

The background of the entire page is a deep space scene. At the bottom, the curved horizon of the Earth is visible, showing blue oceans, white clouds, and brown landmasses. A bright sun is rising or setting on the left side of the horizon, creating a glowing orange and yellow light that fades into the dark space. The upper two-thirds of the image are filled with a dense field of stars of various sizes and colors, including white, blue, and yellow.

# MANAGEMENT *Vista*

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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



Indian economy is agricultural driven economy. Agriculture sector contributes 14.5% of GDP and employs 51% of labor force and has got multiplying effect on industry and service sector performance. The most part of agriculture production in India is still dependent on weather conditions and is susceptible to weather risk. Poor and small farmers are especially susceptible to income variability because of weather-related risk to their crops. Economists have recognized that the performance of the agricultural sector is an extremely important factor in determining the overall success of a particular country programme for development. As, agriculture is the largest sector of the Indian economy its growth and development is considered crucial for the growth of the non-agricultural sectors and the overall economy. Despite the structural change agriculture still remains a key sector, providing both employment and livelihood for more than sixty per cent of the country's population, who live in rural areas. But as the economics says, there is always a tradeoff between demand and supply, resources, and production. Indian agriculture has undergone some profound changes since independence.

The green revolution of the 60s enabled India to overcome chronic food deficits and large food imports through one of the largest producers of many agricultural commodities such as rice, wheat, pulses, fruits and vegetables, etc., thus being self-sufficient in staple foods, continues to evoke considerable interest among researchers and policymakers regarding the nature of its impact. The transformation from food scarcity to food sufficiency belongs to the Green Revolution, adoption of modern farm practices, and use of modern agricultural technology. It is generally agreed that the application of modern science and technology has played a crucial role in the transformation of agriculture especially in the irrigated area of India. Although important strides had been made in the development of better seeds and agricultural practices during the forties and the fifties, the advent of the Borlaug seed fertilizer technology during the late sixties marked a new stage in agricultural transformation.



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Apart from the traditional farming, to increase food production farmers are using Modern and advanced agricultural technology. Generally agricultural technology is divided into two dimensions; a) HYV Technology, b) Mechanization Technology.

However, extensive use of modern farm practices and technology to increase the production as well as productivity not only influences the environment but the quality of output too. Agricultural production can substantially affect the functioning of ecosystems, in both positive and negative direction. It has been of late recognized that the increasing efforts to raise agricultural production and productivity has cost us dearly in the form of erosion, groundwater contamination, pesticide toxicity, ammonia and methane emissions, etc. If development is to be sustainable then the capacity of the land to produce food for future generation should be considered. The growing environmental and natural resources concerns, and food safety and human health issues associated with agriculture could threaten sustainability of agricultural growth. Therefore, in this regard these issues need to be explored and answered by the policy maker.

-Dr. Anand Kumar Shrivastava  
Associate Professor (ABS)

# BUSINESS BYTES



# C O P 2 6

COP26 is the most recent annual UN climate change conference, which stands for Conference of the Parties, and the summit was attended by the countries that signed the United Nations Framework Convention on Climate Change (UNFCCC) – a treaty that came into force in 1994.

It was the 26th summit, and it was co-hosted by the UK and Italy. Due to delays brought on by the COVID epidemic, the conference was held in Glasgow from November 1–12, 2021, one year later than anticipated.

The United Nations Climate Change Conference, also known as COP26, is a significant gathering of world leaders to discuss how to strengthen international action to combat the climate crisis.

For the first time, world leaders gathered to talk about climate change over 30 years ago. Countries were invited to sign a climate treaty that would bind them to lowering their greenhouse gas emissions.

Since then, the nations that have adopted the convention, or "parties," have gathered yearly to examine advancements and difficulties (due to the COVID-19 pandemic, no meeting was held in 2020).

The Paris Agreement's aim of limiting global warming to well below 2°C over pre-industrial levels and pursuing efforts to limit it to 1.5°C was discussed by the parties during the summit.



# COP 26

## IMPORTANCE OF COP26

According to scientists, the greatest strategy to protect the planet from the harmful impacts of climate change is to keep global warming below 1.5°C. Despite this, because of rising global temperatures, the world is now not on course to achieve it.

In all parts of the world, rainfall patterns, ocean currents, and winds are changing more often and, in some cases, irreversibly due to global warming, according to the Intergovernmental Panel on Climate Change's (IPCC) most recent report. Heatwaves, floods, and forest fires are becoming more common and intense extreme weather phenomena that affect the EU and the rest of the world.

The need for action to combat climate change is urgent. Global leaders came together at COP26 to coordinate efforts to slow down global warming and combat climate change.

The COP26 meeting's primary goals were to:

reaffirm your commitment to more aggressive goals for reducing greenhouse gas emissions by the year 2030 and talk about ways to prepare for the inevitable effects of climate change  
financing for climate action should be increased, especially for developing nations.



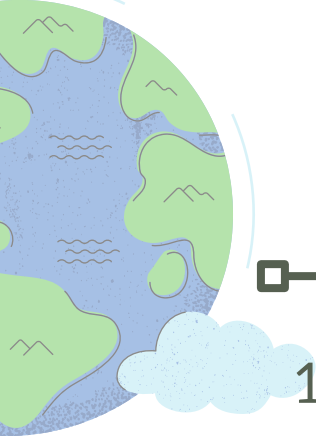
# BUSINESS TIMES

1. **Retail traders lose \$350 billion in a brutal year for taking risks-** Now as equities heads towards their worst year since the 2008 financial crisis, retail traders have suffered even sharper drops and their share of US equity market volume has slipped since the start of 2021

2. **Whatsapp emerging as direct marketing channel for brands-** Haptik Control The report titled 'The State of WhatsApp Marketing 2023' highlighted that 72% of the consumers that were a part of the survey said they only engage with brands through personalized messaging.

3. **November sees the highest sales in the history of the automobile industry in India-** Registering a growth of 26% on an annual basis, auto retails in November 2022 clocked records high numbers, the Federation of Automobile Dealers Associations(FADA) showed on Friday. All categories of automobile saw growth in November, data shows 2-wheelers, 3-wheelers passenger vehicles (PV'S) tractors, and Commercial Vehicles (CV'S) each saw a growth of 24%,80%, 21%,57%, and 33% respectively.

4. **India, China trade deficit at \$51.5 billion during April-October this fiscal-** The trade deficit with China in 2004-05 was \$1.48 billion, which increased to \$36.21 billion in 2013-14, an increase of 2,346%. Against this massive increase, the trade deficit with China has since increased by only 100% to \$73.31 billion in 2021-22," Mr. Goyal said.



# **BANK UPDATES**

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1. Bank Rate - 6.50%
2. Repo Rate - 6.25%
3. CRR- 4.50%
4. SLR- 18%
5. Reverse Repo Rate-3.35%
6. Marginal Standing Facility Rate- 6.50%

## **WORDS OF THE MONTH**

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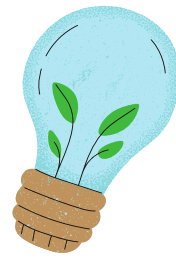
**Business To Business(B2B)** - the term used to describe a business relationship between at least two companies. This can be small businesses, medium sizes businesses or large corporations. An example of B2B would be a chipset manufacturer that sells its products to other companies.

**Business To Consumer(B2C)**- the term used to describe a business relationship between one company and at least one individual consumer. An example of B2C would be a travel agency that sells flights to individual consumers.

# STUDENT *corner*



# COP 26



The UNFCCC's decision-making body is the Conference of the Parties, or COP. It meets once a year to talk about the member countries' climate goals. Intergovernmental organisations, non-governmental organisations, the press, and all 196 signatories of the treaty (including the EU) on behalf of governments are considered participants.

In 2015, Paris hosted COP21. In a historic decision, all nations committed to cooperating to keep global warming to a maximum increase of 2 degrees Celsius (preferably 1.5 degrees Celsius) above pre-industrial levels. The Paris Agreement was established as a result. Since then, 197 countries have ratified the Paris Agreement and committed to upholding its objectives. The agreement is cycled every five years. All participating nations submit their most recent, unique national plan to reduce greenhouse gas emissions at the start of each cycle. These plans, also known as Nationally Determined Contributions (or NDCs), assist countries in determining long-term plans for accomplishing their objectives.

Every five years, they are to be revised and presented to the UN, with the hope that each nation's commitment will increase over time. The first update of NDCs after the signing of the Paris Agreement will take place at COP26, and it will highlight how aggressively governments are trying to cut emissions. Unfortunately, prior to COP26, hundreds of nations have not submitted their NDCs (already one year delayed because of COVID).

-Prantika Sengar  
(BBA B third semester)



# COP 26

COP stands for 'Conference of the parties' to the United Nations Framework Convention on Climate Change (UNFCCC) and COP26 is the 26th meeting of the parties which are basically the heads of countries. Currently 197 countries are part of the UNFCCC. Glasgow, Scotland, played host to COP26 in 2021. The Glasgow Climate Pact was the result of COP26. We must first comprehend the Paris Agreement in order to fully comprehend the Glasgow Climate Pact. It was ratified at COP21, and countries agreed to submit five-year commitments that are determined at the national level to reduce greenhouse gas emissions. The Paris Agreement's main goals are to keep global warming to 1.5°C above pre-industrial levels and to require wealthier nations to give underdeveloped nations financial aid.

At COP26, net zero emissions and global warming were the key discussion points. According to the IPCC (Intergovernmental Panel on Climate Change), nations should attain net zero emissions by 2050 in order to prevent climate change from worsening. India is the only nation that disagrees with the goal of achieving net zero emissions by 2050, which has been recognised and is being worked toward by all other nations. Since India is developing quickly and will have the largest carbon emissions during the next ten years, India really claimed that it would meet the target by 2070. To achieve net zero emission by 2050, providing financial assistance to underdeveloped nations and outlining the steps to prepare for the inescapable climate conditions were the three main goals of COP26. While COP26 did not provide a comprehensive plan of action to tackle climate change, it did lay the groundwork for certain future concerns.

-Harshita Yadav  
(BBA B third semester)

# BOOK review



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# THE SECRET

## by Rhonda Byrne

Reviwed by : Yashaswi Shaw (BBA-C, first semester)

## INTRODUCTION

Rhonda Byrne explains how we can use the law of attraction to attract everything we want in our lives, and shows us how to control our thoughts.

In the words of RHONDA BYRNE “Your life is in your hands. No matter where you are now, no matter what has happened in your life, you can begin to consciously choose your thoughts, and you can change your life. There is no such thing as a hopeless situation. Every single circumstance of your life can change! ”

# CHAPTER WISE DESCRIPTION

## ·Chapter 1: The Secret Revealed

The secret revealed discusses about law of attraction which is “if you think it, it will happen”. Byrne notes that “your life right now is a reflection of your past thoughts.” If you’re doing well, you’ve been thinking positively. The law of attraction is a law of nature.

## ·Chapter 2: The Secret Made Simple

The law of attraction is always at work. If you think you have no control over your destiny, then you will attract situations that render you helpless. Byrne closes by introducing the concept of “Secret Shifters.” These are activities that can help brighten your spirits so you don’t stay focused on negativity.

## ·Chapter 3: How to Use the Secret

Byrne changes focus in this chapter by introducing the concept of “ask, believe, receive.”

## ·Chapter 4: Powerful Processes

Byrne then introduces the concept of visualization. She says many of the great inventors in history relied on visualization. She also suggests creating a “vision board:” a corkboard where you pin images of all the things you want. The board should then be placed in a visible area, where you can look at the images as you ask and believe.



y low until we see a chance of rescue.”  
“You can trust me to lay low. I’ve no  
planning to be dressed back to the

# CHAPTER WISE DESCRIPTION

## ·Chapter 5: The Secret to Money

This chapter outlines how the law of attraction can make you rich. Byrne ends by saying prosperity is everybody’s birth right. Money doesn’t bring unhappiness. Believing wealth and happiness go hand in hand is the only way to achieve both.

## ·Chapter 6: The Secret to Relationships

This chapter explains how to use The Secret in relationships. Byrne says that it’s important that actions don’t contradict wishes.

## ·Chapter 7: The Secret to Health

Surrounding yourself with positive thoughts is important when trying to heal. Byrne says that disease can only remain in the body when people are holding it there with their mind. Avoid focusing on illness if the goal is to make it go away.

## ·Chapter 8: The Secret to the World

The key is to realize what we don’t want and then focus on the opposite. So instead of contemplating on the war and the misery it brings, it’s best to focus on positive changes that can be made. By ignoring the negative, the Universe is receiving feelings of well-being and will return just the same to you.

# CHAPTER WISE DESCRIPTION

## Chapter 9: The Secret to You

The last chapter of The Secret focuses on “purpose.” Byrne says you “get to fill the blackboard of your life with whatever you want.” If there are negative things or baggage from the past written on it, you can wipe it clean and write on it again.

## CONCLUSION

This book’s key advantage is that it empowers the reader. It reminds you that you have a lot of control over your situation, even if it appears hopeless.

Here are three teachings from The Secret book:

- The law of attraction is a three-step process: ask, believe, receive.
- Focus on what you want, not how to prevent it, and apply the attraction law.
- It’s a universal truth that you attract what you’re attracted to.

The Secret encourages people to visualize their desired outcomes to manifest them. Overcoming barriers and accomplishing goals requires faith in one’s own potential to achieve. Studies have shown that people develop their resources more when they’re in a good state of mind. It supports the approach to goal-oriented motivation. As a whole, it’s a worthwhile book that can help you achieve your goals while reducing your stress.

# PERSONAL VIEWS

I thoroughly enjoyed this book, even though I did go into it slightly sceptically. It's definitely a book that is accessible to everyone and once you get into the language and content, it's an interesting read. Even if you don't fully believe in the Law of Attraction, it's intriguing and insightful.

The Secret is split up into different sections and explains how you can utilise the Law of Attraction into every aspect your life. For example, it touches upon love, gratitude, money, happiness, health and relationships. It's a non fiction book and is very informative. I will say that it is very information heavy, so although it's only 199 pages long, it's not necessarily a quick read. This is definitely a book I'm going to reread a few times because there's so much to take from it. It's almost like learning a new skill rather than just reading a book.





# Institute Corner!





# GURU MANTRA



The small hotel metropolis at the Red Sea coast became abuzz with the presence of near 50,000 members on the twenty seventh Conference of Parties (COP27) in November 2022. The convention got advanced nations to agree on some thing that they'd refused for decades - to pay for weather failures in growing nations. One of the important thing needs of the Least Developed Countries (LDCs) and small island-international locations at CoP-27 became to installation a 'Loss and Damage (L&D)' fund. This is due to the fact those nations have contributed the least to worldwide warming however at the moment are struggling losses. Besides that, the opposite foremost spotlight of the primary of the two-week convention became a cameo with the aid of using U.S. President Joe Biden on November 11. The United States with Egypt introduced a \$one hundred fifty million weather version fund for nations withinside the continent as a display of team spirit at what's being referred to as the "Africa COP".

As constantly in current years, weather negotiations have come right all the way down to cash. A loss of development on weather finance may name into query the capacity of the once a year summit to make any headway at all in weather action, except placing objectives which can be in the end established on economic flows from the rich to poorer international locations. And in that aspect, the U.S. has been determined trying in COP27, again.

Besides loss and harm, negotiations on different components of weather alternate, along with version and mitigation, amassed tempo withinside the first week of the summit. Diplomats from throughout the globe were, however, tight-lipped at the development. The summit began

with an purpose to elevate finance and meet the agreed-upon economic commitments. So far, a number of the wealthy international locations have sought to keep away from discussions on what qualifies as weather finance, and the way it's far mentioned and assessed.

As the second one week of negotiations begin on Monday, November 14, the point of interest shifts to the ministerial classes that will decide the final results of the 2022 summit. Work has started to prepare a draft statement on the way to be supplied for unanimity on the cease of COP27. Because it's far touted as an implementation COP, the Egyptian presidency could be keen to expose a few actual development. The mitigation plan can even result in the worldwide stocktake subsequent yr, on the way to formally appearance at the development made at the NDCs. The plan objectives to reduce emissions with the aid of using 50% with the aid of using 2030, that is what the Intergovernmental Panel for Climate Change, the U.N. science body, says is important if the Paris settlement dreams are to be met. There has been little development at the crucial, long-time period aim of weather finance.

Discussions withinside the 2d week will decide whether or not there could be any development on it at all. Besides loss and harm, negotiations on different components of weather alternate, along with version and mitigation, amassed tempo withinside the first week of the summit. Diplomats from throughout the globe were, however, tight-lipped at the development. This is being visible as a diplomatic offensive with the aid of using India, which has frequently been accused of the use of coal excessively to satisfy its electricity demand.

Last yr on the Glasgow weather summit, there has been a standoff among India and different fundamental economies at the phasing out of coal. The advanced international desired to consist of the phrase 'segment out,' which India had insisted became now no longer acceptable, placing ahead the phrase 'segment down' as an alternative. India in the end had its way, and the Glasgow summit referred to as for a segment down of coal.

-Dr. Abhishek Singhal



# International Conference

Amity Business School, Amity University, Madhya Pradesh organized an International Conference on Digitalization, Innovation transformation and sustainability in business Management and Social Sciences on 12th November 2022. The organizing secretary for the International Conference Prof. (Dr.) Anil Vashisht, Dy Pro Vice Chancellor Amity University and Director, Amity Business School said that the main aim of Conference is to brings intellectuals from industry and academics on a platform where they can think, research, discuss and decide the path of the development of country and society.

While giving the opening remarks, Hon'ble Vice-Chancellor Lt. Gen. VK Sharma (AVSM) Retd. urged the world has gone through a sea of change and businesses today have to do more research and need to come up with innovative ideas to survive in the cutthroat competition. He also said that India is a rising economy, with innovation and reinvention we can do a great job in present Global scenario. The conference was graced by Prof. (Dr.) M P Kaushik, Pro Vice Chancellor, Amity University, by their words of wisdom through concluding remark.

All the guests spoke at length about the business scenarios and its changing dimensions in new Business scenario. The keynote addresses by the industry and academia experts spoke at length about economic efficiency, social solidarity, digital transformations are the avenues as well as needs of modern business sectors. The achievement of the desired sustainable development with the help of digital transformation can be done by raising good critical thinkers and skilful agents of sustainable future. Sustainable development can be achieved through the digital transformation, innovations and modernized technologies of the related systems and structures, will consequently support people to be active contributors to more peaceful and sustainable societies and develop a higher sense of responsibility for our planet.



The conference was graced by various international and national dignitaries from reputed institutions.

- Prof. William Cornwell, Provost American University in the Emirates, Dubai,
- Prof. Vivek Suneja, Dean Faculty of Management Studies, Delhi University,
- Madam Gayathri Sharma, Head of Communications - India & South Asia Rolls-Royce,
- Professor Michael Keppell, Higher Education Consultant Sydney, Australia,
- Madam Hilary Kahn, Associate Vice Chancellor for International Affairs, IUPUI. Associate Vice President for International Affairs, Indiana University,
- Mr. Vivek Chaturvedi Vice President: Business Analytics Kotak Mahindra Bank

The international Conference received more than 110 research papers from India and many different countries. Selected research papers have been published in Book of Proceedings having ISBN that was released during the International Conference by the dignitaries. Around 45 research scholars presented their research work in technical session. All the research papers were full of unique ideas and innovations.

The technical session of paper presentation was presided over by Mr Sunil Shrivastava, HR head Britannia industries Ltd.

The international Conference provided an opportunity for the industry professionals and scholars from academia to brainstorm the opportunities and challenges of business world.

The vote of thanks was given by Prof. (Dr.) Anil Vashisht, Dy Pro Vice-Chancellor, AUMP.

The International Conference was highly successful and was attended by Registrar, All the deans of different faculty, Faculty members and more than 1500 students and professionals.

# Alumni corner

LET'S GO ALLUMNI





# ALUMNI ARTICLE

Being a daughter of an Air Warrior, I am deeply influenced by his lifestyle and teachings. One of my favourite lesson was a shloka that my father taught me in my early stages in school, which goes like:

गरुर्ब्रह्म मा गरुर्वि ष्वि णुः गरुर्देवो महेश्वरः ।  
गरुः साक्षात्परब्रह्म तस्मै श्री गरुवे नमः ॥

Which translates to, The guru is Brahmā, the guru is Viṣṇu, the guru is Maheśvara (Śiva), the guru is the self-revealing limitless Brahman. Salutations to that revered guru. During my tenure as a Management Student at Amity University, I was blessed to have found great Mentors in the form of my professors who prepared us for the corporate world we all had to enter.

Some of the most important key learnings that I carried forward with myself into my professional career are as follows:

1. Learn & Explore: Make sure to be updated in your domain.
2. Expand Your Professional Network: Professional networking means deliberately creating and maintaining relationships with others who can help you further in your career. Use your LinkedIn profile to grow your professional network.
3. Excellent Communication Skills: Oral and written communication proficiencies are consistently ranked in the top desirable skills by employer surveys year after year. The key to powerful and persuasive communication—whether written or spoken—is clarity.
4. Multitasking is a myth: Multitasking is actually task switching in disguise. Task switching takes precious mental effort, meaning you're likely to make more errors and get less done.
5. Time Management & Goal Setting: A SMART goal is used to help guide goal setting. SMART is an acronym that stands for Specific, Measurable, Achievable, Realistic, and Timely. Therefore, a SMART goal incorporates all of these criteria to help focus your efforts and increase the chances of achieving your goal.

Towards the end, I'll like to list out some of the movies which I watched as a management student and helped me learn great business lessons: Wall Street, The Insider, Pursuit of Happiness, The social network, Corporate, & The founder

# FEEDBACK AND SUGGESTION FORM

Kindly give your feedback and suggestions in the space provided:

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