



Volume VII Issue 02

November 2020

# MANAGEMENT VISTA

MONTHLY E-NEWSLETTER– AMITY BUSINESS SCHOOL



## Inside the Issue

<b>Special Article :</b>  WE ARE ALL OCCUPIERS	02
<b>Business Bytes</b>	03-06
<b>Guru Mantras :</b>  TIPS DIRECT FROM HAPPINESS GURU	07
<b>Events @ ABS</b>	08-10
<b>Management Terminology</b>	11
<b>Test Your Knowledge</b>	11
<b>Our Inspirations:</b>  SREELAKSHMI SURESH- RENOWNED WEBSITE DESIGNER	12

## WE ARE ALL OCCUPIERS



People the world over salute the Occupy movement for standing up to injustice and fighting for equality at the heart of empire. We are fighting for justice. When the Occupy movement began in the United States, it is to introduce a new imagination, a new political language into the heart of empire. You have reintroduced the right to dream into a system that tried to turn everybody into zombies mesmerized into equating mindless consumerism with happiness and fulfillment. We were talking about justice. Today, as we speak, the army of the United States is waging a war of occupation in Iraq and Afghanistan. US drones are killing civilians in Pakistan and beyond. Tens of thousands of US troops and death squads are moving into Africa. If spending trillions of dollars of your money to administer occupations in Iraq and Afghanistan is not enough, a war against Iran is being talked up.

Ever since the Great Depression, the manufacture of weapons and the export of war have been key ways in which the United States has stimulated its economy. Just recently, under President Obama, the United States made a \$60bn arms deal with Saudi Arabia. It hopes to sell thousands of bunker busters to the UAE. It has sold \$5bn-worth of military aircraft to my country, India, which has more poor people than all the poorest countries of Africa put together. All these wars, from the bombing of Hiroshima and Nagasaki to Vietnam, Korea, Latin America, have claimed millions of lives – all of them fought to secure the "American way of life". Today, we know that the "American way of life" – the model that the rest of the world is meant to aspire towards – has resulted in 400 people owning the wealth of half of the population of the United States. It has meant thousands of people being turned out of their homes and jobs while the US government bailed out banks and corporations – American International Group (AIG) alone was given \$182bn.

The Indian government worships US economic policy. As a result of 20 years of the free market economy, today, 100 of India's richest people own assets worth one-fourth of the country's GDP while more than 80% of the people live on less than 50 cents a day; 250,000 farmers, driven into a spiral of death, have committed suicide. We call this progress, and now think of ourselves as a super-power. Like you, we are well-qualified: we have nuclear bombs and obscene inequality.

The good news is that people have had enough and are not going to take it anymore. The Occupy movement has joined thousands of other resistance movements all over the world in which the poorest of people are standing up and stopping the richest corporations in their tracks. Few of us dreamed that we would see you, the people of the United States on our side, trying to do this in the heart of Empire. I don't know how to communicate the enormity of what this means. This struggle has re-awakened our imagination. Somewhere along the way, capitalism reduced the idea of justice to mean just "human rights", and the idea of dreaming of equality became blasphemous. We are not fighting to tinker with reforming a system that needs to be replaced.

**Written By Arundhati Roy is a novelist, writer and political activist.**

**50-60% of spends on E-commerce platforms via digital modes**

Nov 02, 2020, 11:56 PM IST :By Ashwin Manikandan Editor, The Economic Times

About 60% of customer spends on e-commerce platforms such as Flipkart and Amazon were through digital modes during the festival season this year, in a reversal from the pre-Covid-19 days when Cash on Delivery (CoD) used to be the preferred payment method, multiple people with knowledge of the matter told ET.

**Tourism department approval no longer required to open stand-alone restaurants in Delhi**

PTI: Nov 03, 2020, 07:22 PM IST

In a bid to provide a boost to the hospitality industry, the Delhi government on Tuesday issued an order discontinuing a scheme under which approvals were required from the Tourism department to open stand-alone restaurants in the city. As per directions of Chief Minister Arvind Kejriwal, the department of Tourism has notified the termination of granting approvals to stand-alone restaurants in Delhi to promote ease of doing business, the government said in a statement. "In terms of decision taken by the Hon'ble Chief Minister, GNCT of Delhi, in the meeting dated 07.10.2020 regarding Ease of Doing Business for Restaurants, the Voluntary Scheme of Granting Approval to the Standalone Restaurants being implemented by the Tourism Department, GNCT of Delhi, is hereby discontinued with immediate effect. Restaurant operators had raised the issue of requirement of several approvals, regulations and licences during a meeting with Kejriwal on October 7. The chief minister had directed officials to remove the hassles to promote ease of doing business for the restaurant industry in Delhi.

**RBI imposes penalty totalling Rs 15 lakh on two co-operative banks**

PTI: Nov 04, 2020, 10:31 PM IST

The RBI on Wednesday said it has imposed penalty totalling Rs 15 lakh on two co-operative banks, including Millath Co-operative Bank, Davangere (Karnataka) for non-compliance with directions issued by it. A penalty of Rs 10 lakh has been imposed on Millath Co-operative Bank for "non-adherence/violation of all inclusive directions and other directions imposed on the bank", the Reserve Bank of India (RBI) said in a statement. In another statement, it said a monetary penalty of Rs 5 lakh has been imposed on The Thiruvaikuntam Co-operative Urban Bank Limited, Thoothukudi (Tamil Nadu) for contravention of the directions issued by RBI on prohibition of loans and advances to directors.

In both cases, the penalty has been imposed based on deficiencies in regulatory compliance and is not intended to pronounce upon the validity of any transaction or agreement entered into by the banks with their customers, it said .

**RTS Logistics eyes Rs 500 cr revenue in 2-3 yrs, automotive segment to drive growth**

PTI Last Updated: Nov 08, 2020, 05:07 PM IST

Chennai-based third party logistics firm RTS Logistics is eyeing to become a Rs 500-crore company in the next 2-3 years, with automotive business majorly driving the growth, its director Narasimhan Raghavan said. The company, according to Raghavan, is expected to clock over Rs 100 crore revenue on an annualised basis this fiscal. Samara Capital-backed express logistics firm Spoton Logistics holds a majority stake in RTS Logistics, which manages supply chain for several blue-chip firms. It, however, continues to operate as a separate entity with a separate balance sheet and management team.

Apart from automotive segment, RTS Logistics also caters to industrial, infra, energy and FMCG sectors, among others. "This year we are expecting north of Rs 100 crore (revenue) on an annualised basis. Our target is to become a Rs 500-crore company in the next 2-3 years. Given the expertise and the integration with Spoton, the technology solutions that we offer to customers, we think this target is something we should be able to achieve," Raghavan told.

He said automotive segment contributes significantly to RTS Logistics' revenue and it would continue to remain a large part of the company's portfolio. "As much as 30-40 per cent (Rs 150-200 crore) of this revenue is expected to come from automotive," Raghavan added.

**Tanishq pulls down yet another ad following social media uproar**

ET Bureau: Nov 09, 2020, 11:10 PM IST

Tata Group-owned jewellery brand Tanishq has yet again succumbed to social media pressure and deleted its latest advertisement after outrage for promoting fire cracker-free Diwali. The commercial, released as part of the brand's Ekatvam collection for the festive season, features actors Neena Gupta, Sayani Gupta, Alaya F and Nimrat Kaur with one of them speaking about their Diwali plans advocating a ban on firecrackers. The call not to burst crackers sparked a row on Twitter with a section of users accusing the brand of trying to "teach" Hindus how to celebrate Diwali.

---

**Return of the kirana store: Number of neighbourhood shops back to pre-Covid levels**

ET Bureau: Nov 12, 2020, 08:15 AM IST

The number of neighbourhood groceries exceeded the pre-Covid count for the first time since March, indicating robust revival for a crucial distribution channel that sells three-fourths of the cookies, staples, packaged snack-foods, cooking oils or other provisions consumed in India.

---

**Amazon not shareholder, no say in company affairs: Future Retail tells Delhi High Court**

PTI: Nov 12, 2020, 10

Kishore Biyani-led Future Retail NSE -4.95 % Ltd (FRL) Thursday told the Delhi High Court that Amazon was not its shareholder and has no say in its affairs and the interim order passed by the Singapore International Arbitration Centre (SIAC) was of no value. The Future Group and Amazon have been locked in a battle after the US-based company took FRL into an emergency arbitration over alleged breach of contract. The SIAC on October 25 had passed an interim order in favour of Amazon barring FRL from taking any step to dispose of or encumber its assets or issuing any securities to secure any funding from a restricted party. Subsequently, Amazon wrote to market regulator SEBI, stock exchanges and Competition Commission of India (CCI), urging them to take into consideration the Singapore arbitrator's interim decision as it is a binding order, FRL had told the high court. Justice Mukta Gupta was told by senior advocate Harish Salve, representing FRL, that the order of the Emergency Arbitrator was of no value and has no efficacy in law.

---

**IHCL to expand its ama Stays & Trails portfolio**

PTI: Nov 15, 2020, 04:08 PM IST

Tata Group's hospitality arm Indian Hotels Company Ltd (IHCL) has said it is expanding its ama Stays & Trails portfolio to new locations across India by adding five new properties. The company currently has 16 operational properties under the portfolio. "The premium home stay market in India is witnessing a steady growth as travellers are looking for more exclusive, unique, and immersive experiences. ama Stays & Trails gives families and groups of friends an opportunity to bond together in these beautiful private bungalows and villas in off-beat locations," IHCL Executive Vice President - Operations Prabhat Verma said. Out of the five bungalows, two will be in Goa, two in Kodaikanal and one in Trivandrum, he added. When asked about the timeline for the openings, Verma said, "We will open the five new properties in time for Christmas and New Year."

---

**4 Pharma stocks that can generate solid returns**

20 Nov, 2020 09:40 PM IST

You need to pick companies which have a great pipeline in the US, strong commercial capabilities and leadership in the domestic market, says Pharma analyst Nithya Balasubramanian. American cult-bike maker Harley-Davidson on Saturday said it is working with its new partner Hero Motor Corp to 'ensure a smooth transition' for its customers in India, including after-sale service and warranty.

---

**Harley-Davidson says working with partner Hero to ensure smooth transition for customers in India**

NEW DELHI, NOVEMBER 21, 2020 22:57 IST

Last month, Harley-Davidson and Hero Moto-Corp announced their partnership for the Indian market. They have inked a distribution agreement, under which Hero Moto-Corp will sell and service Harley-Davidson motorcycles. It will also sell parts and accessories and general merchandise riding gear and apparel through a network of brand-exclusive Harley-Davidson Harley-Davidson MD (Asia emerging markets and India) Sajeed Rajasekharan said in a statement, "As we change our business model in India, we are pleased to be continuing our journey in the country together with Hero Motor Corp. We are working closely with Hero to ensure a smooth transition for our riders." He further said the company is providing its riders with updates as available. The firm has assured them that Harley-Davidson motorcycle, parts and accessories and general merchandise sales, as well as after-sale services, warranty and H.O.G. (Harley Owners Group) activities will continue from January 2021, he added. After the company announced its exit from India in September, Harley-Davidson's dealers said they are looking at taking legal action against the U.S bike manufacturer over measly compensation. The Federation of Automobile Dealers Associations said the exit of the American cult-bike maker would lead to a loss of up to ₹130 crore for the brand's dealer-partners in the country along with job loss of up to 2,000 workers across the bike maker's dealerships. Dealers and Hero's existing dealership network in India.

**Unilever to introduce mouthwash formulation in India, Claims to reduce 99.9 pc corona after rinsing**

21 NOVEMBER 2020 Last Updated at 12:59 PM | SOURCE: PTI

Global FMCG major Unilever on Saturday said it will bring to India its mouthwash formulation, which, it claims, will reduce 99.9 per cent of corona virus after 30 seconds of rinsing. "Unilever has confirmed that preliminary lab test results show that mouthwash formulation containing CPC Technology reduces 99.9 per cent of SARS-CoV-2, the virus that causes COVID-19, after 30 seconds of rinsing," the company said in a statement. The virus that causes COVID-19 spreads primarily through droplets of saliva or discharge from the nose, which has been detected before, during, and after the acute phase of illness, as well as in asymptomatic cases. "Therefore, reducing the viral load in the mouth could help to reduce transmission.

The findings indicate that mouthwash could become an important addition to other everyday protective measures like hand washing, physical distancing and mask wearing," it added. Unilever Oral Care Research and Development Head Glyn Roberts said, "While we are clear that this is not a cure or proven way to prevent the transmission of corona virus, our results are promising." Roberts added that given the critical stage of the pandemic, the company feels it is important to share the results of the mouthwash.

This technology will be brought to India by Hindustan Unilever Ltd (HUL), Unilever's arm, in Pepsodent Germicheck Mouth Rinse Liquid, which will be launched in India in December 2020, the company said. Unilever said the test for its mouthwash containing CPC (cetylpyridinium chloride) technology was conducted by an independent and internationally accredited testing facility, Microbac Laboratories, on behalf of Unilever Research Laboratories in the US. CPC is a widely used cosmetic ingredient, also used by the dental industry, and is known for its antibacterial and anti-virus benefits.

The test focussed on both 30 and 60 seconds rinse times, aiming to replicate the real-life use of mouthwash in an in-vitro context. The company, however, said, "The tests do not suggest that the formulation is a treatment for COVID-19, nor a guarantee that it will prevent transmission on its own."

**Consider paying one month's salary to terminated contractual pilots: HC to Air India**

PTI Last Updated: Nov 23, 2020, 07:01 PM IST

The Delhi High Court on Monday asked Air India to consider paying at least one month's salary to its pilots, engaged on contractual basis, whose services were suspended in April and later terminated in August, saying that employees cannot be left to hang high and dry. Justice Navin Chawla asked the counsel for national carrier Air India to take instructions on paying one month's salary to the contractual pilots, who number around 61.

The services of these pilots were terminated in August. The court also asked the airline to hear out the grievances of the pilots, who were engaged on contract after they superannuated, and to see whether something, like a "golden handshake", can be done for them.

**Food park inaugurated in Punjab to benefit 25000 farmers and create 5000 jobs**

ET Bureau Last Updated: Nov 24, 2020, 07:49 PM IST

Food Processing minister Narendra Singh Tomar inaugurated a mega food park (MFP) at Phagwara in Kapurthala district of Punjab that will benefit 25,000 farmers and create 5,000 jobs, an official statement said. "Punjab and Haryana have significant role in development of agriculture sector of India. This MFP built at project cost of Rs 107.83 crores and spread over 55 acres of land is expected to benefit about 25000 farmers," he said. Till date, 37 MFPs have been sanctioned and 20 have already started functioning. Tomar added that due to untiring efforts of farmers of these two states, India is not only self reliant in food grains but is food surplus. He said that Punjab has been ahead in production of rice and wheat however, due to reduced ground water levels, diversification of crops is required for which Punjab farmers have taken several steps. "Food processing sector needs to be focussed upon so that farmers get fair prices and related sectors can also benefit,"

he said in a statement. The Sukhjit mega food park is equipped with warehouses, silos, cold storage, deep freezer and other related food processing facilities. Tomar said that the government is continuously working for welfare of farmers under leadership of Prime Minister Narendra Modi. ARs 10,000 crore fund has been created under Aatmanirbhar Bharat, for development of food processing sector which will benefit farmers and create employment opportunities, he said. Rameswar Teli, MoS, food processing, said that latest technology and processing facilities will reduce wastage of food products and ensure fair prices for farmers.

---

**Sensex jumps over 100 pts in early trade; Nifty tests 12,900**

Mumbai, Nov 26 (PTI)

Equity benchmark Sensex rose over 100 points in opening trade on Thursday, tracking gains in index-heavyweights HDFC twins, L&T and Reliance Industries amid largely positive cues from global markets and sustained foreign fund inflows. The 30-share BSE index was trading 120.03 points or 0.27 per cent higher at 43,948.13. Similarly, the broader NSE Nifty was 37.70 points or 0.29 per cent up at 12,896.10.

Bajaj Auto was the top gainer in the Sensex pack, rising around 2 per cent, followed by M&M, L&T, HDFC, Bharti Airtel, Sun Pharma, UltraTech Cement, Titan and Tata Steel. On the other hand, IndusInd Bank, Infosys, Maruti and ONGC were among the laggards.

According to V K Vijayakumar, Chief Investment Strategist at Geojit Financial Services, Wednesday's market correction indicates the vulnerability of markets at high levels and high valuations. Foreign institutional investors remained net buyers in the capital market as they purchased shares worth Rs 24.20 crore on a net basis on Wednesday, according to provisional exchange data. The trend of mid-small-cap outperformance is likely to continue. It is important to appreciate that India now is the best emerging market performer and the largest recipient of FII flows during the last two months, he noted. Market may be discounting the sharp recovery in GDP growth and corporate earnings expected in 2021-22. Also, India Inc has done well to control cost and protect margins during this pandemic-triggered crisis, he added.

Elsewhere in Asia, bourses in Tokyo, Hong Kong and Seoul were trading with gains in mid-session deals, while Shanghai was in the red. Stock exchanges on Wall Street ended on a mixed note in overnight session. Meanwhile, Brent crude futures, the global oil benchmark, was trading 0.62 per cent higher at USD 48.83 per barrel.

---

**Flipkart partners AWPO to onboard Army veterans in workforce**

PTI: Nov 26, 2020, 06:41 PM IST

Wal-Mart-owned Flipkart on Thursday said it has collaborated with the Army Welfare Placement Organisation (AWPO) to onboard ex-Army personnel across its value chain. As part of the 'Flip March' initiative, Flipkart has partnered with the AWPO to identify and onboard selected candidates in roles across the organisation, it said in a statement.

Selected personnel will be offered customised induction, sensitisation programmes and curate learning programmes to enable a seamless transition. Selected personnel will be offered customised induction, sensitisation programmes and curate learning programmes to enable a seamless transition and help them learn the nuances of the various corporate job roles, it added. Flipkart's hiring of ex-servicemen will help provide opportunities to new career paths and offer more options post serving in the armed forces, it said.

---

## TIPS DIRECT FROM HAPPINESS GURU

*Did you know that at Harvard, one of the most prestigious universities in the world, the most popular and successful course teaches you how to learn to be happier?*

The **Positive Psychology class taught by Ben Shahar attracts 1400 students per semester and 20% of Harvard graduates take this elective course.** According to Ben Shahar, the class - which focuses on happiness, self-esteem and motivation - gives students the tools to succeed and face life with more joy. This 35-year-old teacher, considered by some to be "**the happiness guru**", highlights in his class 14 key tips for improving the quality of our personal status and contributing to a positive life:

**Tip 1. Thank God for everything you have:** Write down 10 things you have in your life that give you happiness. Focus on the good things!

**Tip 2. Practice physical activity:** Experts say exercising helps improve mood. 30 minutes of exercise is the best antidote against sadness and stress.

**Tip 3. Breakfast:** Some people miss breakfast for lack of time or not to get fat. Studies show that breakfast gives you energy, helps you think and perform your activities successfully.

**Tip 4. Assertive:** Ask what you want and say what you think. Being assertive helps improve your self-esteem. Being left and remaining silent creates sadness and hopelessness.

**Tip 5. Spend your money on experiences:** a study found that 75% of people felt happier when they invested their money in travel, courses and classes; While only the rest said they felt happier when buying things.

**Tip 6. Face your challenges:** Studies show that the more you postpone something, the more anxiety and tension you generate. Write short weekly lists of tasks and complete them.

**Tip 7. Put everywhere nice memories, phrases and photos of your loved ones :** Fill your fridge, your computer, your desk, your room, YOUR LIFE of beautiful memories.

**Tip 8. Always greet and be nice to other people :** More than 100 inquiries state that just smiling changes the mood.

**Tip 9. Wear comfortable shoes:** If your feet hurt you, you become moody, says Dr. Keinth Wapner, President of the American Orthopaedics Association.

**Tip 10. Take care of your posture:** Walk straight with your shoulders slightly backwards and the front view helps to maintain a good mood.

**Tip 11. Listen to music (Praise God):** It is proven that listening to music awakens you to sing, this will make your life happy.

**Tip 12. What you eat has an impact on your mood:-** Do not skip meals, eat lightly every 3 to 4 hours and keep glucose levels stable.- Avoid excess white flour and sugar.- Eat everything! Healthy- Vary your food.

**Tip 13. Take care of yourself and feel attractive:** 70% of people say they feel happier when they think they look good.

**Tip 14. Fervently believe in God:** With him nothing is impossible! Happiness is like a remote control, we lose it every time, we go crazy looking for it and many times without knowing it, we are sitting on top of it.

Wishing you happy Learning!

**Dr Astha Joshi**  
**Assistant Professor**  
**Amity Business School**

## “INTERNATIONAL CONFERENCE ON THE ‘NEW NORMAL’ IN MANAGEMENT, SOCIAL SCIENCES & ECONOMIC DEVELOPMENT”

Amity Business School, Amity University Madhya Pradesh organized an International Conference on “The ‘New Normal’ in Management, Social Sciences & Economic Development” on 6<sup>th</sup> November 2020.

The inaugural session was started at 10:50 A.M. by the welcome speech of Deputy Pro Vice Chancellor, Amity University Madhya Pradesh and Director Amity Business School, Amity University Madhya Pradesh, Prof. (Dr.) Anil Vashisht. He mentioned about the opportunity in every crisis, and focused, deeper the crisis the better opportunity can be”. He also quoted “the human mind is so powerful that we can invent, create, experience and destroy things with thoughts alone.” He said that at Amity we have transformed into a digital learning platform. He also talked about innovation and new age of transformational business and entrepreneurship is beginning as glass ceilings are being broken and social contracts are disappearing now. Hon’ble Vice Chancellor, Lt. Gen V. K. Sharma, AVSM (Retd.) gave the opening remarks and spoke about new normal in management. He discussed “facts on how this pandemic changed the conduct of meetings, education, guest lectures, etc and appreciated the use virtual world in bringing ease to life by mentioning online payment facility and quoted his own experiences of trouble before internet era.”

Prof. Francis Petersen, Vice-Chancellor, University of the Free State, South Africa was Chief Guest of the Conference, Prof. Kevin Ashford-Rowe, Pro Vice-Chancellor, Queensland University of Technology, Australia, Guest of Honor, Prof. Perry Hobson, Pro Vice-Chancellor, Sunway University, Malaysia, Guest of Honor Ms. Purnima Kamath, Founder & CEO, De Ideaz Pte. Ltd. Singapore , shared their views on New Normal in the first half of the conference .

Dr. Monika Mehta, Co-Founder & CEO, Zealth AI, Singapore ,keynote speaker also Dr. Ayoib Che Ahmad, Deputy Vice-Chancellor (Research & Innovation), University Utara, Malaysia, Prof. Hamid Saremi, Chancellor, Assrar Higher Education, Mashhad-Iran and Prof. Michael Keppell, Pro-Vice-Chancellor, Taylor’s University, Malaysia , also shared their views on “New Normal” in the second half of the conference.

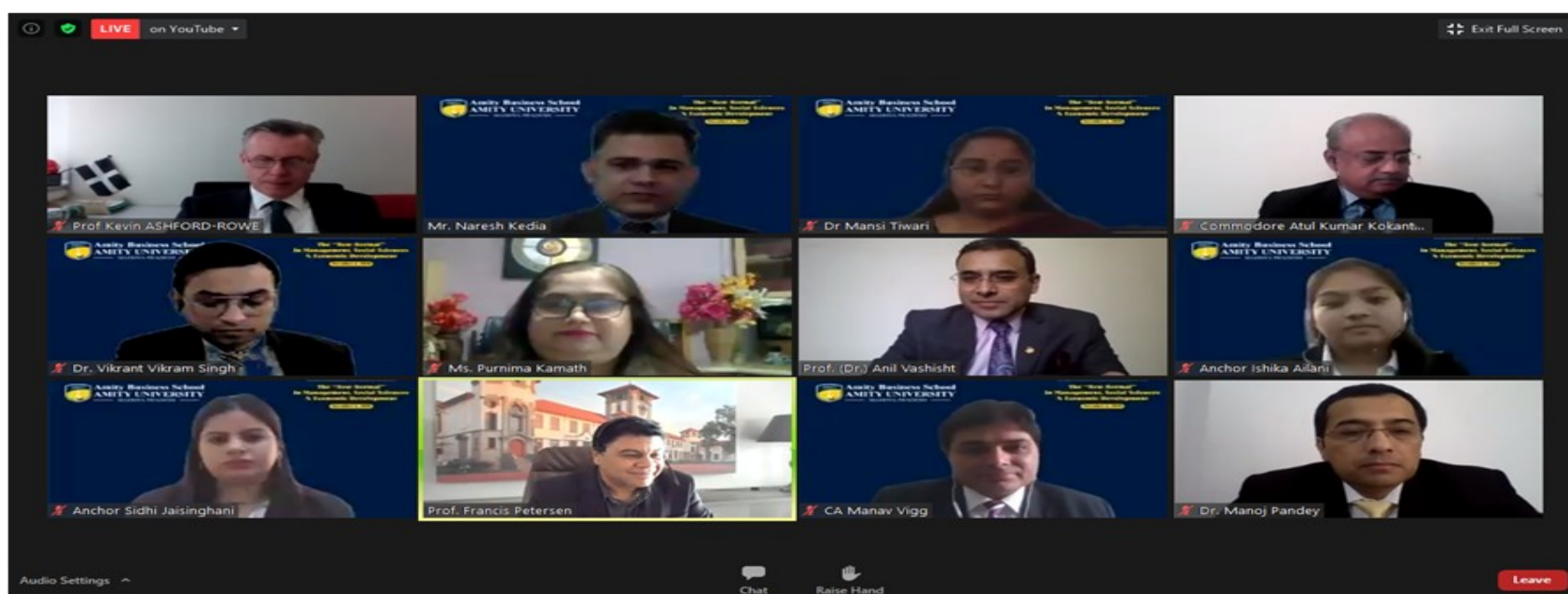
Parallel sessions were conducted in which research scholars presented their papers on different areas of new normal in management and social sciences and Economics. Dr. Sourabh Dikshit : Associate Professor and Nodal Officer ,IITTM, Gwalior, Dr. Vivek Singh Tomar : Assistant Professor, IMT Ghaziabad, and esteemed faculty members of Amity Business School, AUMP Gwalior judged the scholars on the basis of content , conciseness and research ideas.

Present in the occasion were Prof. (Dr.) M.P. Kaushik, Pro Vice-Chancellor, Amity University Madhya Pradesh, Registrar, HOIs, HODs, Members of faculty and large body of students.

The following were the major conclusions of the conference:-The On-going Pandemic has reiterated the importance of One World. Massive Conglomerates are struggling to survive, while previously undiscovered innovative ideas are being embraced globally. It is the need of the hour for nations to come together and capitalize on each other's strengths.

Hon’ble Vice Chancellor, Lt. Gen V. K. Sharma, AVSM (Retd.) announced the names of winners of best paper award. Winners shared their experience about the conference.

The conference was concluded with Vote of thanks by CA Manav Vigg, Assistant Professor, Amity Business School, Amity University Madhya Pradesh and the Convener of the conference.



## ENTREPRENEURSHIP DEVELOPMENT WORKSHOP@ ABS: 10<sup>th</sup> Nov.2020

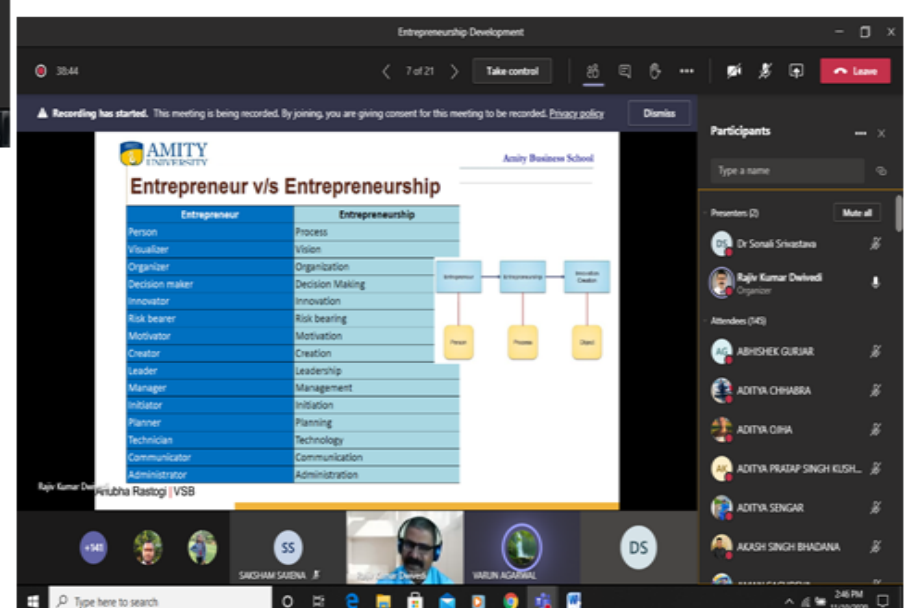
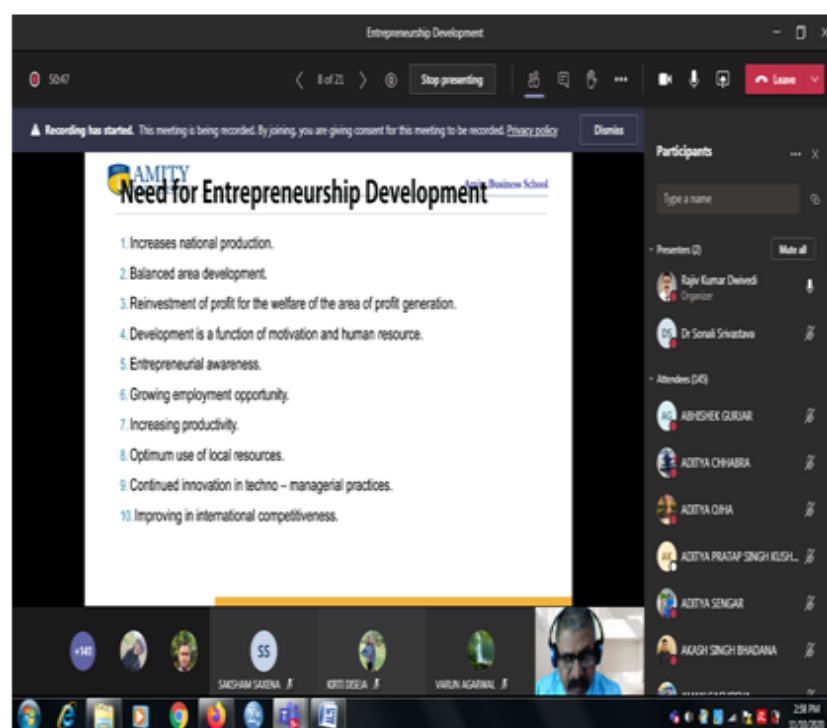
As a part of the initiative of Ministry of Education, Innovation Cell (Government of India) - Institution's Innovation Council (MoE), Amity Business School, AUMP organized an Entrepreneurship Development Workshop for its

Students on 10th Nov 2020. The objectives of the workshop were

1. To spread awareness about Entrepreneurship amongst students
2. To develop them on out of the box thinking
3. To develop problem solving skills of students
4. To develop leadership skills
5. To make them successful future Entrepreneurs

At the outset the students were welcomed, made aware about the objective of the workshop and the initiatives of Innovation Cell (Ministry of Education, GoI). The important aspects covered by the speaker during the workshop were

1. The concept of Entrepreneurship
2. Different types of Entrepreneurs
3. Entrepreneurial Motivation



## Orientation Session @ ABS

### ORIENTATION SESSION ON NATIONAL INNOVATION AND START-UP POLICY@ ABS: 19<sup>th</sup> Nov. 2020

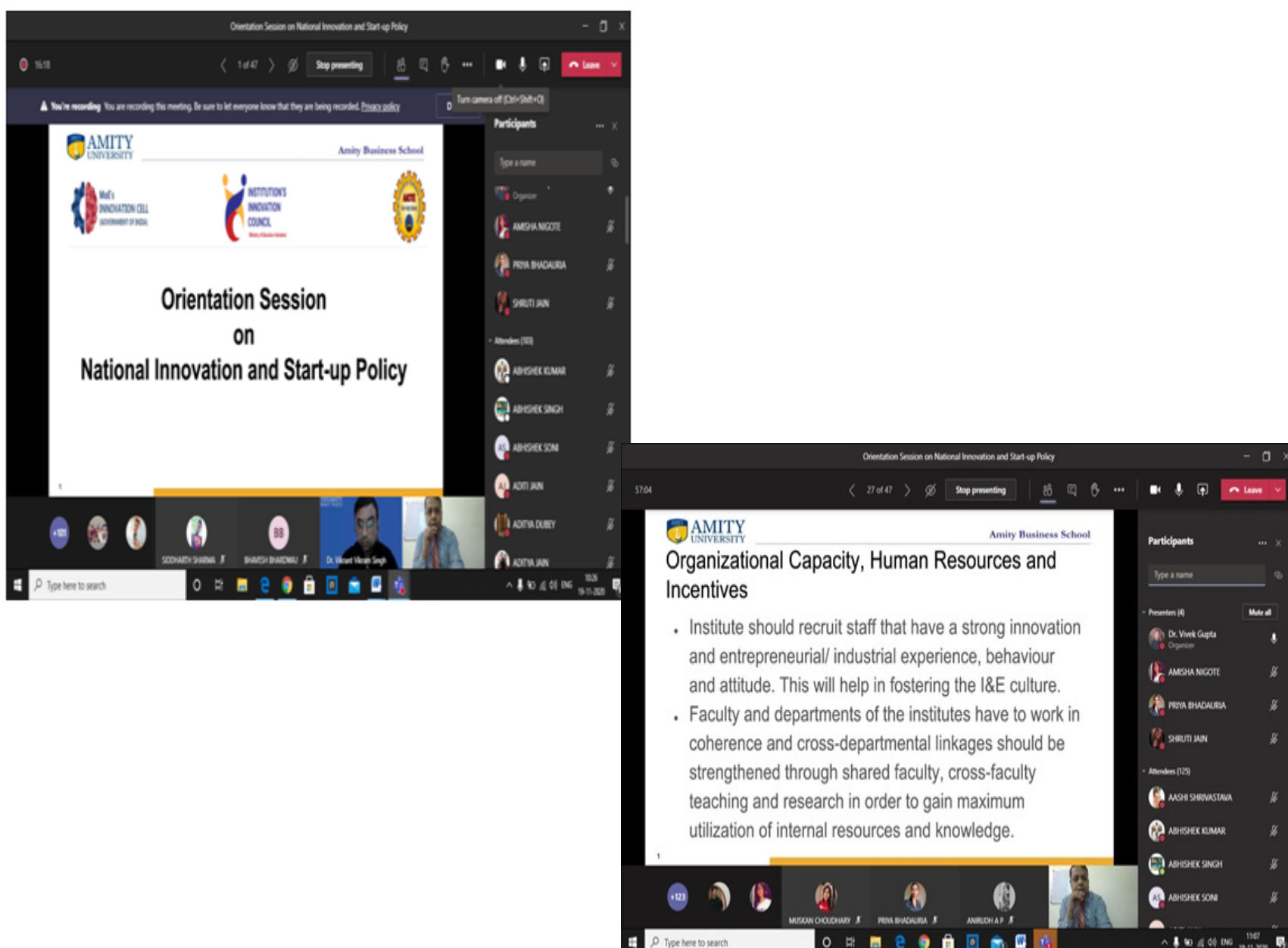
As a part of the initiative of Ministry of Human Resources Development, Innovation Cell (Government of India) - Institution's Innovation Council (MoE), Amity Business School, AUMP organized an ORIENTATION SESSION ON NATIONAL INNOVATION AND START-UP POLICY for its Students on 19th Nov 2020. The objectives of the workshop were:

1. To cover the major highlights of National Innovation and Start-up Policy important for faculty and students.
2. To encourage them for Entrepreneurship in future.
3. To help them solving their doubts regarding innovation and entrepreneurial support.
4. To help them to make them successful future Entrepreneurs.

At the outset the students were welcomed, made aware about the objective of the orientation session and its relevance in the present context. Then the background, vision and salient provisions of the National Innovation and Start-up Policy were discussed with the students. The important aspects covered by the speaker during the workshop were:

1. The Preamble of the Policy
2. The Vision of the Policy
3. Various provisions of the policy supporting innovation practices by students and the faculty.

A lot of students attended the workshop. The queries of the students were very well handled by the speaker. The overall feedback of the workshop was very positive.



<b>Career planning</b>	A process by which an employee chooses career goals and determines career paths to achieve those career goals.
<b>Case study method</b>	A managerial training method that gives training through a written description of a problematic situation that requires to be analyzed for solution.
<b>Central tendency</b>	An evaluator error that occurs when the evaluator rates an employee averagely on many or all PE criteria though he/she has not performed averagely
<b>Collective bargaining</b>	A process in which employer's representatives/managers and worker representatives/trade union meet, discuss and attempt to negotiate about working conditions and terms of employment. The purpose of collective bargaining is to reach an agreement what is called collective agreement.
<b>Competitive advantage</b>	The ability that an organization can have a relatively better market share and then a better profit or rate of return on investment compared with its competitors.
<b>Cost leadership</b>	A strategy in which an organization gains a competitive advantage by providing the same services or goods as its competitors, but at a lower cost.
<b>Delphi technique</b>	A forecasting technique of HR demand that solicits estimates from a group of experts having HR department planner acting as an intermediary. The HR estimate is based on the consensus of opinion of the expert group that is usually obtained from several rounds of soliciting.
<b>Development</b>	Making the employee ready to perform a future job of higher rank.
<b>Displacement effect</b>	A negative result of grievances: employee work time diverted from production tasks to grievance processing.
<b>Division of labour</b>	This element of job design refers to breaking works into their smallest parts and employing separate persons to do each part separately.

## Test Your Knowledge

# 1064

ANSWERS: 1063

ANSWERS-

- A
- C
- C
- A
- C

**Q1. The first financial institution set up in India**

- A. IDBI                      C. IRBI  
B. ICICI                      D. IFCI

**Q2. Which one of the PMJDY related to?**

- A. Financial Inclusion                      C. Bank  
B. Literacy                      D. Female Education

**Q3. Which of the following is international trade?**

- A. Trade between provinces                      C. Trade between countries  
B. Trade between regions                      D. b and c of above

**Q4. Which of the following is known as the third pillar of Basel-II accord?**

- A. Minimum capital requirement                      C. Standard approach  
B. Supervisory review process                      D. Market discipline

**Q5.....is an insurance company tying up with banks to sell insurance products?**

- A. Franchising                      C. Bancassurance  
B. Merger                      D. Insurance linked banking

### Sreelakshmi Suresh- Renowned Website Designer



A name to remember, Sreelakshmi Suresh (Young Indian Entrepreneur), the youngest web designer and CEO in the world has many accolades to her name. A recipient of many national and international awards, she started climbing the success ladder at the mere age of 10, when she established eDesign—a venture which is now a web designing company that offers SEO, web design, and other web—related services.

Sreelakshmi has developed over 100 websites for renowned institutions and organizations across India. She is currently pursuing her grade 12 education from a secondary school in Kozhikode, Kerala. Last year, she achieved her aim of developing 50 websites; this year, she aims to double that number. With her ideas and hard work, she is sure to achieve it too.

#### FEEDBACK AND SUGGESTION FORM

Kindly give your feedback and suggestions in the space provided:-

**NAME:**

**CONTACT No:**

**FEEDBACK:**

---



---



---



---

**SUGGESTIONS:**

---



---



---



---

#### EDITORIAL BOARD

##### CONCEPT BY

**Prof. (Dr.) Anil Vashisht**  
(Dy. Pro VC AUMP & Director, ABS)

##### Creative head

**Dr. Vikrant Vikram Singh** (Asst. Professor, ABS)

##### Preceptors

**Dr. Rimjhim Jha** (Asst. Professor, ABS)  
**Dr. Sonali Srivastava** (Asst. Professor, ABS)

**For Suggestions:**  
**managementvistaabs@gmail.com**