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Management Thought

“I am not what happened to me,
I am what I choose to become.”

—Carl Gustav Jung

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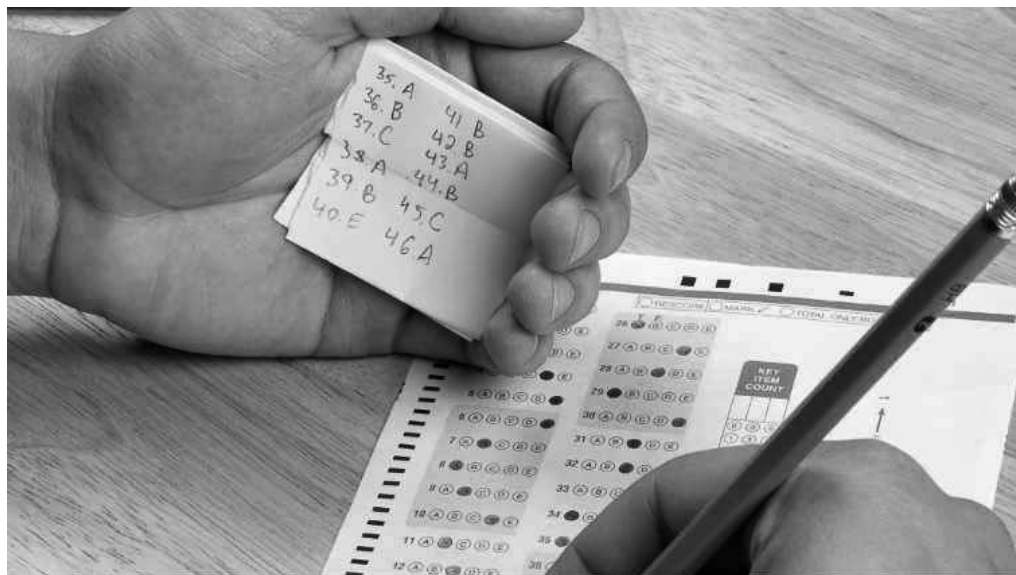
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COPYING, CHEATING IN EXAM LIKE PLAGUE AND PANDEMIC, CAN RUIN EDUCATION SYSTEM: HC

The student, in her plea, had said she appeared in all the exams, but in the 'International Trade' exam held on December 3, 2019, she got late due to traffic and inadvertently carried some notes in her stationery pouch.

PTI | New Delhi | Published: May 27, 2020 1:10:34 pm



Copying and cheating in examinations are like a plague and Pandemic which ruin the society and the educational system of a country, the Delhi High Court Tuesday observed while upholding the Delhi University's decision to cancel the entire Economics (Hons) fifth-semester examination of a student who was found carrying some notes. Justice Pratibha M Singh dismissed the petition by a woman, a final year student of BA (Hons.) in Economics at Daulat Ram College, Delhi University, seeking declaration of her results for the fifth semester in four papers which were held in December 2019. "The present case is definitely one which does not call for interference especially in exercise of extraordinary Constitutional remedies, in favour of the petitioner (woman), who has resorted to unethical practices and has not been truthful to this court. Accordingly, while confirming the punishment meted out to the petitioner, the present writ petition is dismissed," the court said in its 20-page judgement. At the outset, the high court said copying and cheating in examinations are like the plague and it is a pandemic which can ruin society and the educational system of any country and if it is left unchecked or if leniency is shown, the same can have a deleterious effect.

"For any country's progress, the integrity of the educational system has to be infallible. Whether it is paper setters maintaining utmost confidentiality, students not cheating, invigilators being vigilant, examiners doing their job with utmost alacrity knowing that the future of students is in their hands, universities and colleges not tampering with results – the conduct of all stakeholders has to reflect commitment and also be unblemished," the judge said. The high court noted that in its April 22 order, it had taken note of the past performance of the woman in her board examination and also in the previous semesters and after believing her version that she had voluntarily surrendered the placards to the invigilator, it was sympathetic to her while calling for her result in the other three examinations in a sealed cover. The high court said the plea of natural justice that the student was not heard in response to the show-cause notice has also turned out to be a specious plea. She had written a reply to the show-cause notice and also apologised but she concealed the reply from the court, it noted.

"The documents produced by the University show that resorting to unfair means does not elude even meritorious students. This case is an example of why the merit or otherwise of a student in the past is completely irrelevant while considering malpractices such as these," the high court said. It added that the court could have proceeded with taking stricter action against the student, considering the false submissions made and wrong affidavit filed by her. However, considering the woman's age and the fact that she is still a student, the high court, while taking note of the unethical conduct of the petitioner, has decided not to take any further action against her. The high court perused the result for the remaining three papers which has been submitted by the university and said no directions were called for in this regard and upheld the university's decision to cancel the entire examination. The student, in her plea, had said she appeared in all the exams, but in the 'International Trade' exam held on December 3, 2019, she got late due to traffic and inadvertently carried some notes in her stationery pouch.

She had claimed that when she realised it, she went to the invigilator to surrender the notes but she was not allowed to appear in the exam and by the time a fresh answer sheet was given to her, the time of the examination had concluded. The invigilator's allegation was that she was indulging in cheating in the examination. A show cause notice was first issued to her and thereafter, on March 12, her entire examination was treated to be cancelled, she told the court, adding that she made representations to the university but no response was received.

The woman had alleged she was not afforded any hearing before the decision to cancel her examination was taken and barring her, the results of other students for the fifth semester have already been declared.

Apple pinched by pandemic; profit, iPhone sales decline

Friday, 01 May 2020 | AP | Berkeley (US)

Apple's profit dipped slightly while revenues rose in the January-March quarter, reflecting early fallout from a coronavirus pandemic that shut down its factories and then forced hundreds of Apple retail stores to close. The results released Thursday give the first sign of how one of the world's best-known companies is faring as the US economy plunges into its first recession in more than a decade. Apple CEO Tim Cook said the current downturn could be harder on the company than what it experienced during the Great Recession of 2007-2009, when consumers were still captivated by the then-new iPhone. The current conditions represent the most challenging global environment in which we've ever operated our business," Cook said. Apple's revenue edged up by 1% from the same time last year to 58.3 billion during the company's fiscal second quarter. To no one's surprise, the iPhone was the company's hardest hit segment, with sales for the device falling 7% from the same time last year. Apple's profits fell to 11.2 billion, a 2% decline from last year. The company told investors Thursday that iPhone sales will deteriorate even further during the April-June quarter.

The numbers were far better than analysts, who were braced for a 6% revenue decline, had feared. Investors were expecting a Friday the 13th like quarter," Wedbush Securities analyst Daniel Ives said. Those worries appeared well founded. That's because Apple's supply chain was already constrained by the pandemic's early outbreak in China, which forced the company to temporarily close local factories that make most of its iPhones and other products. The factories in China are open and operating at normal levels again, but the closures created ripple effects that are expected to delay the fall release of Apple's next iPhone models by at least a month. Apple's stores still remain closed in many parts of the world as part of efforts to limit the spread of COVID-19. The numbers offered a sobering reminder of how much the world has changed in just three months. In late January, Apple's stock price had just hit its all-time high 327.81 and management had forecast its revenue for the first three months of the year might reach as high as 67 billion. Now, everything remains so uncertain that Apple isn't making any forecasts for the coming quarter, although it's clear the next quarterly report will be worse than this one. Overall, Apple remains in an enviable position. It is bolstered by a strong brand, 94 billion in cash and a loyal customer base.

That's a big reason why Apple's stock still remains above its levels of just five months ago, though it probably will be awhile before it approaches its late January peak again. The shares shed 2% to 288.10 in Thursday's extended trading after the quarterly numbers came out. To help prop up the stock during the downturn, Apple plans to spend 90 billion buying back its own shares and also announced a 6% increase in its quarterly dividend to 82 cents per share. Apple might be hurting even more had the company not spent the past few years developing paid-subscription services for the owners of more than one billion iPhones and other products that are still in use. The services division, which includes Apple Music and the company's recently launched video streaming service, Apple TV Plus, generated revenue of 13.3 billion, up 17% from last year. A recently released cheaper iPhone could also help insulate the company. The second-generation iPhone SE starts at almost 400, a relative bargain given that other models sell for 700 to 1,000. The lower price could appeal to consumers who need a new phone during tough times. Whenever the next line-up of new iPhones comes out, it's expected to include at least one model capable of connecting to new, ultrafast wireless networks known as 5G that are still under construction around the world. Those state-of-the-art iPhones are expected to be a hot commodity for consumers who can still afford to splurge on the latest in tech gadgets.

Automakers score nil sales in April for 1st time

Saturday, 02 May 2020 | PTI | New Delhi

India's top carmakers, including Maruti Suzuki and Hyundai, on Friday reported zero monthly domestic sales for the first time ever in April after the nationwide lockdown halted output and shut sales network. Maruti Suzuki India, Hyundai Motor India Ltd (HMIL), Mahindra & Mahindra (M&M), Toyota Kirloskar Motor (TKM) and MG Motor India reported nil sales as they suspended operations even before the imposition of lockdown on March 25 to check the spread of coronavirus.

Maruti Suzuki, which produces more than half of the cars running on Indian roads, said it did not sell any vehicle in the domestic market in April. It, however, exported 632 vehicles after Mundra port in Gujarat resumed operations, MSI said in a statement. Similarly, HMIL said it did not sell any vehicle last month in the domestic market due to suspension of manufacturing activities at its Chennai plant. The company, however, exported 1,341 units last month. The overseas dispatches took place by adhering to all guidelines set by the government and export regulating authorities while ensuring adequate safety and protection for everyone, it added.

Homegrown automaker M&M also reported zero sales of passenger and commercial vehicles in the domestic market. It, however, dispatched 733 vehicles to overseas markets during the last month. "We are hopeful that our dealerships will open soon and have stocks to cover the first few weeks of sale," M&M Chief Executive Officer, Automotive Division Veejay Nakra said. Similarly, TKM said the re-start of the entire value chain cycle and its restoration will be gradual as the industry is faced with varied challenges like low consumer sentiments, rebuilding of disrupted supply chains and return of workforce. "As with many other sectors, with the closure of dealerships and manufacturing, the operation of the automotive value chain has come to a grinding halt," TKM Senior Vice President (Sales and Marketing) Naveen Soni said in a statement. These are critical times and the company was aware that there would be no wholesales in the month of April 2020, he added. "As we prepare for a restart, we are working closely with our dealer partners to offer them the best support to re-stimulate demand in a safe and healthy atmosphere," Soni said. MG Motor India said it has resumed operations at its Halol facility in the last week of April and now hopes that the production will ramp up in the month of May. In two-wheeler segment, niche bike maker Royal Enfield said it had zero sales in the domestic market but exported a total of 91 units last month.

Smartphone sales in India hit zero in April

Saturday, 02 May 2020 | IANS | New Delhi

The extended lockdown in India has resulted in zero shipments for the smartphone players in India in the month of April as factories are shut and it will take two-four weeks time for the manufacturing units to resume normal operations once lockdown is relaxed. The month of March saw a steep annual decline in smartphone shipments, at -19 per cent, due to Covid-19 nationwide lockdown that settled in from March 24. Since then, factories are closed, retail shops are shut and online sellers are busy delivering groceries and other essential items. Result: April has seen almost zero sales. "We see zero activity on smartphone shipments part in April and lockdown now entering May amid uncertainties, the Q2 2020 is going to be real challenging for the smartphone makers in the country," Tarun Pathak, Associate Director, Counterpoint Research, told IANS.

Auto industry may cut R&D spending: Deloitte

Monday, 04 May 2020 | PTI | New Delhi

The domestic automobile industry might resort to cuts in spending on research and development (R&D) and also exit unprofitable businesses and segments with the coronavirus pandemic taking a toll on companies' revenues and cash flows, according to a report by Deloitte.

The reduction in R&D activities may impact progress made in the alternative fuel technologies till now, the report noted. "The COVID-19 lockdown has had a multiplier effect — the industry has been at a complete standstill since March 24. A prolonged truncation of consumer demand due to the lockdown is significantly affecting auto sector revenues and cash flows," Deloitte India Partner and Automotive Sector Lead Rajeev Singh said. In response, companies may resort to starving their R&D funding in order to sustain core operations, and potentially set back the progress made on alternative fuel and mobility technologies by 2-4 quarters, he added.

Most firms across industries keeping salary hike budgets unchanged amid pandemic: Survey

Tuesday, 05 May 2020 | PTI | New Delhi

With the unprecedented situation arising out of Covid-19 pandemic, companies across the world have re-evaluated their HR practices, and while 50 per cent organisations across industries are keeping their salary hike budgets unchanged, 36 per cent have opted for a decline, says a survey. In its India's Covid-19 HR Practices Survey Report, KPMG said around 70 per cent of the organisations across levels have reported no change in the planned impact on fixed pay at the non-management and junior management levels.

In a bid to sustain these tough times, a few organisations are implementing hiring freezes and wage freezes, while others are introducing remote working alternatives, revisiting employee engagement initiatives and additional financial assistance. The survey titled 'Cutting through Crisis' noted that 50 per cent of the companies have deferred or suspended their promotion schedule. Moreover, a downward trend in promotions numbers across all job levels was observed wherein 33 per cent of organisations admitted to having reduced it.

However, most organisations in IT/ITES, life sciences/pharma and retail sector have refrained from any downwards trend in overall promotion cycle, the survey noted. However, if the Covid-19 situation persists, around 22 per cent of the organisations may defer, freeze or suspend incentive payouts to support their overall finances. While 50 per cent organisations across industries are keeping their salary increment budgets unchanged, around 36 per cent organisations have opted for decreasing the salary increment budgets, it said. "Organisations are navigating an unprecedented and challenging time and are collectively at a level-playing ground as none had an upper hand of being better prepared or equipped to deal with the crisis," said Vishalli Dongrie, Partner and Head, People and Change, KPMG in India.

Adani Ports Q4 net profit falls 74% to Rs 340 crore

Wednesday, 06 May 2020 | PTI | New Delhi

Adani Ports and Special Economic Zone Limited (APSEZ) on Tuesday reported 74 per cent decline in consolidated net profit to Rs 340.21 crore for the fourth quarter ended March 31. The company will reduce operating costs in FY21 and its capex will be curtailed to Rs 2,000 crore with focus on conserving cash, generating higher free cash flow and increasing the return on capital employed (ROCE) from its business, it said in a statement. The country's largest integrated logistics player had clocked consolidated net profit of Rs 1,314.19 crore in the corresponding period a year earlier, the company said in a BSE filing. Its consolidated total income marginally declined to Rs 3,360.17 crore for the fourth quarter as against Rs 3,492.72 crore in the year-ago period. total expenses during the quarter under review rose to Rs 3,099.18 crore as against Rs 1,840.35 crore. As a strategy, the company always maintained a liquidity cover of 2x. While it is planning to reduce operating costs, the firm aims to curtail Capex to Rs 2,000 crore for FY21.

April service sector output slides to record low, shows PMI

Thursday, 07 May 2020 | IANS | Mumbai

The outbreak of Covid-19 pandemic and the subsequent national lockdown implemented to curb its spread, has led to a massive decline in India's service sector output in April, a macro-economic data point show wed on Wednesday. Accordingly, the IHS Markit India Services Business Activity Index showed a reading of 5.4 in April, which is an extreme decline from 49.3 in March, and indicative of the most severe contraction in services output since records began in December 2005.

An index reading of above 50 indicates an overall increase in economic activity and below 50, an overall decrease. The survey panelists said the activity fell severely as a result of the nationwide lockdown, leading businesses to shut down their operations as demand collapsed. "Approximately 97 per cent of survey respondents observed a reduction in output, highlighting the widespread impact of the Covid-19 pandemic," the report said. Similarly, the Composite PMI Output Index, which measures the combined services and manufacturing output, sank to a new record low in April. "At 7.2, the index fell from 50.6 in March and was indicative of an unprecedented decline in private sector business activity," the report said. "The latest reading was the smallest by some margin, eclipsing the previous low seen in February 2009."

Lockdown-hit industry demands suspension of labour laws for 2-3 yrs

Saturday, 09 May 2020 | PTI | New Delhi

Employers' associations on Friday demanded suspension of labour laws barring some key provisions across the country for next two-three years to help the industry come out of the crisis induced by the lockdown to combat Covid-19 pandemic. Labour Minister Santosh Gangwar on Friday held a webinar with employers' bodies such as CII, Ficci and Assocham to discuss issues like restarting economic activities, job creation and measures to improve the situation of MSMEs to enable them to discharge their liabilities under labour laws. The industry bodies suggested a slew of measures and sought relaxations such as increasing working hours to 12 hours per day from the existing 8 hours per day to help them revive operations, according to a release by the Labour Ministry.

Moody's Investors Service sees India's economic growth at zero' in FY21

Friday, 10 May 2020 | PTI | Mumbai

Moody's Investors Service on Friday said it estimates India's GDP growth to hit zero' in FY21 and pointed to a wide fiscal deficit, high government debt, weak social and physical infrastructure, and a fragile financial sector. The quality of India's economic growth has declined in recent years, demonstrated by financial stress among rural households, relatively low productivity and weak job creation, the agency said. In its forecast for FY21, the agency estimated India's gross domestic product (GDP) growth at zero, meaning the country's economic growth will remain flat this financial year, and the same is seen accelerating to 6.6 per cent in FY22. In its credit opinion which comes following the change in the forecast, Moody's warned that the COVID-19 "shock will exacerbate an already material slowdown in economic growth, which has significantly reduced prospects for durable fiscal consolidation". Analysts across the board have been certain about the heavy economic toll that the pandemic will take on the country.

Moody's local arm Icria has pegged for a contraction of up to 2 per cent in the growth as a result of the crisis, which has seen the country being put under a lockdown for nearly two months to arrest the spread of infections. Late last month, Moody's had slashed its calendar year 2020 GDP growth forecast to 0.2 per cent. Its negative outlook on the sovereign rating, which was revised last in November 2019 from stable', reflects increasing risks that economic growth will remain significantly lower than in the past, it said, adding that this takes into account the deep shock triggered by the virus outbreak. Meanwhile, India's credit strengths include a large and diverse economy, favourable demographic potential and a stable domestic financing base to fund the government debt, it noted. In March, the government had announced a relief package worth Rs 1.7 lakh crore, and there are speculations of another follow-up package in the offing.

These measures will reduce the depth and duration of India's growth slowdown, but there is a probability of an "entrenched weakening" on prolonged financial stress among rural households, weak job creation and a credit crunch among non-bank financial institutions, it said. Reform prospects, which can take care of some of the concerns with the Indian economy, have "diminished", the agency said. It further warned that a downgrade in the rating could happen if the fiscal metrics weakened materially, and made it clear that a "negative" outlook indicates that an upgrade in the rating is unlikely in the near term. However, the outlook can be changed to "stable" if the fiscal metrics stabilise, it added.

Govt disburses Rs 18,253 cr to 9.13 cr farmers under PM-KISAN scheme during lockdown

Sunday, 10 May 2020 | PTI | New Delhi

Finance Minister Nirmala Sitharaman on Saturday said Rs 18,253 crore has been disbursed to 9.13 crore farmers under the PM-KISAN scheme during the ongoing nationwide lockdown. Under the PM-KISAN (Pradhan Mantri Kisan Samman Nidhi) scheme, each farmer gets Rs 6,000 in a year in three equal installments directly in bank account. Front-loading the release of the first installment under the PM-KISAN scheme was part of the Rs 1.70 lakh crore Pradhan Mantri Garib Kalyan Package (PMGKP) announced on March 26 to protect the poor from the impact of the coronavirus lockdown. The lockdown was imposed by Prime Minister Narendra Modi on March 25 to curb the spread of COVID-19, and since then it has been extended twice. With regard to further assistance to farmers, the Finance Minister said that 3 crore farm loan borrowers have opted for a three-month moratorium. “Since March 2020, 9.13 crore farmers have been paid Rs 18,253 crore under PM-KISAN during the #lockdown,” Sitharaman said in a tweet.

India witnesses 40% inc in peak internet traffic, says report

Sunday, 10 May 2020 | IANS | Bengaluru

The Internet peak traffic saw 40 per cent rise in March in India and there was significant spike in downloads and uploads per user, owing to the high volume of work and streaming content across all major cities including tier II markets, says a new report. While the average downloads increased by 66 per cent per user per month, the average uploads surged at 37 per cent per user per month, according to ‘State of Internet Traffic Trend’ report by ACT Fibernet, one of India’s largest wired Internet Service Provider. The data is based on overall traffic data measured from February-April 2020 from 19 cities.

One of the most interesting revelations was that on a particular day in March, 98.7 per cent of entire ACT Fibernet subscriber base was concurrently online. “In the last two months, we have seen a significant shift in data consumption across cities as people moved to working from home, spending more time streaming content, indulging in online gaming, taking online classes/course, video conferencing etc,” said Bala Malladi, CEO, Atria Convergence Technologies Ltd. While there has been an overall surge of 55 per cent in streaming traffic, there was no significant difference between weekday and weekend streaming and/or traffic now. There was an overall traffic increase by 73 per cent on weekdays and 65 per cent increase on weekends, said the report.

India now has 504 million active Internet users, out of which about 14 per cent are in the age bracket of 5-11 years, according to a new report from the Internet and Mobile Association of India (IAMAI). Based on data from the Indian Readership Survey (IRS) 2019, the research also found that nearly 70 per cent of the active Internet population in India is daily users. The time spent on the Internet continues to be higher in urban India compared to rural India.

India’s overall fuel consumption falls 46% to lowest since 2007

Sunday, 10 May 2020 | IANS | New Delhi

India’s fuel demand dipped 45.8 per cent in April from a year earlier, as a nationwide lockdown and travel curbs to combat the spread of novel coronavirus (COVID-19) eroded economic activity. Consumption of fuel, a proxy for oil demand, totalled 9.93 million tonnes - its lowest since 2007, Government data showed on Saturday. State fuel retailers in the country sold 50 per cent less refined fuel in the first two weeks of April than the same time a year earlier as the country came to a standstill due to the lockdown that was put in place on March 24. The Government last week extended the lockdown until May 17, with some relaxations in lower-risk areas, although travel by air, rail and metro and inter-state movement of people by road was still banned. The International Energy Agency (IEA) in its latest report said the country’s annual fuel consumption will decline 5.6 per cent in 2020 compared with growth of 2.4 per cent forecast in its March report.

Consumption of diesel, which is widely used for transportation as well as for irrigation needs in the country, was down about 55.6 per cent year-over-year at 3.25 million tonnes. Sales of petrol dropped by 60.6 per cent from a year earlier to 0.97 million tonnes. Cooking gas or liquefied petroleum gas (LPG) sales rose about 12.1 per cent to 2.13 million tonnes, while naphtha sales fell 9.5 per cent to 0.86 million tonnes. State-retailers sold 21 per cent more LPG in the first fortnight of April from a year earlier. The Government is providing free cooking gas cylinders to the poor for three months to June to help them weather the impact of the lockdown. Sales of bitumen, used for making roads, slumped 71 per cent, while fuel oil use dipped 40 per cent in April. However, the country’s fuel demand is set to recover with easing restrictions on industrial activity and transport in areas that have contained the spread of coronavirus, oil minister Dharmendra Pradhan said earlier this week.

FPIs invest Rs 15,958 crore in first week of May

Monday, 11 May 2020 | PTI | New Delhi

Reversing their two-month selling streak, overseas investors pumped in a net Rs 15,958 crore in the Indian capital markets in the first week of May. As per latest depositories data, foreign portfolio investors (FPI) infused a net Rs 18,637 crore in equities, but pulled out a net Rs 2,679 crore from the debt segment between May 1-8, taking the cumulative inflow to Rs 15,958 crore. The latest inflow comes after two consecutive months of huge withdrawals. In March, FPIs had withdrawn a record amount of over Rs 1.1 lakh crore on a net basis, while Rs 15,403 crore was pulled out in April from the domestic capital markets (both equity and debt).

“Despite uncertainty looming large over the severity of the possible impact of coronavirus pandemic on the global as well as Indian economy, FPIs surprisingly changed their stance this week as they turned net buyers in the Indian markets,” said Himanshu Srivastava, senior analyst manager research, Morningstar India. The recent investment could be attributed to India doing fairly well compared to many other countries in terms of containing COVID-19 pandemic from spreading aggressively, Srivastava said. In addition to that, measures announced by the government and the RBI periodically to revitalise the sagging economy would have also resonated well with investors, he added.

However, he cautioned that though it is a welcome shift in FPIs’ investment pattern, it would be premature to term it as a change in trend as this could be short-term buying given the relatively attractive valuations. The growing fears of a prolonged global economic slowdown has triggered a risk-averse environment with investors taking flight to safety, he said.

Central trade unions may approach ILO on labour laws suspension in some States

Tuesday, 12 May 2020 | PTI | New Delhi

Ten central trade unions on Monday said they are considering approaching the International Labour Organisation (ILO) against suspension of major labour laws in some States. The Uttar Pradesh Cabinet chaired by Chief Minister Yogi Adityanath last week gave nod to ‘Uttar Pradesh Temporary Exemption from Certain Labour Laws Ordinance, 2020’ to exempt factories, business establishments and industries from the purview of all, except three labour laws and one provision of another law, for three years.

The Madhya Pradesh Government has also suspended some labour laws and as per media reports, Gujarat too is following suit. In a joint statement issued on Monday, the central trade unions also threatened to give a call for nationwide agitation to protest against such moves by State Governments. “The CTUs consider these moves as gross violation of the Right to Freedom of Association (ILO Convention 87), Rights to Collective Bargaining (ILO Convention 98) and also the internationally accepted norm of eight hour working day “(espoused by Core Conventions of ILO),” the statement said. It also noted that the ILO Convention 144 with regard to tripartism has been undermined by the Governments.

Sensex zooms over 1,400 pts on PM Modi's Rs 20 lakh cr economic booster

Wednesday, 13 May 2020 | PTI | Mumbai

Mumbai, May 13 (PTI) Equity benchmark Sensex rallied over 1,400 points in opening session on Wednesday as Prime Minister Narendra Modi's Rs 20 lakh crore stimulus package to revive the coronavirus-hit economy boosted domestic investor sentiment. After touching a high of 32,845.48, the 30-share index pared some early gains to trade 818.68 points or 2.61 per cent higher at 32,189.80. Similarly, NSE Nifty soared 213.50 points, or 2.32 per cent, to 9,410.05. ICICI Bank was the top gainer in the Sensex pack, surging around 7 per cent, followed by L&T, Axis Bank, Bajaj Finance, Hero MotoCorp, M&M, UltraTech Cement and Maruti. On the other hand, Nestle India, Bharti Airtel, Sun Pharma and Reliance Industries were trading in the red. In the previous session, the BSE barometer settled 190.10 points or 0.60 per cent lower at 31,371.12, and broader Nifty declined 42.65 points, or 0.46 per cent, to 9,196.55. Foreign portfolio investors offloaded equities worth Rs 1,662.03 crore in the capital market on Tuesday, provisional exchange data showed.

According to analysts, domestic investors cheered the government's massive stimulus package to revive the pandemic-stricken economy. The Prime Minister on Tuesday announced massive new financial incentives on top of the previously announced packages for a combined stimulus of Rs 20 lakh crore. He said the package will be around 10 per cent of the GDP and 'will play an important role in the 'Atmanirbhar Bharat Abhiyan' (self-reliant India campaign). Meanwhile, bourses in Shanghai, Hong Kong, Tokyo and Seoul were trading with losses as fears of a second wave of coronavirus infections gripped global markets. On Wall Street, stock exchanges settled on a negative note. International oil benchmark Brent crude futures were trading 1.53 per cent lower at USD 29.52 per barrel. In India, the death toll due to COVID-19 rose to 2,415 and the number of cases climbed to 74,281, according to the health ministry. Globally, the number of cases linked to the disease has crossed 42.61 lakh and the death toll has topped 2.91 lakh.

Industrial output falls a record 16.7%

Wednesday, 13 May 2020 | PTI | New Delhi

India's industrial production contracted by a record 16.7 per cent in March, on account of poor show by mining, manufacturing and electricity sectors mainly due to the nationwide lockdown, Government data showed on Tuesday. The Government had imposed the lockdown to contain COVID-19 from March 25. The 16.7 per cent fall in factory output is the sharpest since April 2012, based on the new series of IIP data with base year 2011-12. The Index of Industrial Production (IIP) had grown by 2.7 per cent in March, 2019. According to National Statistical Office (NSO) data, manufacturing sector output fell 20.6 per cent compared to a growth of 3.1 per cent in the same month a year ago.

Electricity generation declined by 6.8 per cent as against a growth of 2.2 per cent in March 2019. Mining sector output remained flat compared to a growth of 0.8 per cent earlier. The IIP in the last fiscal contracted by 0.7 per cent from 3.8 per cent expansion in the 2018-19. The data for March showed that production of capital goods, a barometer of investment, declined by 35.6 per cent as compared to a contraction of 9.1 per cent in the same month previous year. As per use-based classification, primary good registered a contraction of 3.1 per cent, intermediate goods 18.5 per cent (-) and infrastructure/ construction goods 23.8 per cent (-) in March 2020 over the same period previous year. The consumer durables output fell 33.1 per cent, while non-durables production slipped 16.2 per cent in March. In terms of industries, 7 out of 23 industry groups in the manufacturing sector have shown positive growth in March 2020.

'One nation, one ration card' across India by March 2021

Thursday, 14 May 2020 | IANS | New Delhi

The Central government on Thursday announced 'one nation, one ration card' system to allow national portability of ration cards for the people, who can now avail the benefits under the PDS system wherever they are in the country. The scheme was announced by Union Finance Minister Nirmala Sitharaman to enable migrant beneficiaries to access any fair price shop in the country to get food grains and other items. During the nationwide lockdown due to the coronavirus scare, there was a lot of criticism that the government had failed to provide food to stranded migrant labourers. The new system is part of the Prime Minister's technology-driven system reforms wherein 67 crore persons will benefit in 23 states. The 'one nation, one ration card' policy will be rolled out 100 per cent by March 2021. This will ensure people get ration in whichever corner of the country they may be.

Govt releases truncated April WPI inflation data; reports 10.12% deflation in fuel, power basket

Friday, 15 May 2020 | PTI | New Delhi

The Government on Thursday released truncated data for April wholesale price-based inflation saying there was limited transaction of products in the market due to the outbreak of Covid-19. As per the data released by the Commerce and Industry Ministry, wholesale price index (WPI) deflation in primary articles was 0.79 per cent in April, as against an inflation of 3.72 per cent in March. The fuel and power basket saw a deflation of 10.12 per cent in April, against 1.76 per cent deflation in the previous month. "In view of the limited transactions of products in the wholesale market in April 2020 due to the spread of Covid-19, it has been decided to release the price movement of selected sub-groups/groups of WPI, following the principles of adequacy," an official statement said.

All commodities WPI could not be computed for April-2020 due to non-availability of manufactured product group index, it added. It said the price indices of primary articles have been computed based on mandi prices of agricultural items; ex-mine prices of minerals; prices of crude petroleum and natural gas. Price indices of fuel and power major group have been computed based on the price data reported from Ministry of Petroleum and Natural Gas, selected public sector undertakings, Office of the Coal Controller and Central Electricity Authority. Price indices of these major groups (primary articles and fuel & power) were released for April 2020 with standard procedures. No changes in estimation procedures were done, it added. With regard to inflation in manufactured products, the ministry said in view of the preventive measures and announcement of nationwide lockdown by the government to contain spread of Covid-19, the price collection of manufactured products through personal visits of price collectors was suspended with effect from March 19.

The data (ex-factory prices) was collected through electronic means of communications from selected factories and institutional sources. The price movement of these sub-groups/groups of WPI was worked out by taking the prices of only those items for which at least 25 per cent of price quotations were reported from the selected manufacturing units. Indices were compiled only for five manufacturing groups — manufacture of food products, beverages, chemicals and chemical products, pharmaceuticals, medicinal chemical and botanical products, and basic metals.

Govt to auction six more airports under PPP model: FM

Saturday, 16 May 2020 | PTI | New Delhi

The government will soon start auctioning of six more airports under public private partnership and additional investment by private players in total of 12 airports will be around Rs 13,000 crore, Finance Minister Nirmala Sitharaman said on Saturday. Airports Authority of India (AAI) has already awarded three out of the six aerodromes that were bid out for operation and maintenance under public private partnership (PPP). The announcement about airports was made as part of the fourth tranche of stimulus measures to bolster the country's economy that has been hit hard by the coronavirus pandemic and subsequent lockdown. Sitharaman said annual revenue of the six airports would be around Rs 1,000 crore while the current profit is about Rs 540 crore per year. Besides, AAI would get a down payment of Rs 2,300 crore. Six more airports have been identified for bidding out and the bid process would commence immediately. These airports are those at Amritsar, Varanasi, Bhubaneswar, Indore, Raipur and Trichy, according to an official. Additional investments by private players in 12 airports in the first and second rounds are expected to be around Rs 13,000 crore, Sitharaman said.

Govt allocates Rs 40,000 cr more for MGNREGS

Sunday, 17 May 2020 | PTI | New Delhi

The government on Sunday announced an additional Rs 40,000 crore allocation for the rural employment guarantee scheme to help provide jobs to migrant workers returning home. Announcing fifth and final tranche of the economic stimulus package, Finance Minister Nirmala Sitharaman said the allocation for MGNREGS is being increased by Rs 40,000 crore over and above the Rs 61,000 cr budgeted earlier. Also, public expenditure on health will be increased, she said without giving details. Investments in grassroot health institutions to be ramped up, she added. She said a programme for multi-mode access to digital or online education to be launched immediately. Also, one earmarked TV channel per class from 1 to 12 (one class, one channel) will be part of this, she said. Top-100 universities will be permitted to automatically start online courses by May 30, 2020, she said.

Sensex crashes 1,069 pts; bank, auto stocks among worst hit

Monday, 18 May 2020 | PTI | Mumbai

Benchmark Sensex crashed 1,069 points on Monday tracking massive selloffs in banking and auto stocks as government's fiscal stimulus package failed to revive confidence in domestic investors. The 30-share BSE index ended 1,068.75 points or 3.44 per cent lower at 30,028.98, while the broader NSE Nifty plunged 313.60 points or 3.43 per cent to 8,823.25. IndusInd Bank was the top laggard in the Sensex pack, cracking around 10 per cent, followed by HDFC, Maruti Suzuki, Axis Bank and UltraTech Cement. On the other hand, TCS, Infosys, ITC and HCL Tech closed with gains.

Traders and investors remained on edge as the Home Ministry extended the lockdown for another two weeks till May 31 to contain the spread of coronavirus, said Narendra Solanki, Head- Equity Research (Fundamental), Anand Rathi. The relief package announcements appeared falling short of meeting market expectations on any demand side reforms, triggering an intense selloff in the domestic market, he noted. The government, in its first four tranches of the stimulus package, focussed on credit line to small businesses and new fund creations to be shouldered by banks and financial institutions with very little extra budget spending.

In the last set of measures, the centre on Sunday announced plans to privatise PSUs in non-strategic sectors and suspend loan default-triggered bankruptcy filings for one year, and also gave a Rs 40,000-crore hike in allocation for the rural employment guarantee scheme to provide jobs to migrant workers. The domestic market started off the week on a negative note despite positive cues from global market peers as global economies across the world continue to lift lockdown restrictions, allowing more businesses to cautiously open, Solanki said.

Bourses in Shanghai, Hong Kong, Tokyo and Seoul ended on a positive note, while those in Europe were trading significantly higher in early deals. International oil benchmark Brent crude futures surged 4.55 per cent to USD 33.98 per barrel. Globally, the number of cases linked to the disease has crossed 47.13 lakh and the death toll has topped 3.15 lakh. The number of COVID-19 cases in India spiked to 96,169, while the death toll rose to 3,029, according to the health ministry. On the currency front, the rupee provisionally settled 33 paise lower at 75.91 against the US dollar.

Reliance strikes 4th deal

Monday, 18 May 2020 | PTI | New Delhi

Reliance Industries on Sunday announced the sale of 1.34 per cent stake in its digital unit to global equity firm General Atlantic for Rs 6,598.38 crore, the fourth deal in less than four weeks that will inject a combined Rs 67,194.75 crore in the oil-to-telecom conglomerate to help it pare debt. "This investment values Jio Platforms at an equity value of Rs 4.91 lakh crore and an enterprise value of Rs 5.16 lakh crore. General Atlantic's investment will translate into a 1.34 per cent equity stake in Jio Platforms on a fully diluted basis," the company said in a statement.

The deal follows Facebook picking up a 9.99 per cent stake in the firm that houses India's youngest but largest telecom firm on April 22 for Rs 43,574 crore. Within days of that deal, Silver Lake - the world's largest tech investor - bought a 1.15 per cent stake in Jio Platforms for Rs 5,665.75 crore. On May 8, US-based Vista Equity Partners bought 2.32 per cent stake in Jio Platforms for Rs 11,367 crore.

"With this investment, Jio Platforms has raised Rs 67,194.75 crore from leading technology investors, including Facebook, Silver Lake, Vista Equity Partners and General Atlantic in less than four weeks," the statement said. Strategic and financial investors are to form 20 per cent of Jio Platforms. Between the four deals, Reliance has sold 14.8 per cent of Jio Platforms and more such investments are likely in near future. Ambani, 63, chairman and managing director of Reliance, had in August last year set a target of March 2021, to make his conglomerate net debt-free. But thanks to the Facebook deal, a Rs 53,125 crore rights issue, private equity investments, and more stake sale to companies such as Saudi Aramco, the target is likely to be achieved by December.

At the end of March quarter, Reliance had an outstanding debt of Rs 3,36,294 crore and cash in hand of Rs 1,75,259 crore. After adjusting cash, the net debt came to Rs 1,61,035 crore. Of the outstanding debt, Rs 2,62,000 cr is on Reliance books and Rs 23,000 cr is with Jio. Jio Platforms, a wholly-owned subsidiary of RIL, is a next-generation technology company.

Reliance Jio Infocomm Ltd, with 388 million mobile subscribers, will continue to be a wholly-owned subsidiary of Jio Platforms. General Atlantic is a leading global growth equity firm with a 40-year track record of investing in the technology, consumer, financial services and healthcare sectors. It has a longstanding tradition of backing disruptive entrepreneurs and companies around the world, including Airbnb, Alibaba, Ant Financial, Box, Byte Dance, Facebook, Slack, Snapchat, Uber and other global technology leaders.

Mukesh Ambani, Chairman and Managing Director of Reliance Industries, said, "I have known General Atlantic for several decades and greatly admired it for its belief in India's huge growth potential. We are excited to leverage General Atlantic's proven global expertise and strategic insights across 40 years of technology investing for the benefit of Jio". Bill Ford, Chief Executive Officer of General Atlantic, said that as long-term backers of global technology leaders and visionary entrepreneurs, GA could not be more excited about investing in Jio.

"We share Mukesh's conviction that digital connectivity has the potential to significantly accelerate the Indian economy and drive growth across the country. General Atlantic has a long track record working alongside founders to scale disruptive businesses, as Jio is doing at the forefront of the digital revolution in India," Ford said. Akash Ambani, Director of Reliance Jio, said: "We are delighted that a renowned global investor like General Atlantic is partnering with us in our journey to digitally empower India and Indians".

Multiplex, hotel stocks plunge as nationwide lockdown extended till May 31

Tuesday, 19 May 2020 | PTI | New Delhi

Shares of multiplex and hotel operators on Monday cracked up to 14.5 per cent after the countrywide lockdown was further extended till May 31. Shares of INOX Leisure tumbled 14.49 per cent and those of PVR tanked 12.54 per cent on the BSE. Besides, Chalet Hotels plummeted 13.38 percent, Indian Hotels Company Limited plunged 8.04 per cent, EIH Associated Hotels 5.83 per cent, Wonderla Holidays 4.91 per cent and Lemon Tree Hotels 4.78 per cent.

Ola to layoff 1,400 staff as COVID-19 pandemic hits revenues

Wednesday, 20 May 2020 | PTI | New Delhi

Cab aggregator Ola is laying off 1,400 staff from rides, financial services and food business as revenues declined by 95 per cent in the last two months due to coronavirus pandemic, a note by CEO Bhavish Aggarwal said. In an email to employees, Aggarwal made it clear that the prognosis ahead for the business is "very unclear and uncertain" and the impact of this crisis is "definitely going to be long-drawn for us". "The fallout of the virus has been very tough for our industry in particular. Our revenue has come down 95 per cent over the past 2 months. Most importantly, this crisis has affected the livelihoods of millions of our drivers and their families across India and our international geographies," he said. The company has decided to downsize and "let go" of 1,400 employees, Aggarwal added.

India's forex reserves rise by over \$1 bn to \$487 bn

Saturday, 23 May 2020 | IANS | Mumbai

India's foreign exchange reserves rose by \$1.726 billion during the week ended May 15, RBI data showed on Friday. According to the RBI's weekly statistical supplement, the overall forex reserves increased to \$487.039 billion from \$485.313 billion reported for the week ended May 8th. On Friday, while announcing the repo rate cut, RBI Governor Shaktikanta Das said: "India's foreign exchange reserves have increased by \$9.2 billion in 2020-21 so far.

AWS driving Netflix, Fortnite, Zoom entertain and empower millions at home

Monday, 25 May 2020 | IANS | New Delhi

As you stream your favourite movies or TV series on Netflix, Disney Plus or Hulu, or connect with your team via video meet app Zoom, leading Cloud service provider Amazon Web Services (AWS) in the backdrop is ensuring seamless, scalable and secure connectivity to help people at home and organisations function while they can't operate normally at work. According to AWS CEO Andy Jassy, a lot of things that are allowing humanity to deal with the global health crisis run on top of AWS which is Amazon's Cloud arm and topped \$10 billion in quarterly revenue for the first time in the January-March period.

"We're just trying to help our customers in various areas. If you look at Netflix, it runs completely on top of AWS. So does Disney Plus. Hulu runs on AWS. Prime Video runs on AWS. All those entertainment pieces have kind of made time go by," Jassy said during a fireside chat at AWS Online Summit recently. "Fortnite runs on top of AWS, and so does Sony PlayStation. A lot of other popular games too," he informed. The popular Battle Royale game Fortnite has gained 350 million registered players, who in April collectively spent over 3.2 billion hours in the game. According to Jassy, AWS has its own video-conferencing service in Chime. "But a lot of people use Zoom, and the vast majority of Zoom's cloud infrastructure runs on AWS and will for the foreseeable future," he said. Amazon Chime Voice Connector is a service that enables enterprises to migrate their telephony workloads to AWS. If you have kids at home, you also realise they're all doing e-learning at the moment. "If you just look at companies like Blackboard and Instructure's Canvas, which run on top of AWS.

India's retail trade lost business worth Rs 9 lakh cr in last 60 days, says CAIT

Monday, 25 May 2020 | PTI | New Delhi

The country's retail trade lost business worth Rs 9 lakh crore in the last 60 days, mainly due to the nationwide lockdown to contain coronavirus pandemic, trader's body CAIT said on Sunday. Confederation of All India Traders said domestic trade is facing its worst period as shops and commercial markets across the country since last Monday could register only about 5 per cent of business, and only 8 per cent of workforce could resume their duties in shops after migration of about 80 per cent employees to their native places. CAIT Secretary General Praveen Khandelwal said during the span of 60 days of national lockdown, domestic trade has lost a business to the tune of about Rs 9 lakh cr, causing a revenue loss of about Rs 1.5 lakh cr to both the central and State Govts on account of GST. The traders are facing acute financial crunch, and in absence of any policy support from the Government, they are worried about future of their business, he said.

40% travel, tourism firm staring at complete shutdown risk in next 3-6 months: Report

Tuesday, 26 May 2020 | PTI | Mumbai

Around 40 per cent companies operating in the travel and tourism sector are staring at the risk of complete shutdown over the next 3 to 6 months, says a report, even as the domestic flights resume operations after over 2-month suspension due to lockdown. Also, nearly 36 per cent of such companies are likely to witness a temporary shutdown, according to the report by BOTT Travel Sentiment Tracker in partnership with seven national associations like IATO, TAAI, ICPB, ADTOI, OTOAI, ATOAI and SITE. The report said that 81 per cent travel and tourism companies have lost their revenue up to 100 per cent while 15 per cent of the companies have witnessed it slide up to 75 per cent.

The BOTT Travel Sentiment Tracker survey was done online with over 2,300 travel and tourism business owners and company representatives across the country over a period of 10 days. "The pandemic has hit the travel and tourism sector hard with as many as 40 per cent companies facing the risk of complete shutdown in the next 3 to 6 months while another 35.7 per cent might go for a temporary shutdown," it said. The survey report further revealed that 38.6 per cent travel companies are going for job cuts and another 37.6 per cent of the companies are considering the option with uncertainty looming large. "The travel and tourism sector is going through a very bad phase. It has taken a severe beating due to the COVID-19 outbreak with lakhs of people dependent on it suffering immense losses and job cuts," the report said.

This survey has further confirmed fear that travel companies are staring at partial and complete shutdown in addition to job cuts, adjustment of workforce in form of pay cuts, deferment of salaries and termination of contracts, according to the survey. "This is an unprecedented situation and the government should extend some relief for the survival of thousands of companies," Travel Agents Association of India president Jyoti Mayal said. As per the survey, 73 per cent travel companies have gone for adjustment of workforce including pay cuts, deferment of salaries, termination of contracts, while 67 per cent have gone for steps like reduction of overheads. About 49 per cent are deferring their capital expenditures and interestingly, 41.6 per cent companies are introducing new services. Meanwhile, 78.6 per cent of travel and tourism companies said they expect the government to create a tourism relief fund immediately, followed by 68.2 per cent who want refunds of cancellations and advances of travel agents and tour operators from airlines.

FDI in India jumps 13 pc to record USD 49.98 bn in 2019-20

Thursday, 28 May 2020 | PTI | New Delhi

Foreign direct investment (FDI) in India grew by 13 per cent to a record of USD 49.97 billion in the 2019-20 financial year, according to official data. The country had received FDI of USD 44.36 billion during April-March 2018-19. Sectors which attracted maximum foreign inflows during 2019-20 include services (USD 7.85 billion), computer software and hardware (USD 7.67 billion), telecommunications (USD 4.44 billion), trading (USD 4.57 billion), automobile (USD 2.82 billion), construction (USD 2 billion), and chemicals (USD one billion), the Department for Promotion of Industry and Internal Trade (DPIIT) data showed. Singapore emerged as the largest source of FDI in India during the last fiscal with USD 14.67 billion investments. It was followed by Mauritius (USD 8.24 billion), the Netherlands (USD 6.5 billion), the US (USD 4.22 billion), Cayman Islands (USD 3.7 billion), Japan (USD 3.22 billion), and France (USD 1.89 billion). FDI is important as the country requires major investments to overhaul its infrastructure sector to boost growth.

CHALLENGES IN ONLINE TRANSITION OF EDUCATION IN INDIA

The ongoing COVID 19 pandemic has opened up new possibilities across different sectors. Education sector is one amongst these. It has given us an opportunity to make education hands- on and research oriented, instead of making students learn by rote for examinations. At the same time it calls for an urgent need to rethink the objectives of evaluation in education, thereby shifting focus towards assessment of conceptual learning and problem solving skills.

The transition into online mode can facilitate the timely accomplishment of such objectives. Though the pandemic has made online education a buzzword, the internet infrastructure in India is still far from ready to support the transition into online learning. According to National Sample Survey report (2017-18), only 8 percent of all households have both a computer and an internet connection. As per NITI Aayog report (2018) 55000 villages in India did not have mobile network coverage. Apart from inadequate technological infrastructure, there are other various socio-behavioral issues which are needed to be looked after while facilitating the online transition of education. Physical classes are not only about classrooms and teachers.

Learning involves simultaneous exercise of different activities, including spending time with peer group, participation in discussion groups, sharing of ideas, collective problem solving and interactive involvements in a social environment, like games, competitions, co-curricular activities. The online classes running on virtual environment currently seem unable in facilitating such learning among students. Further, the online education being catered to the students inside their homes faces hurdles which crop up due to the surrounding homely environment. Not only the students, but also the teachers may get distracted in their home environment. Due to the limited spaces of homes, distractions and disruptions can easily creep in during the process of delivery of education.

Therefore facilitating the family members to support the children's learning is an important aspect of quality online delivery of education. Despite the aforementioned limitations/challenges, the online version of education delivery system carry its own benefits, like enabling students to learn at their own pace, access to quality content prepared by best educators and extended outreach among the students. However it remains to be seen that whether the online education becomes a complete alternative or emerges as a strong support system to the currently prevailing traditional classroom based education.

Dr. Pankaj Mishra
Assistant Professor
Amity Business School

UNDERSTANDING CHANGING CONSUMER BEHAVIOUR AND HOW BRANDS SHOULD RESPOND AND MARKET IN THE TIMES OF COVID

Amity Business School, AUMP organized a webinar on “Changing consumer behaviour and how brands should respond and market in the times of COVID” on 08/05/20. This session was joined by almost 180 attendees. The guest speaker for this webinar was Ms Poornima Katyal, Brand Marketing Manager, Google India. Dr. Deepika Singh Tomar, Associate Professor, Amity Business School, AUMP was the moderator for the session.

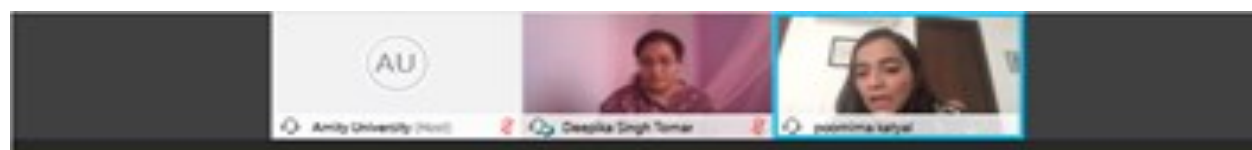
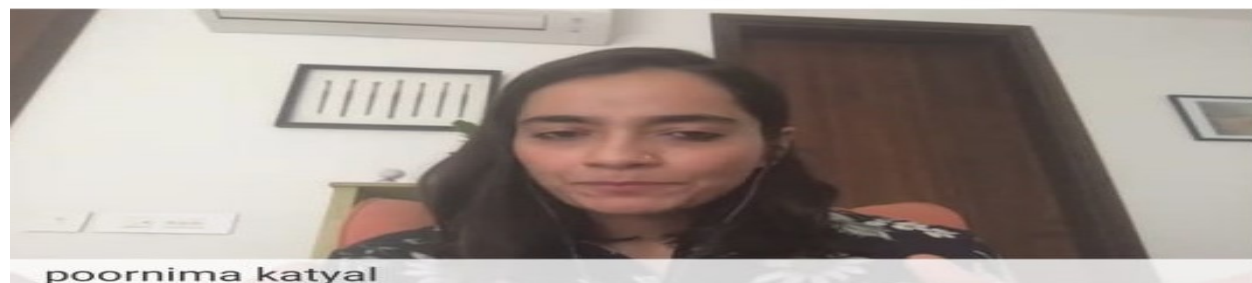
The objectives of the webinar were:

1. To make audience aware about changing consumer behaviour in times of Covid 19,
2. To access the impact of Covid 19 on different industries,
3. To explore that how industries can utilise this changing consumer behaviour as an opportunity, and
4. To know that how brands can create a positive impact on minds of consumers in this situation of crisis.

Ms Katyal started her talk with discussing on important economic indicators and told audience about impact of covid 19 on demand and supply in current scenario. She also discussed about different perspectives of consumers, markets and brands, wherein she said that, consumers are both increasing and decreasing spending but for different reasons. She also told that how brands can build connections, where she gave many examples from industry. She also talked about that how big brands are helping the nation in these times of crisis. All the participants very actively attended the webinar and asked many queries to the expert speaker.

The webinar was conducted under the guidance of Prof. (Dr.) Anil Vashisht, Deputy Pro VC and Director, Amity Business School, with an objective to enhance the brand image of Amity University among students and also to empower societies and people in realizing their goals, which is a part of Amity University’s vision.

Few glimpses of the session:



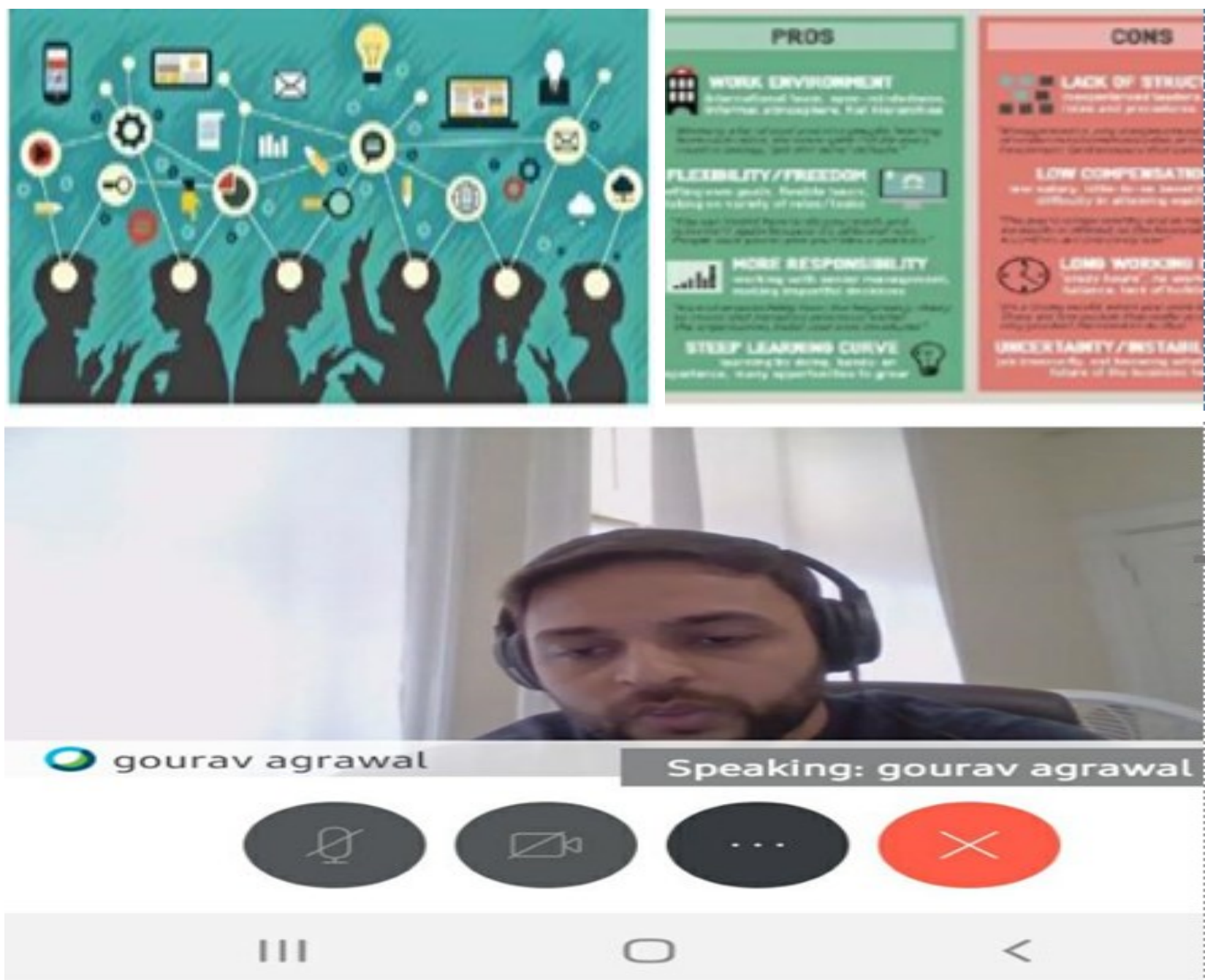
WEBINAR ON PROJECT PLANNING, STARTUP LIFE AND DATA MANAGEMENT

Amity Business School regularly organizes Guest Lectures/Industry Forums which aim at the overall enhancement of the students' educational experience. In this time of online lecture series AUMP has started organizing Webinars. In this series Amity University Madhya Pradesh, Gwalior organized a Webinar on the topic "Project Planning, start-up life and data Management." for the students of Amity Business School, 09th May 2020 .The Guest Speaker was Mr. Gourav Agrawal.

Mr Gourav Agrawal is currently working as a senior software engineer for an MIT start-up in Cambridge, USA. He shared his experience with the students about how he started working in MIT start-up, the challenges he faced, the learning he got. The webinar concentrated on Project planning various aspects related to it like Agile, sprint planning, start-ups overview. The session also included detailed discussion about Jira (A project tracking tool).

Mr Gourav shared his experience about Start-up life which included Identity, art of multitasking, learning curve, pressure handling, patience, real talent, flexibility, added value of appreciation, new challenges every day. The session also focused on data management as Data is the foundation of a business' information, knowledge, and ultimately the wisdom for correct decisions and actions. If this data is relevant, complete, accurate, meaningful, and actionable, it will help in the growth of the organization. If not, it can prove to be a useless and even harmful asset to a scaling enterprise. Thus current trends for cloud data storage, data privacy and security in daily life was discussed. Mr. Gaurav discussed about the ways you can secure your data and information over internet.

Some Glimpse of Guest Lecture-



WEBINAR ON ROLE OF MARKETING IN PHARMA INDUSTRY

Amity Business School, AUMP has organized a Webinar on Webex on the topic “Role of Marketing in Pharma Industry” held on 13th May 2020, Wednesday. The webinar was attended by the faculty members of AUMP and the students of 1st, 2nd and Final year of BBA, B.Com. (H) and MBA. The guest for the session was Mr. Narendra Bhawsar who is Zonal Sales Manager in Sol Derma Pharmaceuticals, Indore, looking after the territories of Madhya Pradesh and Rajasthan.

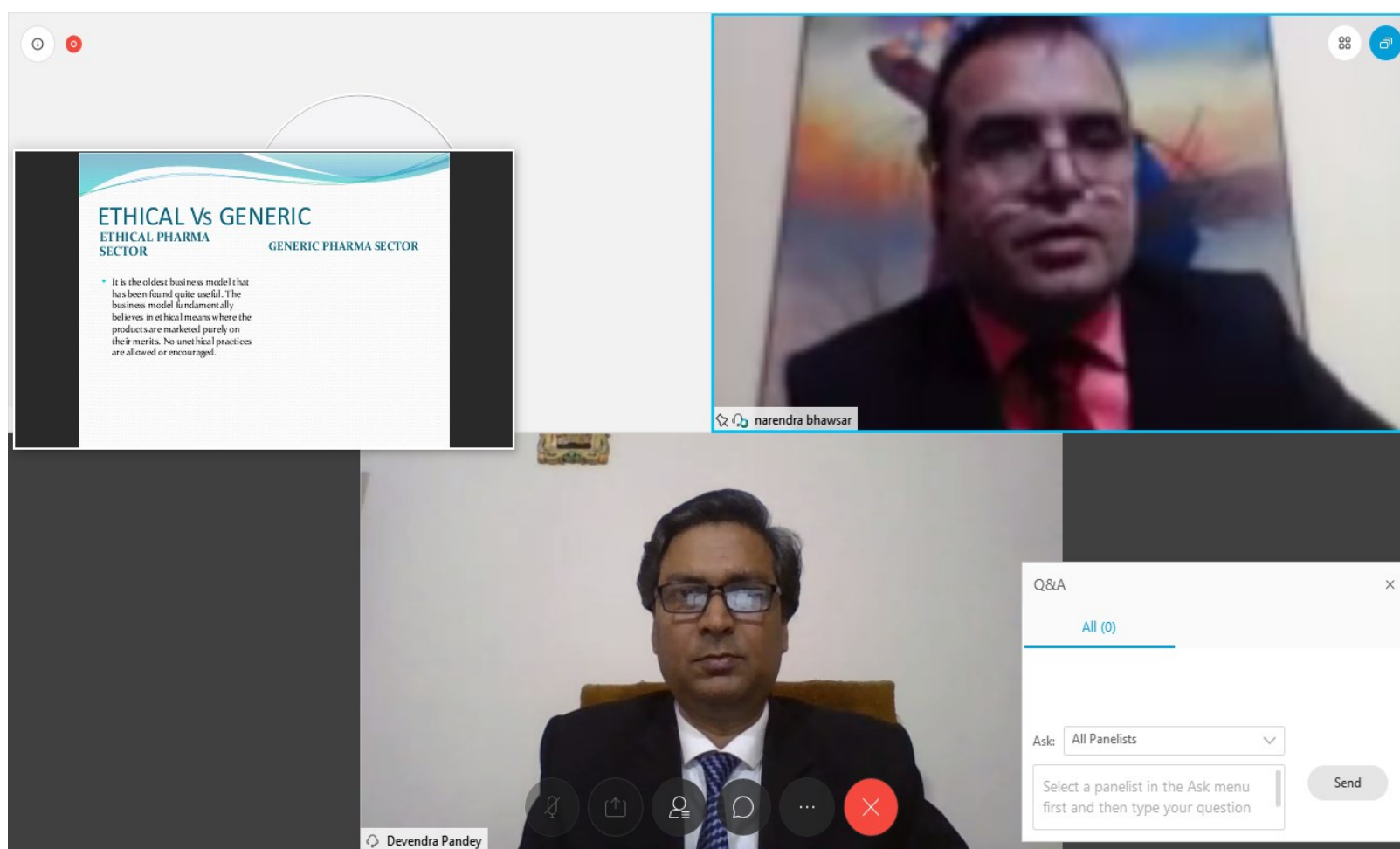
The session was organized by Prof. (Dr.) Devendra Kumar Pandey under the able guidance of Prof. (Dr.) Anil Vashisht, Deputy Pro VC, AUMP and Director ABS, AUMP, Gwalior. Total 147 participants were registered and attended the Webinar. The aim of the session was to make the students knowledgeable about the importance and functioning of the process of Marketing with specific reference to Pharma Industry where the role of Personal Selling is very dominant.

The objective of this session was to make the students aware of various dimensions of marketing with specific reference to Pharma Industry in India and apprise them that how this important component of Business operations is used by the companies in this industry as a strategic tool. The session was conducted in Online mode as Webinar in which the Guest Speaker used the necessary Audio-Visual aids for delivering the application of the concepts of Marketing with relevant real world examples.

The session was started by Prof. (Dr.) Devendra Kumar Pandey by introducing the eminent Guest Speaker to the audience and welcoming the Guest Speaker. The Guest Speaker Mr. Narendra Bhawsar initiated his lecture with the introduction of Pharma Marketing. According to him Pharma Marketing refers to the promotion of drugs and medical instrument by private and public organizations to doctors, pharmacy & end consumers. Then he talked about the types of Pharma Marketing which is of two types, i.e., Ethical and Generic. Then he elaborated upon the difference between the two. He associated this concept with the real world example of Hydroxychloroquine which is now very sought after medicine in the context of Covid-19.

Then he deliberated upon the Role of marketing in Pharmaceuticals sales by raising various points like How brands are created, how Marketing strategy is designed, delivery of training of product knowledge / USP (Unique selling points) and the Implementation of strategy etc. He further discussed in details other promotional and motivational tools used in Pharma Marketing. Thereafter many intelligent questions were asked by the students which were satisfactorily replied by the esteemed speaker. In the end of the session, Dr. Pandey thanked the esteemed guest on behalf of the ABS, AUMP.

Some glimpses of the webinar:



Presentation by the Guest Speaker

WEBINAR ON CUSTOMER RELATIONSHIP MANAGEMENT IN COSMETIC INDUSTRY

Amity Business School, AUMP organized a webinar on “Customer Relationship Management in Cosmetic Industry” on 13/05/20. This session was joined by almost 125 attendees. The guest speaker for this webinar was Mr. Apar Gupta, Founder and Director, Blu Ocean Studios Pvt. Ltd. Dr. Rohit Singh Tomar, Associate Professor, Amity Business School, AUMP was the moderator for the session.

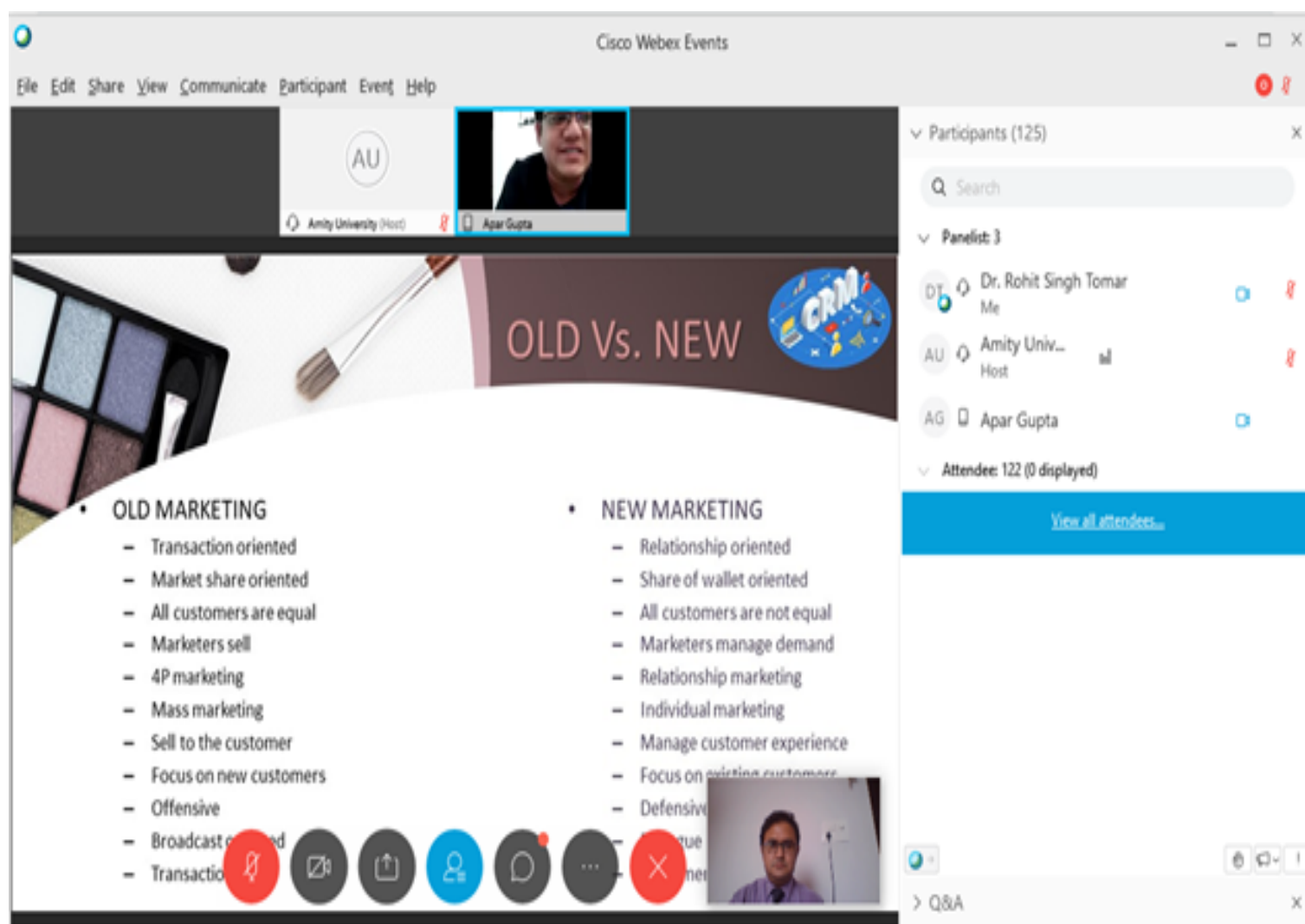
The objectives of the webinar were:

1. To make audience aware about changing techniques of CRM in cosmetic industry.
2. To understand the role of CRM in Cosmetic Industry.
3. To explore, how industries can utilise this changing CRM practices as an opportunity, and
4. To know that, how CRM can create a positive impact on minds of consumers in this crisis or any other situation.

Mr. Apar talked about transition in the CRM practices, he suggested five different orientations towards CRM, and how using them one can create an advantageous position in the market. He emphasised upon the use of CRM in a selective manner, for some specific companies, like Cosmetic industries. He further narrated CRM implementation strategies in cosmetic industry. All the participants very actively attended the webinar and asked many queries to the expert speaker.

The webinar was conducted under the guidance of Prof. (Dr.) Anil Vashisht, Deputy Pro VC and Director, Amity Business School, with an objective to enhance the brand image of Amity University among students and also to empower societies and people in realizing their goals, which is a part of Amity University's vision.

Few glimpses of the session:



WEBINAR ON CYBER SECURITY - STAYING SAFE WHILE STAYING CONNECTED

Amity Business School, AUMP has organized a Webinar on Webex on the topic “Cyber Security – Staying Safe while Staying Connected” held on 18th May 2020, Monday. The webinar was attended by the faculty members of AUMP and the students of 1st, 2nd and Final year students of BBA, B.Com. (H) and MBA. The guest for the session was Mr. Jignesh Shah who is Sr Business Intelligence Architect in Crum & Forster Insurance, a subsidiary of FairFax, a company of Mr. Prem Vatsya.

The session was organized by Dr. Vivek Gupta, Assistant Professor under the able guidance of Prof. (Dr.) Anil Vashisht, Deputy Pro VC, AUMP and Director ABS, AUMP, Gwalior. Total 105 participants attended the webinar. The aim of the session was to make the participants knowledgeable about the rising cyber threats related with online transactions and how to deal with such threats.

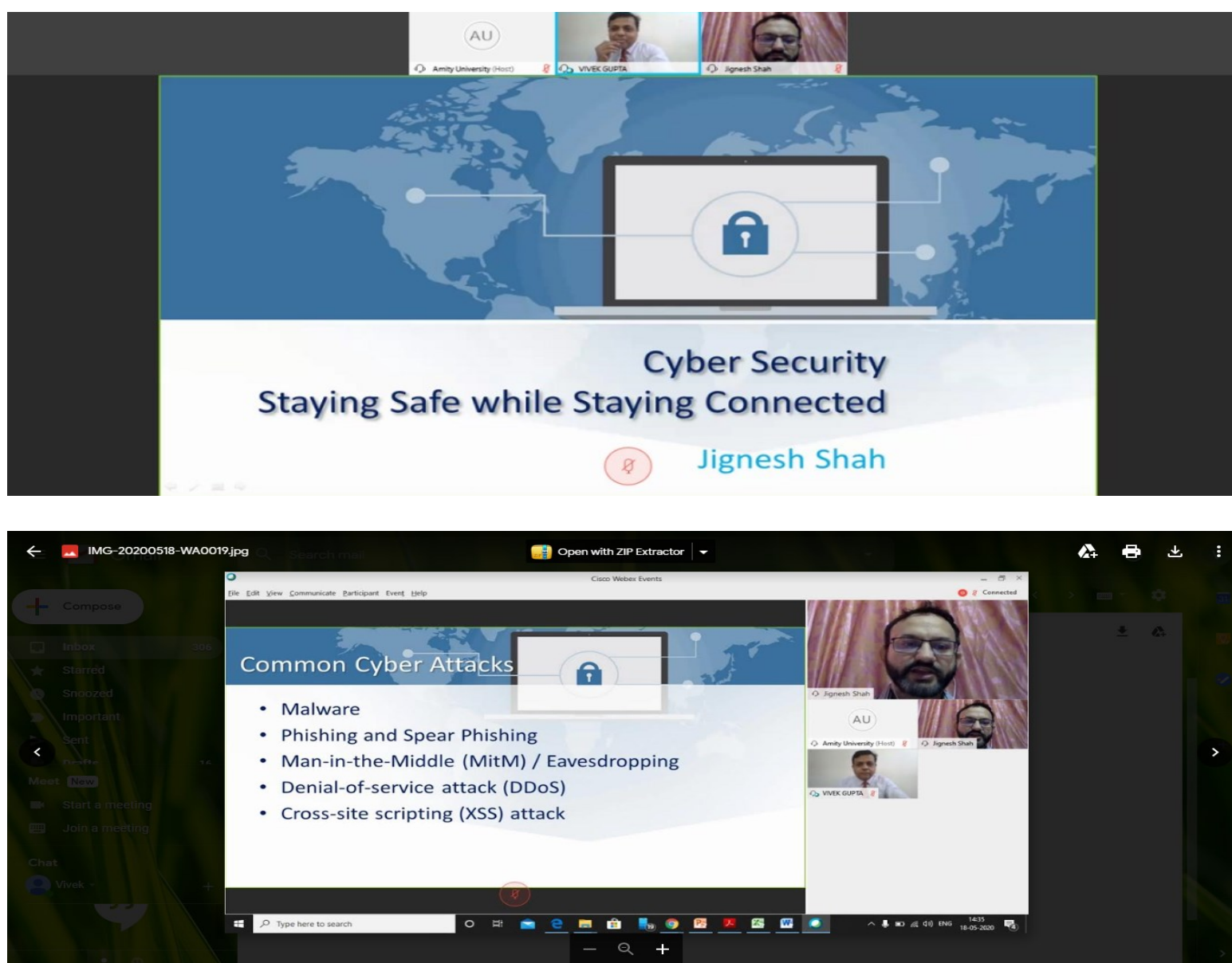
The objective of this session was to make the participants aware of various modes in which threats emerging from online operations may affect them and what are the ways in which people can safeguard themselves by updating their technical knowledge about the various gadgets they use for the online transactions. The session was conducted in Online mode as Webinar in which the Guest Speaker used the necessary Audio-Visual aids for imparting knowledge about how to be safe while using online mode of transactions.

The session was started by Dr. Vivek Gupta by introducing the background reflecting the necessity of the topic. Then he introduced the eminent Guest Speaker to the audience and welcomed the Guest Speaker. The Guest Speaker Mr. Jignesh Shah initiated his lecture with the introduction of Cyber threats that have been taking place with the expansion of online transactions all around. He also stressed on the need of the users of the communicating/online devices to be educated in some of the technical aspects of the devices to keep themselves safe.

Then he elaborated upon the technical aspects of the Information Technology devices such as computer and mobile phones that are generally used by the common people in online transactions. He provided technical understanding of various online threats that may hamper the working of the people and organisations like Malware, Phishing and Spear Phishing, Man-in-the-Middle (MitM) / Eavesdropping, Denial-of-service attack (DDoS) and Cross-site scripting (XSS) attack etc.

Thereafter he deliberated upon the ways in which such kind of threats may be avoided by people and organisations by changing their ways of using these devices. He made the audience aware of many technical aspects of the software's and hardware's that can be utilized by the people in order to save people from falling prey to the malicious activities of cyber criminals. Thereafter many intelligent questions were asked by the participants that were satisfactorily replied by the esteemed speaker. In the end of the session, Dr. Vivek Gupta thanked the esteemed guest on behalf of the ABS, AUMP.

Some glimpses of the webinar:



WEBINAR ON DEVELOPING A POSITIVE ATTITUDE FOR SUCCESS

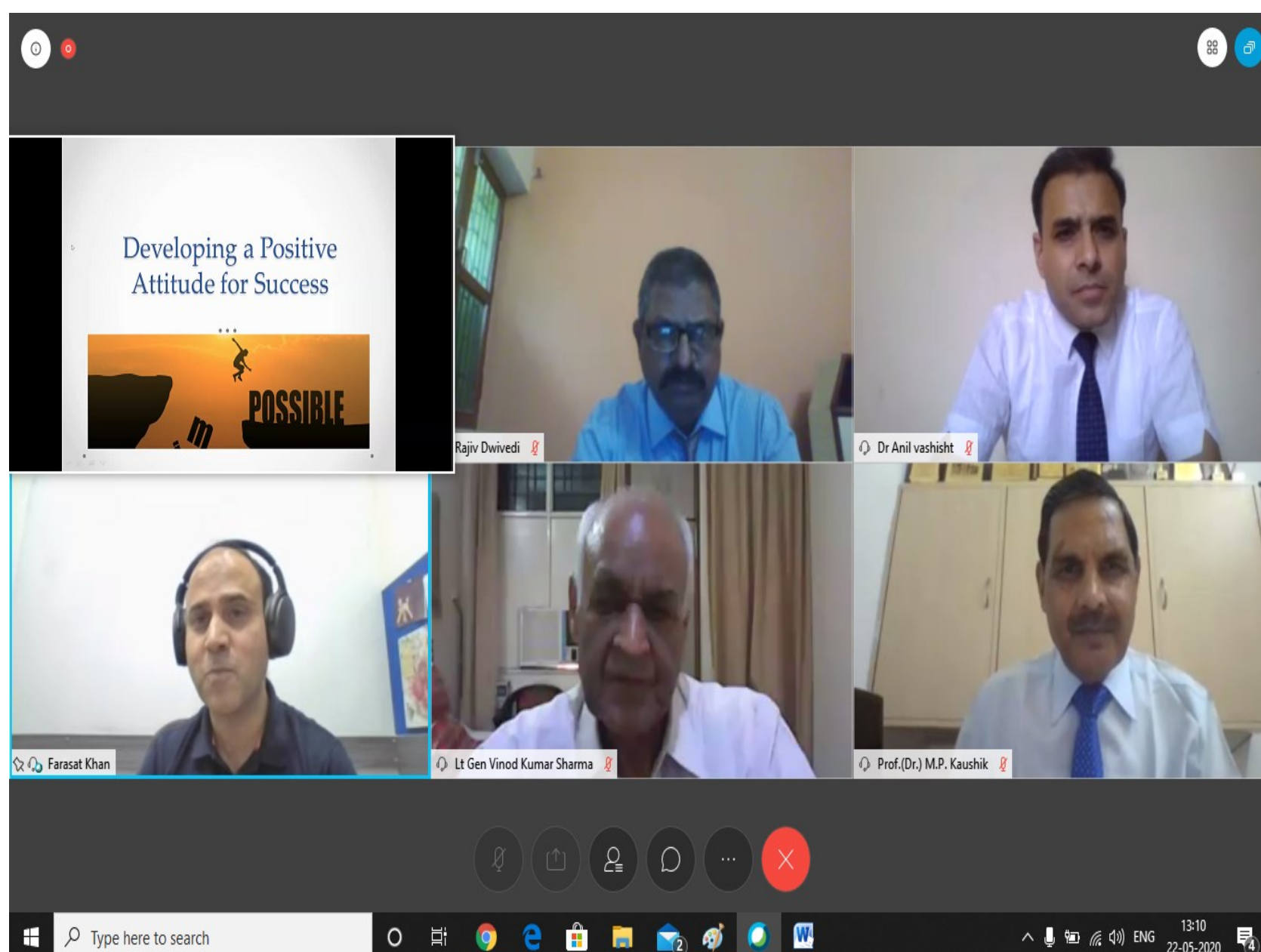
Amity Business School, AUMP organized a Webinar on “Developing a Positive Attitude for Success” on 22nd May 2020, Friday. The webinar was attended by the faculty members of AUMP and the students of 1st, 2nd and Final year of BBA, B.Com. (H) and MBA. The guest for the session was Mr Farasat Ullah Khan, GM & Head (Learning & Development), SRL Diagnostics Ltd. The session was organized & Moderated by Mr Rajiv Dwivedi Asst Professor under able guidance of Prof. (Dr.) Anil Vashisht, Deputy Pro VC, AUMP and Director ABS, AUMP, Gwalior. Total 186 participants attended the Webinar.

The objective of the Webinar was to make the students understand that how attitude is important for the success of an individual and how one can develop a positive attitude in spite of all odds. The session was conducted in Online mode as a Webinar in which the Guest Speaker used the necessary Audio-Visual aids for delivering the content with relevant real world/life examples.

Mr Rajiv Dwivedi welcomed Hon’ble Vice Chancellor, Pro Vice Chancellor, Dy Pro Vice Chancellor, introduced the guest to the audience and invited Hon’ble Vice Chancellor for the opening remarks. Hon’ble Vice Chancellor AUMP, Lt Gen. V K Sharma AVSM (Retd) in his opening remarks spoke on the importance of developing positive attitude in today’s challenging times. He also urged students to remain positive towards life in general because this in long term will surely make them successful.

Mr Farasat Ullah Khan spoke on the factors responsible towards the development of the attitude of an individual. He also emphasised that failure doesn’t mean that you can’t succeed in life. In fact failures are the stepping stones. He gave the classical example of Late Abraham Lincoln, one of the visionary President of America. Mr Khan spoke about explicit and implicit behaviour citing real life examples.

Thereafter many questions were asked by the students which were satisfactorily replied by the esteemed speaker. At the end of the session, Prof. (Dr) Anil Vashisht, Deputy Pro VC, AUMP and Director ABS, AUMP thanked the esteemed guest on behalf of ABS, AUMP.



TEACHER'S WEBINAR ON DIGITAL LEARNING AND VIRTUAL CONNECT

Amity Business School, AUMP organized a Teacher's Webinar on the topic "Digital Learning and Virtual Connect" on 21st May 2020, Thursday. The webinar was attended by the teachers of RKVM School, Gwalior. Prof.(Dr) Anil Vashisht, Dy Pro Vice Chancellor AUMP & Director, Amity Business School opened up the talk and spoke on the importance of digital learning in today's scenario. Mr Rajiv Dwivedi, Asst Professor, Amity Business School spoke on the ways to go for virtual connect with students.

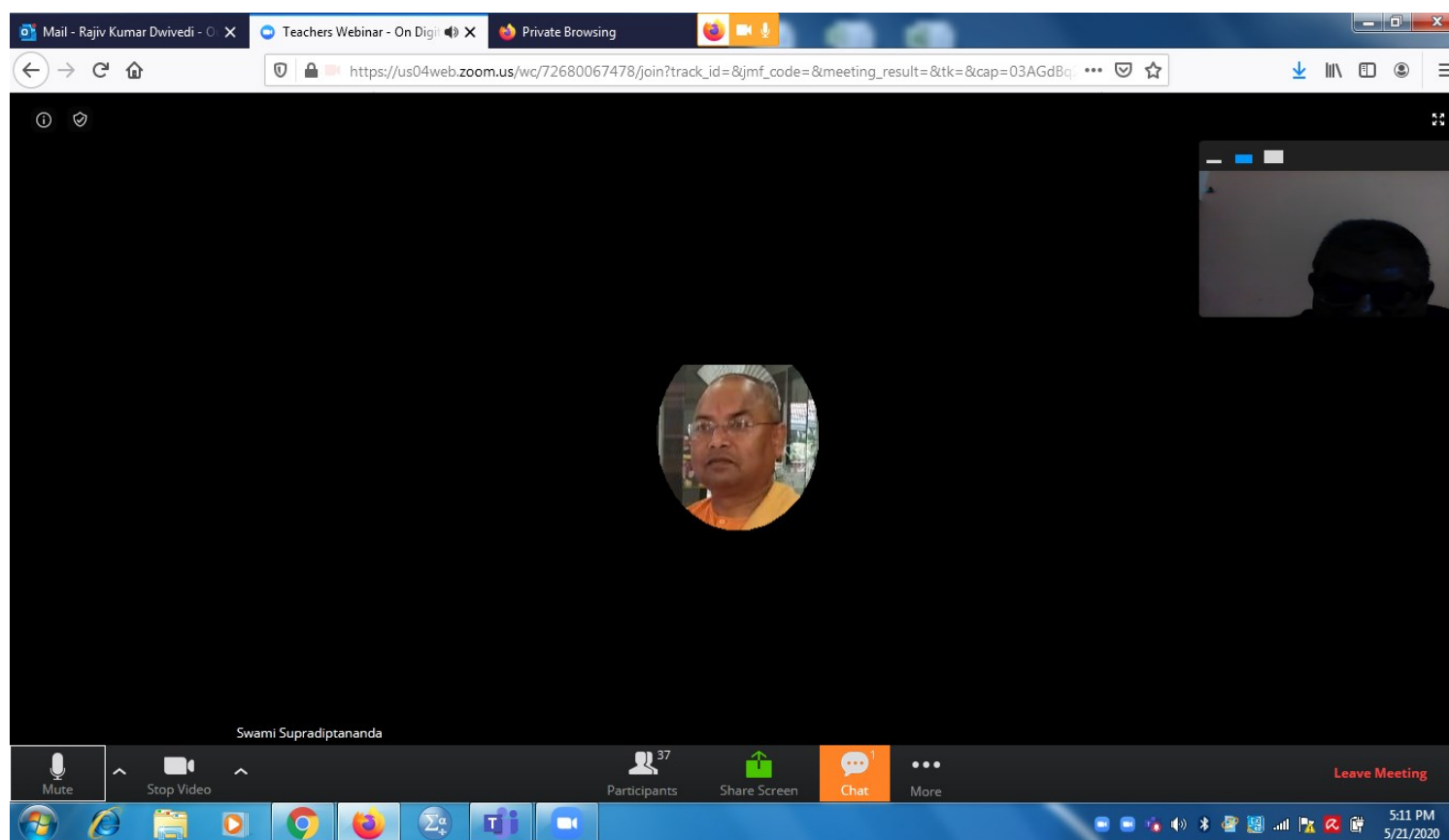
The objective of the session was to make the teachers understand the importance of digital learning and virtual connect and the different techniques of maintaining better connect with the students virtually.

The session was conducted in Online mode as Webinar in which the Guest Speakers used the necessary Audio-Visual aids for delivering the content. The Webinar was conducted on Zoom Platform.

The session was started by Swami Supradeeptananda, Principal RKVM School, by welcoming Prof. (Dr) Anil Vashisht and Mr Rajiv Dwivedi. Prof. Vashisht then spoke on the importance of digital education, the various modes of delivering it, the fear among people and the various challenges encountered by teachers while delivering online lectures.

Mr Dwivedi discussed in detail about various techniques of maintaining a better virtual connect with the students. He emphasised on understanding the various problems faced by students and discussed the solutions of the same with teachers.

SCREENSHOT OF THE WEBINAR:



Absenteeism	Any failure of an employee to report for or to remain at work as scheduled, regardless of reason .
Absolute Rating Systems	Rating formats that evaluate each employee in terms of performance standards, without reference to other employees
Acceptance Sample	An operation management monitoring tool in which a sample of materials or products is measured against a benchmark
Benefits	A compensation component that accounts for almost 40 percent of the typical total compensation package and includes health insurance, pension plans, unemployment insurance, vacations, sick leave and the like .
Bias	The tendency to allow individual differences such as age, race, and sex to affect the appraisal ratings employee receive .
BFOQ	Bond Fide Occupational Qualification (BFOQ) Requirement that an employee be of a certain religion, sex, or national origin where that is reasonably necessary to the organization’s normal operation. Specified by the 1964 Civil Right Act .
Career Paths	Logical and possible sequences of positions that could be held in an organization, based on an analysis of what people actually do in the organization .

Test Your Knowledge

1058

ANSWERS: 1057

- Q 1. Maslow’s Need Theory is based on

A) Organizational Needs

B) Market Needs

C) Human Needs

D) Government Needs
- Q 2. In case of New Products _____ method of pricing is most suitable.

A) Cost Plus

B) Monopoly

C) Mark up

D) Penetration
- Q 3. Which of the following is a direct expense?

A) Rent

B) Salaries

C) Interest

D) Wages
- Q 4. The process of converting physical form of shares in to electronic form is called:

A) Rematerialization

B) Dematerialization

C) Coding

D) Decoding
- Q 5. Process costing method is used for:

A) Transport Services

B) Printing Press

C) Textile Units

D) Soap Making

ANSWERS-

1. B

2. D

3. C

4. A

5. A

KAVITA SHUKLA- FOUNDER AND CEO OF “THE FRESHGLOW CO.” & INVENTOR OF “FRESHPAPER”

Kavita Shukla is the Founder and CEO of The FRESHGLOW Co. and the inventor of FreshPaper. What started as a middle-school science project—inspired by an Indian home remedy—soon developed into a world-changing innovation taking on the massive challenge of global food waste. Made from organic spices, FreshPaper is a disposable, recyclable, and biodegradable sheet that naturally keeps produce fresh for longer—thereby reducing food spoilage. Today, it’s used by farmers and families around the globe, and The FRESHGLOW Co. has partnered with some of the largest retailers in the world. The young entrepreneur holds four patents (and several international honors) for her innovation, and was the youngest woman ever to receive the INDEX Design to Improve Life Award—the world’s largest prize for design, presented by the Crown Princess of Denmark.

Shukla’s story of simple beginnings, belief, and empowerment has inspired millions worldwide—even becoming the subject of a short film by Hollywood actress and director Bryce Dallas Howard. Shukla has spoken about the power of simple ideas at the White House, the United Nations, SXSW, the Global Entrepreneurship Congress, TEDx Manhattan, Harvard University, MIT, and Johns Hopkins University. She was also a featured speaker at the Women in the World Summit, along with Hillary Clinton, Angelina Jolie, Meryl Streep, and Oprah Winfrey. Shukla was honored at Variety’s annual “Power of Women” alongside March for Our Lives’ Emma Gonzalez, Emmy Award winner Tiffany Haddish, and Oscar-winning actress Natalie Portman. Recently, she was invited to testify before the United States Congress about how her simple innovation went global.

FEEDBACK AND SUGGESTION FORM

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

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SUGGESTIONS:

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