MANAGEMENT
VISTA

Table of contents

Our Inspiration!

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SPECIAL FEATURE

"Ignoring Online Marketing is Like Opening a Business but not telling anyone."

Digital marketing is when any product is promoted through a minimum of one form of electronic media. This form of marketing is vastly different from traditional marketing. Digital marketing consists of various methods and channels that allow any organization or company to have and study this form of marketing to find out what works for them and what does not.

The core of digital marketing is the internet. The internet, as it is, is a potent tool to help us achieve a lot. It helps in marketing as well as it assists sellers in promoting their products across the across. Advertisements on various forms of social media and other sites, emails, and YouTube can be used by organizations to sell their products.

Digital Marketing is getting bigger .The global digital advertising and marketing market is projected to reach $786.2 billion by 2026. 63% of businesses have increased their digital marketing budgets just this past year 72% of overall marketing budgets get put towards digital marketing channels.

As per the statistics discussed above, the benefits of digital marketing majorly benefit the promotion of any business. Be it service provision, application development, or anything practically that can be sold. Compared to traditional marketing, digital marketing provides more benefits. Some of these are as follows.

Affordability: If a company or an organization wants to invest money in marketing and advertising a product or service, they will not invest in newspapers, televisions, and such, as much as they would in online advertising. For one, the latter is a lot cheaper than the former and vastly cost-effective. At lower prices, a wider audience can be captured. And not just any audience, a very targeted audience that increases the sales.

Better ROI (Return on Investment): Digital marketing has the ability as well as the potential to provide returns on investments. As mentioned in the point above, this form of marketing is cost-effective and enables you to reach a larger, more targeted audience. The return on investment from this type of marketing is considerably larger than in traditional advertising.

Tracking and Measuring Gains: Due to analytical tools and very clear data that is available, it is easy to determine what caused success and what did not. This is almost immediate and helps companies rethink and change campaigns and strategies that do not work almost immediately.

Talking about job prospectus, Bureau of Labor Statistics estimated 10% increase in marketing job by 2026 i.e., above the average for all careers. Customer marketing managers and search marketing managers are both in CNBC's list of the 10 fastest-growing jobs in the US in 2022.

Indeed, digital marketing is a major boon to the business industry. It also gives small businesses a good chance at promoting their business. It works for everyone and is also not very expensive to use to help in the promotion of goods or services.

-Dr. Deepali Soni
Assistant Professor (ABS)

BUSINESS BYTES

DIGITAL MARKETING

The promotion of brands to engage with potential customers using the internet and other digital communication channels is known as online marketing. This comprises text and multimedia messages as well as email, social media, and web-based advertising as a marketing channel.

In essence, a marketing effort is digital marketing if it uses digital communication.

Digital marketing is the process of promoting brands to connect with potential customers through the internet and other digital communication platforms. This includes email, social media, web-based advertising, text and multimedia messages, and other marketing channels.

A marketing campaign is essentially deemed to be digital marketing if it makes advantage of digital communication.

Any form of marketing can make your company successful. But because digital platforms are so widely available, digital marketing has grown in significance. Just in April 2022, there were 5 billion internet users worldwide.

There are various ways to employ digital marketing strategies to reach your target audience, from social media to SMS messages. Digital marketing is also a low-cost marketing strategy for small enterprises because of its low upfront costs.

BUSINESS TIMES

1. ***Mukesh Ambani completes 20 years at helm of Reliance Industries***- the company has re-entered the telecom business, diversified in retail and new energy, and raised a record Rs 2.5 trn selling minority interests during the Covid lockdown

2. ***India's fintech industry to face a tough 2023 as investments cool: Bain***- This year, the Indian regulator, spurred by fraud and malpractice instances in the fintech lending space, stepped up its oversight to regulate it through a series of guidelines.

3. ***Digital ad spends in India to touch $21 bn in next five years:*** Redseer-Study says SMBs had 30-35% share of the $8 bn digital d spend in FY22 and could to raise this to 40% by FY28.

4. ***FPIs sets record, offloaded Rs 1.2 trillion worth of Indian stocks in 2022-***After three consecutive years of infusing huge funds, foreign portfolio investors retreated from Indian equity markets in big way in 2022 with highest-ever yearly outflow of nearly Rs 1.21 lakh crore.

5. ***TDS guidelines for gaming companies may require greater disclosure-***The move is aimed at improving reporting and transparency in these sectors

6. ***Corporate India gears up to hedge China supply risk amid Covid surge-***The sectors in India that import from China include pharmaceutical (pharma), automotive (auto), textile, engineering, and electronic goods

wOrd of month

1.	**Authority**-the power and right to give orders and make others obey.
2.	**Responsibility**- a duty to deal with something so that it is your fault if something goes wrong.
3.	**Accountability**-an assurance that an individual or organization is evaluated on its performance or behavior related to something for which it is responsible.

student corner

student
article

DIGITAL MARKETING

Digital marketing refers to the use of any digital channels by a business or organization to advertise or promote goods and services to consumers. Digital marketing makes use of various websites, mobile devices, social media, search engines, and comparable platforms.

As digitalization advanced, it was observed that less people were shopping in-person in the marketplaces, and nowadays an increasing number of individuals are doing so for themselves and their families. Since you want to reach the ideal audience and that audience is online, there are numerous benefits to promoting your company online.

A individual now spends 65% of their time using digital media on a smart phone. Presently, the $200 billion digital advertising market is dominated by Google Ad Words, which generates 96% of the company's income. The digital marketing revolution has been led by social networking, which has an estimated 3.1 billion internet users. Influencers currently represent a $1 billion industry, and it is expected to continue to expand because of the growth of blogs and Instagram. In the upcoming years, it is anticipated that the exciting field of digital marketing will expand and undergo numerous new advancements.

Technology development has led to the emergence of new marketing platforms. When digital marketing was created, traditional marketing for new-age enterprises was reduced to a secondary alternative. It made it possible for brands to contact their target demographic more cost-effectively and effectively. Later, all businesses all over the world embraced digital marketing to expand their influence.

-Prantika Sengar
III sem

LEVERAGING THE POWER OF DIGITAL MARKETING USING AI

Artificial intelligence (AI) has the potential to revolutionize the way businesses approach digital marketing. By leveraging the power of machine learning and natural language processing, businesses can create personalized and targeted marketing campaigns that are more effective at reaching and engaging their target audience.

One way that businesses are using AI in digital marketing is through the use of chatbots. These are automated programs that use natural language processing to communicate with customers in real-time, providing them with information and assistance. Chatbots can be used on websites, social media platforms, and messaging apps, and can be programmed to handle a wide range of customer inquiries and requests.

Another area where AI is being used in digital marketing is in the creation of personalized content. By analyzing customer data, businesses can use machine learning algorithms to create personalized messages and content that is more likely to resonate with their target audience. This can help to increase the effectiveness of marketing campaigns and drive better results.

AI is also being used to optimize ad targeting and placement. By analyzing customer data and behavior, businesses can use machine learning algorithms to identify the most effective channels and placements for their ads. This can help to ensure that their ads are being seen by the right people, at the right time, increasing the likelihood of them making a purchase.

Overall, the use of AI in digital marketing is helping businesses to create more personalized and targeted campaigns that are more effective at reaching and engaging their target audience. As such, it is an important tool for businesses looking to stay ahead in an increasingly competitive digital landscape.

-Sanskar Gupta
V sem

DIGITAL MARKETING

We always say world is changing. It is getting technologically advanced .In present time each and everything inculcates digitalization in some or the other way .If we talk about accounts online records are maintained, medical is getting digitalised ,education is becoming online, like this when marketing takes place through online platforms using different Strategies and tactics it is considered as digital marketing .

Mobile phone and internet have become life of every person so marketing through it is very efficacious. Whenever you search for something ,may be just for knowledge companies related gets your data and from the next minute they start playing with your mind ,you see ads related to that search everywhere, they manipulate your focus towards that product making you buy that thing by the end. Covid pandemic also played a very big role in pushing this industry. This is a blooming career option nowadays and many see this as their future. This can be very painful for your pockets but is very fruitful for the businesses as it is cost saving and covers a wide market base which was not possible before.

In fact there are numerous courses launched by different edutech platforms to make the learning more easier for you .IIMs and other great institutions are providing certified online courses as number of companies are making this skill a mandatory one for getting you selected .Digital marketing has now become a mandatory skill for management aspirants as no big company can now survive without their online presence .As per the Statista 2022 report ,big brand collectively spent around 200 billion in 2021 and can increase upto 360 billion by 2023 reflecting the rising trend.

This will for sure be increasing in future ,so the only thing you can do is to have control on yourself and buy the required thing only otherwise they will not stop selling you and you will not stop buying .So my only advice is search for it but don't always by it.

-Jalaj Gupta
V sem

DIGITAL MARKETING

Any form of marketing that uses electronic devices to spread advertising messages and can be tracked by marketing professionals throughout the consumer journey. Most frequently, advertising campaigns that appear on a computer, phone, tablet, or other electronic device are referred to as "digital marketing." Examples of the different formats it can take include online video, display ads, search engine marketing, sponsored social ads, and social media posts. Direct mail, billboards, and magazine adverts are examples of "traditional marketing" techniques that are usually contrasted with digital marketing. Oddly, television is frequently included in discussions of conventional marketing.

Did you know that more than 34 percent Americans use the internet every day? Additionally, 26% of users are online "nearly constantly" and 43% log on more than once every day.

When it comes to mobile internet users, these numbers are considerably greater. 89% of Americans use the internet at least once every day, and 31% use it frequently. As a marketer, it's crucial to leverage the digital sphere through online advertising, brand building, offering excellent customer service that attracts additional potential customers, and more.

With the use of a digital marketing strategy, you may engage with current clients and potential customers by using digital channels like social media, pay-per-click advertising, search engine optimization, and email marketing. As a consequence, you may create a strong brand, offer excellent customer service, attract new clients, and more.

For good reason, inbound marketing and digital marketing are frequently confused. Only a few of the numerous strategies utilised in digital marketing and inbound marketing include email and online content. Both are there to capture potential customers' interest throughout the buying process and turn them into paying clients. However, the 2 approaches take a distinct approach to how the instrument and the goal relate to one another.

Digital marketing considers the ability of specific technologies or digital platforms to convert prospects. The digital marketing strategy of a company may utilise several platforms or concentrate all of its efforts on a single platform. For instance, a business can ignore other digital marketing channels in favour of producing content primarily for social networking platforms and email marketing campaigns.

The most crucial thing to keep in mind about inbound and digital marketing is that, as a marketing expert, you don't have to pick one over the other. They actually function best together. Inbound marketing gives digital marketing initiatives structure and direction, ensuring that each digital marketing channel serves a specific purpose.
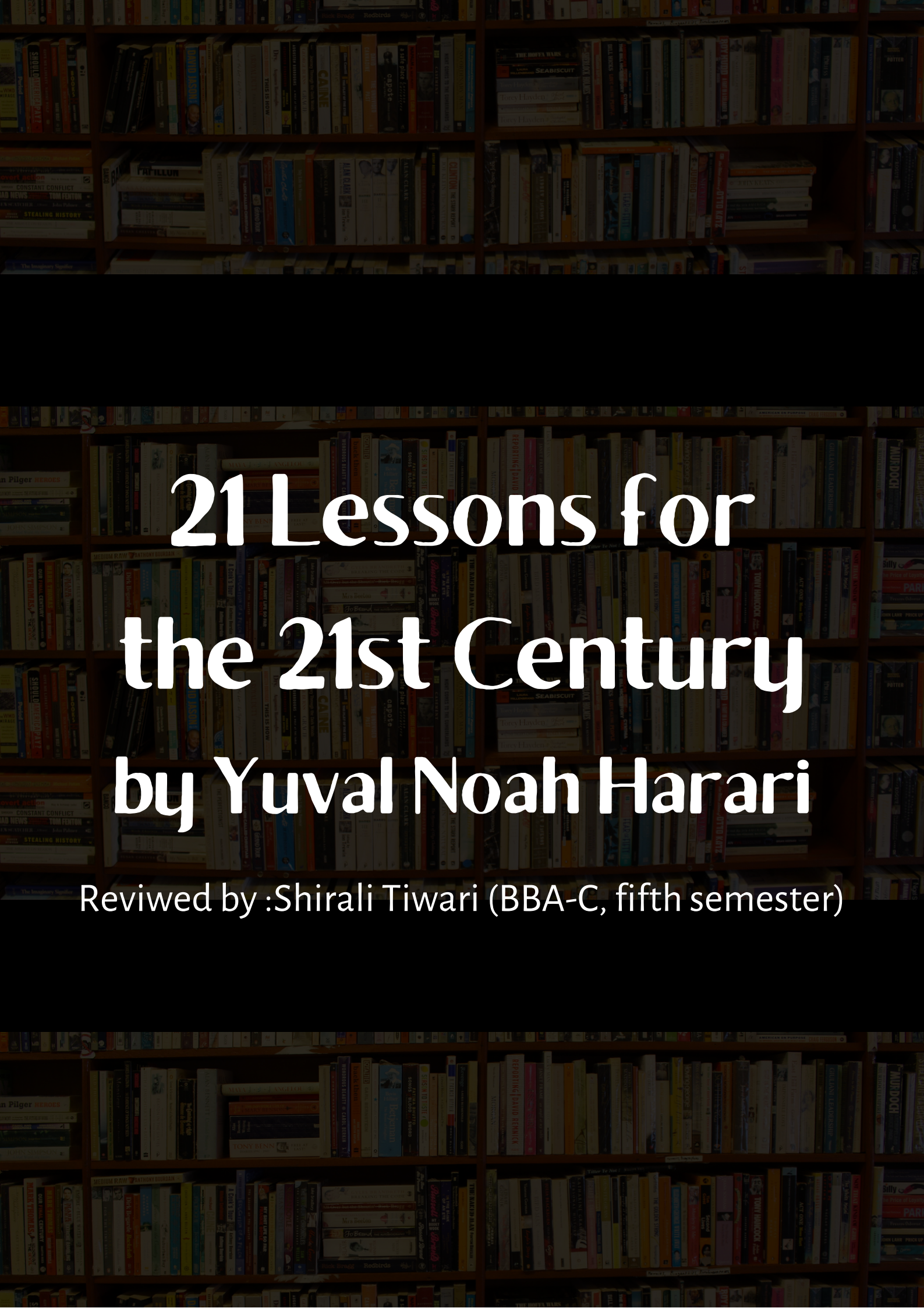
-Aditya Sharma

V sem

BOOK
REVIEW

21 Lessons for the 21st Century
by Yuval Noah Harari

Reviwed by :Shirali Tiwari (BBA-C, fifth semester)

CHAPTER WISE DESCRIPTION

Chapter One – Disillusionment

Yuval Noah Harari starts the book by talking about the disillusionment visible in modern society. For example, the political disillusionment seen in many European countries. He argues that one of the driving factors for this disillusionment is information overload. Our brains do not easily process facts, numbers and equations. Humans think in stories, and this is how political disillusionment can spread, leading to ideologies like fascism and communism. The lesson to learn from this is you should utilize stories in your business endeavors. You should also ensure these stories are simple. The future offers opportunities for new types of stories that include humans, superhumans and artificial intelligence. Harari believes AI will become increasingly sophisticated. He also believes that superhumans will soon be created that combine AI and humans. Despite a change in the characters in our stories, Harari still believes that the liberal story we see today will prevail.

CHAPTER WISE DESCRIPTION

<u>Chapter Two – Work</u>

The future of the workplace will include significantly more computers than we see today. As we develop a better understanding of human emotions, desires and choices, computers will become more versatile in workplaces. Harari uses the example of self-driving vehicles. Often people worry about the possibility of AI completely replacing us in the workplace, leaving us with no jobs. Harari does not believe this is true, though. He believes that AI will actually help create new jobs for humans. Those who are willing to cooperate with AI will be the ones who flourish in future workplaces. Harari also believes that AI will improve not only automation but also our creativity. For example, chess tournament judges are continually searching for hints that a contestant is getting help from computers. The easiest way to identify if somebody is cheating by using a computer aid is when they play particularly creative moves. So, as creativity is a sign of AI influence, we can also expect AI to play an important role in the creative arts. The lesson to learn from all this is that the future is bright. We should not be worried about AI's potential in the workplace and instead, see it as an opportunity. These tools can help us move away from the mundane tasks people don't want to do and allow us to spend more time improving society.

CHAPTER WISE DESCRIPTION

Chapter Three – Liberty

Harari believes elections are not about what we think but what we feel. Despite clear flaws in democracies, most believe it is still better than all its alternatives. Harari argues that big data and AI have the potential to run the world in the future. If we can make decisions on education, work and society based on data, there is no need for democratic elections. We already rely on big data for personal finance, big business and war. So, it seems likely that political decisions are the next step. Harari provides the example of how data has been used in warfare to strengthen this argument. He states that whenever Palestinians make a phone call or post something on social media, they are monitored by Israeli microphones, cameras, drones and software. Then, this data is analyzed by algorithms. These algorithms tell the Israeli security forces where potential threats might arise. Without this big data, the Israeli soldiers would not be controlling approximately two and a half million Palestinians. This is an example of big data making human decision-making easier.

CHAPTER WISE DESCRIPTION

Chapter Four – Equality

Data is far more accessible than our current examples of resources. Land, machines and other resources make it easy for people to acquire wealth unavailable to others. But data is everywhere and can move at the speed of light. You can make as many copies as you want. So, a future problem is understanding how best to regulate data ownership. This issue has already surfaced with big tech companies struggling to make the right decisions about personal data.

Chapter Five – Community

Technology addiction is significantly impacting human connection and community. The internet has helped people who live far away to keep in touch. For example, the author explains he can easily speak to his cousin in Switzerland. Without technology, he could easily lose connection with this relative. That said, technology has negatively impacted our more immediate connections and communities. The author explains that technology has made it harder for him to talk to his husband over breakfast as they are constantly looking at their smartphones.

CHAPTER WISE DESCRIPTION

Chapter Six – Civilization

Historically, humankind has been divided into countless isolated civilizations. Thousands of years ago, these civilizations would have consisted of merely a handful of people. Although the number of independent civilizations has reduced over time, Harari argues the future holds a single global civilization. We are already at a stage where we can contact almost anyone in the world. The outcome of this type of civilization is that people will care more about their enemies than partners due to increased competition.

Chapter Seven – Nationalism

Harari points out that there is a difference between benign patriotism and nationalism. Patriotism should be built on the idea that your nation is unique (which is true of all countries). It is when people start believing their nation is superior that issues arise. The issue with nationalism is that these narrow beliefs bleed into their other worldviews. Harari uses the example of climate change skepticism. A left-wing socialist will rarely tweet claiming that climate change is a Chinese hoax. These types of tweets are almost solely produced by the nationalist right. These nationalists would rather deny a truth than have to work internationally to solve a global problem.

CHAPTER WISE DESCRIPTION

Harari believes technology has the potential to solve the issues it has encouraged. He uses the example of lab-grown meat. Research suggests animal agriculture creates more carbon emissions than all forms of transportation combined. So, to tackle climate change, there needs to be an alternative. Lab-grown meat could offer this alternative. Although expensive at first, Harari explains that clean meat is expected to be cheaper than slaughtered meat within a decade.

Harari also argues that the way we approach politics must change if we want to counteract nationalism. National politics will never tackle the problem of national identity. So, we must globalize politics, science and economics through global governance.

Chapter Eight – Religion

To help us understand the problem of religion in modern society, Harari outlines the three types of problems we face:

·Technical problems
·Policy problems
·Identity problems

Religion allows the smallest differences to have a significant impact. For example, Eastern Orthodox and Western Christians split due to the inclusion/exclusion of the words "and the son" in a creed. So, Harari believes Freud was potentially correct when he claimed religion involves an obsession with minor differences.

CHAPTER WISE DESCRIPTION

<u>Chapter Nine – Immigration</u>

Harari starts by specifying the basic conditions required for immigration to occur. There are three of them and they are:

1. The host country allows immigrants into their country
2. The immigrants are expected to embrace the norms and values of the host country
3. If the immigrants integrate, they will eventually become equal members of the host country

Harari believes that a large proportion of people who dislike immigration are not racists. They are actually culturists. Most people who are anti-immigration are so because they want to maintain their nation's current culture. For example, there will be numerous liberal minorities who can migrate to an intolerant society considered acceptable by the host society. But, there will be a threshold where numbers of liberal minorities will be counteracting the country's intolerant society. To better understand anti-immigration people, we must accept that they might be culturists rather than racists.

CHAPTER WISE DESCRIPTION

Chapter Ten – Terrorism

Harari believes the overreaction to terrorism poses a far greater threat than terrorism itself. Terrorists have killed very few people but can terrify billions due to political responses. The author points out that each year since 9/11, only 50 people are killed in the EU, 10 in the US and 7 in China. Globally, 25 thousand people die of terrorism and 7 million people die of air pollution. Despite this difference, terrorism produces considerably more fear and gains far more attention.

So, instead of encouraging fear in society, Harari believes effective counter-terrorism should include the following three things:

1. The government should make sure their actions against terror networks are relatively hidden

2. The media must be forced to avoid hysteria and overreporting on anything terror-related

You and all other citizens must liberate their imaginations from the terror and remember how uncommon terrorist acts are

CHAPTER WISE DESCRIPTION

Chapter Eleven – War

The prevalence of war has dropped considerably over the past few decades. Harari believes this is partly due to our transition away from fighting over resources and toward fighting over knowledge. You could previously obtain wheat fields, goldmines and oil fields from warfare. You can't conquer knowledge through war. So, Harari believes that modern warfare will be based on information technology and biotechnology rather than guns and bombs.

Chapter Twelve – Humility

The highlight of this chapter is that humans naturally show humility. Apes have evolved the tendency to help the poor and needy. They evolved these behaviors millions of years before the Bible instructed ancient Israelites to do the same. So, there is no need to rely on a religious text or any other teachings to convince society they need to show humility. Society will naturally show humility without religion.

CHAPTER WISE DESCRIPTION

Chapter Thirteen – God

Building on his point from chapter 12, Harari also thinks you do not need to believe in God to be moral. Morality is about reducing suffering and this does not require belief in a myth or story. Again, society does not need to believe in a powerful God to be scared into doing the right thing. Immoral behavior is always counterproductive in the long run, so society will always shun those who behave in this way. For example, no one wants to live in a society where strangers are constantly raped and murdered.

Chapter Fourteen – Secularism

The alternative to building a society on God is building one on secularism. Harari notes we must remember the foundation of the secular code:
·Truth
·Compassion
·Equality
·Freedom
·Courage
·Responsibility
By far the most important of these characteristics is truth. Harari believes social reality is the ideal we should aspire to. Social reality is built upon a commitment to modern science rather than faith.

CHAPTER WISE DESCRIPTION

Once we uncover scientific achievements, we must also cherish the responsibility of these findings. Do not credit these scientific findings to divine protectors and instead view them as an outcome of human knowledge and compassion.

Adopting this secular approach will challenge the idea of blindly praying for change. Instead of hoping for change, society can actively make positive change happen.

Chapter Fifteen – Ignorance

Just like animals, humans make most decisions based on emotional reactions and shortcuts. But, emotions and heuristics are not sufficient in the modern world. The key to human success in the modern world is our ability to think together in large groups. This has allowed us to rely on others' skills for almost our needs. Steven Sloman and Philip Fernbach call this the "knowledge illusions." With our current collective knowledge, finding the truth through individual experimentation is a waste of time. We are better off remaining individually ignorant but create collective knowledge.

CHAPTER WISE DESCRIPTION

Chapters Sixteen and Seventeen – Post-Truth

The modern world is full of fake news. That said, Harari believes a type of fake news has been present for centuries. He describes modern fake news as one thousand people believing a made-up story for one month. When a billion people believe a made-up story for a thousand years, that's what Harari calls religion. That said, we can learn about the power of fiction by looking at religion. Fiction can bring people together and make large-scale human cooperation possible. So, we must start using fiction to push good science to the masses.

Chapter Eighteen – Science Fiction

Building on from the last chapter, Harari spends some time talking in greater depth about science fiction. He believes that it is the most important artistic genre in the 21st century. Science fiction must be more responsible in how it depicts scientific realities. Without taking responsibility in this way, we could be left with a society where most people are focusing on the wrong problems.

Harari believes the worst failing of science fiction is its confusion of intelligence with consciousness. He is not worried about a war between robots and humans. He instead believes there could be conflict between a small set of superhuman elites. So, Harari argues that Karl Marx is still a better guide on artificial intelligence than Steven Spielberg.

CHAPTER WISE DESCRIPTION

Chapter Nineteen – Education

Much of what children learn today will be irrelevant in 2050. So, teachers need to stop overloading their students with information and develop their ability to make sense of new information. Future adults need to identify important information among all the irrelevant data.

Education experts are now pushing for schools to start teaching what Harari calls the four Cs:
1. Critical thinking
2. Communication
3. Collaboration
4. Creativity

Chapter Twenty – Meaning

Harari includes the teachings of Buddha to explain the fluidity of meaning. The Buddha taught that there are three basic universal realities:
1. Everything is constantly changing
2. Nothing has any enduring essence
3. Nothing is completely satisfied

Because everything is ever-changing, the Buddha believes that life has no meaning. This is not an issue, though. You do not need to try and create meaning; suffering emerges from attempting to do so

CHAPTER WISE DESCRIPTION

Chapter Twenty One – Meditation

Harari agrees with ancient philosophers by arguing that the deepest source of our suffering is our minds. In fact, suffering does not objectively exist outside of minds. Meditation allows you to better understand this reality and challenge your mind. It helps you focus on your consciousness, which is the greatest mystery in the universe. Meditation also prepares us for the future, as Harari believes we should understand our minds before the algorithms make a match up for us.

PERSONAL VIEWS

21 Lessons for the 21st Century is a book that looks to the future. Harari believes that technology can solve many of the problems we have encountered so far in the 21st century. That said, some issues can emerge from the development of technology if we are not willing to integrate it into our society. For example, many people worry about AI taking our jobs. Harari instead argues that accepting AI within the workplace will cut out mundane jobs no one wants to do and allow humans to focus on more important and enjoyable tasks. This is the theme throughout the book, with each lesson considering an issue we currently face and looking to the future for potential solutions

INSTITUTE CORNER

GURU MANTRA

Digital Marketing is a form of marketing that uses online platforms to promote brands for reaching potential consumers who are using the internet and other forms of digital communication. Such digital channels are email, websites, social media, and others. These campaigns are designed as per the approached digital channel.

Growth of Digital Marketing
Since the inception of the World Wide Web, in 1991, the use of search engine accelerated in all these years. With the rising number of users, companies and brands also began to connect with users for reaching potential consumers.

1.Search Engine Optimization (SEO)

SEO is one of the most crucial marketing tools since its skillful usage can contribute to achieving the highest possible ranking on a search engine results page (SERP) which is the actual goal of a company while promoting its product and services on the internet. Currently, the crucial elements while optimizing a web page for search engines include:
·Content quality
·Engagement with users
·Attractive title
·Links

2.Social Media

The advertisement and promotion were growing steadily but with the introduction of social media, and high smartphone penetration boosted digital marketing, exponentially. As per Smart insight, more than 5.14 billion people have a mobile which offers easy access to social media. This encourages all brands to make their pages and promote their products and services. It also became a tool to connect with consumers directly which helped companies to get feedback and strengthen their relationship with customers.

3.Artificial intelligence

AI is a revolutionary technological advancement that simply uses pre-fed data and past experiences to understand the search pattern and interest of the user. This learning capability of AI helps applications to promote and recommend the product, or service of brands to potential customers. AI has also changed the searching of users as they are getting custom search results based on search history, locations with various other factors. This has changed the way SEO had been working.

4.Short Video Platform

Such platforms are growing exponentially and have become marketers' favorite. This converted multiple users into a celebrity due to their rising followers and are known as "Social Media Influencers". Marketers are approaching these influencers for promotions which is much affordable than approaching traditional celebrities. Currently, the marketing strategies are focusing on making or using viral videos to be in trends.

Digital marketing has been growing since its inception. However, technological development has made digital marketing essential for companies. Moreover, COVID-19 also boosted digital platforms as most of the business occurred online during that period. All these developments indicate that it is also about to grow in the future. As per Gartner, 80% of B2B sales interactions between suppliers and buyers are expected to occur in digital platforms by 2025.Digital marketing has become the main platform for marketing. It has become essential for businesses to sustain and is the present and the future of marketing.

Dr. Mini Agrawal

Entrepreneurship and Innovation as Career Opportunity
AMITY UNIVERSITY, MADHYA PRADESH
19/12/2022
Report
As a part of the initiative of Ministry of Education, Innovation Cell (Government of India) Institution's Innovation Council, Amity Business School, AUMP organized a workshop on Entrepreneurship and Innovation as Career Opportunity.
Workshop on 19 December 2022.
 The objectives of the workshop were
1. To aware the students about the importance of Interpersonal skills & Entrepreneurship.

2. To develop Critical & creative thinking skills.

3. To develop Practical entrepreneurial skills & knowledge.
Dr.Shaifali Garg, Associate professor , Amity Business School, Amity university Madhya Pradesh gave the welcome address and spoke about the significance of entrepreneurship as career opportunity.
The resource person for the workshop - Ms. RASNA BAIJAL founder NAVIRA , The baby & kid's store.
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 Navira -baby & kid's store -The journey.
2. Importance of innovation and idea generation Market research
3. Importance of problem solving
• To have flexible work life, not a 10-6 job
• To be your own boss ,Interest in baby products

4. The skills, characteristics, attributes required for INVESTMENT & RESOURCES generation
• Shop space & location
• Infrastructure
• Inventory
• Manpower hiring & training
• Furniture & Fixtures
• Advertising

5. The importance of creative thinking and strategic thinking.

Take away:

1. Conduct market research. Market research will tell you if there's an opportunity to turn your idea into a successful business
2. Write your business plan
3. Fund your business
4. Pick your business location
5. Choose a business structure
6. Choose your business name
7. Get set go

Entrepreneurship and Innovation go hand in hand Be innovative, yet consistent

About 110 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 EVENT:

ALLUMNI CORNER

ALUMNI ARTICLE

SWOT analysis is a great self development tool to assess yourself in order to plan your career. As Confucius once said, "Do a job you love, and you will never have to work a day in your life". The challenge is finding a job you love, that matches your skill set and offers a good career growth.

What is a SWOT analysis ?
SWOT stands for
- **Strengths**
- **Weaknesses**
- **Opportunities**
- **Threats**

You can use it to evaluate yourself, compare yourself against your peers n competitors and also use it to develop yourself for better career growth opportunities.
How to do SWOT Analysis

Find your "strengths"
The first step is to find and list down your strengths. This will help you to be more confident in an interview or when looking for a job promotion. Because you have listed down things beforehand you'll have an easier time recalling things as well.

Know your "weaknesses"
The second step is to identify and list down your weaknesses. SWOT is used by individuals to assess and improve themselves. Identifying weaknesses is first step towards improvement.

Search for "opportunities"
We often miss opportunities because it's dressed in overalls and looks like work – Thomas A. Edison
Opportunities comes in different forms and are very nearby. Sometime opportunities pass by you without you even noticing them. So look for opportunities.

Be aware of "threats"
When doing a personal SWOT analysis you need to think of yourself as an organization or a product and evaluate yourself against others. This way it is easy for you to identify threats.

-Aditi Jain
B. Com. (2013-16)

FEEDBACK AND SUGGESTION FORM

Kindly give your feedback and suggestions in the space provided:

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