

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

# **Management Vista**



**September  
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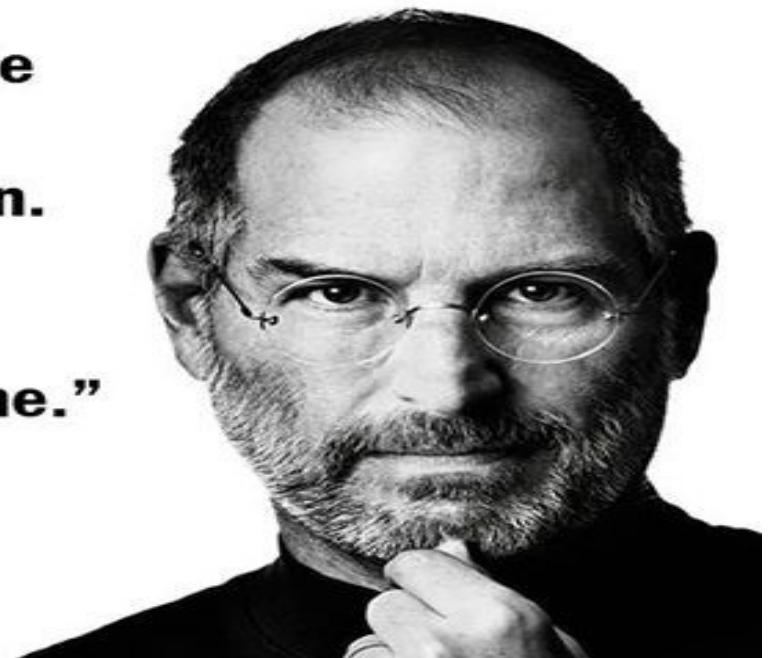
# MANAGEMENT VISTA

MONTHLY E-NEWSLETTER– AMITY BUSINESS SCHOOL

## Management Thought

**“Have the courage  
to follow your  
heart and intuition.  
They somehow  
know what you  
truly want to become.”**

**- Steve Jobs**



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## **In Crypto ‘Arms Race’ For Mass Adoption, Companies Ink Sports Sponsorships Worth Hundreds Of Millions**

As crypto currency companies seek to reach mainstream audiences, some platforms are spending hundreds of millions of dollars to sponsor sports teams, stadiums and even leagues in a bid to woo new fans.

On Sept. 22, Crypto.com struck an eight-figure deal with the Philadelphia 76ers to sponsor the jersey patch and have visibility in the arena. The crypto trading app will also work with team management to develop non-fungible tokens (NFTs) and create a way for fans to use crypto currency to pay for tickets and other products.

Flush with money from eager investors, a growing number of crypto brands are spending big to reach a mass audience through sports sponsorships and mainstream events. Other deals this month include the crypto finance company XBTO sponsoring the Major League Soccer team Inter Miami, the crypto currency exchange FTX sponsoring Mercedes-AMG’s Formula 1 team and the nonprofit Learncrypto.com sponsoring the English Premier League team, Southampton F.C.

Perhaps sports arenas are not a bad way to go when it comes to finding new fans for a new—and still largely unregulated—asset class that some critics dismiss as gambling and proponents say is the future of the internet as well as the economy. And in a fast-growing and cluttered market, the fight is to get not just recognition but market share.

“As the world woke up to the crypto space a little over a year ago, we got a chance to venture down that road,” Heck says. “Think about it this way: Sports are entering into the crypto era world, and we get to be at the front of the line with Crypto.com. These are folks that are partnering with gold-standard brands like UFC, F1, PSG, and we get to be their brand and their of choice in the United States with major sports teams and that’s pretty cool.”

**Written By: Mark Swant**  
**Forbes Staff**



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**Amazon brings global computer science education initiative to India; aims to train 1 lakh school students (Sep 28 Business Today)**

E-commerce giant Amazon has brought its global computer science education initiative, Future Engineer, to India with an aim to offer computer science education to one lakh students from 900 government and aided schools across seven states in India. The global program aims to enable access to quality computer science education and career opportunities for students from under-represented and under-served communities through in-person, online and blended learning formats.

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**US-India Strategic Partnership Forum to honour Tata Sons' Chandrasekaran, 2 other business leaders (Sep 28 Business Today)**

The US-India Strategic Partnership Forum (USISPF) has decided to honour Natarajan Chandrasekaran, Executive Chairman of Tata Sons, Punit Renjen, CEO of Deloitte Global, and Rajesh Subramaniam, President, COO and Director, FedEx Corp, with the USISPF Global Leadership Award 202 in its fourth Annual Leadership Summit, titled "Looking Ahead: Strengthening Resilience, Expanding Prosperity". They'll get the awards for leading the corporate community in responding to India's second wave of Covid-19. The summit will take place virtually this year.

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**India FinTech adoption very high at 87%: FM Sitharaman (Sep 27 Business Today)**

Finance Minister Nirmala Sitharaman on Tuesday said that the government was committed to fostering growth of digital payments in the country, which was evident from its commitment towards the growth of the UPI platform. Sitharaman who was speaking at the Global FinTech Fest also said that India is among the fastest adopters of Fintech.

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**Bitcoin investors buy the dip as roller-coaster ride continues (Sep 9 Economic Times)**

Bitcoin, the world's most valuable cryptocurrency, slid to below \$45,000 on Tuesday from a near four-month high of about \$52,000, hours after it debuted as legal tender in El Salvador, the first country to do so. Other cryptocurrencies such as Ethereum, Binance Coin and Cardano also plunged between 13% and 18% on Tuesday, while meme coins such as Tesla founder Elon Musk-endorsed Dogecoin and ShibaInu—a cryptocurrency named after a dog-themed meme and launched to rival Dogecoin—dropped as much as 33% and 70%, respectively, at one point.

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**Nestle raises number of female employees as part of gender diversity efforts (Sep 21 Business Today)**

FMCG major Nestle India is increasing the number of its women employees as part of its gender diversity efforts. Presently, around 23 per cent of Nestle India's workforce are women, its Chairman and Managing Director Suresh Narayanan said on Monday.

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**BRICS has adopted a counter-terrorism action plan, says PM Modi (Sep 9 Business Today)**

The BRICS has adopted a counter-terrorism action plan, Prime Minister Narendra Modi said on Thursday while chairing a virtual summit of the five-nation grouping. The summit, which was hosted by India, was attended by Russian President Vladimir Putin, Chinese President Xi Jinping, South African President Cyril Ramaphosa and Brazil's Jair Bolsonaro's BRICS (Brazil-Russia-India-China-South Africa) brings together five of the largest developing countries of the world, representing 41 per cent of the global population, 24 per cent of the global GDP and 16 per cent of the global trade.

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**Centre approves capital expenditure projects worth Rs 2,903.80 crore in 8 states (Sep 25 Business Bytes)**

The Finance Ministry announced on Saturday that it has approved capital expenditure projects worth Rs 2,903.80 crore in eight states under the scheme entitled 'Special Assistance to States for Capital Expenditure for 2021-22'. States named under this scheme are - Bihar, Chhattisgarh, Himachal Pradesh, Madhya Pradesh, Maharashtra, Punjab, Sikkim and Telangana. The Ministry has already released Rs 1,393.83 crore to these states. Bihar has received the highest amount at Rs 415.50 crore and Rs 831 crore have been approved for the state by the Finance Ministry. Punjab has been allocated the least amount at Rs 45.80 crore. The state had already received Rs 22.90 crore under the scheme.

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**Forex reserves down by USD 1.47 billion to USD 639.64 billion (Sep 24 Economic Times)**

The country's foreign exchange reserves declined by USD 1.47 billion to USD 639.642 billion in the week ended September 17, RBI data showed on Friday. In the previous week ended September 10, 2021, the reserves had dipped by USD 1.34 billion to USD 641.113 billion. The reserves had surged by USD 8.895 billion to a lifetime high of USD 642.453 billion in the week ended September 3, 2021.

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**Inter-co managerial/leadership services to attract 18% GST, rules AAR (Sep 25 Business Today)**

Managerial and leadership services by corporate office to its group companies/construction sites registered in different states would attract 18 per cent GST, Maharashtra bench of AAR has ruled. B G Shirke Construction Technology Pvt Ltd had approached the Authority for Advance Ruling (AAR) seeking to know whether the managerial and leadership services provided by the registered/corporate office to its group companies would be considered as 'supply of service'. Also, whether the lump sum amount charged by the registered/corporate office on its group companies would be liable to Goods and Services Tax (GST).

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**iPhone 13 series could help Apple clock strong YoY growth in India (Sep 15 Business Today)**

It took long, but India has finally made it to the first list of countries where the new iPhone 13 series will go on sale from September 24. From being touted as an emerging market for Apple, over time India has become a key strategic market for the company. The early launch of iPhone 13 series, right in time for the upcoming festive season, corroborates the same and is likely to help Apple register record sales and an even stronger year-on-year (YoY) growth.

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**RBI decision to allow NBFCs apply for Aadhaar-e-KYC license to promote digitization (Sep 19 Economic times)**

Reserve Bank's decision to allow NBFCs and payment service providers to apply for obtaining Aadhaar e-KYC Authentication License will promote digitization and check frauds, opined Fintech players. The RBI has said NBFCs, Payment System Providers and Payment System Participants desirous of obtaining Aadhaar Authentication License - KYC User Agency (KUA) License or sub-KUA License, may submit their application to the central bank for onward submission to Unique Identification Authority of India (UIDAI).

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### **Services: Tales from Mahabharata**

People don't bring products they bring a solution to sort out their problems. The product took decades from being a solution of masses to understand the behaviour of the classes. This transformation was possible because of cutting-edge technology and innovation. Companies are now ready to sacrifice their resources to bring a smile to the face of each customer. Dell started assembling computers at the request of the customers as per their needs and wants; Volvo makes vehicles that are highly customized. This customization is a relatively new term for the companies which are in the business of tangibles. However, the same customization is as old as a civilization for the service providers. Services are highly individualistic and hence are visibly variable. Selling experience is more challenging (different) than selling products.

To augment customer interest in a service we must define service quality which is a tough task when the product is intangible and non-standardized. Further, it is difficult to design and test new service and protect it from competitors when service processes cannot be easily patented. It is difficult to ensure the delivery of consistent quality service when both the organization's employees and the customers themselves can affect the service outcome. Services are perishable therefore it is difficult to manage fluctuating demand and capacity while a balance is required to be maintained between standardized and personalized services. And how to set price when it is difficult to determine actual cost of production and price may be inextricably intertwined with perceptions of quality? Service marketing, therefore, is a difficult task as it presumable requires you're all senses to provide pleasures of mind to you're a customer. Service marketing goes beyond traditional marketing it has an element of people who play a part in service delivery and thus influence buyer's perception. Let us see a story from Mahabharata to understand the role of People in providing services:

Once a man visited Yudhishtira and asked for charity, Yudhishtira was busy he asked him to come the next day. Bhima saw the incident and eloquently cried: "King Yudhishtira is sure that he is going to live up to tomorrow"! Yudhishtira realized his mistake and immediately called the man and gave him charity. The moral of the story is service should be delivered in real-time to the customers as it is a critical part of the product itself. Hence selection of appropriate staff, their training, and motivation level play an unavoidable role in service marketing.

Setting process of the service delivery is another service marketing issue that could be understood with the following story of the Mahabharata.

Udupi kingdom followed a non-alignment strategy in the war but they decided to supply food service during the war. Each day they supplied the exact quantity of food during the war, neither too less nor too much. After the war one asked him about the reason behind the accurate supply of food. He said each evening before the next day's war he used to serve boiled groundnuts to Shri Krishna.

**Dr. Rohit Tomar**  
**Assistant Professor**  
**Amity University, Madhya Pradesh**

## **CORONAVIRUS - IMPACT ON GLOBAL ECONOMY**

Coronavirus was first identified in Wuhan City of China in December 2019. On January 30, the World Health organization (WHO) declared it as a pandemic. The pandemic has changed the whole world economy in. The coronavirus pandemic had reached almost every country in the world. The impact was not only healthcare but global economy as well. The baseline forecast envisions a 5.2 percent contraction in global GDP in 2020-21, using market exchange rate weights—the deepest global recession in decades, despite the extraordinary efforts of governments to counter the downturn with fiscal and monetary policy support.

Over the longer horizon, the deep recessions triggered by the pandemic are expected to leave lasting scars through lower investment, an erosion of human capital through lost work and schooling, and fragmentation of global trade and supply linkages. For emerging market and developing countries, many of which face daunting vulnerabilities, it is critical to strengthen public health systems, address the challenges posed by informality, and implement reforms that will support strong and sustainable growth once the health crisis abates.

Emerging market and developing economies got buffeted by economic headwinds from multiple quarters: pressure on weak health care systems, loss of trade and tourism, dwindling remittances, subdued capital flows, and tight financial conditions amid mounting debt. Exporters of energy or industrial commodities will be particularly hard hit. Demand for metals and transport-related commodities such as rubber and platinum used for vehicle parts has also tumbled. While agriculture markets are well supplied globally, trade restrictions and supply chain disruptions could yet raise food security issues in some places.

Another important feature of the current landscape is the historic collapse in oil demand and oil prices. Low oil prices are likely to provide, at best, temporary initial support to growth once restrictions to economic activity are lifted. However, even after demand recovers, adverse impacts on energy exporters may outweigh any benefits to activity in energy importers. Low oil prices offer an opportunity to oil producers to diversify their economies. In addition, the recent oil price plunge may provide further momentum to undertake energy subsidy reforms and deepen them once the immediate health crisis subsides. The immediate priority for policymakers was to address the health crisis and contain the short-term economic damage. Over the longer term, authorities need to undertake comprehensive reform programs to improve the fundamental drivers of economic growth once the crisis lifts. Policies to rebuild both in the short and long-term entail strengthening health services and putting in place targeted stimulus measures to help reignite growth, including support for the private sector and getting money directly to people.

During the mitigation period, countries should focus on sustaining economic activity with support for households, firms and essential services. Global coordination and cooperation—of the measures needed to slow the spread of the pandemic, and of the economic actions needed to alleviate the economic damage, including international support—provide the greatest chance of achieving public health goals and enabling a robust global recovery.

**- ISHITA PUNDHIR**  
**MBA III SEM**



### Study Abroad Programme (SAP)

In line with the vision of our **Founder President** to provide international exposure to the students of Amity University, the prestigious SAP program has been designed. Study Abroad Programme (SAP) has been designed to provide the students of Amity an excellent opportunity to gain international exposure so as to build up their knowledge, expertise and rich quality experience.

SAP not only gives the students hands on experience of the foreign culture, industry and academic delivery module but also ensures that there is no loss of teaching to the students and develops themselves as global leaders. This programme allows students of AUMP to undergo 4-6 weeks of extensive learning at various international campuses to earn a maximum of 16 credits abroad. They also get a chance to interact with international students in an intercultural and interdisciplinary context and to provide international exposure. Learning and understanding new cultures, improving foreign language skills, studying a discipline with an international perspective, and seeking out new challenges are significant elements of a study abroad experience.

International Programs are often the first stepping stone towards global awareness and there are many tailor-made options for students to choose from. International Programs at Amity University give students a distinct and definitive advantage, going forward.

Some of our students visited Amity London, Amity Singapore and Amity Australia for the same and had an enriching experience.

- My experience of going to Singapore as a part of Study Abroad Program has been amazing. I really feel lucky that i had chosen this exchange program. It was really a life changing experience for me. - Yash Premani- Bcom IV sem ( Amity Singapore).
- SAP is the opportunity to do and see things you could of never dreamed of. It is an experience, never to be forgotten. .- Divyansh Sharma BBA IV sem (Amity Singapore).
- It is one of the most beneficial initiatives of Amity University as it opens many paths both personally and professionally. I am very thankful for this opportunity. - Abhishek( MBA) Amity London.
- I had a very good experience with the faculties and students there, made many friends, I cherish the time I was in Singapore and would like to go again for a SAP program. -Tanush (BJMC, V sem).





## **How To Build A Career**



I am Diana Sebastian, alumni of Amity University M.P. 2016 batch. I work currently with L'Oréal India Pvt Ltd and love the corporate life that revolves around the beauty industry.

The past 4 years in the corporate life have been fun. I have learned to be disciplined and work smarter. The change from a happy-go-lucky student to a woman in the business has been exhilarating and distinguishable.

How to build a career is different from an individual to individual, for me the steps were training, making mistakes, learning again and becoming better at it!

Year after year I learn new things, be it strategist, innovator, team builder, competitive and still I have things to add upon, one thing I never used to do and still I don't do is comparison, I think that after comparison I get demotivated, rather I compare my self year after year.

And also how important it is to plan things, in our professional life as well as personal.

In a single line corporate have made me a very disciplined person in both of my life.

The key to a happy life is to find a healthy work-life balance. The only way to grow naturally is to love what you do. Pick a career that you love and you will never have to work for a day!

## CORPORATE TALK

**Amity Business School, Amity University Madhya Pradesh organized "CORPORATE TALK" on the topic "Achieving \$5 Trillion Economy for India: Opportunities and Challenges".**

The CORPORATE TALK was graced with the presence of -  
**Mr. Nilesh Shah, the Group President and Managing Director of Kotak Mahindra Asset Management Company Limited.** was the guest and keynote speaker at the series.

**Hon'ble Vice Chancellor, Amity University, Madhya Pradesh, Lt Gen VK Sharma, AVSM (Retd)**

**Mr. Vivek Chaturvedi, Vice-President, Kotak Mahindra Bank**

**Pro - Vice Chancellor, Amity University Madhya Pradesh, Prof (Dr) M P Kaushik,**

**Commodore Atul Kumar Kokanthankar, NM, VSM (Retd), OSD to Hon'ble Chancellor**

**Deputy Pro Vice Chancellor and Director, Amity Business School, Amity University Madhya Pradesh, Prof. (Dr.) Anil Vashisht.**

Hon'ble Vice Chancellor, Amity University, Madhya Pradesh, Lt Gen VK Sharma, AVSM (Retd) said, the topic of the of the Corporate Talk is very apt and India is one the fastest growing economy of world. The contribution of every Indian will make India a \$5 trillion economy. He emphasized on the role of youth as the 55% of the population is below the age of 35.

Mr. Nilesh Shah, the Group President and Managing Director of Kotak Mahindra Asset Management Company Limited deliberated on topic at length. He mentioned about the way digital ecosystem and innovation is keeping India ahead. He also mentioned, there are certain challenges associated with fiscal deficit which we need to overcome. He answered so many questions asked by the students and faculty members related to stock market, cryptocurrency, and Indian Economy.

Deputy Pro Vice Chancellor and Director, Amity Business School, Amity University Madhya Pradesh, Prof. (Dr.) Anil Vashisht said, the Amity University Madhya Pradesh will continue to organize events of this Stature as this will enlighten the students and synergies can be developed with corporates. The event was live of YouTube and Zoom and around 1500 students attended the session. Students asked lot of questions and participated in the discussion. The session was moderated and coordinated by Mr. Naresh Kedia and Mr. Harendra Singh.





**Training Program Report – “ Leadership Skills”****Britannia Industries Ltd (J B Mangharam)**

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).





## "CHANAKYA NEETI PRATISPARDHA- BUSIENSS PLAN COMPETITION"

Amity Business School, AUMP organized an online event, “Chanakya Neeti Pratispardha- Business Plan Competition” to celebrate 11<sup>th</sup> raising day of Amity University, Madhya Pradesh on 13<sup>th</sup> September, 2021 under able guidance of Prof. (Dr.) Anil Vashisth, Dy. Pro. VC & Director ABS.

Around 38 enthusiastic students in teams, across the university, participated in the competition. Students came up with real innovative ideas for business plan for which their creativity is really appreciable.

Panellists for the judgement were- Mr. Naresh Kedia, Dr. Astha Joshi and Mr. Rajiv Dwivedi who were astonished by listening to the unique business ideas of the students of Amity University, Madhya Pradesh.

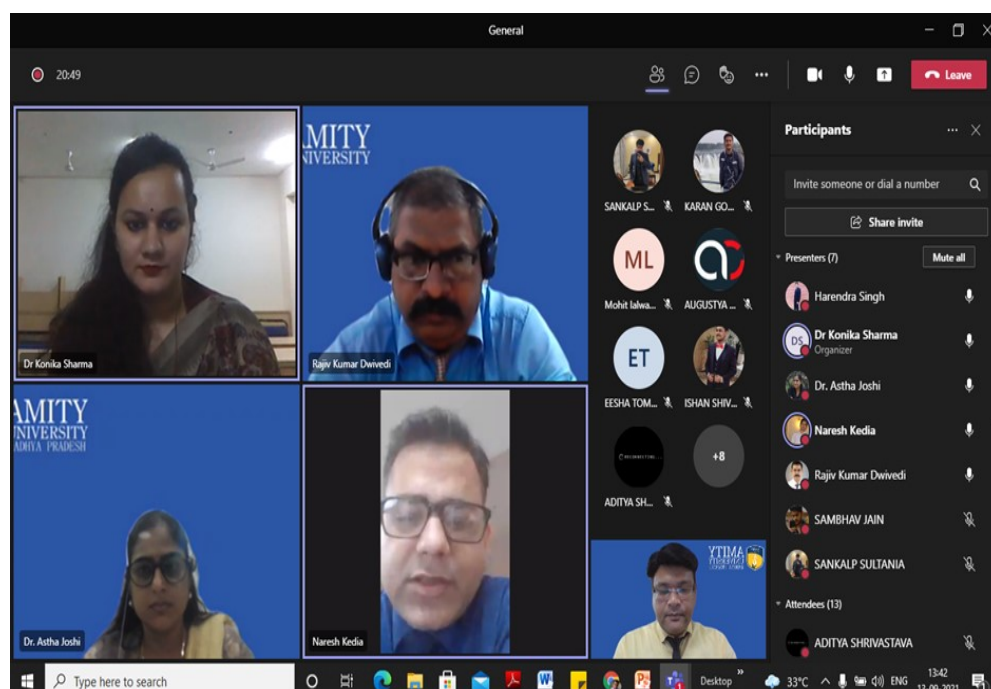
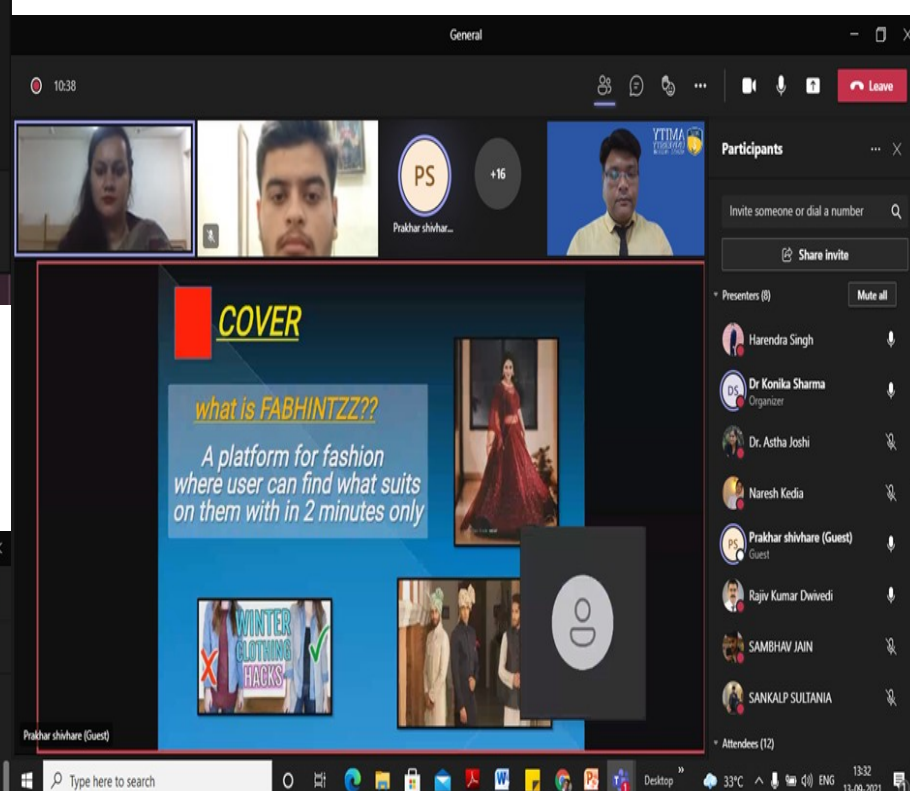
The winning teams were-

**Team on First Position:** Jalaj Gupta, Sanskar Gupta and Harshita Jain of BBA III sem., sec. A with the business plan- “Greenoglobe”

**Team on Second Position:** Augustya Chaturvedi and Eesha Tomar of BBA I sem., sec. A with the business plan - “Get it Trans”

**Team on Third Position:** Anshu Priya, Aditya Shrivastava, Harsh Agarwal and Ishita Aryan of BBA III sem., sec. A with the business plan- “Surepick”

The event was coordinated by Mr. Harendra Singh and Dr. Konika Sharma along with student coordinators- Sankalp Sultania and Sambhav Jain of BBA V sem., sec, C.



### “Leadership Conclave”

To celebrate the 11th Raising Day of Amity University Madhya Pradesh, Amity Business School organized “Leadership Conclave” on September 14, 2021. Amity Business School’s Leadership Conclave was an opportunity for the students to share their ideas and thoughts on successful business leaders, their business strategies, successful management case studies and the most innovative, ethical and successful business organizations that are contributing to India's economic growth. The objectives of the ‘Leadership Conclave’ were

1. To develop the communication skills in the students
2. To make them aware about great business leaders
3. To make them aware about great business organizations
4. To make them learn from top business leaders
5. To make them tomorrow’s leaders.

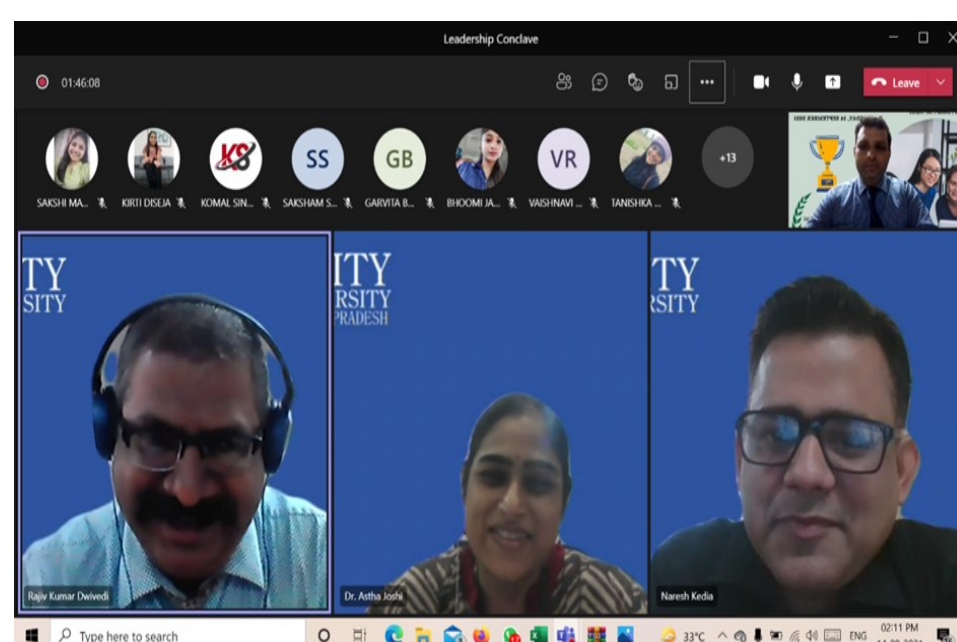
More than 30 students from different departments of the University appeared for the auditions. Out of the total lot, 15 students were selected for the finals by the faculty coordinators.

On the day final (14<sup>th</sup> September 2021) at the outset the Faculty coordinators, Judges and the participating students were welcomed by the Anchors (Kirti Diseja, student B.Com (H) III semester and Saksham Saxena, student BBA III C). The objectives of the event were put across by Shirali Tiwari, student BBA III C and thereafter the rules and regulations were conveyed to the students by Bhoomi Jain, student BBA III A.

All the students spoke exceptionally well and did a fantastic job. At the last the vote of thanks was given by Sri-jita Bhattacharya, student BBA III C. The event was flawless and a great success by all means.

The faculty coordinators of the event were Mr Rajiv Dwivedi, Assistant Professor ABS and Dr Sandeep Raghuvanshi Assistant Professor ABS. The judges for the event were Dr Astha Joshi Assistant Professor ABS and Program Coordinator BBA and Mr Naresh Kedia Assistant Professor ABS and Program Coordinator B.Com (H). The entire event took place under the able guidance of Prof.(Dr.) Anil Vashisht Dy Pro VC AUMP and Director ABS.

### FEW SNAPSHOTS OF THE EVENT





### “Business Quiz Competition: Quiz-O-Grande ”

To celebrate the 11th Raising Day of Amity University Madhya Pradesh, Amity Business School organized “Business Quiz Competition: Quiz-O-Grande” on September 15, 2021. Amity Business School’s Quiz-O-Grande was an opportunity for the students to test their knowledge and this was an effort from the organizer side to make them aware about current issues in business. Quiz-O-Grande was one of the little efforts to ignite a spark in student to search for more knowledge. Quizzing is not just about GK, but about connecting the dots, reading between the lines and arriving at a conclusion. The event was organized under able guidance of Prof. (Dr.) Anil Vashisht, Dy. Pro. VC & Director, Amity Business School, AUMP

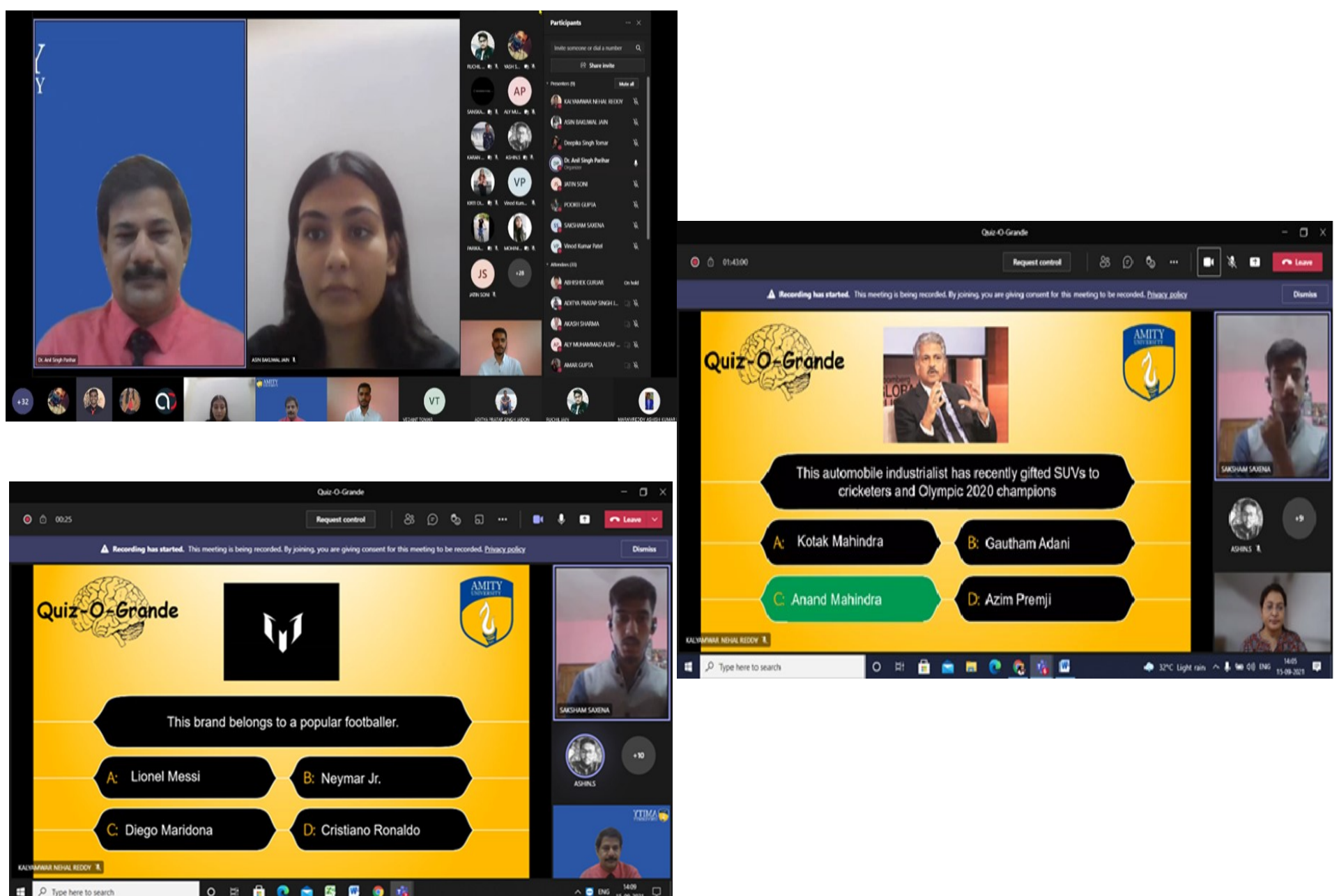
The objectives of the “Business Quiz Competition” were

1. To help them to explore the hidden knowledge.
2. To make them aware about present business situations.
3. To make them aware about who are business leaders.
4. To make them learn from their mistakes.
5. To make them develop good analytical skills.

In total 35 students from different departments of the University appeared for the Quiz competition. The quiz was categorized in three rounds name, the faster the best round, the testing times and The Challenge (KBC themed) round. The winner of Quiz Competition is Karan Golani, Student of BBA V Section B.

The event was coordinated by Dr. Anil Singh, Mr. Vinod Patel, Assistant Professor, Amity Business School, Amity University Madhya Pradesh along with student coordinators- Asin Bakliwal, by Jatin Soni BBA V sem., and Saksham Saxsena, Kalyamvar Nehal Reddy, Poorti Gupta from BBA III Sem.

The event was judged by Dr. Deepika Tomar, Associate Professor, Amity Business School, Amity University Madhya Pradesh.





**"WORLD TOURISM DAY"**

Amity Business School, Amity University Madhya Pradesh celebrated "World Tourism Day" on September 27, 2021, as a part of the 'Innovation Week' to celebrate the birthday of Hon'ble Chancellor and Chairman AUMP, Dr Aseem Chauhan. In the new normal, this event was celebrated online through MS Teams, in the view of the pandemic. The objective of celebrating this day was to make the students aware about various cultures and cuisines around the globe and also to demonstrate the varied cultural heritage.

The celebration began with stating the importance of various cultures and World Tourism Day by Kirti Diseja, student of BCom. H. III Semester and Shirali Tiwari, student of BBA III C. The celebration included the cultural performances and the showcase of the culinary skills based on various cuisines by the students of Amity Business School. The students of all courses and semesters of ABS participated with full enthusiasm and zeal. There were 12 dance performances (solo) and 15 cooking demonstrations, which were played through pre-recorded videos. Overall, 27 students participated to represent 17 cultures of India and world covering North to South and East to West (Madhya Pradesh, Rajasthan, Maharashtra, Bihar, Punjab, Gujarat, West Bengal, Kerala, Tamil Nadu, etc.) and other countries like Thailand, France, Italy, etc. The faculty members and students of ABS witnessed the amazing experience.

The event was organised under the able guidance of Prof. (Dr.) Anil Vashisth, Dy. Pro. VC & Director ABS. The event was coordinated by Dr. Konika Sharma and Dr. Sanjeev Saraswat. Panellists for the judgement were- Mr. Naresh Kedia, Dr. Deepika Singh Tomar and Mr. Harendra Singh who were astonished by watching the talent of the students of Amity University, Madhya Pradesh.

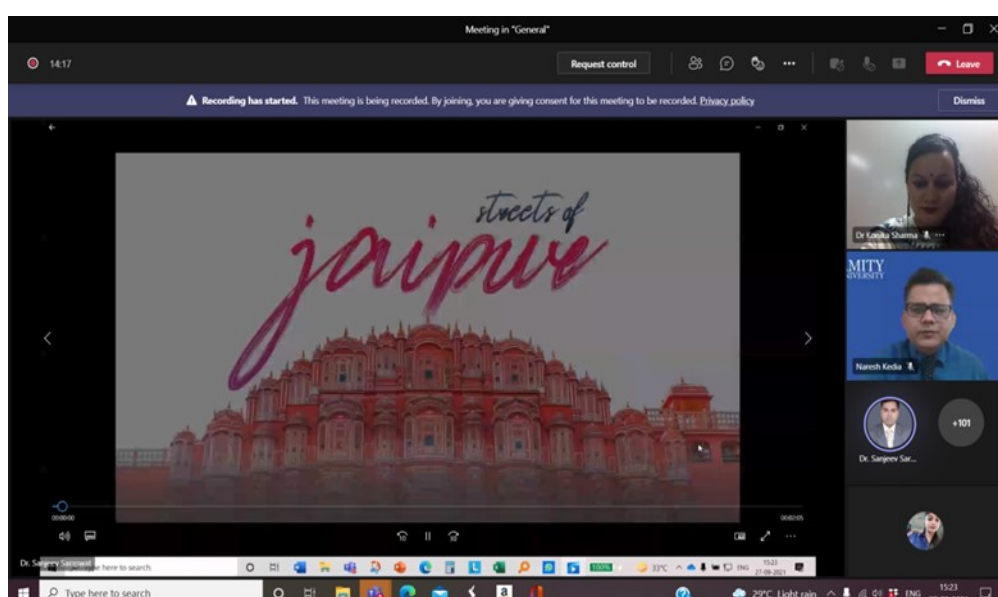
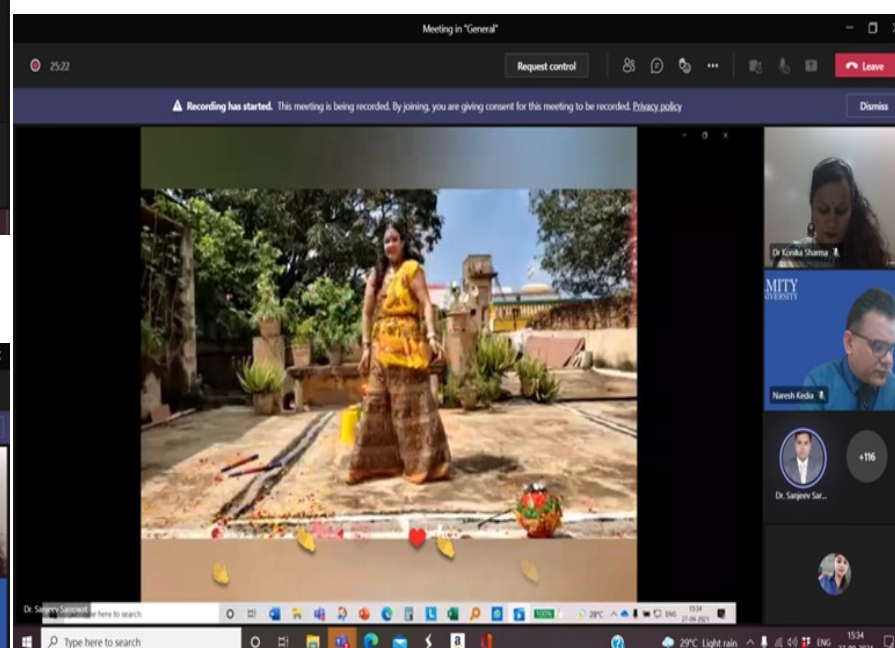
The winners for cultural festival were-

**Videha Jain (BBA V C)**  
**Kumkum Nathawat (BBA I B)**  
**Nishika Hablani (BBA III B)**

The winners for food festival were-

**Parikalpna Singh (BBA III C)**  
**Pranjal Dulani (BBA V A)**  
**Kriti Tiwari (BCom. H. III)**

The certificate of participation was awarded to each participant to enhance their motivation and enthusiasm.



### Innovation Week

#### Amity Business School, Amity University Madhya Pradesh organized a webinar on “Innovation and Road Map ahead”.

Shri Amit M Vyas, Managing Director at Amul Dairy was the guest and keynote speaker at the series. The topic of his deliberation was **“Innovation and Road Map ahead”**.

The session was joined by Hon’ble Vice Chancellor, Amity University, Madhya Pradesh, Lt Gen VK Sharma, AVSM (Retd) Prof. Dr. Kamal Kant Dwivedi, Senior Vice-President, Ritnand Balved Education Foundation, Pro - Vice Chancellor, Amity University Madhya Pradesh, Prof (Dr) M P Kaushik, Deputy Pro Vice Chancellor and Director, International Affair, Amity University Madhya Pradesh, Prof. (Dr.) Anil Vashisht.

Hon’ble Vice Chancellor, Amity University, Madhya Pradesh, Lt Gen VK Sharma, AVSM (Retd) said, the topic “Innovation and Road Map ahead” is very apt and innovation is an integral part of the firm strategy, and increasingly recognized as a key driver of sustained business growth and competitive advantage.

Deputy Pro Vice Chancellor and Director, Prof. (Dr.) Anil Vashisht said that Leading innovation implies proactively turning ideas into innovations, instead of just letting it happen. Just like any other management, it consists of a systematic approach and a process of trial and error. Thus the best way to drive change is to embrace it, not fear it.

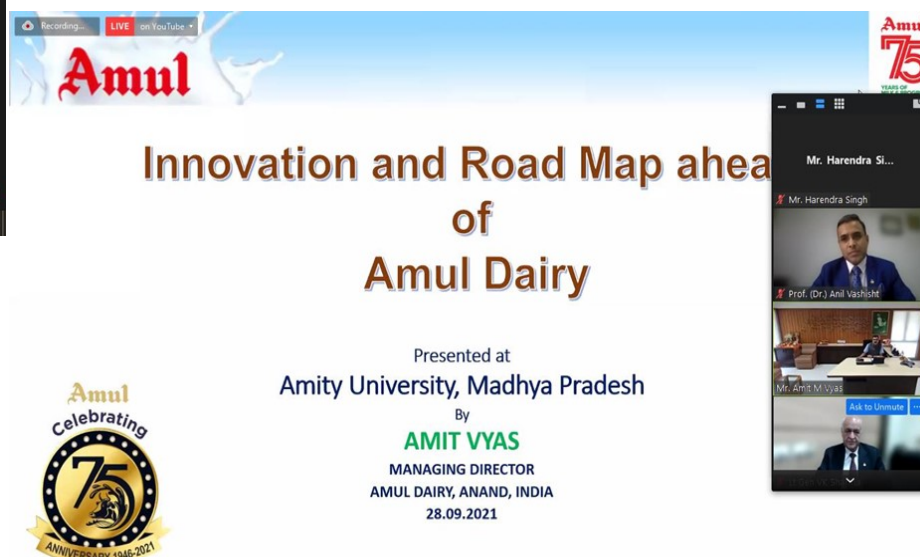
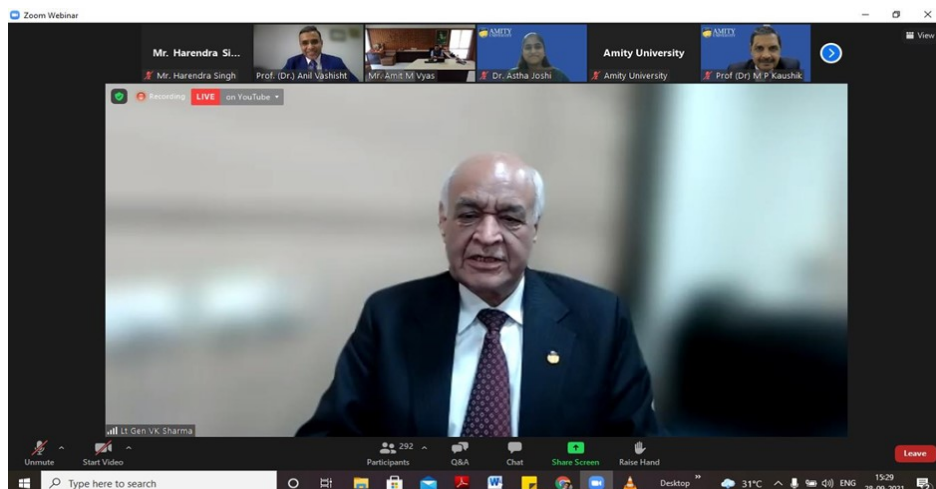
Shri Amit M Vyas, Managing Director at Amul Dairy discussed about the importance of Innovation in AMUL. He also discussed about state of Art cold storage for milk/cheese/chocolate with Automatic Storage & Retrieval System and Mobile Racking System.

Pro - Vice Chancellor, Amity University Madhya Pradesh, Prof (Dr) M P Kaushik gave the concluding remarks of how important the event of this kinds is to nurture students and expose them towards innovation, recent issues and trends in dairy industry.

The event was live of YouTube and Zoom and more than 600 students attended the session.

#### **OUTCOMES OF THE WEBINAR:**

- Students got exposure of new changes happening in the field of Dairy Industry.
- Students came to know about history and development of AMUL in India.
- Lecture cleared the doubts about Innovation and its key concepts.
- Students got exposure of current trends, challenges and future direction of AMUL in India.





<b>ROI</b>	Return on investment (ROI) refers to all the benefits — monetary or otherwise — received from an investment.
<b>Incentivize</b>	Provide an incentive (a motivation) for using a product or service.
<b>Monetize</b>	Make money from a product or activity.
<b>Deliverable</b>	A product or service developed by a business.
<b>Margin</b>	Profit from a product or service after all expenses have been covered. Often referred to as a percentage.
<b>Benchmarking</b>	The process by which you measure various aspects of your systems (e.g., speed, efficiency, cost, amount of product).
<b>KPI</b>	KPI is an acronym that stands for Key Performance Indicators. KPIs are usually numbers that tell you how effective your business is in a specific area.
<b>Responsive Design</b>	This term refers to a website that changes based on the type of device (tablet, phone, laptop, desktop) used to view it.

## Test Your Knowledge

#1074

ANSWERS: 1073

1 . Which of the following institutions does not regulate capital market in India?

- A. Ministry of finance
- B. RBI
- C. IRDA
- D. SEBI

1. C

2. The asset or assets that a borrower pledges in order to guarantee repayment of loan is called?

- A. COLLATERAL
- B. CHEQUE
- C. GUARANTEE CARD
- D. BOND

2. A

3. D

4. B

5. B

3 . Which bank launched a cyber-fraud awareness campaign named ‘Mooh Band Rakho’?

- A. ICICI BANK
- B. AXIS BANK
- C. YES BANK
- D. HDFC BANK

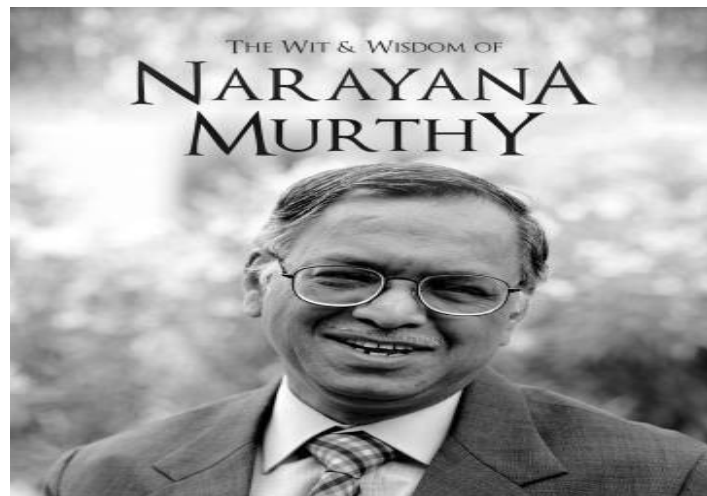
4 . National Pension System (NPS) is managed by which organization?

- A. IRDAI
- B. PFRDA
- C. FINANCE MINISTRY
- D. RBI

5 . Which type of institutions have been allowed to start functioning in Gujarat’s GIFT City?

- A. PAYMENT BANKS
- B. NBFCs
- C. AIFIS
- D. NEO BANKS



**Narayana Murthy: Co-founder Infosys**

**Narayana Murthy** (full name: Nagavara Ramarao Narayana Murthy) was born on 20th August, 1946 in Sidlaghatta, Karnataka. He has been described as Father of Indian IT sector by Time magazine for his contribution to outsourcing in India. Fortune Magazine listed him among the 12 greatest entrepreneurs of our time.

In 1967, Narayan Murthy completed his graduation from National Institute of Engineering with a bachelor's degree in Electrical Engineering. In 1969, he received his master's degree from IIT Kanpur. Narayan Murthy started his career at IIM Ahmedabad as chief systems programmer and later joined Patni Computer Systems in Pune. In 1981, he started Infosys in 1981 and served as its CEO from 1981 to 2002. From 2002 to 2011 he became its chairman. In 2011, he stepped down from the board and became Chairman Emeritus.

Narayana Murthy has received various prestigious awards in his life time. Recently he received "25 Greatest Global Indian Living Legends" by NDTV and "Philanthropist of the Year" by The Asian Awards in 2013. In 2012, he was honored by "Hoover Medal" by American Society of Mechanical Engineers. In 2011, NDTV honored him with "NDTV Indian of the Year's Icon of India". The prestigious "Padma Vibhushan" was offered to him by Government of India in 2008. The same year, Government of France made him the "Officer of the Legion of Honor". While in the previous year, Government of United Kingdom honored him with Commander of the Order of the British Empire (CBE). In 2003, Ernst and Young awarded him "World Entrepreneur of the Year". His first award came in 2000 when Government of India honored him with Padma Shri.

**Performance leads to recognition. Recognition brings respect. Respect enhances power. Humility and grace in one's moments of power enhances dignity of an organization. – N. R. Narayana Murthy**

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