

Amity University, Madhya Pradesh
Amity Business School

Management Vista

**November
2021**

**Volume- VIII
Issue 2**





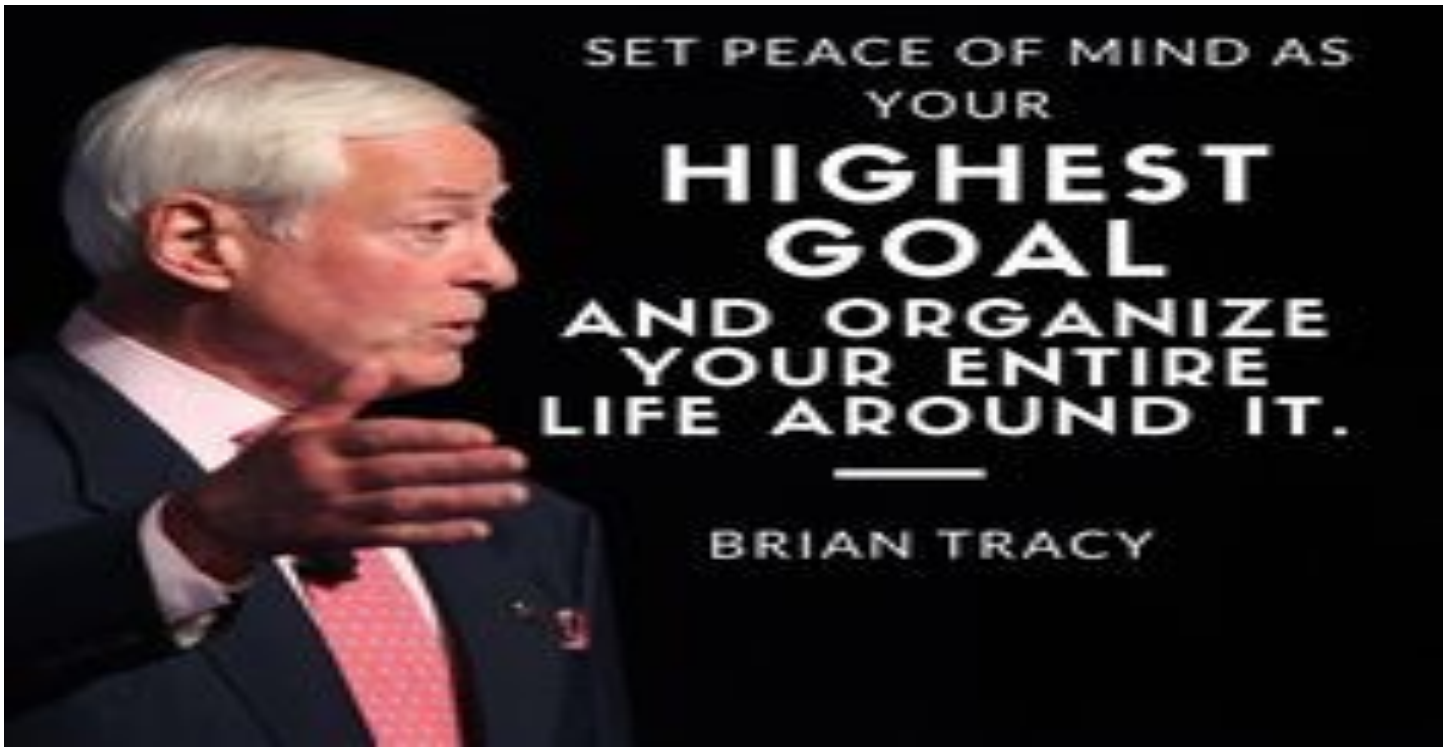
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MANAGEMENT VISTA

MONTHLY E-NEWSLETTER– AMITY BUSINESS SCHOOL

Management Thought



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The Data Is In: Customer Experience Makes A Difference

Yes, a superior customer experience is a squishy, feel-good thing that helps to keep them coming back. Now we have the hard data that proves how it translates into growth.

A survey of 3,250 executives, released by Zen desk and Enterprise Strategy Group (ESG), finds companies that made substantial investments in their CX over the past year are 10 times more resilient and three times more likely than their lagging counterparts to have grown their customer base in the last six months. They define CX leaders as those adopting the following characteristics:

- “Service teams get the appropriate amount of training to do their jobs.”
- “The organization maintains staffing levels to ensure teams are rarely or never overwhelmed.”
- “The organization effectively uses learnings from service interactions to evolve business processes.”
- “The organization is able to quickly evolve business processes based on learnings from service interactions.”
- “The organization has visibility into all the service data needed to run the business.”
- “The organization can report on service data in real time or near-real time.”

CX leaders are 10.3 times more likely to believe they made the right decisions during the Covid-19 crisis to maximize their resiliency, the study also shows. In addition, executives at leading CX companies are 4.4x more likely to review CX metrics and key performance indicators daily. CX leaders are also leveraging data in substantive ways. They are seven times more likely to be using service data extensively. When used, that data is delivering results — CX leaders are 12.7 times more likely to identify the impact on sales success as “game changing.”

Joe McKendrick
Forbes Contributor- Enterprise Tech

- **PM Modi decides to repeal the three farm laws.**
(19 Nov 2021 Business Today)

Prime Minister Narendra Modi said during his address to the nation on Friday that the government will withdraw the controversial farm laws. He stated that the three farm laws were brought after it was demanded by farmers, economists and agricultural experts to empower small farmers. The Prime Minister, additionally, urged the protesting farmers to return home.

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- **IPO-bound Paytm allocates shares worth \$1.11 bn to over 100 institutional investors.**
(4 Nov 2021 Economic times)

Paytm's offer of up to Rs 18,300 crore garnered interest from 122 institutional investors who bought more than 38.3 million shares for Rs 2,150 apiece, according to a regulatory document dated November 3. Ant Group-backed fintech firm Paytm said it has allocated shares worth Rs 8,235 crore (\$1.11 billion) to more than 100 institutional investors, including the government of Singapore, ahead of what is expected to be India's largest stock market listing.

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- **Over Rs 5 lakh crore recovered by banks from stressed loans: PM Modi**
(18 Nov 2021 Business Today)

Addressing bankers at the symposium to 'Build Synergy for Seamless Credit Flow and Economic Growth', PM Modi said banks have to now adopt a partnership model to help businesses thrive and move away from the idea of being a loan "approver" to a loan "applicant". He also exhorted banks to support wealth and job creators, and work proactively to improve the country's balance sheet.

-
- **Oil prices drop amid expectations of higher supplies and weakening demand (15 Nov 2021 Business Today)**

Crude oil prices skidded on Monday, under pressure from expectations of higher supplies and weakening demand. Brent crude futures fell 58 cents, or 0.7%, to \$81.59 a barrel, as of 0151 GMT. U.S. West Texas Intermediate (WTI) crude lost 58 cents, or 0.7%, to \$80.21 a barrel. Both markets have dropped for the last three weeks, hit by a strengthening dollar and speculation that President Joe Biden's administration might release oil from the U.S. Strategic Petroleum Reserve to cool prices.

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- **Coal India profit rises to Rs 2,932.7 cr. during July-Sept quarter.**
(12 Nov 2021 Economic Times)

State-owned giant Coal India has reported Rs 2,932.7 crore profit during the July-September quarter, which is up 0.6 per cent as compared to Rs 2,952 crore net profit in Q2 FY21. Coal India's revenue for the said quarter zoomed 10.1 per cent on a year-on-year (YoY) basis to Rs 23,291 crore vs Rs 21,153 crore during Q1 FY21. EBITDA (earnings before interest, taxes, depreciation and amortisation) for Q2 FY22 stood at Rs 3,942.4 crore, while it was Rs 3,975.6 crore in Q2 FY21. The margin for the quarter stood at 16.9 per cent, while it was 18.8 per cent during Q2 FY21. Coal India's expenses stood at Rs 20,424.5 crore during Q2, compared to Rs 21,626.4 crore during the previous quarter and Rs 18,177 crore during the quarter last year.

- **Govt to outdo FY22 tax collection; direct tax collection at Rs 6 lakh cr. till Oct, says Revenue Secy. (21 Nov 2021 Business Times)**

As the net direct tax mop-up till October closing in on Rs 6 lakh crore and average monthly goods and services tax (GST) collection expected to be around Rs 1.15 lakh crore this fiscal, the government's tax collection pool will exceed budget estimates this financial year, Revenue Secretary Tarun Bajaj said. He further stated that the relief in excise duty on petrol and diesel as well as customs duty on edible oil will cost the exchequer around Rs 80,000 crore this financial year.

- **Civil Aviation Ministry allows airlines to resume food, newspaper services on flights. (16 Nov 2021 Economic Times)**

The Ministry of Civil Aviation today allowed all airlines to resume food service on all flights without any restrictions. The decision has been taken after the country saw a major decline in Covid-19 cases and a significant population getting vaccinated. The ministry on April 15 had barred airlines from offering any type of food services on flights of duration up to two hours.

- **Paytm sees 418% increase in value of loans disbursed in Oct; to declare Jul-Sep results on Nov 27. (22 Nov 2021 Business today)**

The recently-listed company also said that its board will meet on November 27 to consider and approve the financial results for the quarter and half year ended September 30, 2021. "Our financial institution partners disbursed a total of 1.3 million loans in October 2021 aggregating to a total disbursement of Rs 6,270 million (\$84 million), implying a 472 per cent increase in numbers of loans disbursed Y-o-Y and 418 per cent increase in value of loans disbursed Y-o-Y," the company said in an exchange filing.

- **Indians find remote work more productive: Gartner survey hemani V Sheth Mumbai on Nov 30, 2021 (Business Line)**

Half of surveyed Indian hybrid workers cite preferred location and flexible hours as positives. Choice of location and flexible working hours are the top enablers for productivity in a hybrid work environment, according to a survey by Gartner, Inc... The report says nearly five in ten Indian hybrid workers consider themselves more productive when working remotely.

Ways To Manage Your Personal Finance

Personal finance is a term that covers managing your money as well as saving and investing. It encompasses budgeting, banking, insurance, mortgages, investments, retirement planning, and tax and estate planning. Personal finance is not just something to think about now and then, such as when you review your bank statement. It affects your life on a daily basis. The sooner you start financial planning, the better, but it's never too late to create financial goals to give yourself and your family financial security and freedom.

Here are the best practices and tips for personal finance:

1. Devise a budget: A budget is essential to living within your means and saving enough to meet your long-term goals. The 50/30/20 budgeting method offers a great framework. It breaks down like this:
 - Fifty percent of your take-home pay or net income (after taxes, which is) goes toward living essentials, such as rent, utilities, groceries, and transport.
 - Thirty percent is allocated to discretionary expenses, such as dining out and shopping for clothes. Giving to charity can go here as well.
 - Twenty percent goes toward the future—paying down debt and saving for retirement and emergencies.
2. Create an emergency fund: Three to six months' worth of living expenses is the ideal safety net. Financial experts generally recommend putting away 20% of each paycheck every month. Once you've filled up your emergency fund, don't stop. Continue funneling the monthly 20% toward other financial goals.
3. Limit debt: To keep debt from getting out of hand, don't spend more than you earn.
4. Use credit cards wisely: Credit cards can be major debt traps, but it's unrealistic not to own any in the contemporary world. Credit just needs to be managed correctly, which means that you should pay off your full balance every month.
5. Plan (and save) for retirement: Retirement may seem like a lifetime away, but it arrives much sooner than you'd expect. Experts suggest that most people will need about 80% of their current salary in retirement. The younger you start, the more you benefit from what advisors like to call the magic of compounding interest—how small amounts grow over time.

Three key character traits can help you avoid innumerable mistakes in managing your personal finances: discipline, a sense of timing, and emotional detachment.

Harendra Singh
Asst. Professor, Amity Business School
Amity University Madhya Pradesh

Run your Life like a Business

Imagine the different aspects of your life as departments of a company wherein you play every position from the CEO to the receptionist. You are the culture and the strategy. And just like a real business, you have goals, advisors, and limited capital.

With this limited capital, you need to be sure you are only incurring expenses when they make sense for the business and are maximizing your income in the form of your bank account balance, your level of day-to-day fulfilment, and the **overall quality of your life**.

Just like a real business, you have an infinite stream of suppliers willing to provide various parts and services to keep your business running... for a price. These are the grocery stores, colleges, gas stations, hair stylists, doctors, banks, hotels, and gyms of the world.

And just like a real business, you also have many partners that will help you achieve your objectives on the way to meeting your goals such as your spouse, friends, family, co-workers, acquaintances, pets, and so on.

- **However, unlike a real business, the only client you have is YOU.**

Actual businesses exist to create something, sell that something, and then create more somethings with the profit. They do this by researching, designing, producing, marketing and delivering products and services that consumers will buy. They track the performance of this output and try to maximize it by making changes to their business model. If mismanaged, they can and do go out of business.

I believe we could benefit from adopting this framework in our personal lives.

Here you are the only vote that counts at the shareholder meeting. Your overall satisfaction in life is the only purpose of your company.

You may choose to squander your profit on material possessions, or you may choose to be a philanthropist donating all proceeds to charity.

Wherever you land on this spectrum doesn't matter as long as it maximizes your happiness. **Either way, whatever you do with your time, money and attention will help or hinder the business of your life.**

- **The Departments of Your Life**

Like any good business, you should have a mission in life. Not one of those wishy-washy platitude-filled cliches that every corporation puts on their "About" page either. **A real mission defined by your values.**

Don't know what your values are? Spend some time thinking about them. Then get out your credit card statement and calendar and see where your *actual* values are. Just like me, you'll probably need to adjust something.

- **Research & Development**

R&D. This is my favourite department. This is where shit goes wrong.

The lab of your life. Here you can make mistakes, learn from those mistakes, and try something new and different. R&D is often an expensive line item on any cash flow statement. That's because new ideas are hard to develop and take a lot of time and money.

- **But new ideas are also the lifeblood of growth.**

This could be the purchase of a new book, the pursuit of an education, or the beginning of your own business. I'm of the opinion that R&D deserves a lot of attention. It's here that we begin any new endeavour in life. New hobbies start here. New knowledge is learned here. New limits are found here.

Dedicate much of your energy towards Research and Development and don't be discouraged when a project fizzles out. Adapt. Avoid the same failure on the next project.

Training and Consultancy

Training & Consultancy assignments are integral part of an academic institution. Apart from contributing to the overall professional development of the faculty, they also improve the management practices in industry, business and the government.

At Amity Business School, Training consultancy is a part of dynamic learning process for the faculty. It provides new avenues and opportunities to the faculty to share their insights with industry and contributes to new learning for the clients as well as for the faculty members. Consulting provides a great opportunity for the faculty to experience real-life operational/managerial problems and this process greatly enriches, augments and synergizes the teaching, learning and research at large.

Consultancy at ABS has the following endeavors

- It's an academic activity that adds to the learning value of the faculty.
- The faculty is exposed to a real life industry problem and the faculty offers an out of the box solution from research and teaching- learning experience.
- This offers a mutual benefit to industry and academia by utilizing the experience of both.

These industry problems become useful for the students as a case study.

In some cases expert advice is given to the clients on specific problems, while others involve training interventions by the faculty. Amity Business School also takes up specific assignments like evaluation of specific projects and providing value added advice on the same.

The organizations where Amity Business School has conducted consultancy and training programmes are J K Tyres, Supreme Industries, SRF Ltd & J B Mangharam Foods Pvt. Ltd. (A fully owned subsidiary of Britannia Industry Ltd.). These training programmes are focused towards the live industry problems and human capital skill development.

FEW SNAPSHOTS-



**DIVYANSH SHARMA**

Your time at college will shape you into a person and you will be nothing like the student who walked in, when you walk out of college after getting your degree. The things learnt at college go beyond the chosen course and become an essential part of your personality.

It seems like yesterday was the day when I had my first day at this college. I was nervous when I first joined the college as I was unaware of the environment prevailing here. But today I feel blessed and grateful for having teachers who were always there to help me out.

Prior to my college days, I was cocooned in a safe environment at school and home. College suddenly brought with it an unexpected amount of freedom and responsibility as it is generally a student's first engagement with the outer world on such a personal level. I faced people and situations I never had before and I learned to tackle them at my own pace. The lessons I learned at this point in my life will remain with me forever. In fact, I don't even have to go outside college to gain such a perspective. Interacting with my batch mates, roommates and teachers was a rich experience in itself and hopefully shaped my perspective about people and my social skills.

We always used to have mock interviews , group discussions and telephonic rounds with our friends which really helped us to clear interviews . One should always work on his communication skills because it's the most important skill which will help you in not only to clear interviews but to excel in life as well .

And the another thing to be learned at college is money management as distractions will be many and money will be less and that will teach you self control. You will have to choose your enjoyments . Doing this will make you learn money management because that is the only way you will be able to sustain yourself in college. The tussle between needs and wants will have to be acknowledged and ended by you.

And I'm thankful for the knowledge I gained and the placement at Coforge, where staff is supportive and the environment is learning.

Every little encounter and experiences gained here in Amity University has been enriching and will remain within my memories for life long. Be it taking part in MTC Camp or the internship projects.

The good experiences that I got here does not imply that I did not have to face my share of discomfort and challenge, but these challenges have made me a stronger and more confident person today and I'm forever grateful for this.

On the very important note want to wish all the luck and success to all my young buddies who have started their journey which is full of learnings and adventures so work hard and always create your own footsteps which others will follow .

I am very sure you all will excel in life because this the first thing which you will learn here in Amity University

Thanks and Regards
Divyansh Sharma
Executive-Talent Acquisition



Mobile: +91 8279911746

EMAIL: DIVYANSH.SHARMA@COFORGE.COM

Training Program Report – “Leadership Skills & Team Building”

J K Tyres & Industries Ltd

Amity Business School, AUMP organized a Training Program on “ Leadership Skills & Team Building” for the Diploma Engineers (Trainee) of J K Tyres & Industries Ltd. 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 persons for the workshop were Mr Rajiv Dwivedi (Asst professor, ABS) & Dr Manoj Pandey (Associate Professor & HoD, ABS).

At the outset Mr Abhishek (Sr HR Manager, J K Tyres) welcomed Mr Rajiv Dwivedi & Dr Manoj Pandey.

Dr Manoj Pandey made the participants aware about the objectives of the workshop and motivated the participants. Also he talked about the importance of business communication to the participants.

The important aspects covered by Mr Rajiv Dwivedi 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 32 Diploma Engineers (Trainee) attended the workshop that was conducted at J K Tyres, Banmore. At the end a feedback session was conducted by Mr Dwivedi in the presence of Mr Abhishek (Sr HR Manager, J K Tyres). The feedback of the workshop was overwhelming and very positive. The Training Program took place under the able guidance of Prof.(Dr) Anil Vashisht (Dy Pro VC, AUMP & Director ABS).

FEW SNAPSHOTS



International Conference ABC IX
on
Resilience & Reinvention of Business in the VUCA World

Amity Business School, Amity University, Madhya Pradesh organized an International Conference ABC IX on Resilience & Reinvention of Business in the VUCA World on 13th November 2021.

At the outset the organizing secretary for the International Conference Prof. (Dr.) Anil Vashisht Dy Pro Vice Chancellor Amity University and Director Amity Business School said that the objective of the International Conference is to provide a platform for intellectual minds from academia and industry to come together on an international platform and share their knowledge and research findings in the arenas of the recent developments in the field of Business Management, Humanities and Social Sciences.

While giving the opening remarks, Hon'ble Vice Chancellor Lt. Gen. VK Sharma (AVSM) Retd. urged the industry leaders to be more proactive and prepared during the VUCA times so that the organizations can achieve sustainability during long run. He also said that India is a rising economy and with innovation and reinvention Indian businesses can do a great job at Global scenario. He also emphasized on the importance of being a lifelong student.

The conference was graced by Prof. (Dr.) M P Kaushik, Pro Vice Chancellor, Amity University,

The conference was graced by galaxy of intellectuals in the inaugural and valedictory session. All the guests spoke at length about the business scenarios and its changing dimensions in the post pandemic world.

Mr. Kishore Jayaraman, President, India and South Asia, Rolls Royce spoke on the importance of adaptability by the companies to the changing scenario of business. Liquidity holds the key.

Prof. John Dewar, Vice-Chancellor, LA Trobe University, Australia addressed the changing scenario of education because of the pandemic and students should concentrate on thinking out of the box and come up new ideas to start new business in this VUCA world.

Prof. Geshe Ngawang Samten, Vice-Chancellor, Central Institute of Tibetan Studies emphasized on the mental health being the most important for the students. Constructive approach towards the goal achievement is very significant. He emphasized on the need to teach students stress management.

Prof. Peter Heard, Dy. Vice-Chancellor, Sunway University, Malaysia said the world has gone through a sea of change and businesses today have to research and come up with innovative ideas to survive in the cutthroat competition. He also said how important it is for students to develop new skill sets and the relevance of skill sets keeps changing every 10 years.

Prof. Pradeep Nair, Dy. Vice Chancellor, Taylors University, Malaysia at length spoke on the need to develop entrepreneurial abilities of the students and how education institutions should also evaluation students on innovative skills and other vocational skill sets.

Valedictory Session:

Prof. Dinesh Shukla, Chancellor, American International University, West Africa emphasize that the businesses must invest more in research and development and give customers something new.

Prof. Ajith Kumar V., Vice-Chancellor, Skyline University, Nigeria in his talk emphasized on the need for the organization to be employee centric and the HR policies should be such that the employee feel the sense of belongingness and further will contribute more to the growth of organization.

Mr. Richard McCallum, Managing Director, UK India Business Council in his talk suggested students to believe in their dream and plan to achieve them. Goal setting is the key and finding ways to achieve them is very significant.

Prof. Shailendra Singh, Director at IIM, Ranchi emphasized on the need for the students to develop skill sets which today's organization wants. He spoke about the success stories of Paytm and Zomato. He also urged everyone to take challenges, as opportunities during VUCA and utilize it for the benefit of mankind at large.

FEW SNAPSHOTS



TEACHERS' TRAINING PROGRAMME

A One Day Teachers' Training Programme was conducted by Dr Shweta Saxena, Assistant Professor, Amity Business School, Amity University Madhya Pradesh on November 15, 2021 between 9 am – 1 pm in Model Convent High School, Gwalior for the teachers teaching in different classes and handling different subjects. The topic of the workshop was “How to increase the effectiveness of teachers”.

Objectives of the Teachers' Training Programme

To improve the effectiveness of teachers by explaining to them the 7 Habits of Highly Effective People.

To improve the Time Management skills of teachers.

To make them to think positively in the times of Covid.

To help them in becoming effective in Online Teaching during the Pandemic.

To make them learn teamwork and leadership skills.

Details of the Teachers' Training Programme

The teachers were explained the importance of being effective in teaching during the pandemic.

The purpose was to improve the effectiveness of teachers in teaching and in managing other tasks. They were explained the importance of thinking WIN -WIN so that they learn to work with SYNERGY with each other. They were explained the power of positive thinking and being proactive in their approach. The teachers were explained about the importance of understanding others first before expecting that others understand you. They were explained the concept of ‘Sharpen The Saw’ which means that faculty should sharpen its strengths and skills from time to time and must also take care of its mind, body, heart and soul. All these need to be taken care of in order to be effective.

EVENT AT A GLANCE



“Entrepreneurship and Innovation as a Career Opportunity” WORKSHOP

As a part of the initiative of Ministry of Education, Innovation Cell (Government of India) - Institution's Innovation Council (MoE), Amity Business School, AUMP organized an “Entrepreneurship and Innovation as a Career Opportunity” WORKSHOP for its students on 16/11/2021. The objectives of the workshop were

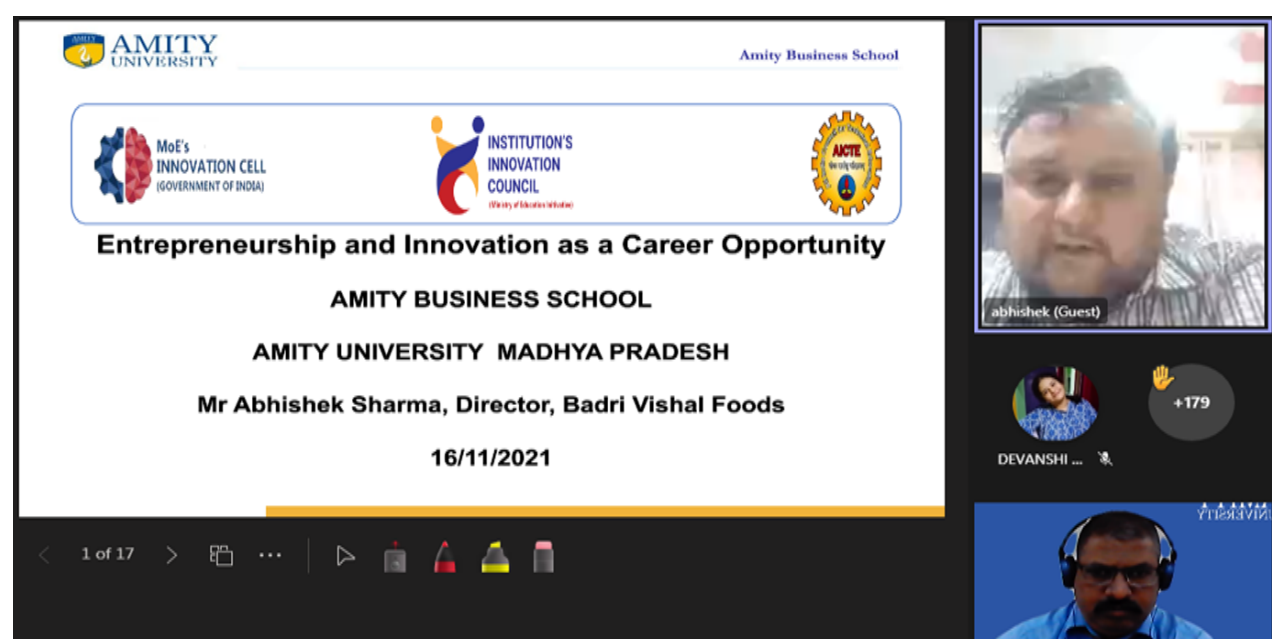
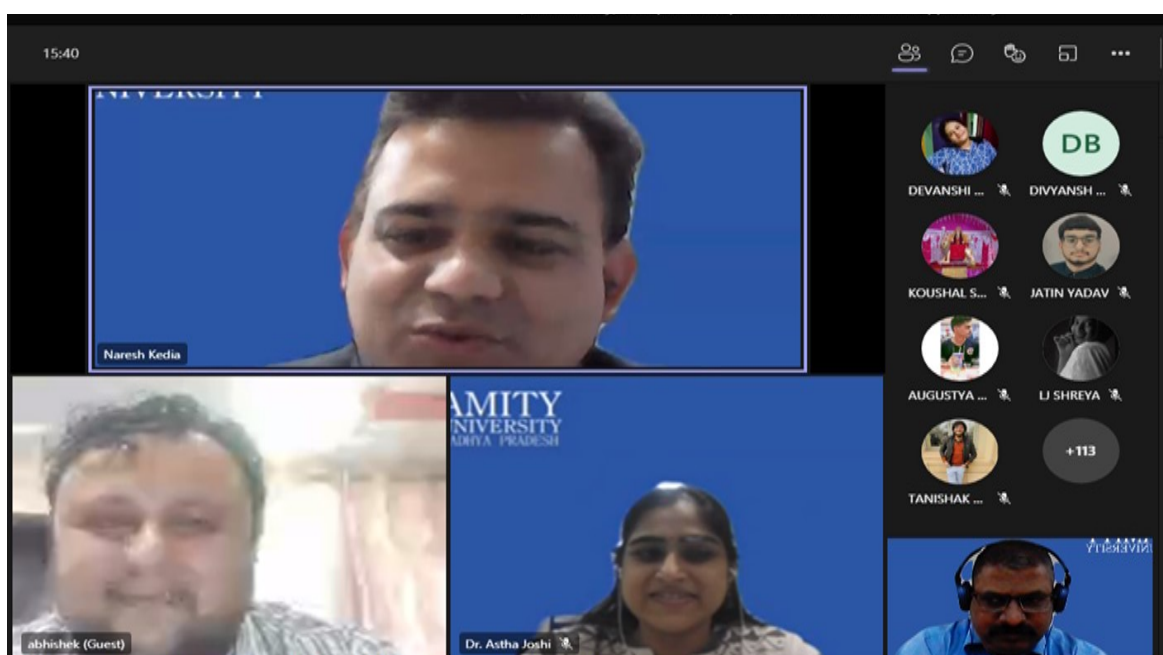
1. To tell the students, the importance of innovation.
2. To develop them on out of the box thinking
3. To develop problem solving skills of students
4. To develop Entrepreneurial skills
5. To make them successful future Entrepreneurs

The resource person for the workshop was **Mr. Abhishek Sharma, Director, Badri Vishal Foods, Gwalior**. At the outset the guest and the students were welcomed by Mr. Rajiv Dwivedi (Asst professor ABS, AUMP), 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 (Mr. Abhishek Sharma) during the workshop were

1. The concept of Entrepreneurship
2. Importance of innovation
3. Importance of problem solving
4. The skills, characteristics, attributes and functions of Entrepreneurs
5. The importance of a formal business plan

About 175 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



Aggregate Planning	This strategy uses demand forecasts to manage scheduling and planning for project activities between three and 18 months in advance, so that the necessary resources and personnel can be efficiently acquired or assigned .
Actual Expenditure	The sum of costs paid from a budget.
Degree Thinking	A term used for considering all options in business, etc., as opposed to having narrow field vision.
Accrual	The accumulation of payments or benefits over time
Added Value	Enables and justifies a profit in business.
Affiliate	A company or person controlled by or connected to a larger organisation. In web marketing an affiliate normally receives a commission for promoting another company's products or services.
Aggregate	A whole consisting of the combination of smaller separate elements.

Test Your Knowledge

#1076

ANSWERS: 1075

1 . **Limited Liability in Partnership has been introduced after seeking inspiration from**

- A. Sole Proprietorship
- B. Company or Corporation
- C. Both (A) and (B)
- D. None of these

1. B

2. **Raw materials that are remaining at the end of the reporting period are treated as**

- A. Current Assets
- B. Fixed Assets
- C. Expenses
- D. Liabilities

2. B

3. D

4. B

5. C

3 . **Which source of financing is not available to a sole proprietor and a partnership?**

- A. Banked Loan
- B. Retained Profit
- C. Trade Credit
- D. Share Issue

4 . **Which from the following risk is non-insurable?**

- A. Faulty Raw Material
- B. Poor Management
- C. Factory Fire
- D. Vehicle Accident

5. **Which of the following is not a function of a warehouse?**

- A. Facilitate The Distribution
- B. Stockpiling
- C. Manufacture Goods
- D. Provide Storage

Kiran mazumdar-shaw (founder & chairperson Biocon)

Kiran Mazumdar-Shaw, (born March 23, 1953, Bangalore, Mysore state (now Bengaluru, Karnataka state), India), Indian businesswoman who, as chairman and managing director (1978–) of Biocon India Group, led a pioneering enterprise that utilized India's homegrown scientific talent to make breakthroughs in clinical research.

The daughter of a brew master for India-based United Breweries, Mazumdar-Shaw originally planned to follow in her father's footsteps. She earned an undergraduate degree in zoology from Bangalore University in 1973 and a graduate degree in brewing from the University of Ballarat, Melbourne, in 1975. Upon returning to India, however, she found no companies willing to offer a brewing job to a woman. Instead, she did consulting work for a few years before meeting Leslie Auchincloss, then owner of an Irish firm, Biocon Biochemicals. Impressed by Mazumdar-Shaw's drive and ambition, Auchincloss took her on as a partner in a new venture, Biocon India, which was launched in 1978 and produced enzymes for alcoholic beverages, paper, and other products.

Within a year Biocon had become the first Indian company to export enzymes to the United States and Europe, but progress was slowed as Mazumdar-Shaw continued to face skepticism and discrimination. She found it difficult to find employees in India who were willing to work for a woman. Investors were equally hard to come by, and some vendors refused to do business with her unless she hired a male manager. Nevertheless, the company had begun to turn a profit by the time Auchincloss sold his interest in Biocon India to Unilever in 1989.

Meanwhile, Mazumdar-Shaw became the recipient of numerous awards. The World Economic Forum (an international conference for the discussion of world economic, political, and social development) recognized her as a "Technology Pioneer" in 2000, and Ernst & Young named her best entrepreneur in the field of health care and life sciences in 2002. She was honoured as the businesswoman of the year by the *Economic Times* in 2004. In 2005 Mazumdar-Shaw also received the Padma Bhushan award, one of India's highest civilian honours, for her pioneering work in industrial biotechnology.

FEEDBACK AND SUGGESTION FORM

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

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