

**Amity University, Madhya Pradesh  
Amity Business School**

# **Management Vista**

**January  
2022**

**Volume IX  
Issue 1**





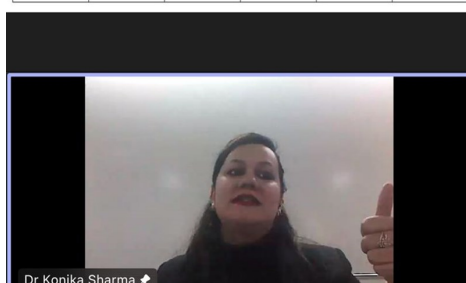
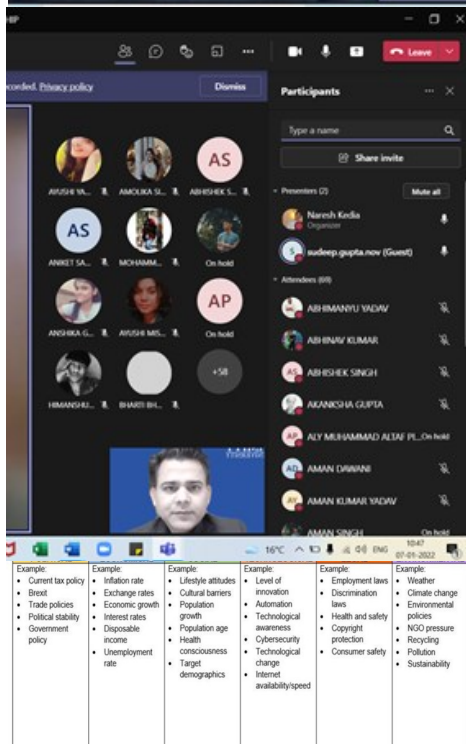


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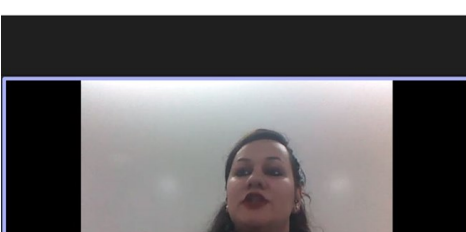
January 2022

# MANAGEMENT VISTA

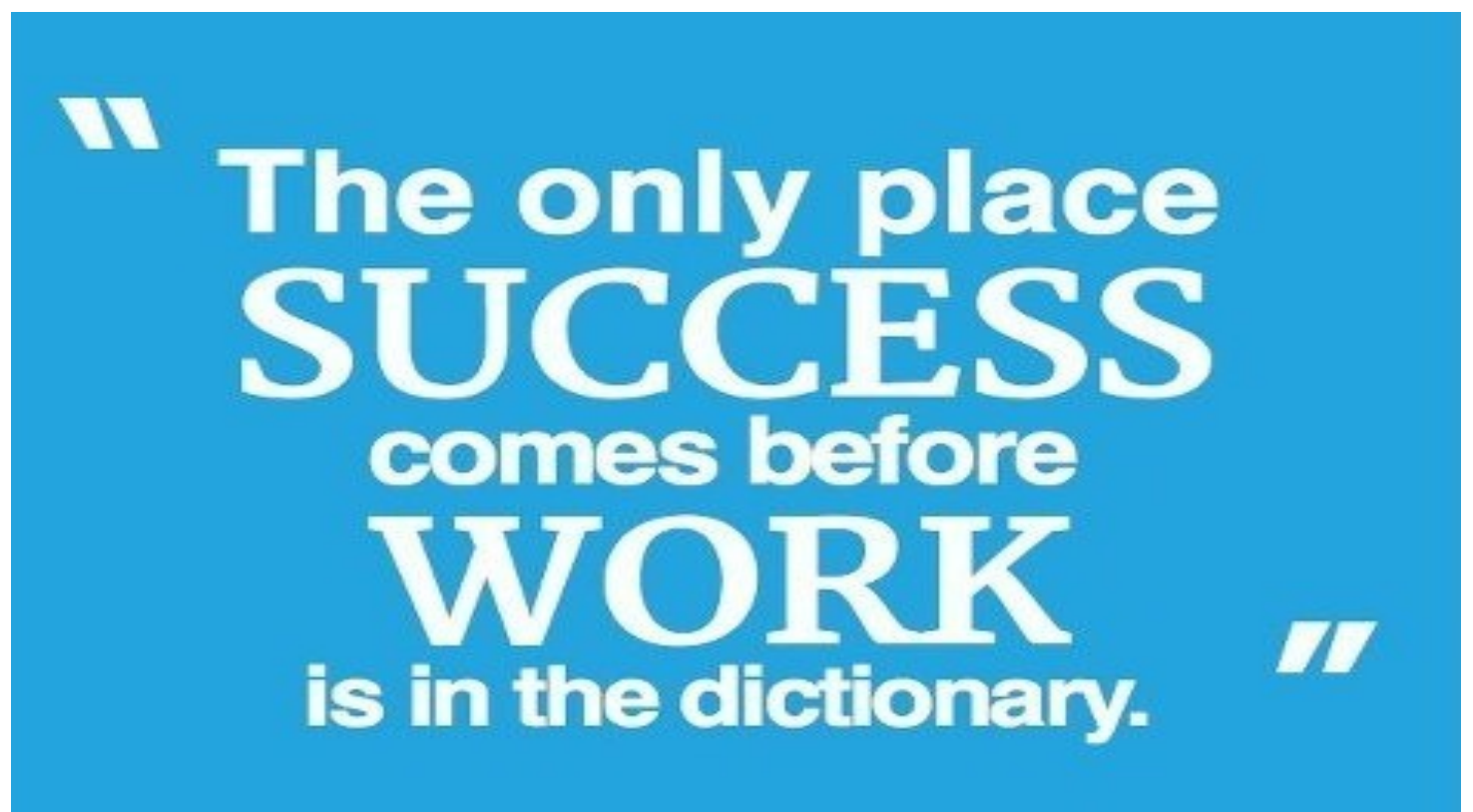
MONTHLY E-NEWSLETTER– AMITY BUSINESS SCHOOL



- IS THE PRODUCT MARKET FIT?
- IS MY PRODUCT A NEED (eg.- hunger) OR A WANT (eg.- I am hungry and I want to have a pizza)?



## Management Thought



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## **The Biggest Future NFTs Trends Everyone Needs To Know About**

NFT stands for non-fungible token. Collins dictionary – which picked the phrase as its word of the year for 2021 – defines an NFT as “a unique digital certificate, registered in a block chain that is used to record ownership of an asset such as an artwork or collectible.” Leaving aside the technical details, an easy way to think about it is a digital certificate of ownership that, because it is stored on an encrypted, distributed database (a block chain), cannot be forged, tampered with, or altered by anyone apart from its owner.

NFTs and the metaverse: NFTs will play a number of important roles in the virtual worlds that will make up the metaverse. Firstly, they enable digital items to be unique. We all know that people in the real world like collecting and showing off rare and unique things, and there’s no reason to think the virtual world will be any different! It’s already possible to buy unique artwork to display in your virtual reality art gallery. In the future, it’s likely that they will be functioning virtual shoes that can be worn by our avatars as we go about our digital lives.

NFTs and the internet of things: NFTs are potentially useful here because they allow machines to authenticate the data that is coming in from other machines. Basically, this is the digital equivalent of a warehouse manager checking the paperwork when they take delivery of a container load of inventory.

NFTs in healthcare: Advocates for the use of NFT technology in the healthcare space point to the fact that it could one day potentially help individuals to take control of their own health data. It could even let them make money from it. That’s the theory, anyway – and companies such as Amedis.io are already exploring ways of making it a reality. But regardless of whether we will one day be able to claim our share of the billions that are generated through the sale of health data, NFTs could potentially bring transparency and accountability to the transfer of this highly sensitive information, and that alone has to be a good thing!

**Written By: Bernard Marr**  
**Contributor, Enterprise Tech**

- **COVID-19 impact: Netflix dashes growth expectations, shares sink 20% (20 January, Business Today)**

Netflix Inc dashed hopes for a quick rebound after forecasting weak first-quarter subscriber growth on Thursday, sending shares sinking nearly 20% and wiping away most of its remaining pandemic-fueled gains from 2020. The world's largest streaming service projected it would add 2.5 million customers from January through March, less than half of the 5.9 million analysts had forecast, according to Refinitiv IBES data.

- 
- **Indian talent constantly innovating; proud of India's start-up sector: PM Modi (22 January, Business Today)**

Applauding Indian start-ups for their performance in 2021, Prime Minister Narendra Modi on Saturday said that he is proud of the country's start-up sector. Responding to a tweet by NASSCOM President Debjani Ghosh, Modi tweeted, "Indian talent is constantly innovating, learning and growing. Proud of India's start-up sector and best wishes to them for an even better future."

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- **Google to invest \$1 bn in Bharti Airtel as part of its India Digitisation Fund (28 January, Business Today)**

Telco behemoth Bharti Airtel and US-based search engine Google have inked a long-term, multi-year agreement to aid the growth of India's digital ecosystem. As part of this partnership, Google plans to invest \$1 billion as part of its Google for India Digitisation Fund. The deal includes investment of \$700 million to acquire 1.28 per cent ownership in Airtel and up to \$300 million towards implementing commercial agreements.

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- **MFI industry seeks higher credit guarantee scheme in budget 2022 (17 January, Economic Times)**

The microfinance sector has urged Finance Minister Nirmala Sitharaman to increase the limit of credit guarantee scheme in the budget for 2022-23. In the budget representation to the ministry, the self-regulatory body (SRO) of MFIs said the sector is facing a few challenges in terms of higher credit costs and access to low-cost long-term funds.

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- **Budget 2022: Assocham pitches for permanent refinance window for NBFC sector (9 January, Economic Times)**

Industry body Assocham has recommended setting up a refinance window for the NBFC sector and making banks' lending to non-banking financial companies under priority sector permanent for the upcoming Union Budget.

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- **Nabard tries out fintech alliance to support SHGs (11 January, Economic Times)**

The National Bank for Agriculture and Rural Development (Nabard) has forged a partnership with fintech firm Arthimply Digital Loans (ARTH) for providing end-to-end fintech solution including skilling, micro financial services and forward linkage support to self-help group members. While Nabard has been in the forefront of SHG movement, ARTH provides credit, payments and insurance solutions to micro-MSME enterprises

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- **HDFC Life completes acquisition of Exide Life Insurance (1 January, Business Today)**

HDFC Life Insurance Company on Saturday said it has completed the acquisition of 100 per cent stake in Exide Life Insurance Company from Exide Industries after receiving all the regulatory approvals. In September last year, HDFC Life had announced that it will acquire 100 per cent of the share capital of Exide Life Insurance for Rs 6,687 crore. The deal was approved by the Competition Commission of India (CCI) in November and by the Insurance Regulatory and Development Authority of India on December 31.

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- **US economy regained speed in Q4, best growth since 1984 (30 January, Economic Times)**

US economic growth accelerated in the fourth quarter as businesses replenished depleted inventories to meet strong demand for goods, helping the nation to post its best performance in nearly four decades in 2021. Gross domestic product increased at a 6.9% annualized rate last quarter, the Commerce Department said in its advance GDP estimate on Thursday. That followed a 2.3% growth pace in the third quarter.

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- **India remains among top attractive destinations for global investors: RBI (15 January, Economic Times)**

India has attracted higher FDI flows and continues to remain among the top attractive destinations for international investors, according to an article published in Reserve Bank of India's monthly bulletin for January 2022.

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- **India's economy recovery on 'solid path' amid rapid vaccination progress, forecast to grow 6.5 per cent in FY 2022: UN (13 January, Economic Times)**

India is forecast to grow at 6.5 per cent in fiscal year 2022, a decline from the 8.4 per cent GDP estimate in previous financial year, and while the country's economic recovery is on a "solid path" amid rapid vaccination progress, coal shortages and high oil prices could put the brakes on economic activity in the near term, the UN said on Thursday.

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### **Smartphones addiction among Youngsters**

With the increase in speed of technological advancement, smartphones are now becoming the essential part of our daily lives. At present, youngsters are using Smartphone for several purposes like online class, meeting, mobile payment, mobile gaming, social networking, shopping, food, video streaming and many more. A smart phone is a device which is designed to communicate and to convey voice between two individual users, allow sending text messages and executing common function.

Due to addiction towards smartphone among youngsters. It gives immense opportunities to several handset manufacturers in the Indian market consists of national and International players like Nokia, Micromax, Samsung, I-phone, Blackberry, Xiaomi, Oppo, Vivo and other Chinese brands.

Now at present youngsters are addicts and using smartphone on continuously basis which creates anxiety and other mental health. It also leads toward no physical work which linked to other problems such as stress, depression and short sleep. It has been revealed in several studies.

Hence it becomes necessary to create awareness among parents so that they can monitor the activities of their children on smartphone.

**Dr. Arif Hassan**  
**Asst. Professor**  
**ABS**



## COVID-19: THE BLESSING FOR THE ENVIRONMENT

The COVID-19 pandemic has spread all over the planet at the lightning speed, killing a huge number of individuals and contaminating millions. Be that as it may, assuming we see the opposite side, the worldwide interruption brought about by COVID-19 has achieved consequences for the climate and environment. Because of the development limitations a critical stoppage of social and financial exercises, air quality has worked on in numerous urban communities with a decrease in Water Pollution in various regions of the planet. It is expected that Vehicles and aeronautics are key supporters of discharges and contribute 72% and 11% of the vehicle area GHG's emanations.

Be that as it may, because of diminished travellers and limitations, there is an extraordinary decrease in Air contamination. on the off chance that we talk about Water Pollution it is a generally expected developing nation like India, where homegrown and modern squanders are unloaded into waterways without treatment.

during the lockdown time frame, the major modern wellsprings of Pollution have contracted or totally halted, which assisted with diminishing the contamination load. Ganga and Yamuna have arrived at a critical degree of immaculateness because of the shortfall of modern contamination on the times of lockdown because of the Pandemic. And furthermore, there is an extraordinary decrease in Noise Pollution because of the pandemic, commotion contamination of Delhi the capital of India is diminished definitely around 40-half in the new lockdown time frame.

Generally speaking, COVID-19 lockdown and diminishes of financial exercises decreased Noise Pollution all over the Planet. There is additionally an environmental reclamation and absorption of vacationer's spots. Throughout the course of recent years, the tourism industry areas have seen exceptional development as a result of mechanical progressions and transport organizations. Be that as it may, the spots of regular magnificence like sea shores, islands, public parks, mountains, and so forth for the most part draw in vacationers and make a tremendous unforgiving to the biological system.

As the guests dump different squanders which impairs regular magnificence and make environment pollute. But due to the flare-up of Covid-19 and neighbourhood and nearby limitations the shade of Seawater is changed which for the most part stays turbid as a result of swimming, playing, and riding mechanized boats.

Coronavirus is a worldwide pandemic and a genuine danger to human wellbeing. Be it is considered as a gift for the climate where the pollution is diminishing and nature is recovering itself. This positive effect might be impermanent however we ought to gain from this on the most proficient method to decrease contamination on long haul premise.

**Bhoomi Jain**  
**BBA ( section - A )**

## Alumni Network

In today's highly competitive market, it's very important for higher educational institutions to make a strong and distinctive Alumni network

In an increasing competitive marketplace, an educational institution will only and only stand out if the organisation is able to effectively showcase the unique selling propositions (USP's) of its alumni.

Establishing and differentiating the Alumni USP's of your Institution/ university will actually mean focusing on those aspects of your institution that you want to be known for.

While doing marketing for prospective students, the unique selling propositions (USP's) of its alumni play a great role

Here are a few (USP's) unique selling propositions of our Alumni

1. Amity Business School, Amity University Madhya Pradesh (ABS- AUMP) has very strong emotional and physical connect with its Alumni
2. Many ABS, AUMP Alumni have been working with Government and Private Sectors at key positions
3. Many ABS, AUMP Alumni have cracked CAT, GRE & GMAT exams
4. Many ABS, AUMP Alumni have been working with top Indian & Global companies at various global locations
5. Our Alumni keep a regular connect with its Alma Mater in terms of guiding their juniors & offering Placements and Internships
6. ABS, AUMP maintains a strong database of its Alumni & strongly believes in creating a Win Win situation

**Mr. Rajiv Dwivedi**  
**Asst Professor**  
**ABS, AUMP**

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## **BECOMING A LIFELONG LEARNER!**



If it's one thing that the Pandemic has taught us is that only thing is constant is change. Agility and Resilience has now not only become the buzzword for doing things better, but also a business imperative. Therefore, starting a long-lasting love affair with learning becomes of paramount importance. Lifelong learning requires embracing opportunities to learn. We must believe that, at any point in time, we have the potential to change and grow.

So, the question here arises, how do we nurture this learning agility if it doesn't come naturally? Learning agility is the ability to constantly learn and renovate oneself. To be an agile and lifelong learner, one needs to promise themselves to accept the responsibility for their own learning. While receiving a formal education, we have all faced obstacles like having bad teachers or limiting the knowledge to course curriculum and exams that prevented us from sailing smoothly. But ultimately it became clearer when we reached the adulthood that the knowledge you develop is directly related to the effort you put into gaining it.

Secondly, agile learners are good at making connections across experiences. People with this sort of mindset tend to open up to new experiences and learning goals. Listening to podcasts, taking notes, creating mind maps are some of the learning toolkits that can build a habit of identifying and visualizing your learning goals. The habit of lifelong learning helps develop multiple skill sets and hence the agile learner is able to bring more value to the market.

Thirdly, have a child like curiosity and never stop asking questions even if you don't consider yourself a novice. Curiosity for new knowledge is predicted by familiarity with a subject. As a result, you can't ask meaningful questions until you have some information. Since good questions are the raw material for curiosity, it's difficult to be curious about something when you can't ask any questions. This shows how learning leads to more learning. When you know more about a topic, you are more likely to have unanswered questions that lead your curiosity. Curiosity drives individuals to learn, accept new challenges enthusiastically, encourage others to speak up, and listen to their perspectives.

Being a Business student at Amity University, I was fortunate enough to have access to dedicated faculties, mentors and unlimited learning resources that fostered a great learning environment. The competitions, fests, events, expert sessions and innovative teaching pedagogy made sure to keep the students engaged, motivated and keep the spirits high.

**Anushka Pathak**  
**BBA, Amity Business School**  
**Batch 2017-20**

**Entrepreneurship Skill, Attitude and Behavior Development  
AMITY UNIVERSITY, MADHYA PRADESH  
07/01/2022**

**Report**

As a part of the initiative of Ministry of Education, Innovation Cell (Government of India) - Institution's Innovation Council (MoE), Amity Business School, AUMP organized a **Entrepreneurship Skill, Attitude and Behavior Development Workshop on 7<sup>th</sup> January 2022.**

The objectives of the workshop were

1. To tell the students, the importance of innovation and idea generation.
2. To develop them on out of the box thinking
3. To develop problem solving skills of students
4. To develop Entrepreneurial skills
5. To make them successful future Entrepreneurs

Dy. Pro Vice-Chancellor, Prof. (Dr.) Anil Vashisht gave the welcome address and spoke about the significance of entrepreneurship.

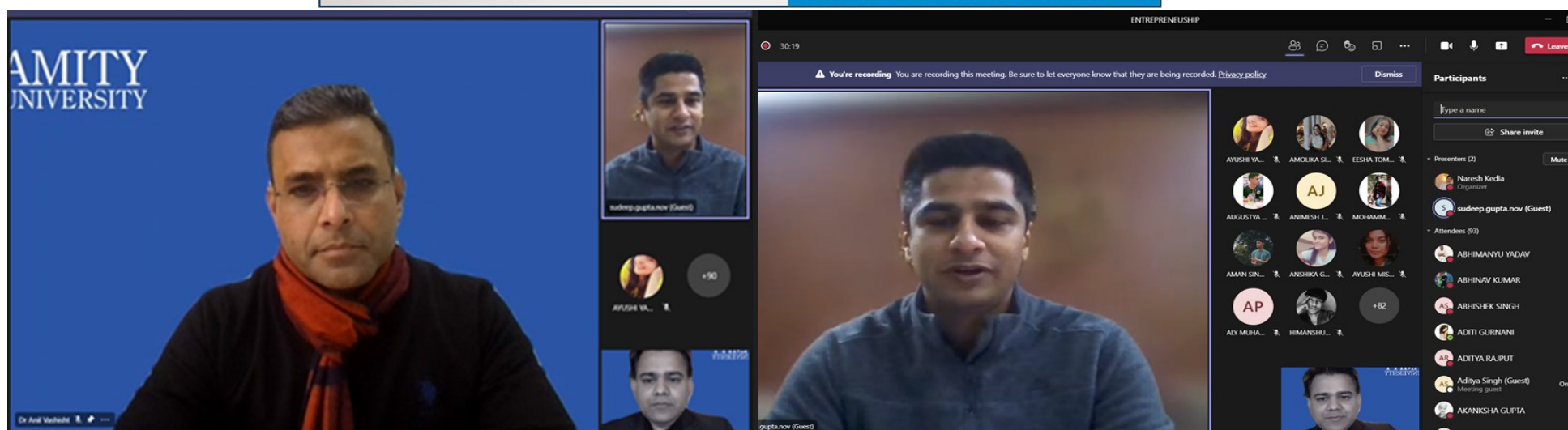
The resource person for the workshop was Mr. Sudeep Gupta, Startup Mentor.

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

1. The concept of Entrepreneurship
2. Importance of innovation and idea generation
3. Importance of problem solving
4. The skills, characteristics, attributes and functions of Entrepreneurs
5. The importance of creative thinking and strategic thinking

About 100 students attended the workshop. The queries of the students were very well handled by the speaker. The overall feedback of the workshop was very positive.

**Event at a Glance-**





**WORKSHOP ON ACHIEVING PROBLEM-SOLUTION FIT & PRODUCT-MARKET FIT**  
**AMITY BUSINESS SCHOOL**  
**AMITY UNIVERSITY, MADHYA PRADESH**  
**10/01/2022**  
**Report**

As a part of the initiative of Ministry of Education, Innovation Cell (Government of India) - Institution's Innovation Council (MoE), Amity Business School, AUMP organized a workshop on '**ACHIEVING PROBLEM-SOLUTION FIT & PRODUCT-MARKET FIT**' for students on 10<sup>th</sup> January 2021. The objectives of the workshop were-

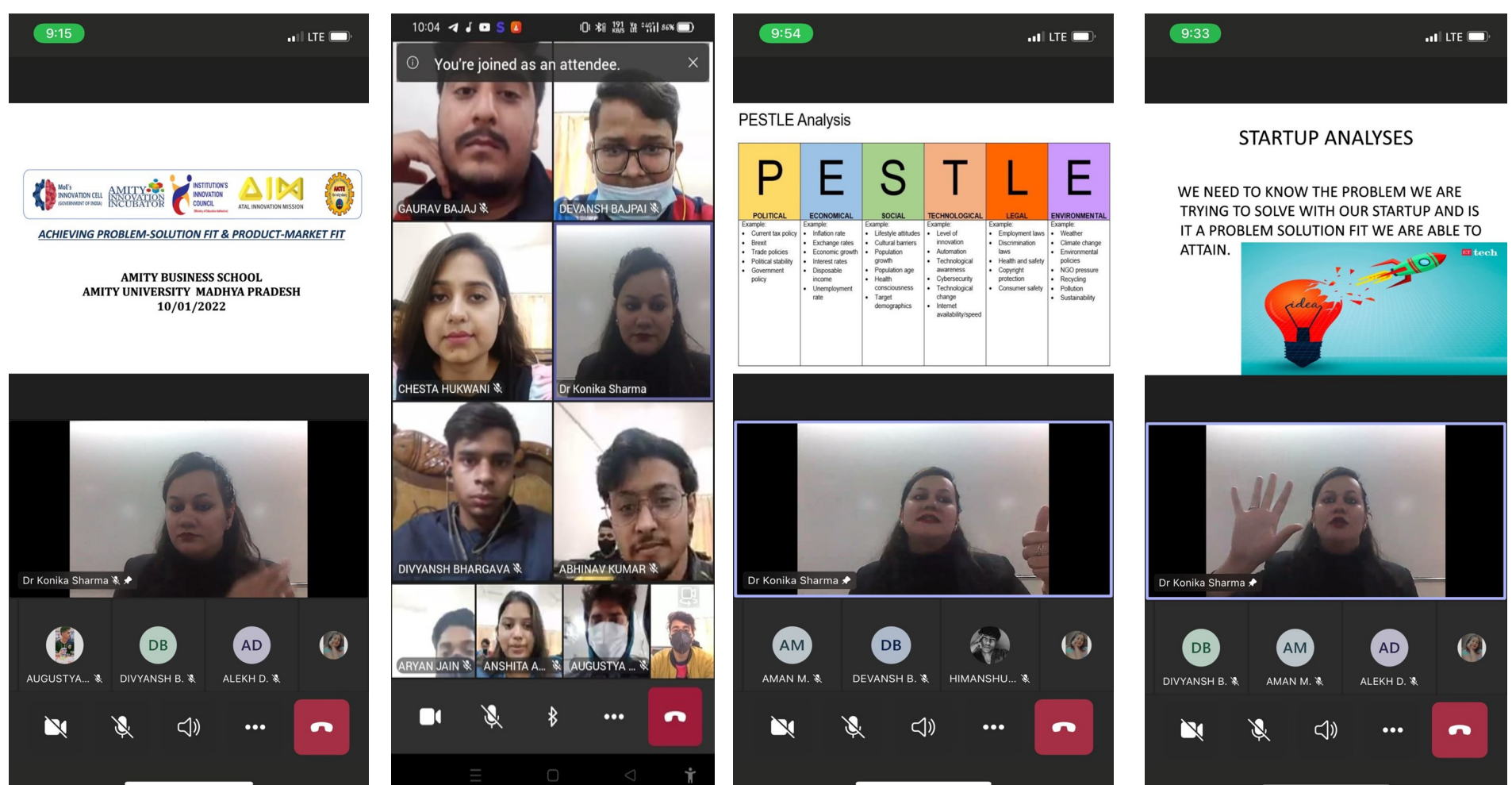
1. To give the insights on the importance of innovation and idea generation.
2. To develop the students for focusing and enhancing 'out of the box thinking'.
3. To develop the analytical skills of students for identifying an innovative offering that is a 'Product Market Fit'.
4. To inform students as to how one can achieve a 'Problem Solution Fit' while developing an entrepreneurial offering for the potential customers.
5. To tell students about the practical usage of SWOT and PESTEL analysis for understanding the market and consumer behaviour.
6. To develop Entrepreneurial skills of the students.
7. To make them successful future Entrepreneurs

The resource person for the workshop was Dr. Konika Sharma, Assistant Professor (Amity Business School). At the outset the students were welcomed. Then they were made aware about the objectives of the workshop and the initiatives taken by Innovation Cell (Ministry of Education, GoI). The important aspects covered by the speaker during the workshop were-

1. The concept of Entrepreneurship
2. Importance of innovation and idea generation
3. Importance of problem solving
4. Identifying an innovative offering that is a 'Product Market Fit'.
5. How one can achieve a 'Problem Solution Fit' while developing an entrepreneurial offering for the potential customers.
6. Practical usage of SWOT and PESTEL analysis for understanding the market and consumer behavior.
7. The importance of creative thinking and strategic thinking

About 65 students attended the workshop. The queries of the students were very well handled by the speaker. The overall feedback of the workshop was very positive.

**Few snapshots of the workshop**





Project Manager	The person responsible for handling every aspect of a project from the day it starts till it closes is called a project manager.
Collaboration	The process of actively involving each team member in project activities is called collaboration.
Critical Path Method (CPM)	CPM is an algorithm particularly used for scheduling project activities.
Work Breakdown Structure (WBS)	A work breakdown structure comprehensively divides the project deliverables into manageable sections.
Kick-off Meeting	A kickoff meeting is generally the first meeting that occurs between the project team and their client.
Project Budget	Project budget is a formally approved document featuring a comprehensive list of financial resources, including project expenses, required to complete a project.

Test Your Knowledge

#1078

ANSWERS: 1077

1. Bombay stock exchange was established in the year?
- a. 1875

b. 1857

c. 1950

d. 1993
2. Online trading system of BSE is also known as?
- a. VSAT

b. OTCEI

c. BOLT

d. None of the above
3. National stock exchange was incorporated in the year?
- a. 1857

b. 1875

c. 1993

d. 1992
4. BSE-SENSEX index consists of total
- a. 20stocks

b. 30stocks

c. 40stocks

d. 50stocks
5. Over the counter exchange of India(OCTEI) was established in the year?
- a. 1990

b. 1991

c. 1992

d. 1993

1. A
2. C
3. D
4. B
5. A

**OUR INSPIRATION**  
**(SHIV NADAR, FOUNDER: HCL GROUP)**



Founder, HCL Group, Chairman Emeritus and Strategic Advisor to the Board

Shiv Nadar is the Founder of HCL Enterprise, a US\$10.8 billion global organization with over 187,000 professionals operating from 50 countries. He is also the Chairman Emeritus & Strategic Advisor to the Board of HCL Technologies, a group company and India's third-largest IT services organization. Nadar is credited with being one of the pioneers of the computing and IT industry in India. Under his guidance, HCL has continued to ride the waves of the changing IT landscape for 45 years and remains at the forefront of every technological revolution since 1976. While HCL started off as a hardware organization—manufacturing the country's first indigenous computers and introducing them to the Indian consumer—it eventually evolved into a more comprehensive software services organization. HCL is in fact one of the few global IT companies founded in the 1970s that remains in existence to date.

Nadar started his career as part of the elite DCM management trainee system. It was at DCM that he met the people with whom he later started HCL in a Delhi barsati, akin to a garage start-up, with a compelling vision that the microprocessor would change the world. Nadar credits his success to the education and scholarships that he received during his early years. He has always maintained that access to quality education is the most potent tool of transformation and, therefore, in 1994, he established the philanthropic Shiv Nadar Foundation. To this effect, the Shiv Nadar Foundation has established six institutions, covering the entire spectrum of education, which aim to address the issue of quality in education, create lasting partnerships, and have a strong research orientation.

As of 2020, Nadar invested US\$ 988 million through the Foundation, impacting over 34,000 students directly. However, the Foundation's ultimate aim is to nurture the next generation of leaders in the ideologies of symbiotic growth so that each of them may in turn aspire to bring in a small change, creating a large multiplier effect. In recognition of his pioneering role in business and philanthropy in India and across the globe, Nadar has received several honours and accolades, notable being the Padma Bhushan from the President of India in 2008. Nadar is married to Kiran, an Asian Games medallist and internationally renowned bridge player, who is also one of the largest Indian art collectors in the world.

**FEEDBACK AND SUGGESTION FORM**

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

**NAME:**

**CONTACT No:**

**FEEDBACK:**

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**SUGGESTIONS:**

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

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