

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

# **Management Vista**



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# MANAGEMENT VISTA

MONTHLY E-NEWSLETTER– AMITY BUSINESS SCHOOL

## Management Thought



## Inside the Issue



<b>Special Article :</b> CHANGING HOW WE CHANGE	02
<b>Business Bytes</b>	03-04
<b>Guru Mantras :</b> INVESTMENT LESSON FROM COVID CRISIS	05
<b>Alumni speaks :</b> CARREER OPPORTUNITIES	06
<b>EVENT @ ABS :</b> TRAINING PROGRAM ON “LEADERSHIP SKILLS”	07
<b>Management Terminology</b>	08
<b>Test Your Knowledge</b>	08
<b>Our Inspirations:</b> DEEPINDAR GOYAL: THE FOUNDER & CEO OF ZOMATO	09
<b>Feedback &amp; Suggestions</b>	09

## CHANGING HOW WE CHANGE

To promote and practice innovation, we need to change how we change. “Change can involve magnitude, activity, or direction,” according to Hunsaker, Ettenson and Knowles. Understanding what kind of change is organizationally appropriate is the first step toward fruitful innovation.

To break our brains of their default habits, incorporate collaboration into your company’s decision-making process. Collect anonymous contributions with polling apps or index cards to encourage participants to get creative.

Bringing together diverse constituents is another way to circumvent our brain’s resistance to change. At your next brainstorming meeting, organize breakout groups composed of team members from different units or locations to generate new perspectives.

Get involved in team meetings and team bonding sessions. Showing up as a supportive and approachable leader will engender positive morale and a spirit of trust. It will also help when you need to offer constructive feedback. When team members feel respected and heard, a productive exchange of ideas is possible.

Finally, model passionate communication. Your enthusiasm for change is contagious. When you embody a spirit of change, others will emulate and get on board for new initiatives. As a leader, you set the tone for the work of today and a vision of tomorrow.

### **Commit To Change**

To innovate in a way that results in lasting impact, business leaders must understand the obstacles to change and commit to fostering an environment that promotes collaboration and creative thinking.

**Written by: Alexandra Friedman  
Forbes Councils Member**



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**Prosus buys Indian payments platform BillDesk for \$4.7 bn**  
**31<sup>st</sup> August, 2021: business today**

Together, the two expect to create a financial ecosystem handling 4 billion transactions annually - four times PayU's current level in India," the company said Technology investor Prosus NV said on Tuesday it had agreed to buy Indian payments platform BillDesk for \$4.7 billion to complement its own PayU business.

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**India's overall hiring activity touches pre-COVID levels; IT, food, retail most preferred sectors: Indeed**  
**31<sup>st</sup> August, 2021: business today**

Further job growth in India will be driven by consumption economy, as per an Indeed report. This is the first time in months that hiring activity has reached the pre-pandemic baseline or February 2020 level Overall hiring activity has touched pre-COVID levels in India due to reopening of economy and efforts by businesses to navigate the challenges presented by COVID-19.

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**Jeff Bezos retired to file lawsuits against SpaceX: Elon Musk**  
**27<sup>th</sup> August, 2021: economic times**

Tesla CEO Elon Musk on Friday openly criticized former Amazon CEO and billionaire Jeff Bezos on Twitter, saying he has taken retirement only to file lawsuits against SpaceX. Earlier this month, Bezos-owned space firm Blue Origin sued NASA for picking Musk-owned SpaceX for its prestigious \$2.9 billion Moon lander Programme. After the lawsuit, the US space agency put SpaceX's contract on hold for the second time Replying to a follower, Musk tweeted: "Turns out Bezos retired in order to pursue a full-time job filing lawsuits against SpaceX..." Amazon this week urged the US Federal Communications Commission (FCC) to dismiss plans by SpaceX to launch another cluster of satellites to power its ambitious space internet service called Starlink. Starlink is currently powered by around 1,740 low earth orbit satellites, which serve an estimated 90,000 customers globally. The company is set to launch 30,000 second-generation satellites to boost the internet network.

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**RBI increases incentives for banks for distribution of coins**  
**27th August, 2021: economic times**

The Reserve Bank on Friday increased incentives for banks for distribution of coins to the general public to Rs 65 from Rs 25 per bag. This has been done keeping in view the overall objectives of clean note policy and to ensure that all bank branches provide better customer service to people with regard to exchange of notes and distribution of coins, the central bank added. The banks will also be provided an additional incentive of Rs 10 per bag for coin distribution in rural and semi-urban areas, the RBI said in a notification.

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**Tesla receives approval for four models in India: Report**  
**31st August, 2021: economic times**

Tesla has received approval to make or import four models in India, inching closer to its official debut in the country. A posting on the Ministry of Road Transport and Highways website showed that Tesla has had its vehicles certified as being safe and roadworthy in India. The site states that these tests ensure that the vehicle matches the requirements of the Indian market in terms of emission and safety and road worthiness. The cars receiving the nod are likely to be Model 3 and Model Y variants, as per a Tesla fan club. Gaining a foothold in the Indian market is not likely to be a cakewalk. EVs only account for 1 per cent of the nation's annual car sales, as mentioned in a report in Bloomberg. To top that, Tesla automobiles are very expensive. Additionally, charging infrastructure is still not in place. The move to electric has also been hampered by the lack of financing for companies that want to develop EVs.

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**Closing Bell: Indices end at record closing high; Nifty above 17K, Sensex gains 662 pts**  
**31<sup>st</sup> August, 2021: money control**

All the sectoral indices ended in the green, with IT, power, healthcare, metal, oil & gas indices up 1 percent each, while BSE midcap and small cap indices up over 0.5 percent each. The total market capitalization of BSE-listed companies crossed Rs 250 lakh crore for the first time. It rose by Rs 2.68 lakh crore to Rs 249.98 lakh crore from Rs 247.30 lakh crore.

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**Honda Cars joins hands with IndusInd Bank for vehicle financing**  
**31st August, 2021: economic times**

Honda Cars India Ltd (HCIL) on Tuesday said it has tied up with IndusInd Bank NSE -1.26 % to offer a gamut of finance schemes to its customers, addressing their varied financing and payment needs. The partnership will facilitate customers to avail custom-built financing solutions on purchase of Honda Amaze and Honda City such as low EMI, flexi term, up to 100 per cent ex-showroom funding and customised schemes for specific customer groups. "The partnership with IndusInd Bank is an extension of our efforts towards making personal mobility more accessible and affordable to a diverse set of customers, both salaried and self-employed.

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**Nirmala Sitharaman launches Rs 6-lakh-crore National Monetization pipeline. Here's the fine print**  
**24<sup>th</sup> August, 2021: economics times**

Finance Minister Nirmala Sitharaman today laid out a Rs 6-lakh-crore plan to monetize government's existing asset base and use the proceeds to boost infrastructure. This pipeline will only include brownfield assets owned by the government, Sitharaman said, and will not include land assets of the government. "The contractual partnerships which the Govt will enter, in executing the monetization pipeline, will be with full KPIs and performance indicators. This will ultimately help in unlocking resources for the economy," the FM said. (24 august economic times).

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**New Drone Rules usher in a landmark moment; compliance rules significantly eased: PM Modi**  
**26th August, 2021: business today**

Prime Minister Narendra Modi has called the new Drone Rules notified by the Ministry of Civil Aviation as being "based on the premise of trust and self-certification". The Prime Minister also said that approval, compliance and entry-related procedures have been significantly reduced under the latest rules. "The new Drone Rules usher in a landmark moment for this sector in India. The rules are based on the premise of trust and self-certification. Approvals, compliance requirements and entry barriers have been significantly reduced," Prime Minister Modi tweeted. Prime Minister also underscored the fact that these rules will help leverage India's strengths in innovation, technology and engineering to make India a drone hub. The new Drone Rules will tremendously help start-ups and our youth working in this sector. It will open up new possibilities for innovation & business. It will help leverage India's strengths in innovation, technology & engineering to make India a drone hub.

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**India will become hub for automobile manufacturing in next 5 years: Nitin Gadkari**  
**18th August, 2021: economic times**

Minister of Road Transport and Highways Nitin Gadkari on Tuesday expressed hope that India will become a hub for automobile manufacturing in the next five years. "Almost all reputed automobile brands are present in India. As we are working on technologies involving ethanol, methanol, bio-diesel, Compressed Natural Gas (CNG), Liquefied natural gas (LNG), electric and green hydrogen, I believe that India will become a hub for automobile manufacturing in next five years," said the minister.

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## INVESTMENT LESSONS FROM COVID CRISIS

Recovering from Covid-19 has been a journey of panic, patience, gratitude and then a little more panic. It was a tumultuous time to say the least – more than for myself, I was overcome with worry for my family and near and dear ones as we heard of one case after another. Amidst all this, I couldn't help but draw parallels between my Covid journey and the world of investing. And I realized that these two couldn't be more similar! Let me show you how:

### **Lesson 1 : Don't PANIC**

Just as Covid stormed our lives in a way that we had never seen before, the stock market has time and again shocked investors the world over. And the first reaction is ALWAYS PANIC! When Covid hit us at home, we were all over the place - sourcing medicines and injections, enquiring for hospital beds and oxygen cylinders, blood pressures through the roof!

Just like the fear of depleting health extracts all kinds of reckless behaviour, the fear of depleting wealth makes us act in ways we are bound to regret. Sure, the Great Market Crash of Covid-19 halved investor wealth, but the rally that followed took it to new highs! Market volatility is inevitable, especially in times of crisis. The best way to tide through BOTH health and wealth problems is to KEEP CALM and ....

### **Lesson 2 : Consult an expert**

In a state of major confusion, multiple courses of treatment mentioned on the internet and a myriad of WhatsApp forwards - the ONLY thing that came to our rescue was an expert. It is, however, important to understand early on that an expert can only give you recommendations to improve your health and your wealth, but...

### **Lesson 3: Discipline is a must**

As I got better and the initial trauma of the illness started to fade, I became a little laid back. The drugs had started taking the desired effect and by day 10, I felt rejuvenated. After a thorough case-taking session, I promised to follow the treatment to the T until the doctor said otherwise.

And I was back on my feet with little or no after-effects in no time.

I cannot begin to emphasize on the importance of discipline during the course of this illness. No remedy is unimportant. They all scientifically target specific symptoms that really helps with a well-rounded recovery. When your financial advisor gives you a plan, ensure that you stick to it. If you had planned to invest every month, DO IT WITHOUT FAIL, irrespective of recent market activity. Create a balanced, healthy portfolio that easily recovers from short term market shocks. And in the words of George W Bush – “Stay the Course”

### **Lesson 4 : Review**

The last day of my quarantine was an emotional one. My doctor had given strict instructions regarding follow up tests and recalibration of vitamin doses. She also prescribed a balanced diet and light exercises to regain my strength and immunity.

Regular check-ups are important for your portfolio as well. While obsessing over it on a daily basis is not healthy, leaving it entirely alone and without reviews is far more dangerous.

The world is on the brink of monumental changes and our portfolios must remain adaptive to them. As innovation and technology change the way we live, our portfolios must be updated to reflect such lifestyle changes. Life really is your greatest teacher.

It's amazing how one can draw so many learnings from some of the worst experiences in life. If you're going through something bad, be rest assured that you will come out of it wiser.

**Happy reading!!**

**Mr. Naresh Kedia**  
**Assistant Professor**  
**Amity Business School**  
**Amity University, Madhya Pradesh**

## Career Management

### (Four Stages of Managing your Career)

The future can be uncertain and, at times, overwhelming, but having a clear career plan can serve as a reliable roadmap to your destination. Landing the perfect career takes years of planning, introspection, and perseverance to make your dreams become a reality. However, by isolating precisely what milestones you need to accomplish, the journey will become easier and have higher chances of success. With this end in mind, the following sections will help you embark on a journey of self-discovery and self-evaluation and help you manage your Career. Now, it's time for you to take charge!

#### 1- Know yourself:

When managing your Career, it is essential to develop and increase your self-awareness. It enables you to learn more about your skills, your proficiency in those skills and your learnings from your experiences. In turn, this will help you to:

- Plan and focus on where you wish to be in the future.
- Understand which skills/knowledge/experiences need to be developed or obtained to help you get there
- Put into place a development plan
- Communicate and 'sell' yourself in a concise, succinct and articulate way in any situation, e.g., at an interview

#### 2- Know where you want to be:

**A. Long Term Vision:** What you are aiming at ultimately?

The big picture will change throughout your Career, given there are so many factors outside your control (economy, the changing job market, your situation), but it is good to have a focus or a vision.

**B. Short Term Vision:** What you can do in the short term?

It is often helpful to view your Career as a series of steps. Even if you have a clear vision, you will need to take several steps to achieve that vision. In the environment we work and live in, it is unlikely these steps will all be in a straight line, some may go off at a tangent, and some may go sideways – but hopefully, all taking you somehow in the direction you would like to go in.

**3- Clarify your option:** You know about yourself, you know your short- and longer-term aims, and you have widely researched areas of interest. Now narrow this down, look at the keenest options, and establish how realistic they are. What would you need to do to progress them? Consider the pros and cons of each option.

**4- Make your decision:** Your ultimate aim is to make a decision where you know what decision you are making and know why you are making this decision. Be clear about why you are making this decision. Support that with research and your personal values.

**Harshit Agrawal**

**Project Associate- Gwalior Smart City**

**Associate Consultant| Infrastructure, Healthcare & Government Advisor |KPMG India**



## TRAINING PROGRAM REPORT

### “LEADERSHIP SKILLS”

Amity Business School, AUMP organized a Training Program on “ Leadership Skills” for the officers 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 person for the workshop was Mr. Rajiv Dwivedi (Asst professor, ABS).

At the outset Mr. Sunil Srivastava (HR Head – Britannia) welcomed Mr. Rajiv Dwivedi (The trainer). Mr Dwivedi made the participants aware about the objectives of the workshop. The important aspects covered by the speaker during the workshop were

1. Understanding self and others
2. Goal setting for leaders
3. Team Building for leaders
4. Leadership traits
5. Developing 24/7 Learning Attitude
6. Communication skills & Body language
7. Leadership skills
8. Skill – Will Grid
9. The concept of change leader
10. Tips to optimize performance

About 12 officers/managers from different departments attended the workshop that was conducted at J B Mangharam premises, Gwalior. At the end a feedback session was conducted by Mr. Dwivedi in the presence of Mr. Sunil Srivastava (HR Head – Britannia). The feedback of the workshop was overwhelming and very positive. The Training Program was organized & coordinated by Mr. Rajiv Dwivedi (Asst Prof – ABS) under the able guidance of Prof. (Dr) Anil Vashisht (Dy Pro VC, AUMP & Director ABS).





<b>Project plan</b>	A project plan is one of the key formal documents created before starting any project. The document usually consists of approved cost, schedule, and project scope. It guides the execution of a project from initiation to project closure. The project plan also lays the foundation for all kinds of communication among the stakeholders.
<b>Milestone</b>	A milestone represents a major event in a project lifecycle. It is used as a reference point to measure the progress of a project. Usually represented as diamonds, milestones greatly help with project scheduling and monitoring.
<b>Bottleneck</b>	A bottleneck is a work stage where the inflow of workload is greater than the capacity of the system, resulting in hindering the smooth flow of work overtime.
<b>Scrum</b>	Scrum is a popular framework utilized for successfully implementing agile. The framework uses the iterative method of delivering projects and is based upon continuous systematic collaboration among team members in between the project cycle .
<b>Meeting agenda</b>	A meeting agenda is simply a list of all the topics that are to be discussed during a meeting. It may include detailed topic descriptions, their sequence, and the expected outcomes of each topic.
<b>Meeting minutes</b>	Meeting minutes are written notes of whatever is discussed during a meeting. These minutes can be circulated among meeting participants after the meeting to gain valuable insights and take appropriate follow-up actions.
<b>Follow-up</b>	A meeting follow-up includes all the activities that are targeted towards collecting feedback from the meeting participants after a meeting. Sometimes a dedicated follow-up meeting is conducted to serve the purpose.

## Test Your Knowledge

#1073

ANSWERS: 1072

1 . Which company has partnered with non profit organization, SEEDS to launch a community COVID-19 vaccination drive and set COVID care centers?

- A. Amazon
- B. PepsiCo
- C. Samsung
- D. Apple Inc.

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

2. According to the UN study, the online share of retail sales jumps to how much percentage amid lockdown?

- A. 19%
- B. 20%
- C. 21%
- D. 22%

3 . EMI is a marketing tool if?

- A. It is very high
- B. It is very low
- C. It is fluctuating
- D. It is increasing

4 . Good customer service is an extended arm of?

- A. Web marketing
- B. Process marketing
- C. Indirect marketing
- D. Service marketing

5 . Whose idea was human resources field built on?

- A. Elton mayo
- B. Frederick Taylor
- C. Charles Babbage
- D. Abraham Maslow

## DEEPINDAR GOYAL: THE FOUNDER & CEO OF ZOMATO



Deepindar Goyal is the co-founder and CEO of Zomato which is an Indian multinational restaurant aggregator and food delivery app. Deepindar along with Pankaj Chadha founded Zomato (then foodiebay) in the year 2008. Net Worth of Zomato: Back in 2018, Ant Financial, the payment affiliate of Alibaba, invested 210 million dollars in Zomato and in return, got 10% ownership stake of the company. From this investment, the estimated value of Zomato should be 2 billion dollars. Zomato Limited went public in July 2021 and the IPO dates are 14 July to 16 July. Using the IPO, Zomato will raise about \$1.1B funds from public (as per report of July 2021). Zomato made a landmark after going public with IPO for the first time.

He was born in Muktsar, Punjab, and belonged to a humble middle-class family. Both his parents were teachers. He is an IITIAN, graduated from IIT Delhi, with a degree in mathematics and computers. he worked as a management consultant at Bain & Company in New Delhi. While working at this company, he saw at that time, that there was a great demand for menu cards among his colleagues. That's where the idea of Zomato came from. Soon he started his entrepreneurial journey by leaving his job at Bain & Company and by starting his own food start-up Foodiebay in 2008, later renamed as Zomato in 2010.

### 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:**  
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