simplest terms, black money can be defined as money that is earned but not declared to the tax/law enforcement and monitoring mechanism of the state. The legitimate means are those which are accepted as normal by the law of the land. For example, betting is accepted in some countries and therefore legal there. Extortion, smuggling or blood money is considered illegal everywhere. Sale/purchase transactions supported by invoices reflecting the transaction value are legal but over/under invoicing make the same illegal, thus earnings arising out of them are illegal. Such money would skirt the banking channels and become black.

In an ideal economy, the government must have a record of every transaction and where such a record does not exist, it gives rise to potential black money. A lot of such unaccounted money goes into the in Swiss Bank Accounts. The word SWISS bank not a single bank. All the banks of Switzerland are known as swizz banks but due to certain specific rules of Switzerland's banks, their banks are famous all over the world.
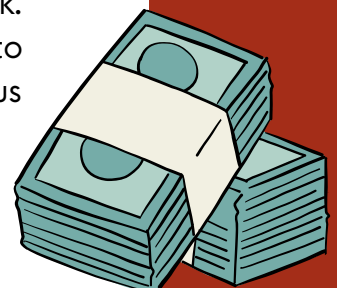
* **Switzerland Law :**

The Great Council on Geneva , in 1713, established regulation that required bankers to keep registers of their clients but prohibited them from sharing the information with anyone expect the client unless the city council agreed with the need to divulge such information . In Switzerland it is a criminal offence on the part of a banker to reveal clients information. After this law announced by the government the capital GENEVA , FRANCE and other EUROPEAN countries powerful people started depositing money in the SWISS BANK and from here starts a culture of silence and secrecy. It become very important for SWISS BANK. After this rule the flow of money from the outside was proved to be very beneficial for the government . after 1934 the SWISS GOVT .again passes a law 'THE BANKING ACT OF 1934'. According to article 47. ARTICLE 47 of the Swiss banking act said that without the customer's consent and in the absence of a criminal complaint, reviling clients details to almost anyone, including the government, could be a crime. A violation could land the person in question in prison for five years. This is a very strict banking law of that time and currently due to this SWIZERLAND become an attractive destination for the rich and powerful people because they Don't have to immense wealth not even to their government. The speciality of the Swiss bank that   it is politically neutral, because SWITZERLAND has no enmity with anyone. The currency of SWITZERLAND, swiss frank is one of the premium currencies of the world.

* **Swiss Bank Secret Vaults :**

SWISS BANK is famous for its numbered accounts that a/c where powerful and rich people put their money. Your privacy is taken care of in this numbered account. Any powerful government in world if the agreement of tax related bank won't share any of your information no matter what. This numbered a/c has a unique code instead of name, no one knows what's going on in these accounts. After opening an account in SWISS bank the customer's privacy is the no.1 priority of the SWISS BANK. No employee of the bank can see your identity, if there is a cybercrime, your name won't come up, the bank statement doesn't contain the name of a/c holder, it has only a number that is the basis of whole account. It is costly to run this number a/c, its annual charges are S300.
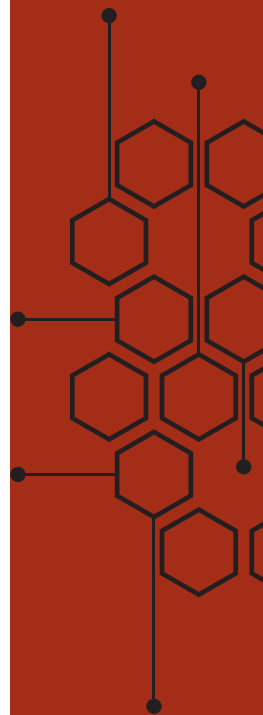
The Importance of Mindfulness in Today's World

Darshan D
BBA 2nd sem

In today's fast-paced world, it can be challenging to stay present and focused on the present moment. We are bombarded with constant distractions, such as social media notifications, work emails, and news updates. This can lead to overwhelming feelings of anxiety, and stress.

One effective way to combat these feelings and improve our overall well-being is through the practice of mindfulness. "Mindfulness is the act of being fully present and aware of our thoughts, feelings, and surroundings, without judgment".

Research has shown that practicing mindfulness can have numerous benefits for our physical and mental health. Here are just a few of the ways mindfulness can help us:

1. Reduces Stress and Anxiety: Mindfulness can help us manage stress and anxiety by allowing us to focus on the present moment and let go of worrying about the future or dwelling on the past.
2. Improves Mental Clarity and Focus: By practicing mindfulness, we can improve our ability to concentrate and focus on tasks, leading to increased productivity and efficiency.
3. Enhances Emotional Regulation: Mindfulness can help us regulate our emotions by allowing us to observe them without judgment and choose how we respond to them.
4. Boosts Overall Well-being: Regular mindfulness practice has been shown to improve our overall sense of well-being, leading to increased happiness and life satisfaction.

So how can we incorporate mindfulness into our daily lives? Here are some simple practices to get started:

1. Mindful Breathing: Take a few deep breaths and focus on the sensation of the air moving in and out of your body. Notice any thoughts or distractions that arise, but don't judge them. Simply acknowledge them and bring your attention back to your breath.

2. Body Scan: Sit or lie down in a comfortable position and focus your attention on different parts of your body, starting at your toes and working your way up to the top of your head. Notice any sensations or feelings in each area without judgment.

3. Mindful Walking: Take a walk outside and focus on the sensation of your feet hitting the ground, the sights and sounds around you, and the feeling of the sun or wind on your skin.

In conclusion, practicing mindfulness can have numerous benefits for our physical and mental health. By incorporating simple mindfulness practices into our daily lives, we can improve our overall well-being and lead a more fulfilling life. So take a few deep breaths, focus on the present moment, and let go of any distractions or worries. Your mind and body will thank you for it
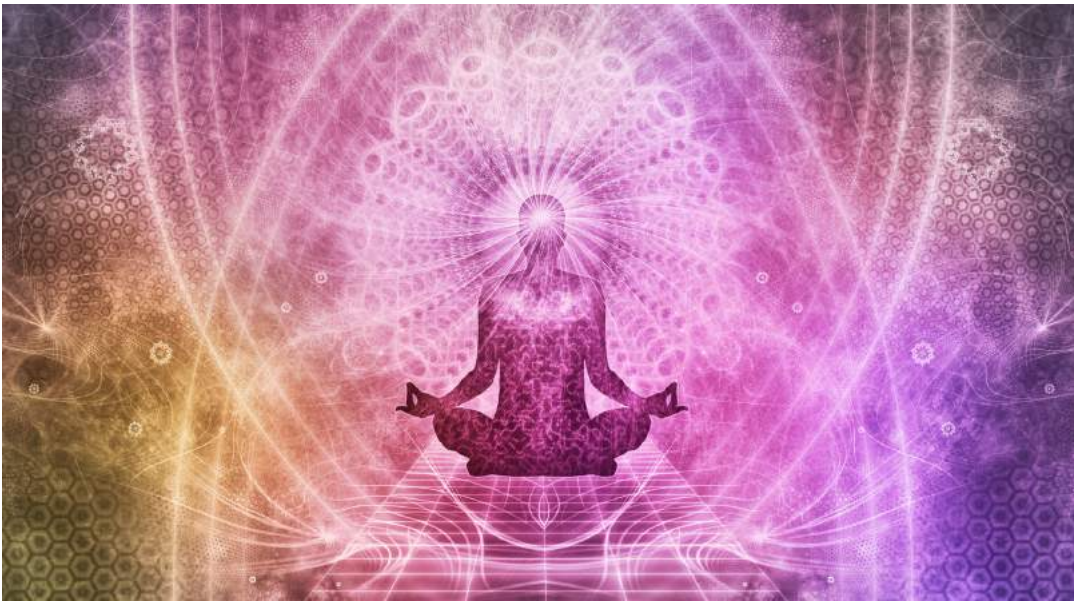
A College Student Life: How unpredictability shapes the adventure of new learnings

Samudra Baiju
BBA Sem-II

College student life is an unpredictable adventure. It is a time of exploration, learning, and self-discovery. This is a phase in life where you are free to discover who you are and whom you want to be. However, this freedom comes with a lot of uncertainty and unpredictability.

One of the most significant adventures of college student life is making new friends. You will meet people from different backgrounds, cultures, and lifestyles. Some of these people will become your lifelong friends, while others will be acquaintances. The unpredictable nature of college life means that you may meet your best friend on your first day of class or during your senior year.

Another unpredictable aspect of college student life is academic performance. You may have been a 'straight-A' student in high school, but college is a different ball game. You may find that the courses are more challenging, and the workload is more substantial. The unpredictability comes in when you realize that you may not get the grades you were expecting. This can be a significant challenge for many students.

College student life is also full of unexpected events. You may attend a party and meet someone who changes your life, or you may join a club and find that you have a passion for something you never thought of before. You may also have to deal with challenges such as homesickness, financial issues, or health problems. These challenges can be difficult to predict and navigate.

Living on your own for the first time is another adventure of college student life. This newfound independence can be exciting and scary at the same time. You will have to manage your finances, cook your meals, and keep up with your laundry. This newfound responsibility can be a challenge, but it can also be an excellent opportunity to learn new skills and become more self-reliant.
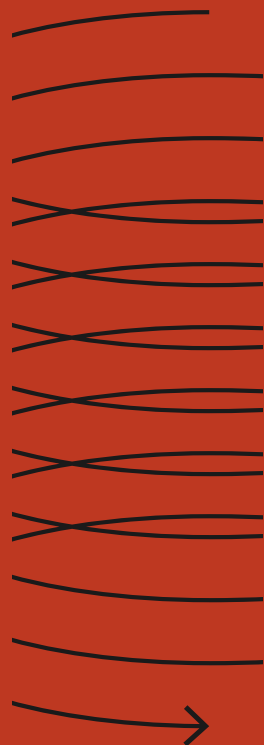
Finally, college student life is full of opportunities to discover your passions and talents. You may find that you are an excellent writer, a talented musician, or a gifted athlete. The unpredictability comes in when you realize that your passions and talents may not be what you expected. You may have come to college with one idea of what you want to do with your life, only to discover that you have a passion for something entirely different.

In conclusion, college student life is an unpredictable adventure. It is full of challenges, opportunities, and unexpected events. The key to navigating this adventure is to be open to new experiences and embrace unpredictability. College is a time to discover who you are and whom you want to be. Embrace the journey, and enjoy the ride.
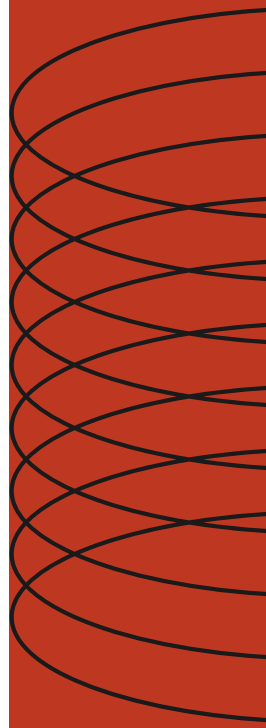
Atal Tunnel

Abhishek
Dodawad
MBA 2022-24

Atal Tunnel, also known as Rohtang Tunnel, is a 9.02 km long highway tunnel situated in the northern Indian state of Himachal Pradesh. It is named after the former Indian Prime Minister Atal Bihari Vajpayee, who initiated the project in 2002 and laid the foundation stone for it. The tunnel was inaugurated by Indian Prime Minister Narendra Modi on 3rd October 2020, and it has been a significant milestone in India's infrastructure development.

The construction of the Atal Tunnel was a challenging project due to the harsh climatic conditions and the mountainous terrain in which it is situated. The tunnel was built at an altitude of over 3,000 meters above sea level, and it connects the Lahaul-Spiti Valley with Manali, providing a year-round connectivity solution to the region. Prior to the construction of the Atal Tunnel, the Rohtang Pass, which lies at an altitude of 3,978 meters, was the only route to Lahaul-Spiti Valley. However, due to heavy snowfall in the winter months, the pass used to remain closed for almost six months every year, thereby isolating the region from the rest of the country.

The Atal Tunnel has been constructed with state-of-the-art technology, and it is one of the world's longest highway tunnels above an altitude of 3,000 meters. The tunnel is built with reinforced concrete, and it has a horseshoe-shaped cross-section. It has a width of 10.5 meters, which is sufficient for two-way traffic, and it can accommodate vehicles of up to 3.5 tons. The tunnel has been equipped with modern safety features, such as fire-fighting equipment, emergency telephone connections, and CCTV cameras.

The construction of the Atal Tunnel has been a significant achievement for India's infrastructure development. The tunnel has not only provided year-round connectivity to Lahaul-Spiti Valley, but it has also reduced the distance between Manali and Keylong, the district headquarters of Lahaul-Spiti, by almost 46 km. The reduction in the distance has not only made travel easier and more convenient for the locals but has also reduced travel time by almost 4-5 hours. Additionally, the tunnel has also improved the socio-economic conditions of the region by promoting tourism and boosting trade and commerce.

The Atal Tunnel has been an engineering marvel, and it has set an example for the construction of similar projects in the future. The construction of such infrastructure projects requires a lot of planning, execution, and dedication. The Atal Tunnel project involved a workforce of over 1,200 people, including engineers, technicians, and laborers, who worked tirelessly for almost a decade to complete the project. Their dedication and hard work have paid off, and today, the Atal Tunnel stands as a testament to their efforts.

In conclusion, the Atal Tunnel is a remarkable achievement for India's infrastructure development, and it has set a new benchmark for the construction of similar projects in the future. The tunnel has not only provided year-round connectivity to Lahaul-Spiti Valley but has also improved the socio-economic conditions of the region. It is a testament to the hard work and dedication of the workforce involved in the project and a shining example of India's engineering prowess.

Importance of Business Analytics for MBA Students

Business Analytics specialists are in great demand today(26% CAGR in India and 15% in the USA). The trend is expected to last long, globally. The fact that analytics is a cutting-edge ability in the hands of leaders in a data-driven, cut-throat corporate environment is the primary reason for this humungous demand. To remain relevant, a candidate must be data savvy, constantly sharpen their saws through rigorous practice, and maintain enthusiasm to upgrade.

What are the trends, recruiter expectations, personality traits and skill sets required in the BA job market? How are academicians responding to this increase in demand in terms of curricula and pedagogy? All of the aforementioned factors have a strong impact on business because they are a new discipline related to growing technology developments.

Data reigns supreme in a dynamic business environment. Businesses are constantly gathering information about their operations, customers, and rivals. Analyzing this data to make well-informed decisions is crucial. This is where business analytics comes into the landscape. It is possible for MBA students to gain a significant competitive advantage in their careers by having a robust understanding of the subject and proficiency in the use of statistical tools. Businesses are looking for professionals who are adept at analyzing data. Adequately qualified MBA students can position themselves across a wide range of career opportunities. The following aspects make a good case for MBA students to pursue this field:

Information-driven independent direction: Numerous business decisions were previously based on intuition or guesswork. Businesses now have access to more data than ever before thanks to the development of powerful analytics tools and big data. Exposure to the field of BA, therefore, makes sense.

Edge over rivals: Companies that are able to make better decisions based on data are more likely to retain a competitive edge. MBA students can provide valuable insights that can facilitate their employers in gaining that competitive edge through their professional abilities in analyzing data.

Mohammed Saif
MBA 2021-23

Understanding customer behavior: When students learn analysis of data about drivers of customer behavior, products or services they prefer, and means of increasing customer engagement, they get armed with skills that businesses may need to better tailor their marketing and sales efforts.

Enhanced Performance: Students of BA can identify areas needing improvement. Deploying data analysis to implement spot changes can save time and money on SCM operations, inventory levels, and production efficiency.

Visualization of Data: Transforming raw data into easy-to-understand visualizations like charts, graphs, and infographics is known as data visualization. MBA students who are able to effectively communicate data insights through compelling visualizations can become professional assets for their employers.

Exploiting/ Exploring data: Exploring large datasets to establish patterns and relationships is known as data mining. Businesses employing MBA students who can demonstrate such capabilities to effectively utilize data mining techniques to uncover insights create Win-Win opportunities for both.

Learning by machine: Machine learning entails training algorithms to learn from data. MBA students who are able to apply machine learning techniques to business issues and have a credible grasp of the subject can offer valuable insights to potential employers.

Like it or not, business analytics is a crucial skill set for MBA students. Possessing demonstrable competence can make a great resume' and prepare such professionals for a wide range of career opportunities. Developing skills in business analytics will undoubtedly be a worthwhile investment in the future, irrespective of the field one chooses.

Referral information sourced from the public domain by the author
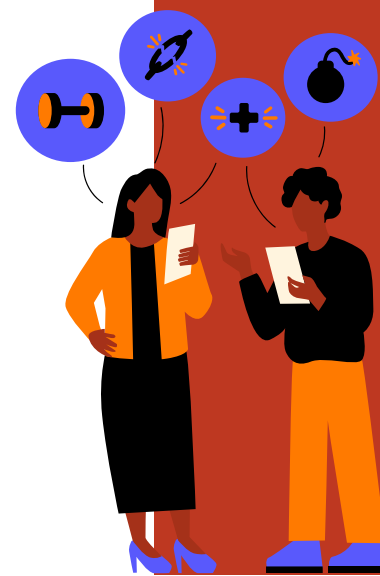
Citizenship Amendment Act (CAA)

Sudeep B M
MBA 2022-24

The Citizenship Amendment Act (CAA) passed by the Indian government in December 2019 continues to be a subject of intense debate and controversy, there are arguments from both sides of the political spectrum regarding its implications for Indian society. An analysis of those in favour and those against is narrated followed by the author's opinion is narrated in the subsequent paragraphs.

The supporters of the CAA argue that the act aims to protect persecuted minorities from Pakistan, Bangladesh & Afghanistan who belong to Hindu, Sikh, Buddhist, Jain, Parsi, and Christian communities. The government has stated that the act intends to provide relief to those who have fled their country of origin due to religious persecution and to ensure that they are not deported. However, the act excluded Muslims. In its defence, the Central govt has stated that Pakistan, Afghanistan, and Bangladesh are Muslim-majority countries therefore Muslims are "unlikely to face religious persecution" there. Moreover, the supporters of the CAA argue that the act does not violate the secular principles of the Indian Constitution.
On the other hand, the opponents of the CAA argue that the act is discriminatory and against the secular fabric of the Indian Constitution. They believe that the act selectively excludes Muslims, who incidentally form a significant second majority in India, and see it as an attempt to marginalise and discriminate against them.

There have been concerns among Indian Muslims that the CAA could be used to target them and render them stateless, particularly when combined with the National Register of Citizens (NRC). The Central Government clarified that there is no question of snatching citizenship of any Muslim born in India. The CAA supporters accused opponents of spreading the falsehood that Muslims would lose their citizenship under CAA and are stoking fear, provoking them, and instigating riots.

 The protests against the CAA have been widespread and have brought people from different walks of life together. A large number of students, academics, civil society groups, and political parties have opposed the act. Even though the protests have been peaceful for the most part, there have been instances of violence from the protesters and consequent police action to restrain them.
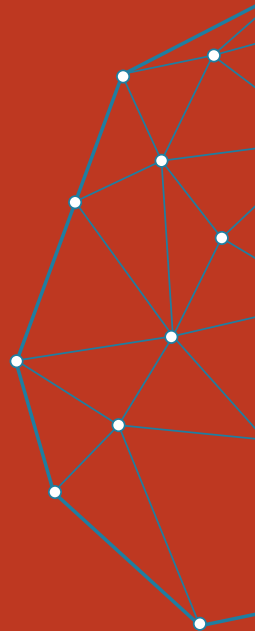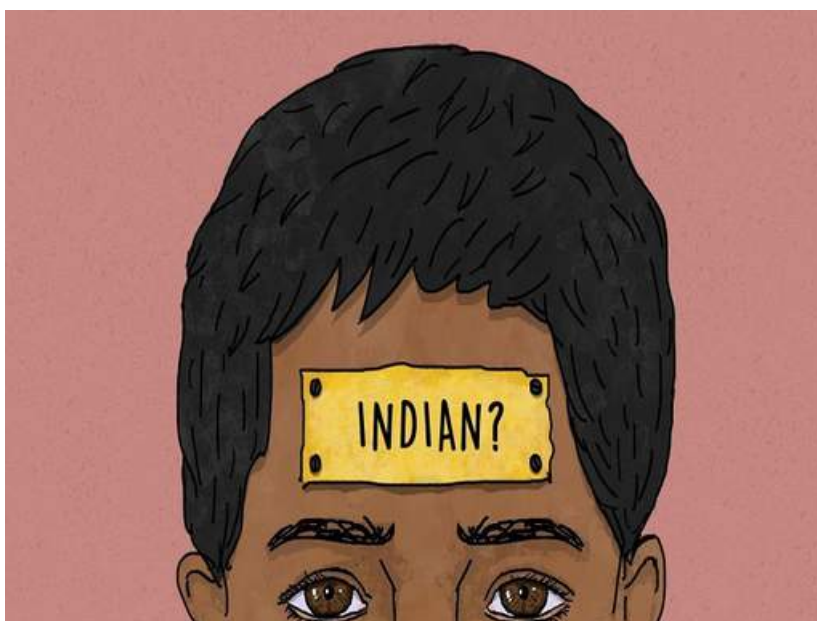
In conclusion, the CAA continues to be a controversial issue in Indian politics, with arguments from both sides. The issue of the CAA and its impact on Indian Muslims is a complex and sensitive one, and the government needs to engage in constructive dialogue with all stakeholders to ensure that the rights and concerns of all citizens are addressed and democracy thrives in India. However, as an opinion, one feels that the objections are mostly motivated due to vested interests. The act does not consider precluding the rights of existing citizens irrespective of their denomination. It aims to grant citizenship to those religious minorities who have no place to go. As far as granting citizenship rights to the rest of the people from these three countries, there is a mechanism already in force where they have to apply and wait for their turn.

The following sources were referred in understanding the subject:

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Child Labour

Bhavana
MBA
2022-2024

Child labour is a term you might have heard about in the news or movies. A "Child" is defined as any person below the age of 14 and the Child Labor (Prohibition &Regulation) Act prohibits employment of a Child in any employment including as domestic help (except helping own family in non-hazardous occupations. It is a cognizable criminal offence to employ a Child for any work. Children between the ages of 14 and 18 are defined as "Adolescents" and the law allows Adolescents to be employed except in the listed hazardous occupation and processes which include mining, inflammable substance and explosives-related work and any other hazardous process as per the Factories Act, 1948

Not every child is lucky enough to enjoy their childhood. Many of them are forced to work under inhuman conditions where they suffer a lot. Even though there are laws banning child labour, still children continue to be exploited as cheap labour.

Unfortunately, the actual number of child labourers in India goes un-detected. Children are forced to work in completely unregulated conditions without adequate food, proper wages, and rest. They are subjected to physical, sexual and emotional abuse.

Mostly, the causes of child labour are poverty, illiteracy, lack of access to quality education, poor access to decent work, limited understanding of child labour norms by potential employers, natural disasters & climate change, conflicts & mass migration, and demand for child labour in industry requiring fragile fingers.

Children as labourers are easy to exploit. They are hired at a lesser wage leading to higher unemployment among adults. Children who work and do not go to school end up in low-paid jobs or even in crime later and so do their children. Thus the vicious cycle of poverty is perpetuated.

Child labour can result in irreparable physical and mental harm. It can lead to slavery and sexual or economic exploitation. And in nearly all cases, it cuts children off from education, and health care, restricting their fundamental rights.

Child Labour is one of the social evils in the nation. The government of India takes various measures to curb the causes of child labour. But to solve the issue of child labour, the major causes of child labour are to be solved. Collective efforts are needed on the part of society and the government to put an end to the practice of child labour. In-fact, every citizen should take a pledge to never employ children as labourers, rather discourage others too from doing so.

We should create awareness amongst people employing child labourers and the parents sending their children to work. We need to provide our children with a happy childhood where they are able to enjoy the best period of their lives with a merry and carefree attitude.
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Child Labour is one of the social evils in the nation. The government of India takes various measures to curb the causes of child labour. But to solve the issue of child labour, the major causes of child labour are to be solved. Collective efforts are needed on the part of society and the government to put an end to the practice of child labour. In-fact, every citizen should take a pledge to never employ children as labourers, rather discourage others too from doing so. We should create awareness amongst people employing child labourers and the parents sending their children to work. We need to provide our children with a happy childhood where they are able to enjoy the best period of their lives with a merry and carefree attitude.

The government should make efforts to increase the incomes of parents by launching various development schemes. Efforts should be made towards poverty eradication combined with educational reforms to provide free or affordable access to quality education. Only by taking comprehensive steps, the Government can hope to eliminate all forms of child labour.
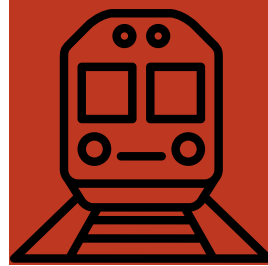
Dedicated Friegth Corridor

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The dedicated freight corridor is a (DFC) is a project that aims to create a high-speed rail network for transporting goods across India. The project was initiated in 2006 by the Indian Government and the first phase of the project was completed in December 2020. The DFC will play a vital role in improving the logistics infrastructure of India reducing transportation costs and increasing the efficiency of goods movement across the country.

A dedicated freight corridor is a specialized railway network designed to transport goods. The railway tracks on the corridor are designed to carry heavy loads and high-speed trains that are dedicated to freight transportation. The DFC consists of two corridors: the Eastern Dedicated Freight Corridor (EDFC) and the Western Dedicated Freight Corridor (WDFC) which cover a total length of 3260km. EDFC runs from Ludhiana in Punjab to Dankuni in west Bengal, (WDFC) runs from Dadri in Uttar Pradesh to JNPT in Mumbai which will decongest railway network by moving 70% of India's goods trains to these two corridors. There are new DFC approved/proposed in the national budget by the Government of India such as East-West Dedicated Freight Corridor, North-South Dedicated Freight Corridor, East Coast Dedicated Freight Corridor and Southern Dedicated Freight Corridor.

Benefits of the dedicated freight corridors:

- Faster transportation: The DFC is designed to carry heavy loads at high speeds the trains running on the corridor can travel at speeds of up to 100km/h which is much faster than the existing railway network. This will reduce the transportation time for goods improving the efficiency of the logistics system.

- Lower transportation cost: The DFC is designed to carry goods more efficiently than the existing railways' network. this will reduce the transportation cost of businesses and increase their profitability

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- Improved Infrastructure: The DFC project involves the construction of new railways and other supporting infrastructure which will overall increase the country's infrastructure.

[1]

Dedicated Freight Corridors
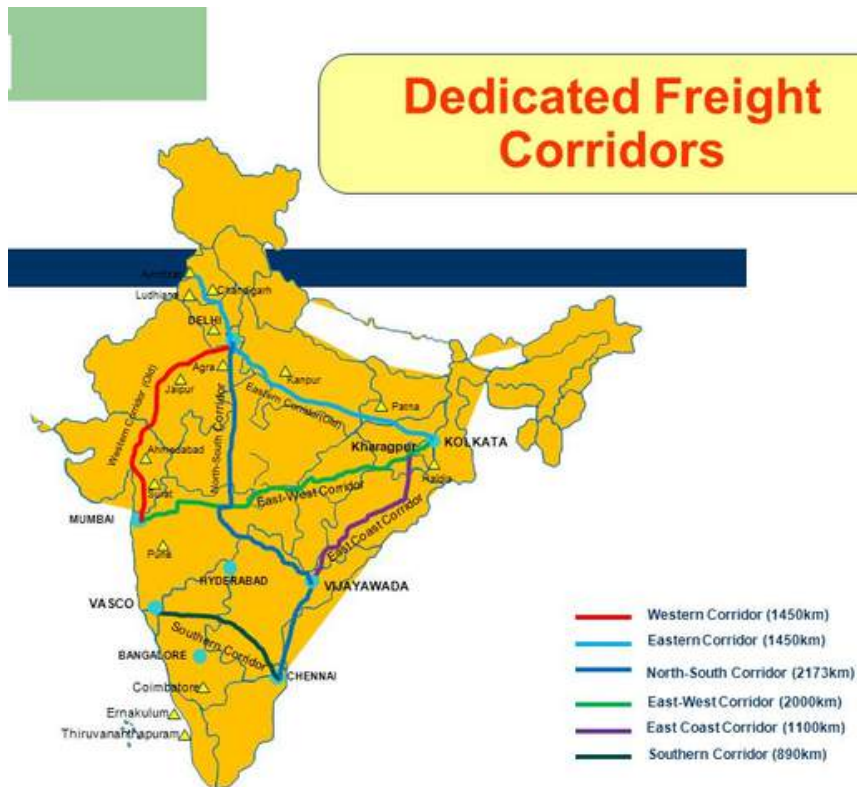
- .Reduces carbon emission: The DFC is expected to reduce carbon emission by replacing road transportation.

Challenges faced by Dedicated Freight corridor:

- Land acquisition: The DFC project involves the acquisition of land from farmers and other landowners. The acquisition process has been slow, leading to delays in the project.

- Financing: The DFC project is a massive undertaking and requires significant investment. The project has faced funding challenges and the Government has had to explore alternative sources of financing.

- Operational challenges: the DFC project involves the construction of new railway tracks and other infrastructure this includes training of personnel and the integration of the new railways with the existing one.

The dedicated freight corridor is a critical project that will improve the infrastructure of India as also reduce transportation costs and improve the efficiency of goods movement. The DFC has the potential to become a major player in the global trade market.
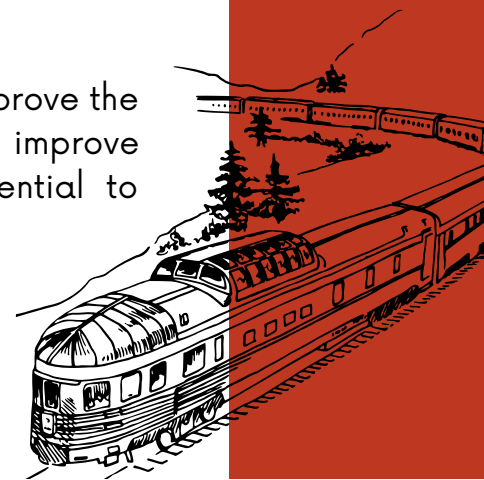
# Diamond Quadrilateral Network Of High-Speed Rail

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The Diamond Quadrilateral is a project of the Indian Railways to establisha high-speed rail network in India. In the Railway Budget 2014-15,it was announced to undertakethe planning of high-speed rail connectivity on the DiamondQuadrilateral network connecting major metrosand growth centresof the country, viz Delhi,Mumbai, Kolkata, and Chennai, like the Golden Quadrilateral highway system. This project is expected to be completed by 2024. According to the actionplan of the Diamond Quadrilateral railway project, China, Japan, and Spain will cooperate on the development of this project.They have also agreed to impart training to Indian railways.

The DQNH will be a 6,000-kilometer-long network of four-lane highways, with an operating speed of 320 km/h The highways will be constructed using state-of-the-art technology and will have multiple lanes, flyovers, and interchanges. The project is estimated to cost around Rs 2 lakh crores. TheDQNH is being built using a public-private partnership model, which means that privatecompanies will investin the project and operatethe highways for a fixed periodbefore transferring them to the government.

Accordingly, the Ministry of Railways has undertaken feasibility studies for some routes namely Delhi-Mumbai, Delhi-Kolkata, Mumbai-Chennai, Mumbai-Nagpur, and Chennai-Bengaluru-Mysuru. However, being highly capitalintensive, the sanctionof any High-Speed Rail Projectdepends on several factors such as technical feasibility, financial viability, and availability of financing options.Till now, Governmenthas sanctioned the Mumbai-Ahmedabad High-Speed Rail (MAHSR) Projectwith technical and financial assistance from the Government of Japan. A Special PurposeVehicle (SPV) namely National High-Speed Rail Corporation Limited (NHSRCL) has been formed to implement this project.

The DQNH is expected to reduce travel time between the four cities, which currently takes over 30 hours by road, to just 12 hours. This will greatly benefit the economy of the country,as it will enable fasterand more efficientmovement of goods and peoplebetween the four cities. It will also reducethe congestion on the existinghighways and roads,leading to a decrease in accidents and fatalities.
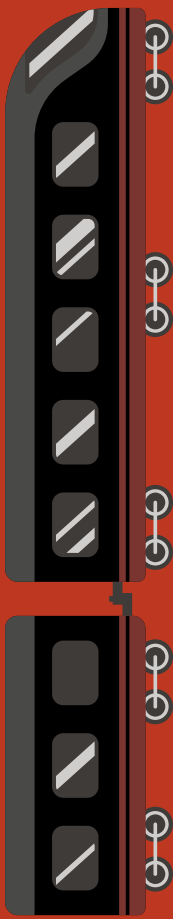
The DQNH will also have a positive impacton the environment, as it will lead to a reductionin carbon emissionsfrom vehicles. This is because the new highways will be built using advancedtechnologies that will ensure a smooth flow of traffic,leading to less idling and hence, fewer emissions.

The project has faced some challenges, such as land acquisition and environmental clearances. However, the governmenthas taken steps to address these challenges and ensure the timely completion of the project.

In conclusion, the Diamond Quadrilateral Network of Highways is an ambitious project that has the potential to transform the way peopleand goods move between the four major cities of India. The projectis expected to have a positive impact on the economy, environment, and overall qualityof life of the people.While there are some challenges, the government is committed to completing the project on time and ensuring that it benefitsall stakeholders.
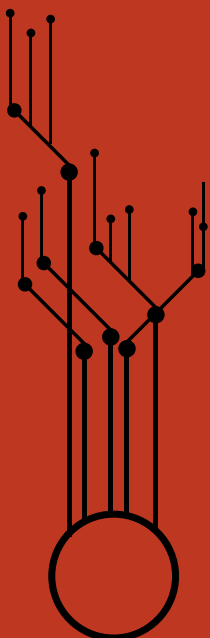
Digital India

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India is a country with a massive population and diverse culture. The Indian government has always strived to improve its citizens' lives, and one of the projects is the "Digital India" initiative.

The Digital India initiative was launched by the Indian government in 2015 with the aim of transforming the country into a digitally empowered society and knowledge economy. The project is the government's flagship program and focuses on three key areas: digital infrastructure, digital services, and digital literacy.

Digital infrastructure refers to the creation of digital highways and networks that provide reliable and affordable internet connectivity to all citizens, especially those in rural areas. Under this initiative, the government has set a target of providing broadband connectivity to all 250,000-gram panchayats (village councils) in the country.

Digital services refer to the delivery of services such as healthcare, education, and banking through digital platforms. The project aims to create a digital ecosystem that enables citizens to access services easily and efficiently. One of the significant achievements of the initiative is the creation of the Aadhaar system, a unique identification system that assigns a 12-digit number to all citizens. This system has made it easier for citizens to access government services and has also helped in eliminating fraud and corruption.

Digital literacy refers to the promotion of digital literacy among citizens, especially in rural areas. The project aims to make citizens digitally literate so that they can take full advantage of the digital services provided by the government. The government has launched several schemes and programs to promote digital literacy, including the Pradhan Mantri Gramin Digital Saksharta Abhiyan (PMGDISHA) scheme, which aims to make one person in every rural household digitally literate.

The Digital India initiative has already achieved significant milestones since its launch. The government has provided broadband connectivity to over 150,000-gram panchayats, and the Aadhaar system has enrolled over 1.2 billion citizens. The initiative has also helped in the development of several digital services, including the National Scholarship Portal and the e-hospital system.

The Digital India initiative has not only improved the lives of citizens but has also helped in creating a more transparent and efficient governance system. The use of digital platforms has reduced corruption and improved accountability. The initiative has also created job opportunities in the IT sector, especially in rural areas.

In conclusion, the Digital India initiative is a significant step towards making India a digitally empowered society. The project has already achieved significant milestones, and with continued efforts, it has the potential to transform the country into a knowledge economy.

Digital Marketing

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Digital Marketing refers to the use of digital channels, platforms, and technologies to promote products or services and engage with customers. As people increasingly rely on the internet and social media for their purchasing decisions, businesses are shifting their marketing strategies to incorporate digital channels. This article will explore the different aspects of digital marketing, its benefits, and the challenges that come with it.

Digital marketing is a vast field that includes a range of strategies, from Search Engine Optimisation (SEO) and Pay-Per-Click (PPC) advertising to social media marketing and content marketing. Each of these strategies targets different stages of the customer's journey, from awareness and consideration to purchase and advocacy.

SEO is the practice of optimising a website's content and structure to rank higher in Search Engine Results Pages (SERPs). By ranking higher, businesses can attract more organic traffic and potentially convert those visitors into customers. PPC advertising, on the other hand, involves paying for advertisement placement on search engines, social media, and other websites. The benefit of PPC is that businesses can target specific demographics and track the effectiveness of their advertisements.

Social media marketing involves creating and sharing content on social media platforms like Facebook, Twitter, and Instagram to engage with customers and promote products or services. Content marketing is the practice of creating valuable, educational, and entertaining content to attract and retain customers. This content can take many forms, such as blog posts, videos, infographics, and podcasts.

One of the significant benefits of digital marketing is its ability to reach a large audience quickly and cost-effectively. Traditional marketing methods, such as television and print advertising, can be costly and reach a limited audience. With digital marketing, businesses can target specific demographics and track their results in real time, allowing for better optimization of campaigns.

Another advantage of digital marketing is its ability to foster engagement and build relationships with customers. By creating valuable and relevant content, businesses can establish themselves as thought leaders in their industry and build trust with their audience. Social media also provides a unique opportunity for businesses to interact with customers, answer questions, and receive feedback.

Despite its many benefits, digital marketing also poses challenges for businesses. One of the most significant challenges is keeping up with the constantly evolving digital landscape. As new platforms and technologies emerge, businesses must adapt their strategies to stay relevant and effective.

Another challenge is the abundance of data available. While data can provide valuable insights into customer behavior and campaign performance, it can also be overwhelming and difficult to analyse. Businesses must have the right tools and expertise to make sense of the data and use it to make informed decisions.

Finally, digital marketing can also be subject to changing regulations and privacy concerns. In recent years, governments and regulatory bodies have become increasingly concerned about data privacy and security. Businesses must be aware of these regulations and take steps to ensure that they comply.

To conclude, digital marketing is a vital component of any modern marketing strategy. By leveraging digital channels and technologies, businesses can reach larger audience, foster engagement, build relationships with customers, and track results in real time. However, digital marketing also poses challenges, such as staying up-to-date with the evolving landscape, making sense of data, and complying with regulations. To succeed in digital marketing, businesses must stay informed, adaptable, and committed to providing value to their customers

E-Commerce

E-commerce refers to the buying and selling of goods or services over the internet. The growth of the internet and advancements in technology have led to the development of e-commerce platforms, which have transformed the way businesses interact with customers. In this article, we will discuss the benefits and challenges of e-commerce, the different types of e-commerce platforms, and the future of e-commerce.

The benefits of e-commerce are numerous, starting with its ability to reach a wider audience. With a website, businesses can reach customers from all over the world, expanding their customer base and increasing revenue. E-commerce also offers convenience to customers who can shop from the comfort of their own homes, making it a popular choice for busy individuals.

In addition to convenience, e-commerce offers customers a personalized shopping experience. With data analytics, businesses can track customer behaviour and preferences and tailor their offerings to individual customers. This leads to higher customer satisfaction and increased loyalty.

E-commerce platforms also offer a range of benefits for businesses. They provide a cost-effective way to sell products, eliminating the need for physical storefronts thus reducing overheads. E-commerce platforms also offer tools to manage inventory, process payments, and track customer behaviour, making it easier for businesses to manage their operations.

There are several types of e-commerce platforms available, each with its own advantages and disadvantages. The most common types of e-commerce platforms are business-to-consumer (B2C), business-to-business (B2B), and consumer-to-consumer (C2C).

B2C e-commerce platforms are designed for businesses that sell products or services directly to consumers. Examples of B2C e-commerce platforms include Amazon and eBay. B2B e-commerce platforms, on the other hand, are designed for businesses that sell products or services to other businesses. Examples of B2B e-commerce platforms include Alibaba and Global Sources. C2C e-commerce platforms are designed for consumers to buy and sell products or services to each other. Examples of C2C e-commerce platforms include Craigslist and Facebook Marketplace.

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While e-commerce offers many benefits, it also poses challenges for businesses. One of the biggest challenges is competition. With so many businesses selling products online, it can be difficult to stand out and attract customers. Businesses must invest in marketing and advertising to differentiate themselves from their competitors.

Another challenge is security. E-commerce platforms must be secure to protect customer data and prevent fraud. This is especially important for businesses that handle sensitive information, such as credit card details.

Finally, e-commerce platforms must also be accessible to all customers, including those with disabilities. This is a legal requirement in many countries and must be taken seriously by businesses.

The future of e-commerce is exciting, with continued growth and advancements in technology. One of the biggest trends in e-commerce is the use of artificial intelligence (AI) and machine learning (ML). AI can be used to personalise the shopping experience for customers, predict customer behaviour, and improve supply chain management.

Another trend is the use of augmented reality (AR) and virtual reality (VR) in e-commerce. AR and VR can be used to provide customers with immersive shopping experiences, allowing them to try on clothes or see how furniture would look in their homes.

E-Commerce has transformed the way businesses interact with customers, offering convenience, personalised experiences, and cost-effective ways to sell products. However, e-commerce also poses challenges, such as competition, security, and accessibility. To succeed in e-commerce, businesses must invest in marketing and advertising, ensure the security of their platforms, and comply with legal requirements. With continued advancements in technology, the future of e-commerce is bright, offering exciting opportunities for businesses to innovate and improve the customer experience.

Environmental Social and Governance (ESG) Framework

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ESG is a framework designed to be embedded into an organization's strategy that considers the needs and ways in which to generate value for all organizational stakeholders (such as employees, customers, suppliers and financiers. People, Processes and Products are considered to be the pillars of ESG.

ESG investors seek to ensure companies they fund are responsible towards Environmental stewardship, good corporate citizens and are led by accountable managers.

Environmental issues may include corporate climate policies, energy use, waste, pollution, natural resource conservation, greenhouse gas emissions ethical treatment of animals and compliance with environmental regulations. ESG considerations can also help evaluate any environmental risks a company might face and how the company is managing those risks.

Social aspects look into the company's relationships with internal and external stakeholders. Socially Responsible Investing (SRI) is an investment strategy where SRI investors seek companies that promote ethically and socially conscious themes that include the operation of ethical supply chains, avoidance of overseas labour that may have questionable workplace safety or employ child labour, supports LGBTQ rights and encourages all forms of diversity and payment of fair wages.

ESG standards ensure a company uses accurate and transparent accounting methods, pursues integrity and diversity in selecting its leadership , embraces the same in the Board of Directors, and is accountable to shareholders.

How is ESG different from CSR?

Corporate Social Responsibility refers to a company's values, policies and practices that address social, economic and environmental issues. It is not externally mandated or regulated by outside bodies. Ideally, they are embedded into corporate culture and drive decisions regarding volunteering, community investment and conducting programs. Whereas, ESG is an external assessment of the organization. It is an umbrella term that refers to criteria used by stakeholders to assess a company's impact on society and enables investors to look not only at a company's traditional financial metrics but also at its ESG rating.

Role of ESG in framing Investment Strategy-

Several financial firms have come out with ESG ratings and scoring systems in recent years. For instance, MSCI came out with a rating scheme covering more than 8500 companies around the world, giving them scores and letter grades based on their compliance with ESG standards and initiatives.

Investors actively select the companies in which to invest by following a defined set of ESG criteria or by the best-in-class method where a high-performing ESG company is chosen for inclusion in an investment portfolio.

Based on the belief that addressing ESG issues will protect and enhance portfolio returns, responsible investment is rapidly becoming a mainstream concern within the institutional industry.

ESG had impressed many consumers as well. 83% of consumers think companies should actively shape ESG best practices and have mentioned that they will discontinue relations with companies that treat employees, communities and the environment poorly.

Today, investors are increasingly eager to align their portfolios with ESG-related companies and fund providers, making it an exciting area of growth that also has several positive effects. ESG might seem expensive and time-consuming, but it is worth it in a long run.

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Forex

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The foreign exchange (Forex) market is where currencies are traded. Currencies are important because they allow us to purchase goods & services locally & across borders. International currencies need to be exchanged to conduct foreign trade & business. For example, if you are living in the USA and want to buy cheese from France, then you or the company from which you buy the cheese must pay the French for the cheese in euros. This means that the US importer would have to exchange the equivalent value of US dollars for Euros.

Exchange control was introduced in India under the Defence of India rules on September 3, 1939, temporarily. The statutory power for exchange control was provided by the Foreign Exchange Regulation Act (FERA) of 1947, which was subsequently replaced by a more comprehensive foreign exchange regulation act, in 1973.
Keeping in view the changing environment, the Foreign Exchange Management Act (FEMA) was enacted in 1999 to replace FERA.

One unique aspect of this international market is that there is no central marketplace for foreign exchange. Rather, currency trading is conducted electronically Over The Counter (OTC) which means that all transactions occur via computer networks among traders around the world, rather than on one centralised exchange. The market is open 24 hours a day, five and a half days a week, and currencies are traded worldwide in the major financial centres of Frankfurt, Hong Kong, London, New York, Paris, Singapore, Sydney, Tokyo & Zurich. This means that when the US trading day ends, the forex market begins anew in Tokyo and Hong Kong. As such the forex market can be active anytime, with quotes changing constantly.

A Brief History of Forex : The forex market has been around for centuries. People have always exchanged or bartered goods and currencies to purchase goods and services. However, the forex market, as we understand it today, is a relatively modern invention.

After the Bretton woods accord began to collapse in 1971, more currencies were allowed to float freely against one another, the values of individual currencies vary based on demand and circulation is monitored by foreign exchange trading services.

There are two distinct features of currencies as an asset class :

(i)You can earn the interest rate differential between two currencies.

(ii)You can profit from changes in the exchange rate

How are Currencies traded? All the currencies are assigned a three-letter code much like a stock's ticker symbol. While there are more than 170 currencies worldwide, the US dollar is involved in a vast majority of forex trading, so it's especially helpful to know its code: USD. The second most popular currency in the forex market is the euro, the currency accepted in 19 countries in the European Union (code: EUR).

All forex trading is expressed as a combination of the two currencies being exchanged. The forex market participants include commercial banks, central banks, and financial institutions (DFIs, NBFCs, etc.), corporate/commercial companies, funds and investment companies, retail forex trades.

Most forex trades aren't made to exchange currencies but rather to speculate about future price movements, much like you would with stock trading. Similar to stock traders, forex traders are attempting to buy currencies whose values they think will increase relative to other currencies or to get rid of currencies whose purchasing power they anticipate will decrease.There are three different ways to trade forex:

- The spot market: this is the primary forex market where those currency pairs are swapped & exchange rates are determined in real-time, based on supply and demand.
- The forward market: instead of executing a trade now, forex traders can also enter into a binding (private) contract with another trader and lock in an exchange rate for an agreed-upon amount of currency on a future date.
- The future market: similarly, traders can opt for a standardised contract to buy or sell a predetermined amount of a currency at aspecific exchange rate at a date in the future, this is done on an exchange rather than privately llike the forward market.

The forward & future markets are primarily used by forex traders who want to speculate or hedge against future price changes in a currency. The exchange rates in these markets are based on what's happening in the spot market, which is the largest of the forex markets and where a majority of forex trades are executed.

Source referred: https://www.investopedia.com/articles/forex/11/why-trade-forex.asp

Green Marketing

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The term Green Marketing came into prominence in the late 1980s and early 1990s and it refers to the process of selling products and / or services based on their environmental benefits. Such products or services may be environmentally friendly or produced and /or packaged in an environment friendly way. The obvious assumption of green marketing is that potential consumers will view a product or service's "greenness" as a benefit and base their buying decision accordingly.

Unfortunately, a majority of people believe that green marketing refers solely to the promotion or advertising of products with environmental characteristics. Terms like Phosphate Free, Recyclable, Refillable, Ozone Friendly, and Environment Friendly are some of the things consumers most often associate with green marketing. While these terms are green marketing claims, in general green marketing is a much broader concept, one that can be applied to consumer goods, industrial goods and even services. For example, around the world there are resorts that are beginning to promote themselves as "ecotourist" facilities. Meaning thereby, facilities that "specialise" in experiencing nature or operating in a fashion that minimises their adverse environmental impact. Thus green marketing incorporates a broad range of activities, including product modification, altering production process, packaging, and even advertising formats.

Green marketing evolved over three phases. First phase was termed as "Ecological" and during this period all marketing activities were concerned with addressing environment problems and offer remedies for them.

Second phase was "Environmental" where the focus shifted on clean technology that involved designing of innovative new products, which take care of pollution and waste issues.
Third phase beginning late 1990s introduced "Sustainability" in green marketing. The term sustainable development meant "meeting the needs of the present without compromising the ability of future generations to meet their own needs."

Consumer Perception is changing in favour of environment friendly products. Consumer Perception means the way the consumers usually view or feel about a certain product or service. It can also be related to expected customer satisfaction from a certain product or service. As a consequence of altered attitudes of the consumers, companies have started to adopt green marketing strategies to appeal to increasing awareness of environment-friendliness. These marketing strategies, named as green marketing, have caused companies to adopt green policies in their pricing, promotion, product features and distribution activities.

There is a rapid growth of awareness among the consumers all over the world regarding the protection of environment in which they live. People do want to bequeath a clean earth and environment to their offspring.The phrase "environmentally friendly" has become a synonym for goods and services, laws, guidelines and policies aimed to cause minimal or no harm on the environment.

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Goods and Services Tax (GST)

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The income generated by the government to the meet required expenditure of the public is called Public revenue. The major sources of public revenues are Tax and Non-Tax revenue.

Tax is the major source of public revenue for the government. Taxation provision is provided by the constitution. Tax is a fee levied by the government on income, goods, services, and business activities to meet public expenditure. The Indian Taxation system is broadly classified into two categories namely Direct and Indirect Taxes. Direct taxes are taxes that are levied on the income or profit and wealth of a person and the tax is paid directly to the government. Examples are Income tax, wealth tax, and corporate tax. Indirect tax is levied on goods and services rather than on income and wealth. The burden of the tax will be borne by the end consumer. Examples are Customs duty, excise duty, VAT etc.

Indirect taxation on goods and services is effected in double taxation as well as multiple duties or taxes on different levels of goods and services. it has resulted in more burden on customers and tax evasion. This led to the introduction of a new tax regime for goods and services. It is named as Goods and Services Tax (GST). India has nomenclatured this as "one nation one tax" regime.

The goods and services tax came into effect on the 1st of July 2017. Goods and service tax is an indirect tax levied on the value of the supply of goods or services or both except taxes on the supply of alcoholic liquor for human consumption. Here supply includes all forms of supply of goods or services such as transfer, barter, exchange, license, rental, lease, or disposal made or agreed to be made for a consideration by a person in the course or furtherance of business. Goods mean any movable property other than money or securities but include things attached to forming part of the land which are agreed to be severed before supply or under a contract of supply. Services in the GST means anything other than money or securities but include activities relating to money like the conversion of cash from one currency to another for which separate consideration is charged.

As India is a federal country where both the center and states have the power to levy and collect taxes. It lead to the creation of a dual model of GST, viz. Central GST (CGST), State GST (SGST) Union Territory GST (UTGST), and Integrated GST (IGST). In an indirect taxation system without registration no one can pay or collect tax from customers, it is the most fundamental requirement for the identification of taxpayers for ensuring tax compliance. Registration legally recognizes a person as a supplier of goods or services and legally authorizes him to collect the tax from the customer. He can also claim the input tax credit paid and utilize the same for payment of taxes due. GST registration is a single PAN-based registration, but if the person has multiple businesses or is in multiple states he needs to register for each business.

The different types of registration in GST are Compulsory registration, Voluntary registration, Composition registration, and Deemed registration.

Goods and Service Tax helped to mitigate the cascading effect of tax. The process of GST is totally online and simple. Earlier VAT, Sales & Services tax each had their own returns and compliances but GST reduced the compliances. This has helped to reduce the cost of collection of government and improve revenue efficiency.

Sir Henry Ford - The Man Who Revolutionised Auto Industry

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Henry Ford is a name that is synonymous with the automobile industry. Born in 1863 in Michigan, Ford was one of the most influential and innovative figures of his time. He is credited with revolutionizing the manufacturing process of cars, making them affordable and accessible to the masses.

Henry Ford grew up on a farm in Michigan and showed an early interest in machines. He spent his teenage years tinkering with watches and steam engines, and by the age of 16, he had built his first steam engine. After completing his education, Ford worked as an engineer at several different companies before starting his own venture.

In 1903, Ford founded the Ford Motor Company with a group of investors. The company's first car, the Model A, was a commercial failure, but Ford was undeterred. He continued to experiment with different designs and production methods until he hit upon the idea of the moving assembly line. This was a revolutionary production method that allowed Ford to produce cars much faster and cheaper than his competitors. The process involved dividing the manufacturing process into small, repetitive tasks, and having each worker specialize in one task. This made the production process more efficient, reducing the time and cost of production.

In 1908, Ford introduced the Model T, which was the first car produced using the moving assembly line. The Model T was a huge success, and it quickly became the most popular car in America. Its affordable price, coupled with its durability and ease of use, made it the perfect car for the average American.

The Model T had a profound impact on American society. Before the Model T, cars were expensive and considered luxury item that only the wealthy could afford. The Model T changed that, making cars accessible to the average American. This led to a boom in car ownership, which in turn led to the construction of new roads and highways.

Henry Ford's impact on the auto industry was immense. He not only revolutionized the manufacturing process but also changed the way people thought about cars. Ford's vision was to make cars affordable and accessible to everyone, and he succeeded in doing just that. His legacy lives on today, as the Ford Motor Company continues to produce cars that are affordable, efficient, and reliable.

In addition to his contributions to the auto industry, Ford was also a philanthropist and a social activist. He believed in paying his workers a fair wage and providing them with good working conditions. He also founded the Ford Foundation, which has donated billions of dollars to various causes over the years.

With regard to the color of the Model T's (1919 - 1925), Henry Ford is quoted for having said that "Any color the customer wants, as long as it's black."

Henry Ford was a visionary who changed the world with his innovations. He was a pioneer in the auto industry, and his impact on American society cannot be overstated. The Model T was not just a car; it was a symbol of progress and a testament to what one person can achieve through hard work, determination, and innovation. Ford's legacy lives on today, as his ideas and innovations continue to shape the world we live in.

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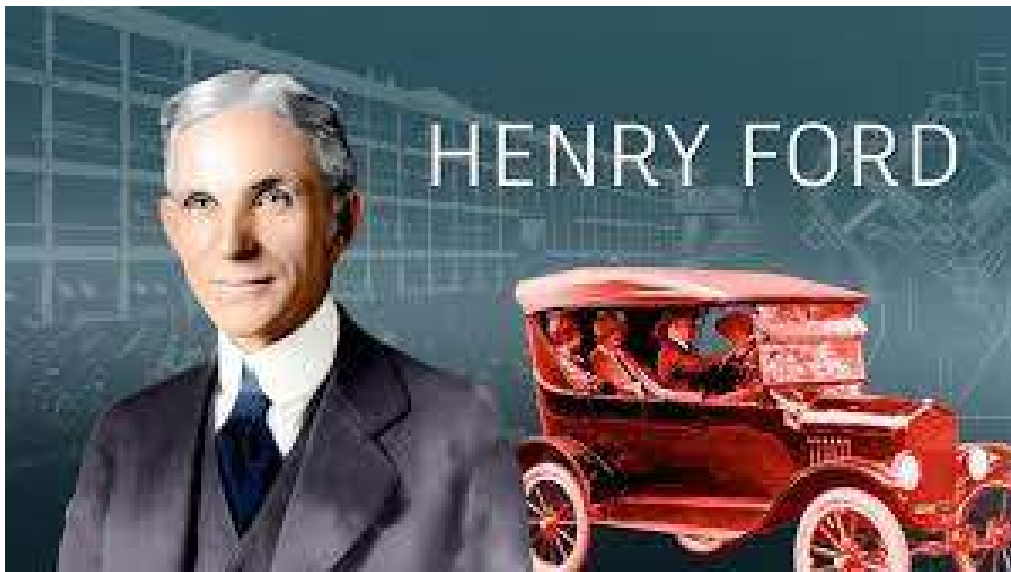
Indian Stock Market

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The Indian stock market has come a long way since its inception in the late 19th century. The Bombay Stock Exchange (BSE) was established in 1875, and the National Stock Exchange (NSE) was established in 1992. Since then, the Indian stock market has become a major player in the global financial market, attracting domestic and foreign investors alike. The evolution of the Indian stock market can be divided into three phases. The first phase, from 1875 to 1947, was characterized by the establishment of regional stock exchanges in Mumbai, Kolkata, and Chennai. During this period, the stock market was dominated by brokers who acted as intermediaries between buyers and sellers.

The second phase, from 1947 to 1991, was marked by government intervention in the stock market. The government established the Securities and Exchange Board of India (SEBI) in 1988 to regulate the stock market. The government also nationalised the major banks and financial institutions, which played a significant role in the stock market.

The third phase, from 1991 to the present, saw significant liberalisation of the Indian economy, including the stock market. This period was marked by the establishment of the National Stock Exchange (NSE) in 1992, which introduced electronic trading and brought transparency to the market. The government also allowed foreign investors to invest in the Indian stock market, leading to increased foreign investment.

The Indian stock market is now the fifth-largest in the world by market capitalisation. The BSE and NSE are the two major stock exchanges in India, with over 5,000 listed companies. The market is dominated by large-cap companies, with the top 10 companies accounting for more than 50% of the market capitalisation.

One of the major challenges facing the Indian stock market is the lack of depth and liquidity. This is because the market is dominated by retail investors, and institutional investors account for only a small portion of the market. This can result in higher volatility and wider bid-ask spreads. The market also lacks diversity, with the majority of the listed companies belonging to a few industries.

Despite these challenges, the Indian stock market has a promising future. The government has introduced several measures to attract foreign investment, such as the introduction of the Foreign Portfolio Investment (FPI) route and the implementation of the Goods & Services Tax (GST). The government has also announced several initiatives to encourage the listing of small and medium-sized enterprises (SMEs) on the stock exchanges.
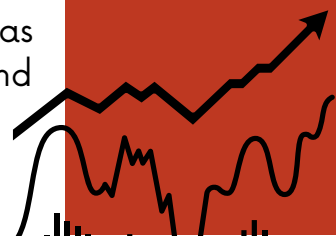
Over the years, the Indian stock market has witnessed significant growth in recent years, and the future prospects look promising. The Indian government's initiatives to improve the ease of doing business, coupled with the growth of the Indian economy, are expected to drive the stock market's growth in the coming years. The introduction of various reforms, including GST and the Insolvency & Bankruptcy Code (IBC), has also contributed to the growth of the Indian stock market.

Additionally, India's young demographic profile and a large talent pool provide a conducive environment for businesses to grow. This is expected to drive the demand for stocks. With India's strong economic fundamentals, the Indian stock market is well poised to attract domestic and foreign investments, which is likely to further boost the market's growth.

The stock market also faces challenges, including political and economic uncertainties, and volatility in global markets. Like any other, the Indian stock market is also vulnerable to external shocks, such as the recent COVID-19 pandemic, which has affected the global economy. However, overall, the future of the Indian stock market looks positive, driven by India's strong economic fundamentals, government initiatives, and a large pool of skilled professionals. Investors need to remain cautious and vigilant in the face of potential challenges and uncertainties which are part of the game.

Lithium

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Lithium is a chemical element with the symbol Li and its atomic number is 3. It is a soft, silvery-white alkali metal. Under standard conditions, it is the least dense metal and the least dense solid element. Like all alkali metals, lithium is highly reactive and flammable and must be stored in a vacuum, inert atmosphere, or inert liquid such as purified kerosene or mineral oil. When cut, it exhibits a metallic lustre, but moist air corrodes it quickly to a dull silvery grey, then black tarnish. It never occurs freely in nature, but only in compounds, such as pegmatitic minerals, which were once the main source of lithium. A pegmatitic texture is one in which the mineral grains are exceptionally large. The largest ones are, by convention, more than about 3 cm long. This texture is found in intrusive rocks. Due to its solubility as an ion, it is present in ocean water and is commonly obtained from brines. Lithium metal is isolated electrolytically from a mixture of lithium chloride and potassium chloride.

The nucleus of the lithium atom verges on instability since the two stable lithium isotopes found in nature have among the lowest binding energies per nucleon of all stable nuclides. Because of its relative nuclear instability, lithium is less common in the solar system than 25 of the first 32 chemical elements even though its nuclei are very light: it is an exception to the trend that heavier nuclei are less common. For related reasons, lithium has important uses in nuclear physics. The transmutation of lithium atoms to helium in 1932 was the first fully man-made nuclear reaction, and lithium deuteride serves as a fusion fuel in staged thermonuclear weapons.

Lithium and its compounds have several industrial applications, including heat-resistant glass and ceramics, lithium grease lubricants, flux additives for iron, steel and aluminium production, lithium metal batteries, and lithium-ion batteries. These uses consume more than three-quarters of lithium production.
Lithium is present in biological systems in trace amounts; its functions are uncertain. Lithium salts have proven to be useful as a mood stabilizer and antidepressants in the treatment of mental illnesses such as bipolar disorder.
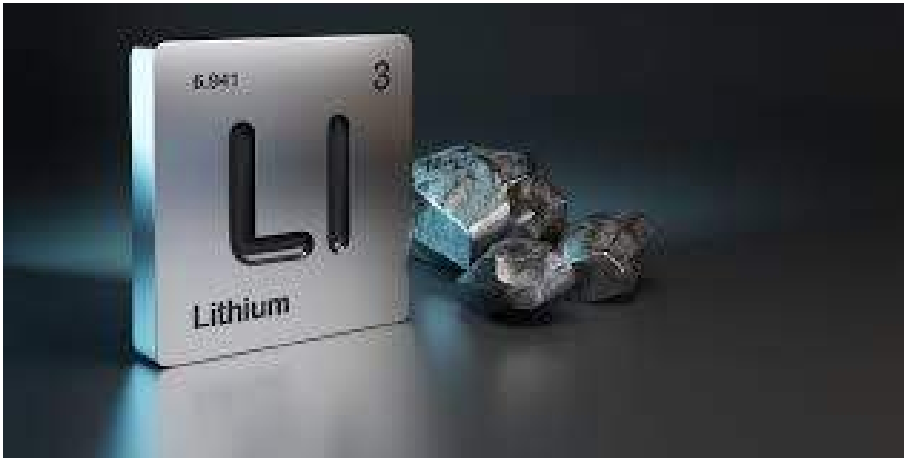
Lithium in India

On Feb. 9, India's government announced a discovery with massive implications for its environment, international relations, and political scene: an untapped 5.9 million-tons stash of lithium reserves located within the region of Jammu and Kashmir. The nonferrous metal has never been more important to global commerce and the climate-change fight, as a key material for the lithium-ion batteries used most often in electric cars and for storing energy from renewable power generators like solar and wind. Now India is preparing to extract and refine the stuff, begin lithium auctions to private actors by this summer, reduce its dependence on mineral imports from other countries, accelerate the development of the country's flagging EV sector, and enjoy a newly opened pathway for India to meet its internal clean-tech and clean-energy goals.

As per experts in the field of battery manufacture, "this will have a huge impact on the cost of batteries and make EVs more affordable for consumers." The managing director of the "alternative fuel" provider green fuel energy solutions stated that "India's plan to increase EV penetration by 30 percent by 2030 relies heavily on lithium," which means the lithium reserves have great potential for "creating jobs" and "generating revenue". It is the "game-changer in the economic development of J&K region and as a consequence, development and self-reliance of the country."

Mumbai Port and its Importance

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Mumbai Port is a natural deep-water harbour in the southern portion of the Ulhas River estuary. The narrower, northern part of the estuary is called Thana Creek. The harbour opens into the Arabian Sea to the south. The historical island of Elephanta is one of the six islands that lie in the harbour. Front Bay is the official name of the harbour, so named because the city started as a tiny settlement facing the harbour. The waterbody behind the original settlement, forming an arc between the former Colaba Island and Bombay Island, up to the Malabar Hill promontory or peninsula, was similarly called Back Bay. Front Bay is home to the Mumbai Port, which lies in the south section of the western edge of the harbour. Jawaharlal Nehru Port and Navi Mumbai lie to the east on the Konkan mainland, and the city of Mumbai lies to the west on Salsette Island. The Gateway of India with its jetty for Elephanta is the most important tourist destination, followed by the INS Vikrant Maritime Museum.

There are six islands in the Mumbai Harbour, also known as Jawahar Dweep, which is used as an oil terminal by the Mumbai Port. It has jetties for tankers and various other infrastructure for offloading crude oil and loading refined petroleum products. The island is restricted to port employees, and not open to the public. Cross Island is a small, uninhabited islet just off the coast of Dockyard Road. Though the remains of old fortifications are visible, the island itself is restricted to the public. Gharapuri Island, also known as Elephanta Island, is the best-known of the islands in Mumbai Harbour. The Elephanta Caves located on the island are a UNESCO World Heritage Site. The group of five larger caves have intricate Hindu religious rock sculptures. Two smaller caves have Buddhist religious sculptures. The carvings date back to between the 5th and 8th centuries. Middle Ground Coastal Battery is a small islet in Thane Creek. It features an antique coastal gun battery of the Indian Navy. The guns salute Indian naval vessels returning from deployments when they enter the harbour. Oyster Rock is a small group of rock outcroppings in the harbour. The area has restricted access since it is used for naval exercises. Salsette Island is the large island on which the cities of Mumbai and Thane are located. It is separated from the Konkan mainland by Vasai Creek and the Ulhas River. Mumbai was originally a distinct island from Thane, but the reclamation of land has long since merged the islands. Powai Lake, Tulsi Lake and Virar Lake are the largest lakes on the island.

Mumbai Port (MbPT) lies midway ($18^0$56.3N $72^0$45.9E) on the western shore of Mumbai Harbour. The port was the pre-eminent commercial port of India in the nineteenth and twentieth centuries. It is known as the gateway of India and has been a primary factor in the emergence of Mumbai as the commercial capital of India. Due to immense population pressures from the Mumbai metropolitan region and the extremely busy maritime trade, the Harbour is now heavily polluted. This includes reports of heavy metals flux found in the creeks adjacent to the harbour with the harbour acting as a sink for most of the pollutants.

Mumbai Port Authority, lying on the west coast of India is gifted with a natural deep-water harbour of about 400 square kilometres protected by the mainland of Konkan on its east and the Island of Mumbai on its west, offers the deep waters in the harbour to provide ample scope for shipping throughout the year.

Overview of Indian Economy

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Planning for the seed to develop in the chaos while persistently building a new economy.

Every economy in the world has its own defining characteristics which organise the money, industry, and trade in that region. The economy of India is the fifth largest in the world, with a nominal GDP of S3.17 trillion and a predicted growth rate of 6.0 to 6.8% in 2023-24.

India is facing some challenges like high unemployment rates, poverty, income inequality, and a relatively low per capita income. The Indian government is promoting innovation, economic growth and development through her 'Make in India', 'Digital India', 'Start-up India' initiatives, and improved education outlay. The story of Jugadu Kamalesh, his triumph over hardship inspired the youth of rural areas to innovate agro-based products with limited resources and ideas is just one example.

Our country is engaged in several summits. India holds the Presidency of the G20 from December 1, 2022, to November 30 2023 and the G20 Summits will be organised in all Indian states and UTs in 2023. Many other global summits like ASEAN and BRICS strengthen India's economic position in global architecture and governance.

The country's economy has undergone significant changes in the past few decades, transitioning from a largely agricultural to a more diversified and industrialised one. Even though agriculture remains central to the Indian economy, employing nearly half of the country's workforce and contributing around 17% to the GDP.

As India shines with 2 Oscars and an impactful presence in the sports arena there are employment opportunities galore that are scaling up in considerable measure. These two put together potentially support good employment opportunities and act as drivers for great economic activity COVID-19 pandemic affected economies globally, but India's response in terms of 'Apada mein Avsar' was a masterstroke. The government introduced Ayushman Bharat-Pradhan Mantri Jan Arogya Yojanas (AB-PMJAY) in addition to several other ongoing projects. The Bharatmala Pariyojana, Narmada Valley Development Project, Chenab River Railway Bridge, Delhi Metro Industrial Corridor, Mumbai Trans Harbour Link, Inland Waterways Development Project, Navi Mumbai International Project, and Zoji-la and Z-Morro Tunnels. The projects are aimed at improving the quality of life for Indian citizens and modernizing India's infrastructure

MSMEs contribute almost 8% of the country's GDP, around 45% of manufacturing production, and about 40% of exports. With this significant contribution, it isn't an exaggeration to call them the 'Backbone of Economic Development'. The Governmental initiatives to boost the manufacturing sector like the Make in India initiative, Industrial Corridor Development Programme, Ease of Doing Business, National Single Window System and PM Gati Shakti National Master Plan steps in the right economic direction.
Free education policy, fresher's job schemes, re-structuring of tax slabs and interest rates for middle-class people are intended to act as economic boosters. India is stepping into a future that will develop the economic environment in a way that will inspire others to emulate. To ensure that the Indian economy can make the most of this opportunity and create a sustainable future, continued focus on long-term economic growth through aforesaid initiatives is necessary. Effective decision-making by strong and committed leadership at the helm is what the economy needs.

Facts About India's Economy

Pillars of Economic Development

Economic development is a process that involves increasing the economic well-being and standard of living of individuals and societies. The pillars of economic development refer to the key factors that contribute to a nation's economic growth and development. These pillars are essential for any country to achieve sustainable economic development and ensure that its citizens benefit from the fruits of economic growth.

Human Capital Development: Human capital is a vital pillar of economic development, as a skilled and knowledgeable workforce is essential for businesses to grow and thrive. Investing in education, training, and skill development is critical to developing human capital. It helps to enhance individuals' abilities, which enables them to be more productive in their jobs, leading to higher levels of economic output. Countries that invest in human capital tend to have higher levels of economic growth and better living standards for their citizens.

Education is the foundation of human capital development. It provides individuals with the skills and knowledge necessary to participate in the labour market effectively. Education systems that focus on skills development, critical thinking, and problem-solving tend to produce individuals who are better equipped to succeed in the workforce. Vocational training, apprenticeships, and on-the-job training are also essential to develop practical skills and help individuals gain real-world experience.

Infrastructure Development: Infrastructure refers to the physical structures and systems that support economic activity, including transportation networks, communication systems, energy, and water supply. A well-developed infrastructure is crucial for economic development, as it provides a foundation for businesses to operate and for goods and services to be produced and traded. Infrastructure development can also help to improve access to markets and reduce transaction costs, making it easier and more cost-effective for businesses to operate

Economic Diversification: Economic diversification is the process of moving away from dependence on a single sector or industry and developing a more diverse economy. A diversified economy is less vulnerable to external shocks and can be more resilient in the face of economic downturns. Diversification can also help to create new industries and opportunities for employment, leading to higher levels of economic growth.

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Countries that are heavily dependent on a single sector, such as oil or agriculture, are particularly vulnerable to external shocks, such as changes in global commodity prices. Diversifying the economy can help to mitigate this risk by developing new sectors, such as manufacturing, technology, or services. Diversification can also lead to the development of new products, increased competitiveness, and higher levels of innovation, all of which can help to drive economic growth

Trade and Investment: Trade and investment are essential for economic development, as they enable countries to access new markets and technologies, and attract foreign investment. Free trade agreements can help to reduce trade barriers and increase exports, which can lead to higher levels of economic growth. Attracting foreign investment can also bring in new capital, technology, and expertise, which can help to stimulate economic development.

Good Governance: Good governance refers to the processes and institutions through which a country is governed. Effective governance is essential for economic development, as it provides a stable and predictable environment for businesses to operate. Good governance also helps to reduce corruption, increase transparency, and ensure the rule of law, which are essential for attracting investment and promoting economic growth.

In conclusion, the pillars of economic development are critical for any country seeking sustainable economic growth and development. Investing in human capital development, infrastructure, economic diversification, trade and investment, and good governance can help to create the conditions necessary for economic growth and ensure that its benefits are shared widely across society. By focusing on these pillars, countries can create a foundation for long-term economic development and improve the well-being of their citizens.
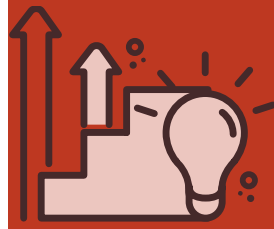
PM Kisan Nidhi Yojana

Akash RY
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Pradhan Mantri Kisan Samman Nidhi is a central government scheme that provides income support to farmers and their families. PMKISAN scheme was first implemented as the Rythu Bandhu scheme by the Government of Telangana where a certain amount was handed directly to eligible farmers. Later, on 01 February 2019, during the 2019 Interim Union Budget of India, Minister Piyush Goyal announced the implementation of this scheme as a nationwide project. Prime Minister Narendra Modi launched the PM-KISAN scheme on 24 February 2019 in Gorakhpur, Uttar Pradesh. Under this scheme, all small and marginal farmers will be provided with income support of Rs.6,000 per year in three installments which will be deposited directly to their bank accounts. The total annual expenditure for this scheme at Rs.75,000 crore was to be financed by the Union Government.

Objectives of PM-KISAN scheme:

1. To provide income support to all eligible land-holding farmers and their families.
2. To supplement the financial needs of the farmers in procuring various inputs to ensure proper crop health
 and appropriate yields, commensurate with the anticipated farm income.
3. The scheme is expected to increase the coverage of PM-KISAN to around 14.5 crore beneficiaries.
4. It aims to cover around 2 crores more farmers with an estimated expenditure of Rs. 87,217.50 crores that will be funded by the Central Government.

Advantages of PM-KISAN Scheme:

1. The direct transfer of funds is one of the biggest advantages of this scheme. On December 25, 2020, in the presence of PM Narendra Modi, Rs.18,000 crores were directly transferred to the bank accounts of 9 crore farmers.
2. All the records related to farmers are registered officially on a digital platform, making the registration and fund transfer easy. Digitalized records have brought about a new start to this welfare scheme.
3. This scheme eases the liquidity constraints of farmers. 4. PM-KISAN yojana is a big step towards the Government's initiatives for modernization of agriculture. 5. There is no discrimination in choosing the PM-KISAN beneficiaries.

PM Kaushal Vikas Yojana (PMKVY)

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MBA 2022- 24

Pradhan Mantri Kaushal Vikas Yojana (PMKVY) is a unique initiative taken by the Government of India. The Yojana was launched under the New National Skill Development and Entrepreneurship Policy 2015 with an aim to offer 24 lakh Indian youth meaningful, industry-relevant and skill-based training. The National Skill Development Corporation (NSDC) will be the implementing agency for PMKVY.

The objective of this scheme was to encourage skill development for youth by providing monetary rewards for the successful completion of approved training programs. Specifically, the scheme was intended to:
·Encourage standardisation in the certification process and initiate a process of creating a registry of skills.
·Enable and mobilise a large number of Indian youth to take up skill training, become employable and earn their livelihood.
·Increase productivity of the existing workforce and align the training and certification to the needs of the country.
·Provide monetary awards for skill certification to boost the employability and productivity of youth by incentivising them for skill training.
·Reward candidates undergoing skill training by authorised institutions at an average monetary reward of Rs-8,000/- per candidate.
·Benefit 24 lakh youth at an approximate total cost of Rs-1,500 crores.

It was felt that only a very small proportion of India's workforce has any formal skill training. Not surprisingly, therefore, several sectors of the country's economy faced a shortage of skilled people and are mired with low productivity levels due to poor quality of the workforce. At the same time, large sections of the country's youth have been looking for economic and livelihood opportunities. In this context, skill development has become a key priority area for the country. This is not only essential for economic development but also would help fulfill the aspirations of the youth for good quality, better-paid jobs and self-employment opportunities. With a large pool of skilled people, and a youthful workforce, India has an opportunity to become a potential skill provider globally, particularly in the greying developed world.

The scheme aims to provide monetary incentives for successful completion of market-driven skill training and certification. The implementation of the scheme is through Public-Private and Public-Public partnerships with NSDC as the implementing agency for this Scheme.

An important feature of this scheme is the recognition of prior learning. Individuals with prior learning experience or skills are assessed and certified under the RPL component of the scheme. Project Implementing Agencies (PIAs) such as Sector Skill Councils (SSCs) or any other agencies designated by MSDE/NSDC are being incentivised to implement RPL projects in any of the three models (RPL Camps, RPL at the employer's premise and RPL centres). To address knowledge gaps, PIAs offer bridge courses to RPL candidates along with training on soft skills, job role-related safety and hygiene practices.

Assessment and training bodies for all purposes of the Scheme are separate and no overlap of roles is allowed to maintain transparency and objectivity. The monetary rewards, funded by the Ministry of Skill Development and Entrepreneurship, Government of India are effected through bank transfers to the beneficiaries' accounts.

The current status of the scheme as updated on 10 Apr 2023 is that there are over 1.42 Crore enrolments, with 1.37plus trained candidates. Of these, over 1.25 crores have been assessed and about 1.10 crore candidates have been awarded certificates.

Information source: https://www.pmkvyofficial.org/home-page

Role of Social Networking on E-commerce

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The information shared in this article is obtained from the public domain and curated for this publication adding my own experience of online activities.

In this article, the focus is on the role of Social Networking in e-commerce. The paper identifies social networking effects on e-commerce in today's mobile workforce. There are references to companies like Apple, Microsoft, Amazon, Google, etc., that have online businesses. The study includes opportunities and threats involved in E-commerce also the changes that occurred in 20 years of E-commerce. Finally, I added my own personal experience with the online activities in which I am involved.

The role of Social Networking on E-commerce

Introduction and Background

E-commerce is a term that refers to electronically mediated financial transactions between two parties, and these commercial interchanges can be between organizations, individuals, or a combination of both. In 1989, the networks forming the backbone of the Internet became accessible to business and commercial users. The liberalisation of Internet networks (originally designed for military, then educational and research use only) to allow commercial transactions led to the rapid and exponential growth of the number of Internet users and commercially orientated websites (Amor, 2009).

During this period, the term e-commerce came into popular usage as a result of the commercialization of computer networks forming the Internet and the growing number of firms that rushed to sell online. Business trading rapidly expanded as commercial organizations across the United States, and then Europe, Asia, and the rest of the world entered into financial exchanges via the Internet. The rate of adoption of e-commerce websites has continued to grow to the present day, and in many nations over 90 percent of firms have websites. Not all websites are e-commerce enabled, however, as more consumers and firms move online; more websites include transactional facilities.

Growth in commercial online trading has given rise to a proliferation of new phrases, acronyms, and terms—for instance, e-commerce, business-to-business e-commerce (B2B); business-to-government e-commerce (B2G); business-to-consumer e-commerce (B2C); consumer-to-consumer e-commerce (C2C). The parties involved in the exchange provide details of the context in which the e-commerce transaction takes place and indicate where it takes place in the supply chain; for instance, B2C transactions are between retail suppliers and the end consumer of the product or service (Arenius, 2005).

Networking, as differentiated from merely community or relationship, also can include a web like structure connecting people with a common interest or goals. Social networks can include group issues (although each member may have individual desires or needs to be served) and a system of shared values—a kind of subculture within greater mainstream culture. For example, bridge night, Bible studies, and bowling alleys were key ingredients in the American social networks in the mid-1970s. People with similar interests and values gathered in homes, churches, or other central locations to participate in the activity that linked them (Autio, 2005).

SARDP-NE: Road Development Programme for NE Region

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The SARDP-NE (Special Accelerated Road Department Programme for North East Region) is a road development programme aimed at improving road infrastructure in the North Eastern state of India. It was launched in September 2005 by the Ministry of Road Transport and Highways, Government of India, with the objective of providing better connectivity to the remote and underdeveloped areas of the region.

The government of India has undertaken a massive road development programme under SARDP-NE Scheme in NE Region. It includes the construction of new roads, widening and strengthening of existing roads, and the development of inter-state (Arunachal Pradesh, Assam, Manipur, Meghalaya, Sikkim, etc) and international connectivity (China, Bangladesh, Myanmar and Bhutan). It aims to improve safety, reduce travel time, and provide the best facility to transport goods and people within the region. The government has given approval for 6418 km of various categories of roads under Phase 'A' and Arunachal Package of SARDP-NE in the entire North East. Phase B covers 3723 km of roads. Arunachal Pradesh Package: The SARDP-NE package is a unique programme designed just for Arunachal Pradesh. It comprises eight road projects in Arunachal Pradesh's border regions, totaling 1243 kilometers. The eight roads covered are the Indo-Myanmar Route, two Inter Basin Routes, a border road towards Bhutan, and four other roads that connect border outposts on the border with China.

The key objectives of the scheme are:

- Upgrade national highways that connect state capitals to 2/4 lane.
- Modernising the national highways that link state capitals.
- Linking North Eastern Region's (NER) district headquarters towns
- Road access in the NE region's disadvantaged and rural communities to promote socio-economic development.
- Enhancing strategically important routes in border regions.
- Enhancing connections to nearby nations

The SARDP-NE is being implemented in phases; Phase 'A' is expected to be completed by 2023-24. Phase B of the programme will follow.

The SARDP-NE programme is a significant step toward the development of the North Eastern region of India. Improved and promote tourism in the region, as well as improved quality of life of the people living there. This has led to increased economic activity, improved access to education, healthcare, and other basic amenities, and greater opportunities for employment and income generation. Apart from SARDP-NE National highways Authority of India is implementing the 672 km of East-West Corridor from Srirampur (Assam/ W. Bengal border) to Silchar in Assam and with paved shoulders from Jowai to Rattecherra (104 km) in Meghalaya under NHDP-III.

In conclusion, while the SARDP-NE program has had a significant impact on the development of the north-eastern region of India, there is still a need for further investment and improvement in road infrastructure. The government needs to address the challenges and concerns associated with the program, particularly in terms of cost-effectiveness, quality control, and environmental impact, to ensure that the benefits of the program are sustained over the long term.

Information Reference: Ministry of Development of North Eastern Region. (Internet /public domain).

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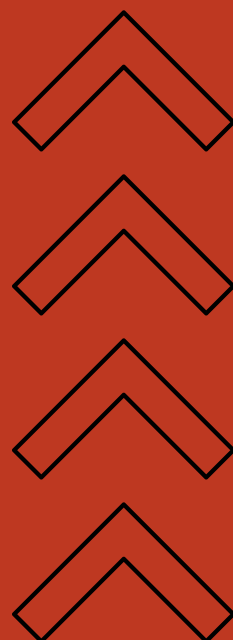
Smart City Project

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The smart city project is a concept that has gained tremendous popularity and attention over the past few years. It involves the implementation of digital technology in urban areas to enhance the quality of life, improve sustainability, and optimize the use of resources. The idea behind a smart city is to create an intelligent infrastructure that facilitates seamless communication between different systems, enabling cities to become more efficient, responsive, and sustainable.

The smart city project is a vast initiative that encompasses various areas such as transportation, energy, security, healthcare, and education. One of the primary objectives of this project is to leverage the power of technology to transform the way that Cities function. For example, in transportation, the smart city aims to provide citizens with reliable, safe, and eco-friendly ways to move around the city. This could involve the implementation of intelligent traffic management systems, autonomous vehicles, and smart public transit options.

Similarly, the smart city project aims to make cities more energy-efficient by using technologies such as smart grids, energy storage, and renewable energy sources. This can help reduce the amount of carbon emissions produced by cities, thereby contributing to a cleaner and healthier environment.

Another crucial aspect of the smart city project is security. With the widespread use of digital devices and interconnected systems, cities are more vulnerable to Cyber Attacks and other security breaches. Smart cities need to have robust cybersecurity measures in place to protect themselves from such threats.

The healthcare sector is one area where the smart city project can have a significant impact. With the aid of technology, cities can adopt a preventive approach to healthcare, which emphasizes early detection and intervention. Smart healthcare systems can also use predictive analytics to identify potential health risks and provide personalized care to patients.
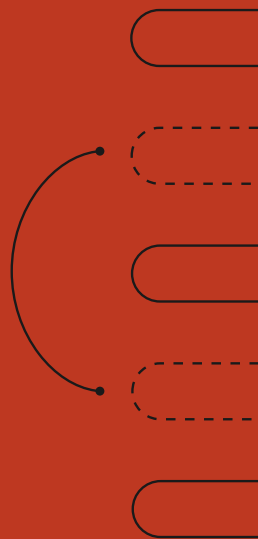
Education of course! is a critical area that can benefit from the smart city project. The integration of technology in classrooms can improve the quality of education, promote digital literacy, and enable students to learn in a more interactive and engaging manner.

One of the most significant advantages of the smart city project is its potential to optimize resource utilization. By leveraging data and analytics, cities can gain insights into the usage patterns of resources such as water, electricity, and waste. This information can then be used to develop strategies for conservation, reduction, and recycling, thereby reducing the strain on natural resources and improving sustainability.

However, the implementation of the smart city project comes with its share of challenges. One of the primary concerns is privacy and data security. The collection, processing, and storage of vast amounts of data raise concerns about how this information is being used and who has access to it. There is a need for robust data protection policies and regulations to ensure that citizens' privacy is not compromised.

Another significant challenge is the high cost of implementing smart city solutions. The deployment of digital technologies and infrastructure requires significant investment, and many cities may not have the necessary resources to fund such initiatives. Public-private partnerships can be a viable option to overcome this challenge, bringing together the government, industry, and academia to collaborate on smart city projects.

In conclusion, the smart city project presents a tremendous opportunity to transform urban areas and make them more liveable, sustainable, and efficient. While there are challenges to overcome, the benefits of adopting such initiatives far outweigh the costs, making the smart city project a vital initiative for the future of our cities. With the right policies, partnerships, and investments, we can create a smarter, safer, and more prosperous world for generations to come.

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Content source Reference: Ministry of Urban Development of Smart City (Internet)

Smart Devices and the current generation

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Surveys show that kids are addicted to their smartphones and other mobile devices. So if it seems teenagers spend a lot of time connected to their screens, that's because they are.

About a quarter of their day to be exact. The documentary movie named 'Screened Out' directed by 'Jon Hyatt' talks about the impact and chilling consequences of constant smartphone screen time. In today's world, the average teen between 13 and 18 spends about nine hours a day consuming media. Kids aged 8 to 12, or tweens, are spending about 6 hours in front of the screen. They are watching shows, playing games, connecting on social media, and listening to music, sometimes simultaneously.

Studies have proven that teens who spend too much of their time with their cell phones are more prone to stress, anxiety and depression. Research has also found that an excess of smartphone exposure may result in an increased risk of mental health problems. Sadly, more teens are starting to get addicted to their phones and other devices. The term 'nomophobia' describes people who can't handle being away from their phones. One study found that 66% of the people in the United Kingdom have some form of nomophobia.

The research team from Korea University in Seoul, South Korea recently published a study that found that being addicted to smartphones creates a chemical imbalance in the brain linked to depression and anxiety in young people.

About 20 teens treated for smartphone on internet addiction, half boys and half of the girls with an average age of 15, were recruited to participate in the study. First, researchers evaluated the seriousness of the teens' addiction by looking at their productivity, feelings, social life, and daily routines. They noted that teens addicted to their phones had higher rates of anxiety, depression, impulse control problems and sleep disorders than other teens of their age.

Yes! Smartphones are a revolution in this world. Phones, nowadays have become an essential part of people's lives and nobody can think of being away from them. There's a tremendous feeling of loss in the absence of one. Most parents nowadays think of bringing a cell phone as a gift for their children's birthday. From the parents' point of view, they may be wanting the kids explore new things which helps learning. But unfortunately, most of the teenagers are using their mobiles in ways that may be 'counter-learning'.

Technology has been expeditiously changing over previous generations. There is a considerable shift in attitudes of those born between 1946-1964 , classified as 'Baby Boomers' and from 1995-2012 , categorized as 'Generation Z'. This attitudinal shift is also evident on how the youth have become connected to their devices and lost the real connections.

Start-Up India

Gangamma
MBA 2022-24

Startup India Campaign is based on an action plan aimed at promoting bank financing for start-u12p ventures to boost entrepreneurship and encourage start-ups with job creation. The campaign was first announced by our Prime Minister Shri. Narendra Modi on 15th August 2015. It is focused on restricting the role of states in the policy domain and getting rid of "Licence Raj" and hindrances like Land permissions, foreign investment proposals and environmental clearances. It was organised by the Department of Industrial Policy and Promotion. The Government has already launched PMMY, the MUDRA Bank, a new institution set up for development and refinancing activities relating to micro units with a refinance fund of Rs. 200 billion.

   A startup as an entity is a private, partnership (LLP) firm that is headquartered in India which was opened less than five years. ago and has an annual turnover of less than Rs. 25 crores. To be eligible for consideration as a startup, the entity should not be formed by splitting up or reconstruction and it's turnover should not have crossed Rs. 25 crores during its existence.

Key Advantages

·Single window clearance and just by using a mobile application
·10,000 crores fund
·80% reduction in the patent registration fee
·Friendly Bankruptcy code to ensure a 90-day exit window.
·Freedom from mystifying inspections for 3 years.
·Eliminating red tape.
·Self-certification compliance
·Innovation hub under Atal Innovation Mission.
·Target 10 lakh children for the Innovation programme.
·New schemes to provide IPR protection to Start-ups and new firms.
·Encourage entrepreneurship
·Project India across the world as a Start-up hub.

Funding: Venture capital funds from abroad and angel investors. are proving to be a big boon for the Indian startup story. Indian startups such as Flipkart, Snapdeal, Hike, etc. Received various rounds of follow-on financing as well either from their existing Investors or from new investors. These various rounds of funding also help these firms to hire more talent into the company. This helps the company to grow strategically and also adds experienced people to the firm.

SoftBank, which is headquartered in Japan, has invested USS2.00 Billion into Indian startups. The Japanese firm had pledged the total investments at USS10 billion. Google declared to launch a startup. Oracle on 12th February 2016 announced setting up nine incubation centres.

Under the start-up Indian action plan, the Prime Minister has also announced Rs. 10,000 crores fund for new enterprises, equal opportunity in government procurement a Rs. 500 crores credit guarantee scheme and easier exit norms.

Mergers & Acquisitions: Companies Apart from funding mergers & acquisitions are also helping these startups to grow by acquiring new capabilities directly and expanding into the market share of the acquired company. The best example of this could be buying Myntra, an app-based shopping portal by another technology giant Flipkart to gain market share. Not only in India but also internationally tech giants have used the acquisition of companies as a way to maintain their position as a market leader and also as a way to enhance diversification.

Government Role: The Ministry of Human Resource Development and the department of science and technology have agreed to partner in an initiative to set up over 75 startup support hubs in the National Institutes of Technology, the Indian Institute of Science Education and Research, and the National Institute of Pharmaceutical Education and Research. Reserve Bank of India takes steps to help improve the case of doing business in the country and contribute to an ecosystem that is conducive to the growth of start-up businesses.

Educational Institution Alliances: Under the scheme, a group of start-ups will have an MoU with the prestigious institutions and will also establish a start-up centre on their campuses. NIT Silchar is one of the institutions in the country to have joined the program already. IIT Madras is also linked with this campaign. The institution has been successfully managing seven research parks that have incubated many start-ups.

Conclusion: Taking into consideration all the above developments, it can be concluded that indigenous startups will not only make the lives of the people easier through their affordable and convenient services but will also act as a major booster for the India growth story.
Information sourced from the public domain: https://samistilegal.in/article-on-startup-india/

United Nations Sustainable Development Goals (UNSDGs)

Nisarga E S
MBA 2022-24

The United Nations is an intergovernmental organization whose mission is to ensure international peace and security, foster peaceful relations between nations, promote international collaboration, and serve as a main focus for coordinating national efforts. The 17 Sustainable Development Goals (SDGs), represent an urgent call to action for all countries, developed and developing, to collaborate in a global partnership. The 2030 Agenda for Sustainable Development offers 17 goals and a worldwide road map for human and environmental well-being for today and the future.

Goal 1: - No Poverty: The goal is to eradicate poverty in all forms worldwide by 2030. The aim is to ensure basic necessities to all, including access to water and sanitation, education, and health care.

Goal 2: - Zero Hunger: The aim of this is to promote sustainable agriculture, reduce hunger, and achieve enhanced nutrition and food security. Extreme hunger and malnutrition continue to hinder sustainable development and place people in a bind from which they are unable to easily escape.

Goal 3: - Good Health and Well-Being: To ensure healthy lives and promote well-being for all at all ages. Ensuring healthy lives and promoting well-being is important to building prosperous societies.

Goal 4: - Quality Education: Providing quality education for all is fundamental to creating a peaceful and prosperous world. Education gives people the knowledge and skills they need to stay healthy, get jobs and foster tolerance.

Goal 5: - Gender Equality: Women and girls represent half of the world's population and therefore also half of its potential. But today gender inequality persists everywhere and stagnates social progress. Women continue to be underrepresented at all levels of political leadership.

Goal 6: - Clean Water and Sanitation: Access to water, sanitation and hygiene is a human right. The demand for water has outpaced population growth, and half the world's population is already experiencing severe water scarcity at least one month a year.

Goal 7: - Affordable and Clean Energy: A well-established energy system that is affordable, reliable, and sustainable supporting all sectors: from businesses, medicine & education to agriculture, infrastructure, communications and high technology.

Goal 8: - Decent Work and Economic Growth: To promote inclusive and sustainable economic growth, employment and decent work for all to drive progress, and improve living standards.

Goal 9: - Industry, Innovation and Infrastructure: To build resilient infrastructure, promote inclusive and sustainable industrialisation, and foster innovation.

Goal 10: - Reduced Inequalities: To reduce inequalities within and among countries. Inequalities based on income, sex, age, disability, sexual orientation, race, class, ethnicity, religion and opportunity continue to persist across the world.

Goal 11: - Sustainable Cities: To make cities inclusive, safe, resilient and sustainable.

Goal 12: - Responsible Consumption & Production: Economic and social progress over the last century has been accompanied by environmental degradation that is endangering the very systems on which our future development and survival depend.

Goal 13: - Climate Action: Urgent action is desirable here as the global community shies away from making a full commitment to the reversal of adverse climatic changes.

Goal 14: - Life Below Water: Oceans are our planet's life support and regulate the global climate system. They are the world's largest ecosystem, home to nearly a million known species and containing the vast untapped potential for scientific discovery. There is a need to conserve this enormous resource

Goal 15: - Life On Land: To sustainably manage forests, combat desertification, halt and reverse land degradation, and halt biodiversity loss.

 Goal 16: - Peace, Justice, and Strong Institutions: To ensure that everyone has access to justice and to construct effective, responsible, and inclusive institutions at all levels.

Goal 17: - Partnerships: To revitalise the global partnership for sustainable development. Post Covid19, strengthening multilateralism and global partnerships assume importance more than ever if we are to solve the world's problems.

The Washington Consensus

Chathurya M N
MBA 2022-24 B

The Washington Consensus was a set of political recommendations for developing countries, mainly in Latin America. They were formed in the 1980s and 1990s by economists and policymakers at international financial institutions such as the International Monetary Fund (IMF) and the World Bank. The Washington Consensus was based on the principles of a free market economy, including deregulation, privatisation and fiscal discipline. The Washington Consensus has influenced economic policy in developing countries for many years, but it has been criticized for its focus on macroeconomic stability at the expense of social welfare.

The COVID-19 pandemic has had a major impact on the global economy, raising questions about the relevance of the Washington Consensus in a post-pandemic world. The pandemic has highlighted the vulnerability of the global economic system, particularly in developing countries, and highlighted the need for a more holistic approach to economic development. One of the most important challenges facing developing countries after the pandemic is the need to deal with the massive economic and social disruptions caused by the pandemic. Millions of people lost their jobs and many businesses closed their doors, leading to a sharp increase in poverty and inequality. To meet these challenges, policymakers in developing countries must take a more nuanced and contextual approach to economic policy that takes into account each country's unique circumstances.

Another major challenge for developing countries in the post-pandemic world is the need to build a more resilient and sustainable economy. The pandemic has exposed the fragility of many supply chains and the vulnerability of many industries to external disruptions. To build a more sustainable economy, policymakers need to focus on diversifying their economies, investing in infrastructure, and promoting innovation and entrepreneurship.

At the same time, there is a growing perception that the Washington Consensus may not be the best framework for achieving these goals. The Washington Consensus was developed in a very different economic and political context and was based on assumptions about the role of the state and the market, which recent events have called into question.

Critics of the Washington Consensus argue that it placed too much emphasis on fiscal discipline and austerity at the expense of social welfare and human development. They also argue that it promoted a one-size-fits-all approach to economic development that did not take into account the unique circumstances of each country. In a post-pandemic world, policymakers in developing countries must take a more nuanced and flexible approach to economic policy that takes into account each country's unique circumstances. This requires a greater emphasis on social welfare and human development and a more active role of the state in promoting economic growth and innovation.

One promising approach that has emerged in recent years is the concept of "developmental states", which prioritise economic development and social welfare while maintaining a strong role for the state in shaping economic policy. Developing countries are characterised by a strong commitment to industrial policy, strategic investments in infrastructure and education, and a focus on building strong partnerships between the public and private sectors.

In summary, the COVID-19 pandemic has highlighted the need for a more flexible and context-specific approach to economic development in developing countries. The Washington Consensus has influenced economic policy in these countries for many years, but it is increasingly recognised that it may not be the best framework for achieving the goals of sustainable and inclusive economic growth. Policymakers in developing countries must adopt a more nuanced and flexible approach to economic policy that takes into account each country's unique circumstances. One that prioritises social welfare and human development, while maintaining a strong role for the state in promoting economic growth and innovation.

Women Entrepreneurship from the Indian perspective

Bhoomika S
MBA 2022-24

When a woman individually or a group of women initiate, organise and run a business concern they are called women entrepreneurs. Around a third of all entrepreneurial ventures all over the world are run by woman entrepreneurs. There are multiple reasons attributable to this phenomenon but the primary one is recognition by society. There has been a surge in woman entrepreneurship in India. Special incentives and drives have been created in India to boost the growth of women entrepreneurs. Schemes like Startup India also make a special case to promote entrepreneurial drive among women.

Women entrepreneurs have done exceedingly well. Oprah Winfrey, an American entrepreneur, television host and media executive who received the Presidential Medal of Freedom in 2013 did outstanding work in the field of entertainment and social impact. Kiran Mazumdar Shaw, CMD of Biocon Limited; Vandana Luthra, founder of VLCC; Ekta Kapoor, Indian film producer, and director; Naina Lal Kidwai, Indian banker and chartered accountant etc. are all examples of entrepreneurial success stories among women.

I may be naïve in my understanding but do feel that women are drawn towards low-investment initiatives and gradually grow their businesses. Women's sincerity and hard work are the cause of business sustainability and growth. Women entrepreneurs are more security oriented and may initially lead to low-profit margins. Women entrepreneurs are fast becoming a force to reckon with and are there not just for survival but to satisfy their inner urge for creativity and to prove their capabilities. Educated Women are contributing to a great extent to the social transformation and in the future, it will be seen that more women venturing into areas traditionally dominated by men.

In the years after independence, women were confined to entrepreneurship in traditional areas like food, fruits, vegetables, pickles, papads, tailoring, hosiery etc. They had to face resistance from men and elderly women who have grown up with this attitude of inequality. Several obstacles like financial constraints, cut-throat competition, scarcity of raw materials, family ties, high production costs, etc. also contributed to keeping them off business ventures.

In order to encourage women enterprises in the MSE sector, several schemes as listed below have been formulated or are being finalised by the Ministry :
·Trade Related Entrepreneurship Assistance and Development (TREAD);
·Micro & Small Enterprises Cluster Development Programme (MSE- CDP)
·Credit Guarantee Fund Scheme for Micro and Small Enterprises
·Support for Entrepreneurial and Managerial Development
·Exhibitions for Women under Promotional Package for Micro & Small Enterprises Approved by CCEA under Marketing Support.

Women are not restricted to the kitchen and household chores anymore. They realise that this world offers equal opportunity to all. Society has started to emerge from the male-dominated mindset and is encouraging women to become successful. Women are not 'abalas' anymore. They are the strength of society. They are as eligible and capable as men to stand in this society on their own.

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Artificial Intelligence : Impact, Pros and Cons

Smaraddhi
EMBA

Artificial intelligence (AI) is revolutionizing many industries, from healthcare to finance, from virtual assistants to self-driven cars, and the way we work, communicate and interact with the world around us. As AI technologies continue to improve, more and more tasks that were once performed by humans are being automated, leading to job losses, and diminishing utilisation of human talent leading to economic disruption. AI is largely responsible for killing jobs through automation as businesses continue to automate repetitive and routine jobs.

In the manufacturing industry, robots can be used to assemble products much faster and more accurately than humans. Similarly, in the financial sector, AI algorithms and intelligent software can be used to analyze data and make investment decisions much faster and more accurately than humans. This can also be seen in the retail sector, where self-checkout machines are now a common sight.

Another way in which AI is contributing to the diminished use of talent is through the bias in data. If the data used to train these algorithms is biased, then the AI will also be biased. This can lead to discrimination against certain groups of people. If an AI algorithm is trained on data that is primarily made up of specific gender or colour, then it may more likely select candidates for job interviews from that specific group. This can perpetuate gender bias and discrimination among the candidates. As AI becomes more advanced, there is a risk that dependency on technology for decision-making may lead to a loss of critical thinking and problem-solving skills among people.

The way we work is impacted by AI as well. AI-powered tools track employee productivity and attendance. While on one hand, it can help to identify areas for improvement and increase productivity, it can also lead to a culture of constant surveillance and stress on the other.

As AI takes over routine tasks, a significant impact on our social and economic systems is also becoming evident. A shift in the distribution of wealth patterns would lead to the concentration of economic power in the hands of a few businesses having a larger footprint in AI technologies. Such entities may grow to dominate the market and be more profitable making the survival of smaller entities difficult in terms of competition and innovativeness
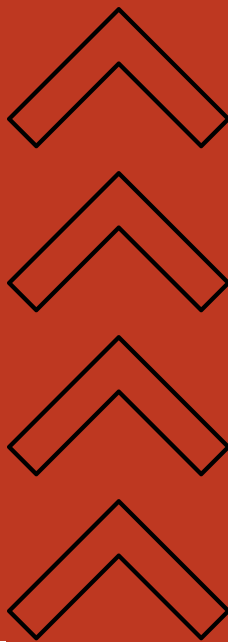
Virtual assistants such as Siri and Alexa are examples of AI in households. However, it also raises concerns about privacy and security. Its ability to collect and analyze vast amounts of personal data, from heretofore unthought sources raises concerns about who has access to this data and how it is going to be used.

So, what does one do in an AI-enabled environment? Firstly, it is important to invest in education and training programs for developing futuristic skills like data analysis, programming, and critical thinking. Next, there needs to be an emphasis on diversity and inclusion in the development of AI algorithms. Meaning thereby that the data used to train these algorithms is representative of a diverse range of people, devoid of bias to ensure that algorithms are bias-free.

Secondly, establish a culture of continuous learning and development. It becomes important that people adapt to new tools and methods of working. Businesses consciously adopting to become 'Learning Organisations' can help in this aspect.

Finally, while AI can be used to automate certain tasks, there will always be a need for human expertise in areas such as creativity, emotional intelligence, and critical thinking. AI has the potential to create new jobs or make existing jobs more efficient and productive. It can be used to analyze large amounts of data, leading to more informed decision-making. it is important to recognize that AI is not a replacement for human talent. It is important that we consider the impact of AI on human beings and jobs and take steps to mitigate its adverse impact.

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ALUMNI SECTION
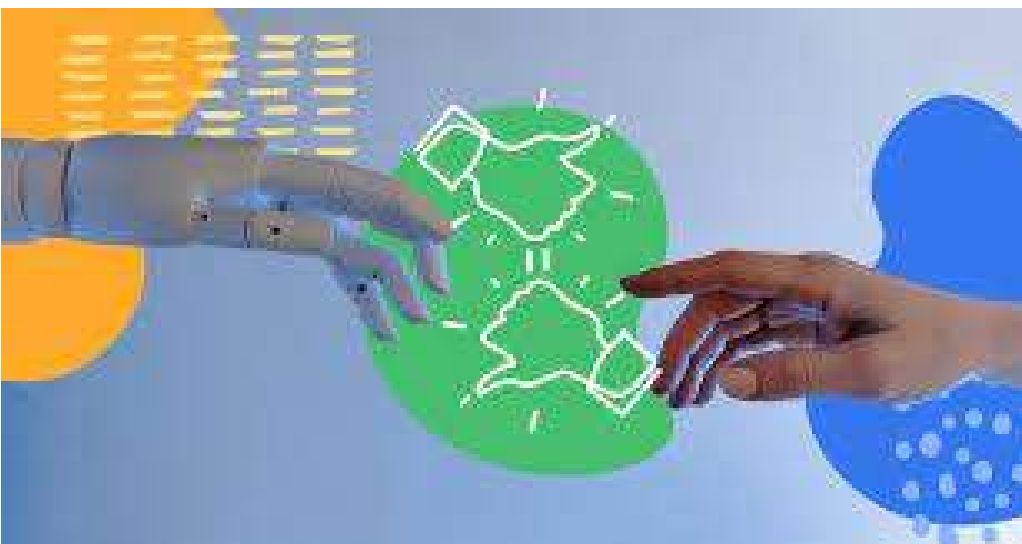
Echocradiography

Introduction
Echocardiography is an ultrasound that uses sound waves' reflection to generate images of the heart. An echocardiogram helps doctors diagnose heart conditions. Echocardiogram is performed by a cardiac sonographer. It is a non-invasive procedure.

Cardiac sonographers also known as echocardiographers are health care professionals. They are specially trained to use imaging technology to diagnose heart problems. Their expertise determines the quality of the echo, as it is operator dependent.

Types of echocardiography
- Transthoracic echocardiography
- Stress echocardiography
- Transesophageal echocardiography
- Fetal echocardiography
- Three-dimensional echocardiography

Physiology
Echocardiogram is basically a structural and functional study of the heart. Heart is a pump. It has four chambers, two contracting chambers (Ventricles) and two receiving chambers (Atria). The right side of the heart receives spent (deoxygenated) blood from the body and it pumps it to the lungs to pick up oxygen. This oxygenated blood comes to the left side of the heart, which pumps it to the body. Both these sides are kept separate to ensure that there is no mixing of blood. In addition, there are 4 one-way valves which aid in the pumping of blood.

Indication
Echocardiogram is used as a tool to assess pumping capacity of the heart i.e., ejection fraction (EF), the integrity of the separating walls and the functioning of valves.
Patients with clinical symptoms of heart disease such as palpitation, syncope, presyncope, exertional shortness of breath and Chest pain are evaluated using this.

Pathology

If there is inadequate blood supply to heart muscles, then there is reduction in contraction and the Ejection Fraction (pumping capability) of the heart. This reflects regional wall motion abnormalities (RWMA) during the Echocardiogram.

Hence, Echo is a very effective tool in assessing Myocardial infarction (heart attack), Valve abnormalities like Valve stenosis- the narrowing of the one-way valves or Valve Regurgitation – the leaking of these valves, where valves do not close completely. Echo is also used to look for congenital heart disease (children born with defects) in the separating walls, like Atrial septal defect- defect/hole in interatrial septum i.e., separation of right and left atria and Ventricular septal defect- defect/hole in interventricular septum i.e., separation of right and left ventricle. When the fetus is inside the uterus, the lungs are filled with fluid, hence the blood is diverted away from the lungs through the ductus arteriosus, which closes after birth of the child. If this stays open, it is called Patent ductus arteriosus.

Specialized Echocardiograms

Stress echocardiography: Test is done to assess how well the heart works under stress. Stress is triggered by a medicine called dobutamine. Which increases the load on the heart to assess the function, to know the degree of known heart disease.
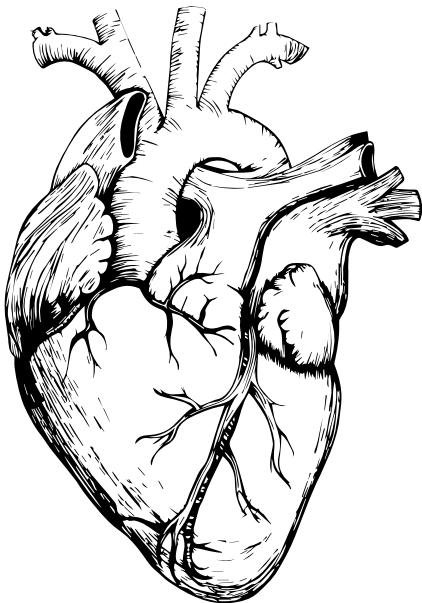
Transesophageal echocardiography:
This test is performed to see the backside of the heart. It is done by inserting a probe with transducer down the esophagus like an endoscopy

Conclusion
Echocardiography with its spectrum of modalities and advanced techniques provides assessment of cardiac morphology, physiology, pathophysiology and function and contributes to the management of adult and pediatric patients with cardiac diseases.

Impact of Employee Training and Engagement on Financial Services through Organizational Culture Enhancement

John Harsha
EMBA
2020-22

The success of financial services provided by a company is largely determined by its organizational culture. Training and engaging employees plays a crucial role in strengthening the organizational culture and improving the financial services. In order to enhance the impact of training and engagement, it is important to measure its effect on the financial services and organizational culture. To achieve this, organizations can gather data on employee engagement levels, training program effectiveness, and the impact of the organizational culture on financial services.

Effective employee training programs should not only impart the necessary skills and knowledge, but also foster engagement and commitment to the organization. A comprehensive training program covering both technical and soft skills should be designed to meet the specific needs of the organization. Technology can also be leveraged to make training more accessible and effective, and to measure its impact.

Employee engagement can be increased by incorporating team-building activities, providing opportunities for career advancement, involving employees in decision-making, promoting open communication, and providing a supportive work environment. Regular communication with employees helps build trust and encourages them to take ownership of their roles.

Investing in effective training and engagement programs, continuously refining and improving the approach, and measuring the impact on financial services, can lead to increased productivity, improved customer satisfaction, and increased profitability. The impact of employee training and engagement on the organizational culture and financial services cannot be underestimated. To ensure that employees are well-equipped to deliver the best financial services, and that the organizational culture is strong and effective, organizations should prioritize employee training and engagement.

Faculty Interview

Dr. Pavithra Salanke Professor of HR was interviewed by a panel of student editors viz. Tejashwini, Nisarga, Suhas and Poorna Chandra.

Q. Ma'am, please tell us about yourself.

I'm Dr. Pavithra, currently working as an assistant professor at Dayananda Sagara University School of Commerce and Management Studies. I have 13 years of teaching experience specialised in the areas of 'HR & Marketing'. My research interest lies in Employee Engagement, leadership, and Organisational Behaviour. I have close to 18 publications which include Scopus publications, and a few in national and international peer-reviewed journals.

Q. You have been into academics for a considerable time now. What are your impressions about the current generation of students opting for higher education?

The current generation is fortunate to have a lot of opportunities, If you can compare 10-12 years back, there was not much awareness of higher education and accordingly, not many people were going towards higher education. In percentage terms, I think 20%-30% were only going. But now students are more aware and they have opportunities. If you can see and if you take the case of Bangalore itself, it's a huge market where you have the IT & service sectors booming. So, people are much more aware of what they want to do. The information is at their fingertips. So that is giving them more advantage in pursuing higher education. We can see the number is also drastically increasing and there are multiple reasons for that. The economy is also doing much better and creating more opportunities. When we were students, there were very few universities that used to offer higher education, but now we have private universities as well, offering a wide range of electives and you are getting multiple domains in which you can specialise. So, the window of opportunity has enlarged. So that gives a major turn to the entire gamut of higher education. All that the students have to do is pick and choose the field where they have an aptitude and interest. The sources are plenty and increasing day by day.

Q. As a Ph.D. in HR there may have been a lot of options for you in the industry. What made you opt for academics? What was the reason that you chose academics over the industry?

Academics, If you want to talk about it, was my favourite area of interest. I always desired to be a teacher. Even though, I have worked in industry prior to coming to academics I had a 'love' towards this area. I chose academics because if you are into academics, your learning curve never comes down. You never become redundant and that inspires your immediate environment as well. As a scholar, you have notably distinct self-esteem. You become a contributor to the societal and by consequence National development. Because you are connected to students, you learn. There's always knowledge transfer from both ends. When you see your students assuming higher corporate positions, it gives you an immense sense of personal pride. The learning curve never comes down. Because of my passion for teaching, I chose the academy over the industry. I hope I have answered your question fairly.

Q. How much importance has been given to the HR field in India compared to Western world?
If you talk about the perspective of how people are handled in Western universities, I mean Western countries, and in India, the difference is huge. If you can figure out there, people talk more about employee engagement practices, people talk about work-life balance. So that has to come along here. It will take some time, but people and the industry are realising that human beings are assets to organisations as compared to any resources you have. But the organisations have to churn themselves and transform themselves. But this will take some time. There is a difference that we can see, but it will take people to evolve and think about it. Say if you take the government sector, it works differently but, if you talk about IT sectors or other industries, they're making some efforts towards bringing changes. The choice is very limited. We will have to just embrace the change, and the sooner it is, the better.

Dr. Pavithra in an interview with Tejashwini, Nisarga, Suhas, and Poorna Chandra

Q. So, as a professor of HR and a woman yourself, do you think there are more opportunities for women professionals in HR as compared to their male counterparts?

No, I'm sad to say this, but the glass ceiling still exists. If you can take any top companies, you will find this glass ceiling still there. The reason is again, women most of the time prioritise things differently. They have to juggle between family and their profession. But that question is never asked of a man. If you can try to see, you know, the man doesn't have to juggle between things. But if it's a woman, she has to balance both home as well as work life. The woman has to constantly think through a lot of issues. While focussing on the career she will think internally. "Am I failing as a mother or am I trying to not justify my responsibilities towards my family"? So, this thought process will sometimes pull women back and sometimes people do also have an opinion where they think women are not, you know adequately capable. Even though it may be an ill-conceived notion. Women are cautioned to handle feelings or emotions or that they cannot take strong decisions. So, these are some of the factors which prevent women's pushing upward in the corporate ladder. Very few if you can name are there in the top 500 companies. Hardly some 5%, or not even 5% I guess. Well! this is there and this has to be overcome. The corporate mindset and the people's thought processes have to change. This again will take a lot of time so we just have to bide time and go with the flow for the moment.

Q. India is a country with a lot of diversity in culture, traditions, and work ethics. How do you see the suitability of Indian professionals for HR roles across geographies, particularly when inclusivity and diversity are key factors impacting the functioning and success of organisations with a global footprint?

To be frank, we are people who can get along with anyone and we have known this from our birth. And we know how to treat people. We accept cultural diversity easily. If you take a place in Bangalore itself, you can figure out so many people from different castes or religions, traditional values, and cultural ethos are all accepted without any hitch. Sometimes even in a family, we will find this and we are able to manage so many changes. So, I think even when an Indian goes about to work in different countries also, we are seeing a person who can adapt to change very easily. Indians, by virtue of their ageless attribute of flexibility and adaptability, can get along and mingle or merge with diverse social environments. I personally feel that it will not be a difficult situation for Indian professionals to handle such major challenges which are there.

Q. How do you see government policies like the New Education Policy, impacting higher professional education and the consequent employment scenario?

NEP policy is good if you think about the wider aspects which were there when we studied. We never had this opportunity of NEP where we could choose from different specialisations to fulfill our credits. But when we try to come about the scalability or try to execute that part, it will take some time. You know university making it could be in the form of the feasibility of timetables or coordinating with different specialisations. This will take some time, but yes! the opportunity is there where we can explore multiple skills and we can figure out what we want to do. You can have credits in your music also though you are doing your MBA if you are interested so. That opportunity is there, but how will the industry take that and will they accept you with those skills? It is a transition process that will take a few years. Till the time the actual returns or findings of this initiative are not out, we may have to take this sportingly. Our universities have to collaborate with each other. It could be in different disciplines. And as we go about it, the students should also put in more effort. Then you can approach that skill gap that this policy is trying to fill.

Panel: Dr. Pavithra Salanke, Ma'am, it was indeed a pleasure talking to you. Thank you.

Industry Interview VV Rajan
Head of Content: Tartan HQ

Students: Good afternoon, Sir.

Manjunath: Sir could you please tell us about yourself and about this company?

V V Rajan: My name is VV Rajan and I am the 'Head of Content' at Tartan HQ. This is a fintech company. We manage the entire data and the distribution of companies. Any company, in a lending business or fintech companies wants to verify their income, employment profile, etc because they have to eventually give a lot of financial products to these people. NBFCs and banks and insurance and loans and crediting agencies, you name it. All these are basically in the domain of fintech. By manually looking at the data it takes a lot of process and a lot of time. The TAT or the turnaround time, is quite enormous. So, we as a fintech company have a tie-up with various other government bodies and companies. Once we have a pay slip from a person we upload it onto our platform. It can give you over 150 data plus points. So right from your Aadhar your address then your PAN, you know everything, your mobile number, and then which were the previous 2-3 companies that you have worked and what was your earlier salary? So, it gives you all those data points. One can even get details including things like your utility number, your bill number, your asset which is your vehicle number, it gives all those data points.

V V Rajan in an interview with student's panel comprising of Suman, Prajna, Manjunath & Akash

The other is the distribution part where we have another platform called BATIK. So, it is the data and content over these platforms that I'm heading. Now when we reach out to HR, what they do is add all employees to this platform BATIK. But one has to be a working professional. So primarily, we manage the data which is Tartan and we have to manage the distribution which is the e-commerce thing through a platform called BATIK.

Suman: Sir! Kindly explain to us your role and its importance in the current industry that you are serving.

V V Rajan: So basically, I head the content over here and as you know content drives and decides, a lot of things that the company is focusing towards. Through content, we speak a lot of things about what the company is currently doing, what the company is poised towards, going to do in the future, and where they are headed to. So, through this content, we interact with many of our partners, many of our customers, etc. We deploy a lot of social media, through newsletters, blogs, and through our own website to connect and reach out to our stakeholders.

Akash: You have served in the industry for a fairly long time and after that into academics. You chose to revert to the industry after your stint in academia. What made you consider first stepping out of the industry and then returning to the industry?

V V Rajan: I have been in the industry for a pretty much long time and you know, academia, of course, was a very different ball game altogether. I will not say it was easy. It was tough initially, you know, because you have to manage expectations, especially of students as well as those of the institution. Whether it's newbies like you all who are regular students or executive MBA students who are working professionals, you know it's very difficult to manage everyone's expectations. Moreover, professional institutions set such high standards of delivery. So that was one big challenge that I had to overcome. There was a lot of learning from hardcore academicians, the Dean, and other colleagues. It amounted to blending into an absolutely new environment. But then this is different in the sense I'm trying to adjust myself back into the corporate world. I'm enjoying it. I'm someone who loves whatever work is given to me. But I definitely had a fantastic time at the university. I mean engaging with the students like you and all that. I think it really gave me a very big, big boost when I talk to younger people I find it's easier to connect now. It's great fun, you know, just to also witness the change that you sort of have an impact on the students. it's a very big deal.

Prajna: So, this question is related to the previous questions. What changes do you see after coming back to the industry?

V V Rajan: You know with Gen. X, Gen. Y and Gen. Z. It's very different. Very different working as compared to how it was back then. Academics is a set standard system. You know everything goes like clockwork. You know there are classes, there is an exam and then you must manage it and then once the exams are done you have to manage the classes, the students, and then you have the weekly tests assignments or whatever stuff like that. Everything is calendarized and everything is set into a certain rolling fashion and it doesn't deviate from that. Were to the tune of an average age of I would say 35 plus. But here the average working age is around 24-25 and they don't want to work very long hours. They just want to work in a certain fashion and then they believe a lot in the work-life balance, which is a great thing. Yes, that's one big change I'm seeing. But probably I'm also adapting to it, you know, trying not to be really harsh towards myself. I'm also trying to sometimes loosen enough myself a bit. It's important, you know, taking short breaks in between.

Manjunath: Having experienced both sides do you think there is a difference between what is taught at the academic level and what transpires on the ground as one steps out of academic portals?

V V Rajan: You know, teaching was extremely satisfying for me. Being in academics was really humbling for me. I'm trying to adjust myself back into the corporate world. I'm someone who loves whatever work is given to me. But I definitely had a fantastic time at the university. I mean to talk to students like you. I think it really gave me a very big boost to me when I talk to younger people and all it's great fun you know just to also witness the change that you have as an impact on the students. It's a very big deal you know. So yeah, that's pretty much about it.

Suman: As a potential employer of MBA graduates in the future, what do you think are major challenges that you would suggest institutions address before the students enter the placement process?

V V Rajan: I have worked at Dayananda Sagar University and I've seen a sea of change among the students once Prof. Capt. Nagaraj took over. I think this is a great thing, and all I would suggest for universities and DSU and the other universities is to have much more engagement with the working community.

The more you do that, I think, the more you will be able to link relevance to what is happening in the corporate world. What is being taught in the class? You know, textbooks are fine. It really gives you a solid foundation, but I'm saying read more things, like A blog or what companies are doing. Universities should really encourage these kinds of things, maybe give specific credits to students who are, you know, exposing themselves more towards, companies in the areas of their interest. And probably I would say the other important thing that universities can do is include shorter internships. For students, an internship is one thing. At the end of the academic year, you are expected to do it, it's a box to be ticked. But I'm saying you try to do it from SEM 2 onwards, you know, one week, two weeks, or whatever it takes. Just to give you a feeler as to how to prepare yourself for that.

Akash: 'Work from home' in a majority of service-oriented businesses is impacting the quality of life and the business output. What are your views on the same?

V V Rajan: When I started off, I was working from home and it was a great thing because that's something which I've never done in my entire 30-year work career ever. I'm basically a face-to-face person. I'm an office person. I want to have such a setup. You know, a very jazzy looking place, huge spaces, colleagues to talk and chat around and of course do some great work and stuff like that. I honestly don't really subscribe to the whole notion of working from home, but I think a hybrid, which is where the work-life balance comes into place. COVID has really taught us that it's OK to chill out once in a while, which is why a hybrid like I'm working over here, We work four days a week, so Friday is my work from home. It also makes you more productive, you know, if you just keep on coming to the office because travelling is a huge aspect of our lives, you know from where you are and where you go in terms of office. So, the hybrid model would definitely make our lives much better.

Prajna: Sir, since you have been in industry and academics any specific advice you want to offer to students like us?

V V Rajan: Don't ever be complacent. Marks are very important. You know your 7.5 and above is great but learning is as much more important. All I would suggest to all of you is open up a bit. Don't be shy. You know, connect to random people on LinkedIn. Talk to them. See who are the influencers on LinkedIn. It's a professional platform. I'm seeing that young people spend more time on Instagram rather than on LinkedIn. Read commentaries, read posts, blogs, and stuff like that to see what is happening in the industry, I think it will open up a big world for you. And be open to experimenting in terms of challenges that are being thrown at you. Try to make your studying much more amazing and interactive by trying to use the latest ideas that are currently trending especially in marketing. I can say from marketing because I've been teaching marketing for a very long time. My advice to you is two points: One is, networking a lot through LinkedIn. Connect with like-minded people. Secondly, be open to a lot of ideas in terms of what is happening in the industry. I'm sure guys if you're able to achieve both, you will see your future heading in the right direction.

All: That is all about the questions Sir. Thank You.

V V Rajan: Thank you Everyone.

<u>Alumni Interview</u>

A panel of student editors Tejashwini and Nisarga, interviewed **Mr. Shiva Kiran Reddy, an alumnus of SCMS MBA 2021-23.**

Q. Good morning! Please tell us about yourself.
I'm Shiv Kiran Reddy completing my MBA from Dayananda Sagar University. My major specialisation is Supply Chain Management and my minor is Marketing. I graduated from Githam University Vizag and I belong to Andhra Pradesh, India.

Q. We understand that you are starting a new venture. Please tell us more about this new venture that you're setting up.
As you all know, India is actually growing in several business sectors compared to the past and is happening at a great pace. Every business or industrial growth, irrespective of sector, opens up opportunities for people to visit your country. As a secondary aspect, business tourism gains prominence. I am trying to pin down this aspect of growth to create a start-up. It promotes tourism growth as a result of business growth. So yes! Tourism is giving these opportunities to people and business graduates. I am basically setting up a startup in the tourism industry sector.

This is the Hotel segment and yes my startup is mainly about providing world-class amenities to customers, whether they come for business or for pleasure for affordable prices, when compared to the existing market prices.

Q. How has MBA at SCMS Dayananda Sagar University helped you in starting out this new enterprise?

Yes, it helped me so much in terms of communicating my ideas to the stakeholders. See, gaining knowledge and good communication builds confidence. This combination helps you to assess various situations. It's all about problem solving I feel. So yes! My two years at SCMS taught me how to understand and then face a problem. Then it eventually helped me how to solve those problems. When you face them outside your comfort zone, i.e., in the outside world, it is a different challenge. And I'm, I can confidently tell that, I've graduated from Dayananda Sagara University. I'm a better communicator when I compare myself to the past. The professors also helped in my professional and personal growth in this Masters' program.

Panel: That's good to hear. The Dayananda Sagar University has helped you a lot. Thank you for your valuable time and information. Wish you luck in your new endeavour.

Branding, Marketing & Sales Functions on a Dissection Table:

Ashish Joshi
Business Head SR Mill

You will be as surprised to find this article in your magazine as I was when I got the invitation to write. By way of introduction, I am a branding and marketing professional with more than two decades of experience in the field. While I've been writing stuff from when I was a hobbledehoy, it is mainly about frivolous subjects only to get the itch of writing out of my system. I never thought any serious publication would ask me to write about my calling.

I hope you enjoy reading and maybe get inspired to join the gang that cracks the ceiling for any business.

I'm not sure if I will be able to do justice to this, but as a wise man said - to have loved and lost is better than not to have loved at all. So here we are!

This writing is centered on branding, marketing, and sales functions in a business since I have associated with all three over the years in one capacity or the other.

So let us dissect each of the three crucial functions with a "bottoms-up :)" approach – not in terms of being bevvied, but specifics first and then generic. Let us first understand the difference between marketing and sales.

In simple terms, marketing involves generating leads, and promoting the products or services to the target audience, these days, majorly through digital means and earlier through physical networking.

The sales function, on the other hand, is pretty much like the executioner. It is the kind of relationship between the judge who pronounces the death sentence for a culprit, which eventually culminates at the hands of the hangman. The goal is to get the final closure. You carry the sales pitch to the customers, entice them to the gallows, and close the deal.

This analogy might put some of you off, but there is an element of paranormality to it as well. You need to build a relationship with the people you just sent to the happy hunting ground and gain their trust and loyalty for repeat business. Doesn't that make it exciting?

And now, let us bring branding to the dissecting table.

Branding ideally begins when a business, product, or service kicks off. It involves creating a unique identity for the entity that communicates the ethos behind the concept and the value addition that it brings to the end user.

It includes identifying, understanding, and creating a value proposition for the entity, not only for the consumer but for the employees and other stakeholders, by reinventing the entity into a new avatar that stands out.

The elements that shape this new avatar include branding strategy, brand identity, and brand equity that create a lasting impression in the minds of consumers and stakeholders within the company contributing to the development of customer loyalty and strong brand identity.

Branding strategy includes:
• Identifying your target audience.
• Differentiating your brand or creating a USP that appeals to their need.
• Prominently positioning it among them.
• Developing a powerful emotional connection with them by leveraging their sentiments and values Brand identity is the visual imagery of a brand.

It includes its name, logo, colours, and other creative collateral that collectively communicate the brand image to consumers and make a lasting impression in their minds. Consistent use of colours, fonts, and other forms of imagery plays a decisive role in establishing a powerful brand identity. An example is IBM which has always had blue as its core color in all its visual communication. It's like – think blue, think IBM. Or take the red colour for Airtel.

But it is more than just designing a logo. The overall feeling that the advertisements and messaging of the brand evoke is the key. Remember Cheeka - the pug featured in Vodafone ads or the "Vodafone Dog," as it was later known? It was probably the most famous and loved dog in India. The breed became synonymous with the brand. That is the power of visual imagery.

Finally, we come to brand equity or brand value. A robust branding strategy combined with effective brand identity results in brand equity, which is or should be the ultimate aim of any branding professional, for it leads to lasting customer loyalty.
In conclusion, I hope, with this humble dissertation on branding, marketing, and sales, I have managed to differentiate between the three essential, critical, and often overlapped functions of modern business.

AUTHOR PROFILE

Ashish has over two decades of experience in branding, marcomm, business development and channel management, across a wide range of industry verticals.

He is currently engaged with SR Mill – a clothing and accessories company as Business Head & Strategic Advisor – Branding.

The importance of Trust in professional growth:

If there is one thing that I value most, it is Trust. When I say trust, it is about me being trustworthy. This one thing "Trust" makes us get what we want and the moment we do anything to break that, we have a big downfall, whatever high status we may have attained. Experience taught me this early on in life.

Before I say anything further, I want to clarify the deeper meaning, behind the label "trust" and "trustworthiness".

Trust: Firm belief in the reliability, truth, or ability of someone or something. In this definition, reliability is about consistent performance.

Trustworthiness: the quality of an individual or thing that ensures dependability, credibility, and truthfulness.

We all aspire to a good career, accompanying titles, and financial benefits. We go through the formal process of education. While the formal process of education equips us with knowledge and skills, to be successful in life we need to be trustworthy. This is basic commonsense but not high philosophy.

For aspiring students, it is important to understand that trustworthiness is what makes others assign us responsibility for performance. Consistent performance leads to rewards and excellence leads to further responsibilities. So, when we say we want to grow, it is a common tendency to think in terms of titles and earnings. Those are just the outcomes. Growth is best assessed by an increase in one's capability and trustworthiness.

As students of Management, we all are familiar with the term "Brand". But very few see Brand and Trust being similar. We intuitively hold some brands in higher esteem than others and are willing to pay a premium over the other brands.

Prof.
HN Shankar

BE (1971) from BU. Has a career spanning several industries starting with Siemens Projects, BHEL, HCL & HCL Technologies, Ashok Leyland Information Technologies, President & CEO and Director on Board DDE ORG Systems (Indo-Danish JV in IT), President TVS e-Technology, Group head Tech Mahindra. Currently, he's an entrepreneur and has developed Integrated Spacecraft Thermal Modelling & Analysis solution for ISRO. He is also an Adjunct professor in Business Analytics at SCMS, DSU.

I came across a good definition of what Brand means.

A brand is the sum of how a product or business is perceived by those who experience it—including customers, investors, employees, the media, and more. Branding is the process of shaping these perceptions.

A brand, then, is more than just a company's name, logo, product, or price tag. It's more than the marketing and advertising around these things. A brand is the consistent and recognizable feeling that all of these things evoke.

The fact that brands are essentially intangible doesn't mean they aren't extremely valuable business assets. The way a customer feels about a business influences their purchasing behavior, after all, which directly impacts the business's bottom line.

From the aforesaid statements, it makes sense to consider that a brand is a statement of Trust.

To build a strong professional career we need to focus on building trust by consistent performance in terms of quality and timeliness of our work output.

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Competence:

In today's VUCA world, It is necessary to have adequate knowledge, skills, abilities and capabilities with attitudes to achieve professional competency. Adequate and relevant competency enables one to be productive and effective in realising the tasks, goals, and objectives with effortless ease. There are primarily three levels of competence

1 Functional competence
2 Conceptual competence
3 Human& interpersonal competence

The other approach to understanding this competency mapping is to understand Core competency and Peripheral competency to imbibe and nurture the professionalism to lead and manage both operational and strategic activities. There are a few general competencies that are required for any functional levels of tasks to be undertaken. These include communication effusiveness, problem-solving, decision-making capabilities, collaboration and the ability to handle and manage change at all times.

Functional competence is essentially required at the junior level of management with reasonable excellence in the other two levels.

Middle-level management requires conceptual competence along with other interpersonal and technical competence.

The leadership position requires extraordinary human and interpersonal competence with a high level of conceptual competence.

The next challenge is how we create and nurture competent structures that can lead to developing High-Performance Organisations (HPOs). The HR practices should be more focused on competency-based best practices.

The HR function should concentrate more on transformational activities with objectivity. The first task is to work out a detailed Job analysis, description, and specifications with a competency-based approach. The core essential and peripheral competencies should be clearly identified in mapping competencies at this stage itself with utmost importance and clarity. once this is done, this will facilitate to have an effective and reliable selection and recruitment planning and implementation. The selection process will have competency-based shortlisting, interview questions and finally selecting the right candidate that is needed for the job. For instance, the vacancy in the Finance department could be either in Finance or in Accounts & Compliance and management costing. The HR professional requirement could be more in

Dr. Solai Bhaskaran

Dr Solai is a PhD from IIT Delhi, a qualified lawyer, has been in Leadership positions in the corporate for two decades and currently is COO of Shrinrt & Shandilya (P) Ltd.

He has been contributing to academics in several positions as Professor , Dean and Director etc. He is also Adjunct Professor at SCMS DSU

HR or in IR and that is dependent on the size and classification of the company. Whether it's a large-scale manufacturing or high-level consulting company. This is the starting point of planned HR best practices to have a strong foundation for building a High Competency

The benefits could be that the organizations will have competent, committed, and confident 'Star' employees. Employee engagement could be high as the primary mutual expectation is very well achieved. The job will have meaningful and SMART criteria and that is the essential source of high engagement. In other words, this will propel intrinsic motivation amongst all levels of employees.

All the organizations have to survive, sustain and grow in this VUCA world. On the other hand, organizations with more innovative, collaborative skill sets can pursue perfection and excel by making the competition irrelevant.

The competency mapping approach will enable employees to garner happiness and achievement both professionally and personally. It will also link the operational and strategic achievements of all the goals, tasks, and objectives of the organizations.

Unified Payments Interface (UPI)– Under The Hood

Background

The UPI system in India has transformed the payments ecosystem, particularly the retail and merchant payments dramatically. It was launched as a pilot in April 2016 by the NPCI (National Payment Corporation of India) with 26 member banks

The latest figures for volumes and value of UPI transactions for April 2023 are:
• Transaction volumes were 796.29 crore (7.962 billion) in April 2023
• Transaction value was ₹12.71 lakh crore (S155.6 billion)

UPI is a single mobile application for accessing different bank accounts. Its features include immediate money transfer through mobile devices round the clock, allowing "Pull & Push"/ send/collect money transactions with a virtual address, allows utility bill payments, over-the-counter payments, and QR (quick response) code-based payments.

UPI is India's Unified Payment Gateway for real-time payment transactions. In this article we try to understand UPI's functional architecture – how it works and who are the parties involved in completing a transaction.

UPI system functional architecture (schematic)
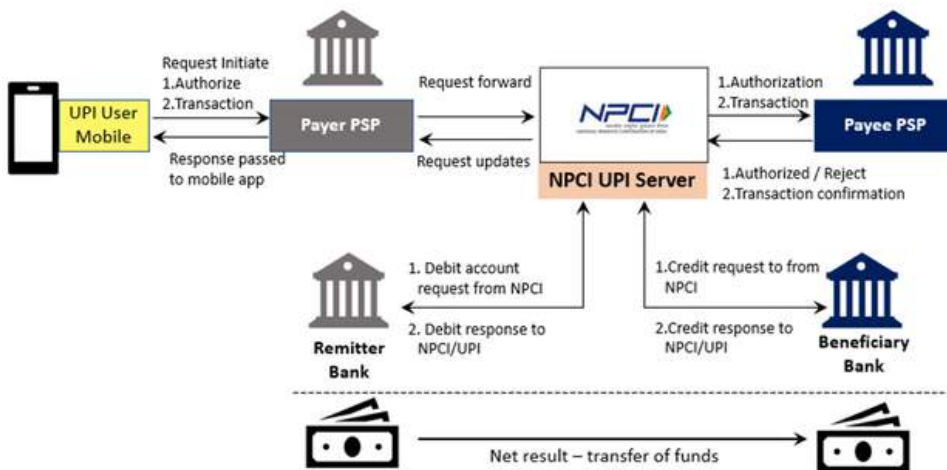
The flow is as follows
• A payment transaction is initiated by the payer using their UPI app (usually a third-party app) by scanning a QR (quick response) code provided by the merchant or entering the payee contact or a payee's VPA address (virtual payment address that is issued by the payee bank or the Third-party app provider).

Prof. Ravishankar Iyer:

An alumnus of IIT Bombay & University of Kentucky. CFA from the US, an Adjunct Professor at SCMS (DSU) & Shailesh J Mehta School of Management IIT(B). He consults and teaches in the areas of Fin Tech and Digital Transformation in Capital Markets. He has over three decades experience with Investment Banks, & Management Consulting firms.

An example of a VPA is rshanx@okicici – this is the author's VPA and you can actually send money to this UPI id!

- The request is sent to the Payee PSP and routed to the NPCI UPI server which routes it to the Payer PSP for authorization
- If authorised, the transaction is confirmed by the Payee PSP, and this message is sent to the NPCI which then requests the Remitter bank to debit the payee account and once confirmed, sends a credit request to the Beneficiary bank

Key entities involved

NPCI: It is a not–for–profit organisation that promotes and facilitates the adoption of electronic payments in India. It is owned and operated by a consortium of banks in India. NPCI owns and operates a number of services. NPCI runs the Unified Payments Interface (UPI) platform, UPI system, and network. It also provides online transaction routing, processing, and settlement services to members participating in UPI. UPI runs on the Immediate payment services (IMPS) infrastructure through:

- BHIM (mobile app for UPI)
- *99# (USSD – Unstructured Supplementary Service Date – service for citizens who do not have smartphones, internet, or even traditional bank accounts),
- RuPay (affordable pre-paid, debit, and credit cards),
- BBPI (Bharat Bill Pay Interfaces)

PSP – The Payment Service Provider is a Bank

- PSP Bank is a member of UPI and connects to the UPI platform for availing UPI payment facility and providing the same to the Third-party payment application provider (TPAP) which in turn enables the end-user customers/merchants to make and accept UPI payments.
- PSP Bank, either through its own app or TPAP's app, on-boards and registers the end-user customers on UPI and links their bank accounts to their respective UPI ID.
- PSP Bank is responsible for authentication of the end-user customer at the time of registration of such customer, either through its own app or TPAP's app.
- Examples of PSP Banks: Axis, Yes Bank, RBL, ICICI, Federal, HDFC, IDFC First, Indus Ind, Kotak, SBI, etc.

TPAP (Third-Party Application Provider)

- TPAP is a service provider to the PSP and participates in UPI through PSP.
- Responsible to comply with all the requirements prescribed by PSP and NPCI in relation to TPAP's participation in UPI.
- Responsible to ensure that its systems are adequately secured to function on the UPI platform
- It has to store all the payments data including UPI Transaction Data collected by TPAP for the purpose of facilitating UPI transactions, only in India
- PSPs can build their own UPI app or use a TPAP's app.
- Selected list of TPAP apps for UPI: PhonePe, Paytm, BHIM, Google Pay, SBI Pay, iMobile, Axis Pay, BOB UPI
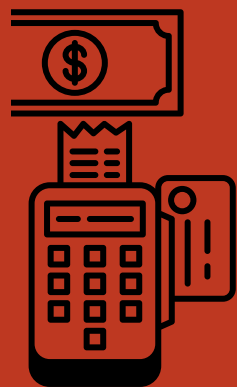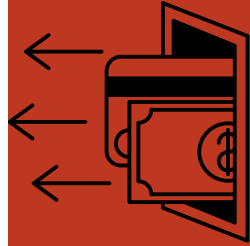
Payer: The person who is initiating the payment. Holds an account at the Remitter Bank. Uses a TPAP UPI app.

Payee: Person/Merchant who receives the payment. Holds an account at the Beneficiary bank. Has an active UPI id at the beneficiary bank.

Payer PSP: Does customer onboarding, creates the UPI id, and creates device binding (first-factor authentication).

Payee PSP: On-boards merchants/customer, facilitates money transfer/payment to the recipient using UPI.
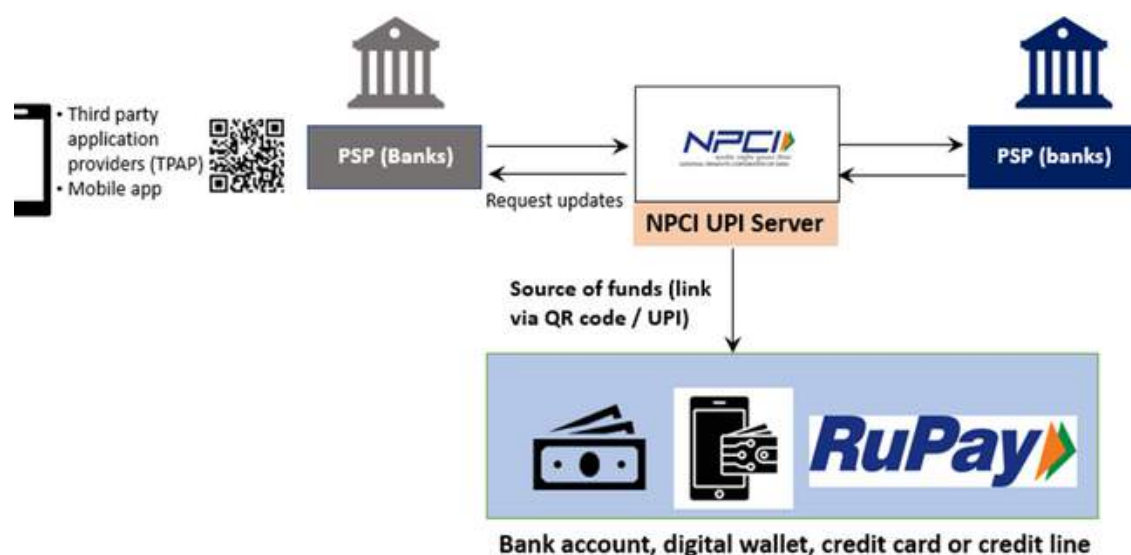
Remitter Bank: Linked to the UPI network directly or via a PSP. It Holds & debits the bank payer's account for the transaction. Stores and verifies UPI PIN

Beneficiary Bank: Linked to the UPI network directly or via a PSP and processes incoming credits and funds into the beneficiary account.

Evolution of the UPI beyond bank accounts: Recently there has been an addition to the existing facility of linkage of UPI beyond bank accounts and the RBI (Reserve Bank of India) is expanding the scope of UPI by permitting operation of UPI with pre-sanctioned credit lines at banks through the UPI.

To understand this, keep in mind that the QR code used is linked to the payee VPA or contact number. This now can be extended to choose the source of funds from a digital wallet or a credit card or credit line. This is illustrated below:

Summary: The UPI has become very successful from a number of key metrics – usability, speed, cost, and access. This has now a building block not just for payments but for further innovations.

We are already seeing this architecture extended for financial services such as loans, credit lines, and wallets. Recently this has also been exposed to NRIs in foreign countries. There has also been progress in extending the architecture to other nations to replicate this as part of a digital stack.

Victory City

Capt. A. Nagaraj Subbarao, the Dean of SCMS is an Ex Merchant Navy officer. He holds degrees in Navigation, Dredging Technology & Ocean Engineering. He is an MBA & M.Phil. in HRM specialising in Leadership & Strategy from the University of Illinois, Urbana Champaign, USA.

Writing about an empire from the past is always challenging. There is Pride, glory, emotion, and pain over events in the distant past. The VICTORY CITY, by Salman Rushdie, is his latest offering on a piece of history close to our hearts. The novel begins on a rather harrowing note, with several women committing ritual suicide after a battle. The protagonist's (Kampana) tale starts when her mother enters the flames. "The story goes" that with all their menfolk killed in a bloody battle, the women of a small and ruined kingdom built a fire on the banks of a river, "said goodbye to one another," and silently stepped into a fiery death. The ritual suicide of the women of the kingdom of Kampili is a fact. Salman Rushdie writes exquisitely, mixing fact and fiction. The theme of his latest offering is the city of Hampi (present-day Karnataka, India), the capital of the glorious Karnataka or Vijayanagara Empire.

While the genesis of the empire is lost in time, it is clear that the city was founded by two brothers, Hari Hara Raya, and Bukka Raya, in 1336 CE in the face of growing military pressure from the North of India, particularly the Sultans of Delhi. From the ruins of the Kampili kingdom, soon rose the Vijayanagar Empire in 1336 CE, and grew into one of the famed empires of India that ruled Southern India for over 300 years.

The Vijayanagara Empire (also called the Karnata Kingdom) covered much of the region of South India, covering the states of modern Karnataka, Andhra Pradesh, Tamil Nadu, Kerala, Goa, and some parts of Telangana and Maharashtra, all ruled from Hampi in the Bellary district of Karnataka. The empire rose to prominence as a culmination of attempts by the southern powers to ward off Perso-Turkic Islamic invasions by the end of the 13th century initiated by the sultans of Delhi. At its peak, it subjugated almost all of South India and pushed the Nawabs of the Deccan beyond the Tungabhadra-Krishna River. It lasted until 1646, although its power declined after a major military defeat in the Battle of Talikota in 1565 by the combined armies of the Deccan sultanates. The empire is named after its capital city of Vijayanagara, whose ruins surround present-day Hampi, now a World Heritage Site. The wealth and fame of the empire inspired visits by and writings of medieval European travellers such as Domingo Paes, Fernão Nunes, and Niccolò de' Conti, and Hampi, at its zenith, was said to be larger than anything that Europe had as a capital.

The Vijayanagara Empire reached its zenith under the brilliant rule of Krishna Deva Raya (1520 -1529). The empire peaked during the reign of Krishna Deva Raya when Vijayanagara armies were consistently victorious, and the empire expanded to its zenith. The decline of the once glorious empire began upon the death of the great Raya and met a fatal end in 1565 with a devastating loss on the battlefield. Hampi, the brilliant capital, was sacked and pillaged. Some say that hubris set in, and as the idiom says, Pride goes before a fall!

Trade and commerce were a big deal for the people of Vijayanagara. It is said that gemstones arriving from various parts of the empire and other parts of the world were sold in open places in Hampi. Silk came from China and, in turn, received Indian spices and timber. The Vijayanagara traders travelled into the heart of Europe. Horses arrived from the desert regions and were prized possessions as part of military strategy. Flourishing trade was what gave muscle to the economy of Vijayanagara.

Interestingly, the Vijayanagar army constituted a set of Portuguese long-range gunners—the first in India. Many travellers describe the capital, Hampi, as one of the biggest and wealthiest cities in the world. The city is divided into the sacred centre and the royal enclosure. The holy centre mushroomed around the Virupaksha temple. The royal section was a bit further away and consisted of the royal residences. Close to the sacred centre is the Hampi Bazaar, a crowded bazaar that was frequented by travelers and traders from different parts of the sub-continent and even abroad

The administrative and court languages of the Empire were Kannada and Telugu, with the latter gaining some prominence during the last kings of the empire. With wealth, culture, dance, and music, they flourished in the realm, with even kings producing works of literary significance. Krishnadeva Raya wrote extensively in Telugu, while significant works in Kannada were produced during the empire's three hundred years. Agriculture was vital, and the irrigation system in and around Hampi is testimony to the attention given to agriculture and crops. Occupation and work determined societal importance, and this was a fluid and dynamic system where families and cohorts of people could gain or lose reputation depending upon their profession. The kings of Vijayanagara built extensively, and their relics dot the landscape across South India and patronised temples like the Venkateshwara Tirupati temple in Andhra.

From all accounts, the Vijayanagara or Karnataka empire was a bulwark against invaders from the North of India. Even after its collapse, it spawned powerful kingdoms like that of Mysore, which continued the legacy of the great empire. The Mysore and Tanjore art with a distinctive style has its genesis in the imperial courts of Vijayanagara. These styles gained impetus upon the fall of Hampi in 1565 and the migration of artists to other courts like Mysore and Thanjavur. Purandara Dasa (c. 1470 – c. 1565), the Haridasa philosopher, lived in the age of empire. He was a composer, singer, and one of the chief founding proponents of Carnatic music(Karnataka classical music). The musician was also a social reformer and used his singing to educate people. In honour of his significant contributions to Carnatic music, he is given the honorific title of Pitamaha of Carnatic music.

Social life in South India was significantly impacted by this once mighty empire that lasted nearly three hundred years and left us a legacy. At its zenith, Vijayanagara covered the entire South of India as we know it and left its massive footprint on how we live today in Karnataka and our neighbouring states bringing us culturally and economically closer in a grand celebration of life, art, architecture and culture!
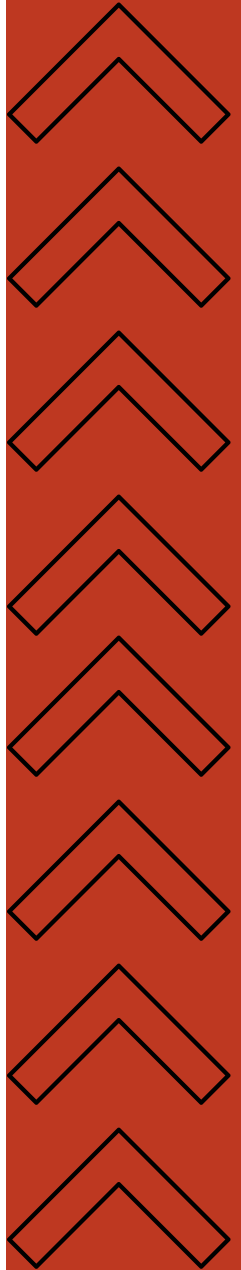
Book Review – The New Oil

A brilliant portrayal of the challenges faced by the most advanced tech companies of Silicon Valley.
"An epic account of the decades-long battle to control the most critical resource – microchip technology – with the West and China increasingly in the conflict." Prof Archie D'Souza.

Since the steam engine was introduced, with mechanization replacing pack animals, the sail, and galley slaves, man's quest for sources of mass energy has never ceased. Coal initially, and then oil, has been and continues to be, the principal sources of energy. Crude oil and petroleum products were till recently the most traded commodity in world over. Data has recently been touted as the new oil. Is it? This book has the answer. Let's quote a couple of lines from the book's introduction. "In the age of AI, it's often said that data is the new oil. Yet the real limitations we face isn't the data but of processing power. There's a finite number of semiconductors that can store and process data. Producing them is mind-bogglingly complex and horrendously expensive." It goes on to say that very few companies in a handful of countries produces these chips, certain types of chips by only one. Here's an account of the author in his own words. He teaches International History at Fletcher School at Tufts University. He is also Jeanne Kirkpatrick Visiting Fellow at the American Enterprise Institute and Eurasia Research Director of the Foreign Policy Research Institute. He is regularly quoted in publications such as the Wall Street Journal and the New York Times, is featured on CNBC and NPR, and writes for publications like Foreign Affairs and Foreign Policy. He is author of three books: Putinomics: Power and Money in Resurgent Russia, The Struggle to Save the Soviet Economy and We Shall Be Masters: Russian Pivots to East Asia from Peter the Great to Putin. He received his PhD and MA from Yale University and his AB in history from Harvard UniversityAccording to Miller, microchips and not data are the new oil. He says it is the scarce resource on which the modern world depends. Almost every activity depends on microchips. Whether it's military, economic or geopolitical power, their foundations are built on a foundation of microchips. Missiles, microwaves, smartphones, the stock markets and many more, all run on microchips. Chips were first developed in the United States. Later, countries like Japan, Taiwan, South Korea, and others started making them, many of the plants being set up by or in collaboration with US-based MNCs. The Soviet Union did try to copy the West but failed miserably. Today China is pouring tens of billions of dollars to catch up.

Prof Archie D'Souza is a logistics & project management professional having a corporate experience of over three decades . He has authored several books on logistics and blockchain technology and edited quite a few periodicals. He is also an Adjunct Faculty at SCMS DSU

The narrative starts with a mention of the destroyer USS Mustin, in the introduction, which slipped into the northern end of the Taiwan Straight on August 18, 2020, "it's five-inch gun pointed southward as it began a solo mission to sail through the Straight and reaffirm that these waters were not controlled by China – not yet." The new cold war is on, and electronic supremacy is now paramount. Whether one discusses military or business battlefields, the ones who make the most advanced chips are the ones who will lead in a perhaps never-ending war for geopolitical and economic supremacy. When did all this start?

We move to chapter one aptly titled From Steel to Silicon and chapter two The Switch.
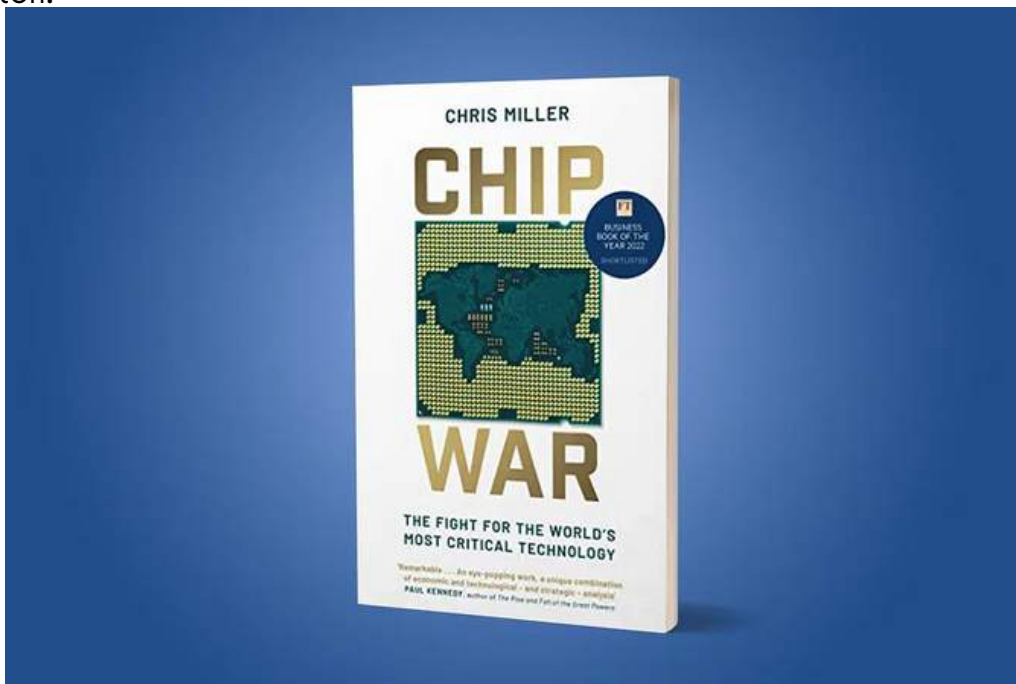
 The foundations for electronic warfare started at the end of WWII, which coincided with the genesis of the Cold War. The first computers occupied a great deal of space, consumed too much of energy, were slow, and difficult to work with as they used vacuum tubes, now replaced by chips.

The author takes the reader to a great cast of characters and myriads of corporations, many of them start-ups. So, we have Morris Chang, the founder of Taiwan Semiconductor Manufacturing Company (TSMC), a company he set up with the help of the Taiwanese government after he was bypassed and not selected as CEO of Texas Instruments; Andy Grove, Gordon Moore, and Robert Noyce, the cofounders of Integrated Electronics (now Intel); Akio Morita, the founder of Sony and co-author of the book The Japan that Can't Say No; plus, many more. It explains, in a manner that the lay reader can understand, terms like CPU, DRAM, EDA, memory chips, transistor, etc. We have a history in a narrative that will keep the reader engrossed and enthralled till the end, almost like a crime thriller.

To quote an extract from the back cover, "Chip War recounts the gripping history of how tiny silicon chips came to define our world. Advanced chips are constructed from the smallest electronic components ever manufactured, to support an industry that gargantuan in scale and involves globalised supply chains serving some of the world's most valuable companies." A great deal of space has been devoted to how supply chains were disrupted during the Covid 19 pandemic and what corporations are doing to correct. This happened because they didn't follow one of the most basic lessons in supply chain management.

What does the future hold for us? Again, I quote from the back cover. "As Chip War proactively shows, a reckoning is coming as China bids for semiconductor supremacy and the United States and the West move to block it from gaining the upper hand." The size of computing devices has progressively been reducing in size. Gordon Moore had predicted in 1965 that every year the size of components would become smaller and smaller as would costs. As costs fall the number of users will grow exponentially. The forecast of exponential growth in computing power is now known as Moore's law. When companies like Shipping Corporation of India, State Bank, LIC, Air India and several others computerized, their mainframes each occupied tens of thousands of square meters of floor space. Many of today's laptops have more revenue. The dashboard of a car today has more memory than any of the early computers. Who knows – we may see a finger-ring in the not-too-distant future which will be able to perform the functions of a laptop and smartphone? Chip War provides management lessons in strategy, supply chain, marketing, competition, and several other areas.

What does this mean to India? Here's an interesting article that gives an excellent analysis: https://www.thehindubusinessline.com/info-tech/india-lacks-talent-for-chip-manufacturing-requires-10-13k-resources-by-2027-meity-official/article66634739.ece also: https://economictimes.indiatimes.com/small-biz/trade/exports/insights/chip-war-china-taiwan-strife-gets-indian-manufacturers-scrambling-for-alternatives/articleshow/95134773.cms?from=mdr Both these articles say that there are plenty of opportunities for India but, as we lack experts in chip designing, the early phases will be with foreign designers. True globalisation indeed and the start of what perhaps will be Cold War II.
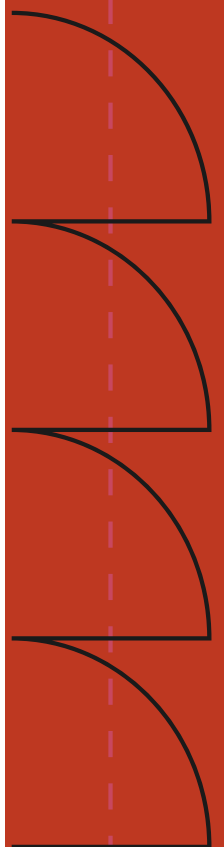
PLACEMENT SECTION

MBA Placement at DSU – May'23

The School of Commerce & Management Studies at DSU has a strong industry connection, which continues to grow stronger every year. This has resulted in significant improvement in campus placement of MBA students over the last few years. The placement team follows a holistic approach to the placement of students, which begins with the profile upliftment of students followed by preparedness, and then placement. Placement-specific initiatives start right from the first semester for a batch. Some of the key placement-specific initiatives are Aptitude Test Training, Profile Assessment, Industry Preparedness Program, Image reshaping, Mock Interviews, and Super-50. Super 50 is a new initiative that identifies fifty students from different schools of the Dayananda Sagar Group of Institutions (DSI) with a relatively high potential and then works on them for getting more rewarding placements by adopting innovative approaches.

The key focus is to place students in their areas of specialisation. Every year, we decide the type of companies to invite to the campus based on the aggregate profile of the batch. A batch with predominantly commerce and business management students needs a concentration of companies from the BFSI vertical to visit the campus. Likewise, a concentration of students with science and engineering backgrounds opts for technology-specific specialisation and need companies specialising in Business Technologies and Analytics for recruitment.

Prof. Anant Pophali is Director Corporate Relations (Mgt. Schools)

Average Salary

2019	2020	2021	2022	2023
3.50	3.60	4.07	5.20	6.50

A clinical approach for placement has resulted in significant improvement in the placement percentage as well as mean salary for the batches over the last 5 years. The trend for 2023 at 77% not a dip. It is an indicator of the level where the placement has arrived (at the time of going into print) while the placement season is still going on.

We at the SCMS-PG placement division feel that this is just the beginning. The placement profile at SCMS-PG is set to take new wings as we roll out strategic programs such as Super-50 for the 2024 batch onwards. At the crux of our efforts is our guiding value viz. 'Every student who joins this institution comes in the hope of getting a professional education followed by a handsome placement'. At SCMS we bundle it into a promise and the placement division endeavour's to deliver that promise.

In this section we will take you through the various events of significance that happened at SCMS taking a pictorial route and a brief narraative.

Ask Me Anything

·The objective of Thursday Club is for students to learn operational work (Using MS Excel, PPT, Word etc, Google apps) and Confidence to talk.

School News in Pictures

In our workshop on impactful communication, participants learn how to craft compelling messages that resonate with their audience, ensuring their ideas and intentions are understood and embraced.

Through interactive exercises and practical techniques, our workshop empowers individuals to develop strong verbal and non-verbal communication skills, enabling them to deliver presentations, engage in effective negotiations, and build meaningful connections.

Several workshops were conducted, some are listed below.

School of Commerce & Management Studies Post Graduate Programs

Workshop on Technical Analysis of Equities and Derivatives

Date	4th January 2023
Time	2:00 – 4:00 PM
Venue	Innovation Campus G21, SCMS
Resource Person	Prof. Sai Praveen (Professor of Analytics and Finance)
Co-ordinators	Dr. Nisha Goyal and Prof. Jayashree N

The technical analysis of equities and derivatives involves studying historical price patterns, volume trends, and various indicators to make informed investment decisions and predict future market movements.

Outbond Training 06/01/2023

As part of the leadership and Team building exercise, students embarked on an unforgettable adventure across a range of great outbound experiences. The exercise was undertaken at 'Eagles Unbound' under the guidance of expert behavioural assessors led by Maj Gen VPS Bhakuni, VSM.

Tent Pitching

Climbing the Jacob's / Pilot ladder

Verical Wall Climb

Students can be seen performing on live tasks at the obstacle course of Eagles Unbound

YOUTH AWARNESS PROGRAM
12 JAN 2023

Movement for Youth Awareness and Alternatives (MAYA) and School of Commerce & Management Studies (SCMS) sign MoU

A youth awareness program aims to educate and empower young individuals on various social, environmental, or health issues through interactive workshops, seminars, and community engagement. These programs foster critical thinking, promote positive behaviors, and encourage active participation in creating a better future for themselves and their communities

Annual Sports meet 2023: SCMS officials on the ground

"INVICTUS"
Sports Activities among MBA and EMBA Students – 2022
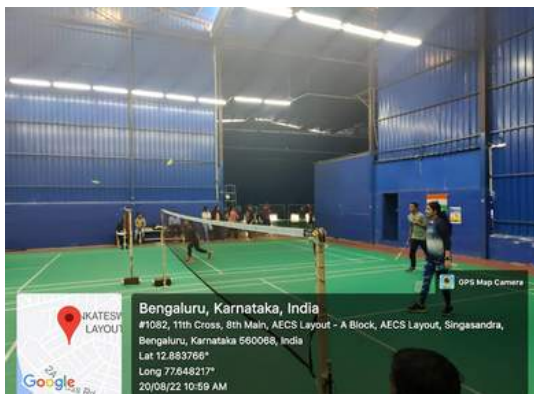
These event were conducted for the first time since School of Commerce and Management studies took shape. Prof. Dr Suresh R led the initiative. The event had participation from students, faculty and staff all competing for glory and the trill of sport.

Case Study Competition

A case study is a research method that involves an in-depth examination of a specific subject or situation. It typically provides detailed analysis, insights, and recommendations based on real-life examples.

The Case Study Competition conducted by the Case Study Club, SCMS, under the mentorship of Dr. Abhijit Chakraborty, concluded on January 27, 2023.

Six Harvard Business School cases were discussed by close to 150 students, split into twenty-four teams. The final round was judged by:

- Prof Sriram - IIT (Bombay) - MGT Consultant | Adj Professor
- Prof Siva Ramamoorthy - Kellogg School of Business - MGT Consultant | Adj Professor
- Kumail Kirmani - IIM (Calcutta) - Founder WiseOwl Edu.

A team from SCMS - UG won the first prize and a team from SCMS - PG came second. The event carried enormous learning for our students.

Cases discussed were from the Organization Behaviour domain.

1. David Neeleman: Flight Path of a Servant Leader (A)
2. Elon Musk: Balancing Purpose and Risk
3. The Home Depot: Leadership in Crisis Management
4. Leading Change in Talent at L'Oréal
5. Unilever's Response to the Future of Work
6. Design Thinking and Innovation at Apple

Regulatory Framework for M&As

An insightful session on regulatory framework for M&A in India was conducted at School of Commerce and Management Studies-PG Program, Dayananda Sagar University on 17th of January 2023. The resource person is an industrial expert having 17+ years expertise in Governance, regulatory, M & A compliance and corporate secretarial function. Anjul is a qualified Company Secretary from Institute of Company Secretaries of India.

Entreplastic combines the dynamic spirit of entrepreneurship with innovative solutions in the field of plastics, fostering sustainable practices and driving positive change in the industry.

COBRA Orientation
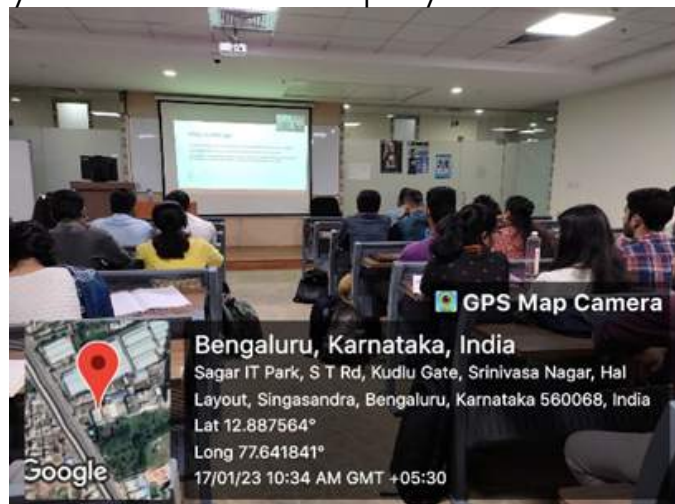
Dayananda Sagar University [Bengaluru]

School of Commerce & Management Studies

**INVITES YOU TO THE
ORIENTATION OF THE BUSINESS RESEARCH AND ANALYSIS CLUB**

Club for Business Research
&
Analysis
(COBRA)

Objectives of the club:
1. To inculcate the research culture among the management students.
2. To promote the research through consultancy projects and research proposals.
3. To publish quality research work in reputed journals.

Who can be the member?

Students of BBA, B.Com, MBA and Executive MBA of SCMS

G-19 and 18, SCMS (PG), City Campus, DSU

Time: 3:00 PM Jan. 30, 2023

Dr. Nisha Goyal- Co-Ordinator
9414825837

Cultural Song Competition

All work and no play make one a dull child. We at the School of Commerce and Management Studies do take this quite seriously and accordingly encourage our students to participate in every possible activity that can lead to holistic development in their quest to become wide spectrum managers. The annual cultural singing event is an inter school exercise in which students from all the schools coming under Dayananda Sagar Group of institutions participate. Ms.Bhavyashree from MBA Sem 1 made us proud by securing the second spot in the competition. In the picture below, she can be seen receiving the trophy from the Dean, Capt A Nagaraj Subbarao..

Bengaluru,KA,India
Singasandra, Bengaluru, 560068, KA, Ind
Lat 12.887371, Long 77.642102
02/02/2023 10:22 AM GMT+05:30
Note : Captured by GPS Map Camera

Flix aims to and stresses upon the importance of using visual media to increase the impact of a presentations. The club is lead by Prof Sanjay K, professor of Organisational Behaviour. Three students viz. Ms. Bhavana R, Ms. Antara & Ms. Syeda Hafsa, all from 1st Sem MBA presented the movie of the day "Sully"

The primary purpose was to discuss a movie and its connection to management concepts.

Ms. Hafsa introduced the plot of the movie "Sully" and employed clips from the film to heighten the impact of her presentation and facilitate learning.

. The speaker effectively used the dramatic impact of the plane crash depicted in the movie to captivate the audience..

Some of the management concepts that she highlighted are as below :

Trust your expertise and experience,

Gather and analyze relevant information,

Stay calm and composed,

Embrace teamwork and collaboration,

Learn from mistakes and adapt.

The event was well received by the audience.

Bengaluru,KA,India
Singasandra, Bengaluru, 560068, KA, India
Lat 12.887383, Long 77.642274
02/02/2023 10:27 AM GMT+05:30
Note : Captured by GPS Map Camera

Faculty Dialogues
03 Feb 2023
Finance Workshop

Dr Gautam Mitra, Professor Emeritus at Brunel University, UK engaged our faculty this afternoon and spoke on Fin-tech and Risk under the aegis of Faculty Dialogues.
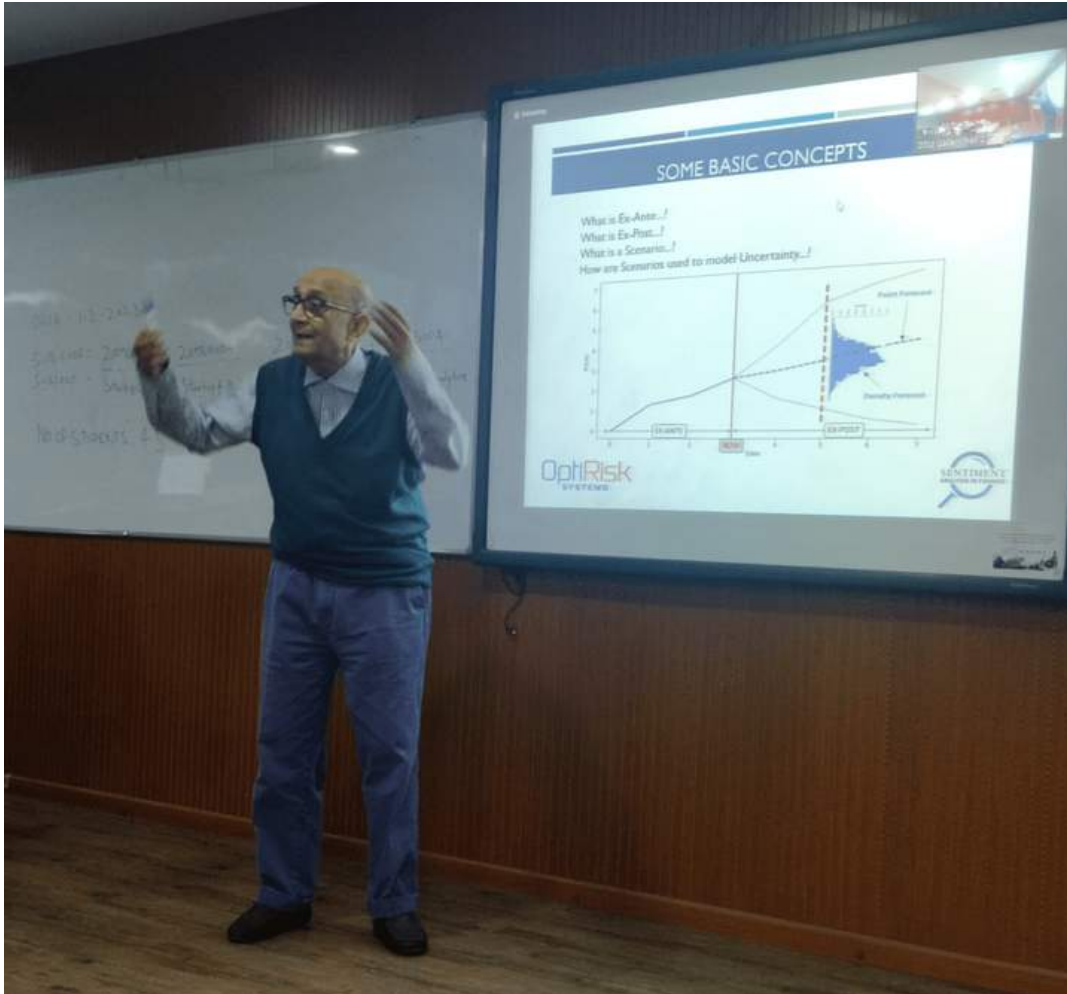
Dr Mitra is an expert in financial modelling and risk management and has over five decades of teaching and training experience. Since 1965 Professor Mitra has researched and published extensively in leading topics of Computer Science, Computational Optimisation and Modelling ; these research results cover many aspects of Operational Research and applied computing.

SAMVAAD

Samvaad – A dialogue with students – A COPE _ HR & leadership initiatiWas held on 6.2.2023.

The objective was to have an interactive session with the students to discuss harassment, especially sexual harassment, bullying, and ragging and to sensitise the students about the above and build healthy relationships.

The initiative was led by Prof. Sanjay along with Prof Suresh, Prof Jayashree, and Prof Sai Kiran. The event met its stated objective and was attended by about 60 students

Through their beautifully designed puzzles, Puzzle Huddle aims to inspire critical thinking, problem-solving skills, and cultural awareness while fostering a sense of unity and appreciation for our diverse world. The exercise was well received by the students

The Importance of Strengths

Steve McKenna Talking to Students

Strength is not just about physical power, but also about mental resilience, emotional stability, and the ability to overcome challenges, making it crucial for personal growth and success in all aspects of life.

Developing and nurturing strength allows individuals to face adversity, persevere in the face of obstacles, and maintain a positive mindset, enabling them to achieve their goals, build healthy relationships, and lead fulfilling lives.

The talk was delivered by Steve McKenna, Associate Professor of Management Curtin Business School

Military Decision making process(MDMP)
by Air Vice Marshal B K Murali, VSM,
AVSM

There was a talk by Air Vice Marshal B K Murali VSM AVSM on
Military Decision Making Process (MDMP).
It was an interactive session and the students found it very useful. The
MDMP offers a proven analytical process that assists the Military
Commander and Staff in developing, integrating, and synchronising
their plan. The talk focussed upon the seven steps of MDMP viz. the
  Receipt of Mission, Mission Analysis, Course of Action (CoA)
development, CoA analysis, CoA comparison, CoA approval, and
Orders Production.

It was excellent learning for students. The session ensured that many
topics, issues, and questions that are top-of-mind for the students were
addressed.

Discussion On Union Budget

School of Commerce and Management Studies

Vriddhi – The Fintech Club

Report on

Discussion on Union Budget 2023

The First round of the event was a group presentation on salient points of Union 2023. Following students (Section wise A & B) have participated in the first round.

Six panelists, all from MBA Sem I, were selected for the final round, viz. Thushar, Leelashankar, Shashank M, Tejaswini, Annie, and Tejas R.

The panel discussed the union budget under specified sectors. After discussion, there was a Q&A session where audience asked wide ranging questions. This was a first such exercise conducted at SCMS. At the end of the show, the student panelists were awarded certificates of appreciation for their efforts.

Search

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The Learning Objectives:

EBSCO is a leading provider of research databases, e-books, journals, and other valuable resources, offering comprehensive access to a wide range of academic and professional content. The event marked the positionig of e-learning resources at the campus library

Dayananda Sagar University associates with Whitireia and WelTec, New Zealand

The School of Commerce & Management Studies, Dayananda Sagar University, Bengaluru is proud to associate with Whitireia and WelTec, New Zealand. W & W has a long, illustrious history in the area of education.

WelTec was first born as Petone Technical School in 1904, Whitireia was launched in 1985, and the two joined in 2012 to become known as Whitireia and WelTec. Then in September 2022, we became Whitireia and WelTec business division of Te Pūkenga - New Zealand Institute of Skills and Technology (Te Pūkenga).

W&W will provide opportunities for students of SCMS to study and work in New Zealand.

AIMA – Business simulation

Training Class on AIMA

National Student Games

The All India Management Association (AIMA) recognised Dayananda Sagar University, Bengaluru for hosting the 26th National Student Games (Regional Round) from March 1 to March 3, 2023. The three day competition based on business simulation was brilliant and we thank AIMA for the opportunity. One hundred and twenty students participated in this intense business simulation. The event was supported by Innosential.

A business plan is a comprehensive document outlining the goals, strategies, and financial projections of a company. It serves as a roadmap for entrepreneurs and investors, providing a clear direction and understanding of the business's viability. This was part of the larger exercise which culminated on 09 May 2023. The exercise culminated in the award of prizes and recognition to the finalists. Pictures of the award ceremony follow.

Marukatte, a Kannada term for 'Market' was organised to explore the entreprenaurial talent of young students. It was fashioned on the lines of a culinary event that brings together a variety of food vendors and enthusiasts to celebrate different cuisines and flavors.

It offered a diverse selection of dishes, ranging from local favorites to international delicacies, creating a vibrant and flavorful experience for attendees.

Artificial Intelligence for Business
15 March 2023

The three day workshop on Business Applications of Artificial Intelligence for MBA Sem I students was kicked off on March 15, 2023 by the Hon'ble Pro-Vice Chancellor, Dayanada Sagar University, Dr. Amit Bhatt.

The resource person Dr. Srinivas Padmanabhuni is a thought leader in the area of AI with a PhD from the University of Alberta, Canada after his undergraduate and graduate studies at IIT Kanpur and Bombay.

The other resource person Prof. Neelima Vobugari is a seasoned data scientist and has been educated at the Johns Hopkins University, Maryland, USA. She is the CEO of Tarah Technologies, Bengaluru. She has recently been conferred the prestigious "Women in AI" award given to select women leaders in data science and AI.

JMP Training, unlocking data's potential with precision,
Empowering minds, enabling informed decision
JMP Training, where knowledge takes flight, Equipping learners with
analytics might.

Students awareness Program On Head Injury
24 Mar 2023

A talk on the 'Protection & Prevention of Head Injury' was delivered by Dr. NK Venkataramana who is the Founder Chairman & Director - Neurosciences of BRAINS Hospitals and an internationally acclaimed Neurosurgeon, Researcher and Academician. After training in micro neurosurgery at Nordtstud Krankenhause Hannover and Neuroendoscopic surgery at Mainz, Germany.

In December 2016, Dr Venkataramana founded his own boutique centre of excellence for comprehensive Brain and Spine care - the Bangalore Regenerative Advanced Institute of Neurosciences (Brains). Brains is setting the golden standards in neuroscience with cutting edge services encompassing prevention, awareness, advocacy, acute and chronic care, regeneration, rehabilitation and research and training.
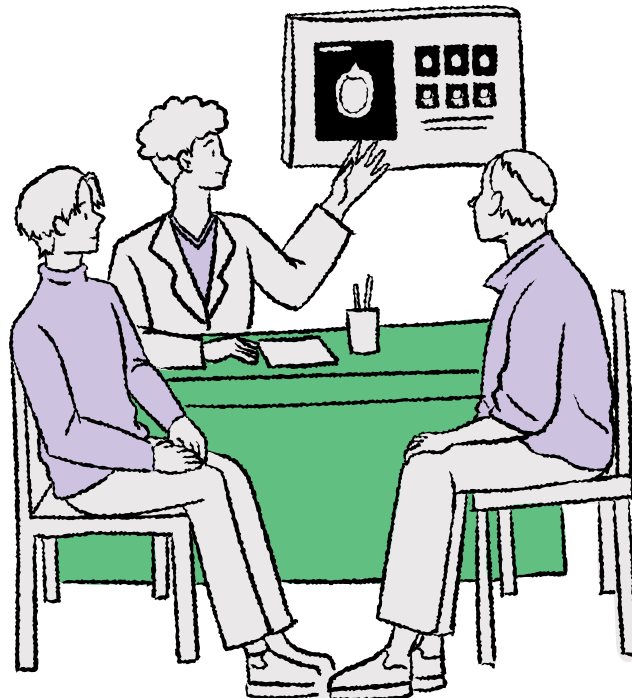
Jade Krishnamurthy award round 9th May 2023

Jade-Krishnamurthy Business Plan Competition: 2022 - 2023. is an annual SCMS Entrepreneurship Club Acura event in which around 200 participated. The six finalists from diverse backgrounds and across Bengaluru have presented innovative business plans.

The Competition 2022-2023 was won by Ashwini N, (below) a professional software engineer. Her plan deals with establishing outlets for Exotic Tea made from flowers and bringing the local cuisine of Karnataka to the fore. She received a cash prize of INR 50000 from Dr Sandeep Krishnamurthy, Dean (Bothell School of Business), University of Washington, USA. The finalists (pic above) are seen with the Hon'ble Pro-Vice Chancellor, Mr Janardhan, Dean SCMS & Mr. Siddharth Agarwal, Founder & CEO of Innosential AI.

Editorial Team

Prof Cdr Himanshu Joshi	Chief Editor

Student Editors:

|	
Sahitya S Patil Yugashree IR Gowda	Graphics & Layout Design
Akash Manjunath Nisarga Poorna Chandra Prajna Suman B Suhas Tejaswini M	Interview Panels & Outdoors
Akash Suhas	School News

'THE FINAL WORD' !

One is able to recall a situation where a potential job seeker had all the abilities and behaviours in his favour, yet he failed to land his dream job. The reason was just one missing part. He could not convey his idea to the potential employer. I am reflecting upon the need to communicate effectively. Irrespective of who you are and what professional prowess you are endowed with, if you cannot send your thought into the mind and heart of your target, you would be relegated to the '**could have been**' category. Does not matter if you are a military leader crafting battle strategy in the face of the enemy, a business professional looking at the market trends, an 'unfortunate beggar', or even a politician addressing a constituency. Unless you hit that cord that triggers a favourable response effectively, you are not in the game. All these examples have been noticeable in the current global and local environment of late. Whether it is the international neighbourhood where we have been noticing upheavals or the very recent local state election. All have suffered due to this one singular aspect of broken lines and channels. So much about communication. And the rest is about the 'Best Practices'. In the current environment where transparency at all levels is considered vital, no organisation, government, professional body, or individual can be seen as successful unless the entire spectrum of work and related behaviour is embedded with best practices. Best practices in everything that one does. It is the founding attribute of a constantly '**growing by improvement**' culture. There is an immense need to focus on and nurture this attribute. Till we do so, it will be time for the fourth issue. So long...

Chief editor
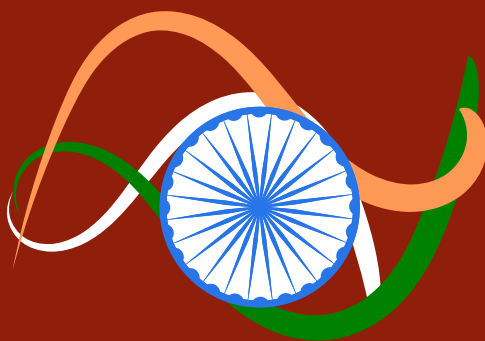
School of Commerce & Management Studies

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