

MANAGEMENT

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Our Inspiration!



Lt. Gen. V.K. Sharma
Vice Chancellor AUMP



Prof. (Dr.) M.P. Kaushik
Pro Vice Chancellor AUMP

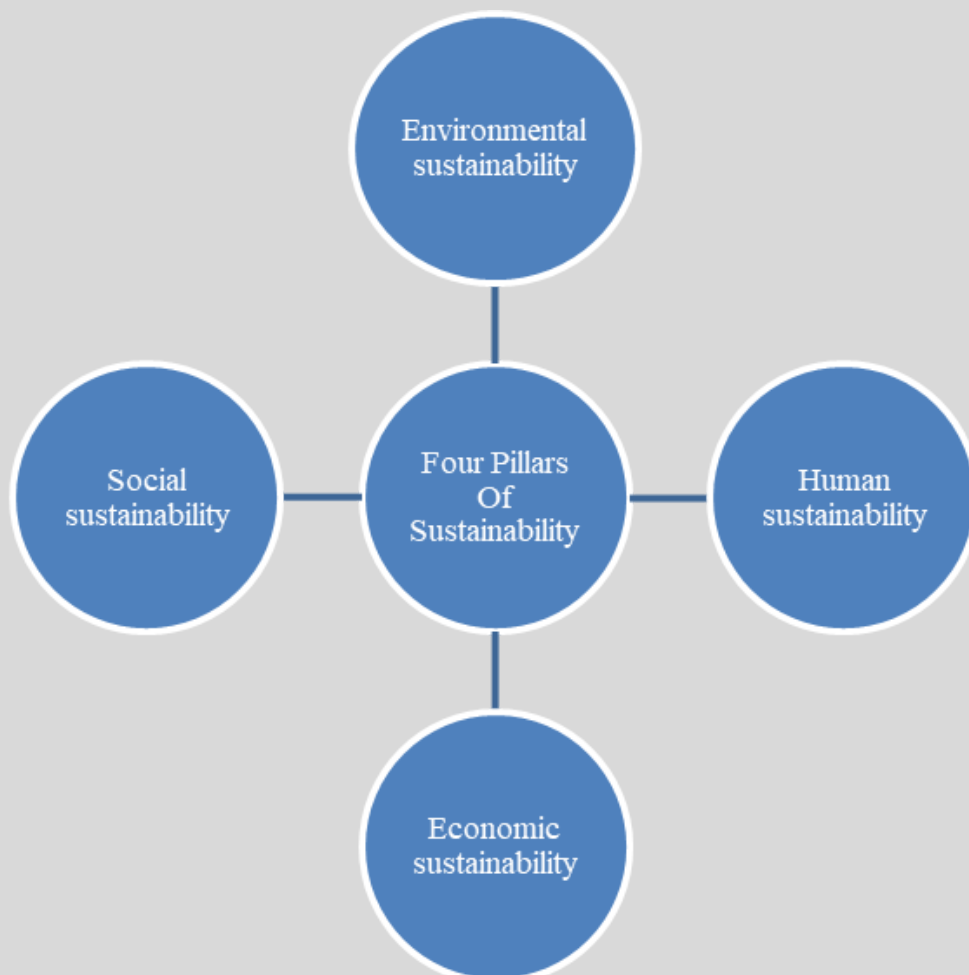


Prof. (Dr.) Anil Vashisht
Dep. Pro. Vice Chancellor AUMP

SPECIAL FEATURE

Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs. At the start of the 1970s the term 'sustainable development' was coined, probably by Barbara Ward (Lady Jackson), founder of the International Institute for Environment and Development (see Ward & Dubos 1972).

The four pillars of sustainability:




The aim of sustainable development is to allow usage of resources without disrupting balance and stability of the natural system. With more research, experts have concluded that economic, social, and environmental protection is crucial for sustainable development.

The Sustainable Development Goals (SDGs), also known as the Global Goals, were adopted by the United Nations in 2015 as a universal call to action to end poverty, protect the planet, and ensure that by 2030 all people enjoy peace and prosperity. The 17 SDGs are integrated—they recognize that action in one area will affect outcomes in others, and that development must balance social, economic and environmental sustainability. Countries have committed to prioritize progress for those who're furthest behind. The SDGs are designed to end poverty, hunger, AIDS, and discrimination against women and girls. The creativity, knowhow, technology and financial resources from all of society is necessary to achieve the SDGs in every context.

Sustainable development is observed as the mutually beneficial interaction between the legal interest of a business and the economy, government and politics, and civil society, and culture. However, these social interactions do not exist alone. Sustainability is the key to a better future. Humans rely on natural resources for business, activities, and survival. Ignoring sustainability can lead to the exhaustion of natural resources. Sustainability is important to study even if you aren't an environmental science major.

-Dr. Astha Joshi
Assistant Professor
Amity Business School





BUSINESS BYTES

SUSTAINABLE DEVELOPMENT

Sustainable development is a guiding philosophy that attempts to achieve human development objectives while allowing natural systems to support human requirements for vital ecosystem services and natural resources. A community where living circumstances and resources satisfy human needs without jeopardizing the integrity and stability of the natural system is the desired outcome. Sustainable development was described as "development that meets the requirements of the present generation without compromising the ability of future generations to meet their own needs" in the Brundtland Report of 1987. The modern definition of sustainable development emphasizes the development of the economy, the advancement of society, and the preservation of the environment for future generations. The 1992 Rio de Janeiro Earth Summit launched the Rio Process, which was the first attempt to institutionalize sustainable development. The Sustainable Development Goals (2015–30) were endorsed by the UNGA in 2015 along with an explanation of how the goals are interconnected and indivisible to achieve sustainable development on a global scale. Global issues like poverty, inequality, climate change, environmental degradation, peace, and justice are addressed by the 17 goals of the UNGA. Sustainable development and the normative concept of sustainability are connected. According to UNESCO, sustainability is frequently considered as a long-term objective (i.e., a more sustainable world), but sustainable development refers to the various methods and routes taken to get there. There are many ways in which the idea of sustainable development has been questioned. While some believe that development is fundamentally unsustainable and view it as contradictory (or an oxymoron), others are disappointed in the lack of advancement that has been made thus far. The fact that "development" is not uniformly defined contributes to the issue.

BUSINESS TIMES

1. **Kotak Institutional Equities considers valuations of life insurers inexpensive. What should investors do?**- The life Insurance is seeking clarifications and relaxation in the tax proposals and also working strategies to reduce the impact of HNI market share are still on the drawing board.
2. **Tata Motors to supply 25000 XPRES-T electric sedans to Uber-** Tata Motors on Monday said it will supply 25000 XPRES-T electric vehicles units to Uber in one of the largest details in the green mobility space till date. As per a memorandum of understanding inked between the two entities, Uber will utilize the electric sedans in its premium category service, the companies said in a joint statement.
3. **India- Iraq explore ways to diversify trade from oil to non-oil sectors**- the 2 sides held wide ranging talks during the second round of the India- Iraq Foreign Office Consultations in Baghdad where the Indian delegation was led by Ausaf Sayeed, Secretary(CPV & OIA), while Iraq's delegation was led by Hisham Alawi, Undersecretary for Political Affairs from the Ministry Of Foreign Affairs Of Iraq.
4. **Retail Inflation for Farm workers rises to 6.85%**- Point to point rate of inflation based on the CPI-AL(Consumer- Price Index Agricultural Labourers) and the CPI- RL (Rural Labourers) stood at 6.88% in January 2023 compared to 6.38% & 6.60%.

WORDS OF THE MONTH

VARIABLE COST

Variable costs change proportionally to production. For example, the cost of raw materials increases with the number of units purchased.

FIXED COST

Unlike variable costs, fixed costs stay the same regardless of changes in production. For example, a company pays the same amount in monthly rent.

QUIZ HOUR!

1. Q. An indirect instrument of monetary policy is -
- 1) Statutory Liquidity Ratio
 - 2) Cash Reserve Ratio
 - 3) Bank Rate
 - 4) Open market operations

QUIZ HOUR!

2. One of the following is not a component of foreign exchange reserves in India -

- 1) The gold stock of RBI
- 2) Foreign exchange assets of RBI
- 3) SDR holdings of government
- 4) Foreign exchange assets of Government

3. Which one of the following would be considered Foreign Direct Investment?

- 1) A foreign company buying shares in stock exchanges in India
- 2) A foreign country pension fund investing in Indian stock markets
- 3) A foreign merchant banker buying shares from Indian stock markets
- 4) A foreign entity setting up an educational institution in India

4. Agenda 2030 is regarded as the global treaty of the future because the 17 goals ensure that

- A) the world is becoming suitable for grandchildren
- b) the climate change is stopped
- c) people are living in peace

5. What does transformation mean?

- a) Abrupt turnaround
- b) basic reorganization
- c) minimum adjustment

Student



Corner

SUSTAINABLE DEVELOPMENT

Sustainable development is development, which allows all future generation to have potential average quality of life that is at least as high, which is being enjoyed by the current generations.

Over the past few years, “sustainable development” has emerged as the latest development catchphrase. Overall development of humanity over the last decades has led to the increasingly unfavorable climate changes and natural disasters, but also wars and political and socio-economic instability.

Sustainable development continuously seeks to achieve social and economic progress in ways which will not exhaust the earth's finite natural resources. Thus, we must all develop way to meet these needs so that our future generations can inherit a healthier and greener planet.

For sustainable development to be achieved, it is crucial to harmonize three core elements:

- Economic growth
- Social inclusion
- Environmental protection

These elements are interconnected and all crucial for the well-being of individuals and societies.

Now a days many governmental and non-governmental organizations are contributing in sustainable development. Individual can also contribute to sustainable development with following points:

- Donate what you don't use.
- Waste less food and support local farmers.
- Get yourselves and your family vaccinated.
- Help educate children in your community.
- Empower women and girls around you and promote equality.
- Avoid wasting water.

-Vaishnavi Saxena
BBA C (II semester)

SUSTAINABLE DEVELOPMENT

Sustainable development can be defined as an approach to the economic development of a country without compromising with the quality of the environment for future generations. In the name of economic development, the price of environmental damage is paid in the form of land degradation, soil erosion, air and water pollution, deforestation, etc.

The major Global objectives for sustainable development are -

- Eradicate poverty in all its forms, everywhere.
- Eradicate hunger, achieve food safety and improved diet and promote sustainable agriculture.
- Ensure healthy lives and promote well-being for everyone of all ages.
- Ensure inclusive and fair education of good quality and promote lifelong learning for everyone.
- Achieve gender equality and strengthen the position of all women and girls.
- Ensure access to and the sustainable management of water and sanitation for everyone.
- Ensure access to affordable, reliable, sustainable and modern energy for everyone.
- Build resilient infrastructure, promote inclusive and sustainable industrialisation and promote innovation.
- Reduce inequalities within and between countries.
- Ensure sustainable consumption and production patterns.

To conclude, it can be said that sustainable development brings out stability in the requirements of the environment. It makes the resources available for use for the future generations.

-Yashaswi Shaw
BBA C (II Sem)

Book REVIEW



EDITOR
MEIJER
smart sensor systems LIT05808.08

Gerlach
Dötzel
Introduction to Microsystem Technology LIT05807.08

Köhler · Fritzsche
Nanotechnology LIT05806.07
2nd Edition

Second
edition
3G Evolution HSPA and LTE for Mobile Broadband LIT05805.08
Da
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Meyn Control Techniques for Complex Networks LIT05804.08

Mishra Security and Quality of Service in Ad Hoc Wireless Networks LIT05803.08

Bing Emerging Technologies in Wireless LANs LIT05802.08
CAMBRIDGE

O'DRISCOLL
NEXT GENERATION IPTV SERVICES AND TECHNOLOGIES LIT05801.08

Fazel
Kaiser
Multi-Carrier and Systems LIT05800.08

A touch of **ETERNITY**

-Durjoy Datta

About **the book**

A touch eternity sets In a dystopian world where unprecedented success in Science and breakthrough has been made for soul reincarnation. The main character of the story Anvesha and Dhruvan were born at the same time and in the same hospital and were neighbourhood lovers, with great chemistry and qualities of rebels and lovers. There is a story about a conspiracy theory analyst girl who sees the world through a crooked glass and a simpleton book nerd who wants to earn his merits academic qualifications to make his parents and love proud of him. But their being 'Soulmates' was not accepted by their parents. But as their being " Soul mate " imply Dhruvan and Anvesha hold on to each other against all odds.

But as time passes by Anvesha unveils the darker aspects of the "Parivar" (the billionaire family which was controlling the Nation and also that Soul reincarnating experiment.

But this step took a heavy toll on both Dhruvan and Anvesha Families.

Soon they both participated in that soul reincarnating experiments. To live on with each other till eternity.

With its first half dealing with character introduction and Dhruvan anvesha love chemistry second half overturned into mass riots, murder and politics etc.

My opinions

The overall reading experience was good, it take you on a high emotional roller coaster ride. Though there were some places where his writing lacks his authenticity making drab between the pages.

I like to acknowledge his research work for this book. At some points his elaboration or articulation makes you believe in the Soul reincarnation hypothesis that he put forth.

As a way to legitimize their relationship and make it seem forever, couples use the word soul mate.

And Durjoy Datta make it look like it too with this book.

Ratings:

4 out of 5.

Book review by:

**Aditya Sharma
BBA A (VI sem)**

Institute Corner



guru mantra



The relationship between the business world and stakeholders needs to be restructured, and this has been an important issue in the yester years. Stakeholders have called for greater responsibility and transparency from corporate management. It is now necessary for all businesses to be handled in a way that is economically beneficial, compliant with the law, moral, upstanding in society, and respectful of the environment (AB Carroll, 1983). Without considering social and environmental issues, companies cannot succeed in the long run. An organization will always be benefited if it take actions for the welfare of all stakeholders, communities, and the environment.

Achieving a sustainable advantage has turned into the strategic priority of all organizations. Given that profitability is only a short-term indicator of organisational performance, it is now necessary to think outside of the box. To ensure their long-term viability, businesses should endeavour to engage in those activities that may be required by law or advantageous for all stakeholders including society. Companies use the local natural resources, so they are also accountable for the environment's sustainability and conservation. They must adhere to the environmental regulations that are in force in those specific locations while also taking care to not affect the environment in any manner.

The company's image and reputation are improved in the eyes of all stakeholders when it focuses on social and environmental issues. It helps them to improve their profitability and remain competitive. Businesses are now obligated to disclose their environmental efforts with stakeholders through business responsibility reports or sustainability reports. Due to the growing significance of social and environmental issues, businesses should aim to update their company philosophies, visions, missions, and strategies by emphasizing socially responsible approaches rather of relying only on profit-oriented approaches.

The term "Sustainability" refers to handling non-financial aspects of the environment and society with the economic issues. "Sustainable development" is defined as the development that satisfies current demands without jeopardizing the capacity of future generations to satisfy their own needs. Economic, environmental, and social development are the three interconnected aspects of sustainable development.

Organizations are now incorporating sustainability as a component of their strategies since it has become clear that investing in more capital is not only the factor that leads to company's success. Organizations that incorporate sustainability into their strategies are required to evaluate, track, and manage the sustainability strategy's goals. It is considered that if companies include sustainability development strategies in their strategy, they will need to enhance their performance across the three pillars of sustainability—economic, environmental, and social.

Sustainable development must be incorporated into the planning, monitoring and performance measurement systems of organizations if it is to realise its full potential. And in order for that to happen, the idea needs to be articulated in terms that corporate leaders can understand.

Stakeholder satisfaction leads to increased efficacy and cost efficiency, which improves the performance of the company. Customers who are satisfied with a company's products or services are more likely to make additional purchases, which helps the company grow. Investors who are satisfied will lend money at lower interest rates and reduce the cost of capital. Satisfied communities will decrease advertising cost and better environmental stewardship will encourage better suppliers to cut costs on quality assurance and certification. Finally, all these aspects lead to Sustainable Development of an Organization.

**Dr. Sudarshana Sharma
Assistant Professor
Amity Business School**

A group of people, mostly men, are standing in a line outdoors in front of a light-colored building. They are all holding white certificates or diplomas. The text 'From Managing to Leading' is written in a large, elegant, dark red cursive font over the image.

From Managing to Leading

Amity Business School, AUMP organized a Management Development Program (MDP) on “From Managing to Leading” for the Officers/Managers of Britannia Industries Ltd (J B Mangharam). The objectives of the workshop were

1. The training program was intended to make them realize their hidden potential and synergize their efforts towards their self development.
2. To train the participants on team work and group dynamics.
3. To make them understand the importance of decision making for a leader
4. To make them understand the importance of Goal Setting for a leader
5. To make them better business leaders.

The resource persons for the workshop were Dr. Rajiv Dwivedi (Asst professor, ABS) & Prof.(Dr.) Anil Vashisht, Dy Pro Vice Chancellor AUMP.

Prof.(Dr.) Anil Vashisht, Dy Pro Vice Chancellor AUMP took a session on ‘Leadership’. He spoke about the importance of sound health for a good leader/manager. He discussed the traits of leadership with the participants giving examples of Indian and Global leaders. About 19 officers/managers from different departments attended the workshop that was conducted at J B Mangharam premises, Gwalior.



From being a captain of the women's state water polo team, representing the school house to representing my state in SGFI swimming nationals, this whole journey has taught me the way of living life, overcome problems and most importantly saying YES to opportunities even though you're not sure you can do it, and then learn later how to do it.

In my sports career I have seen many ups and downs, Similarly Life is full of successes and failures, winning and losing but I see failure as a bigger success or a bigger win, a win over your fears and your weaknesses. it's a triumph over pride it teaches you to get up again and gives you a chance to learn from mistakes and become better you .You acquire self-control and consideration for others. Your attitude toward winning or losing determines whether you are a winner or a loser.

Lastly,I would like to say sportsmanship teaches you to focus on actions without becoming fixated on results as It serves no purpose to worry about things beyond your control.

-Shambhavi Dixit

B. Com. (H)

2019-22

Amity Business School



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