# MANAGEMENT VISTA

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# Our Inspiration!

**Lt. Gen. V.K. Sharma**
**Vice Chancellor AUMP**

**Prof. (Dr.) M.P. Kaushik**
**Pro Vice Chancellor AUMP**

**Prof. (Dr.) Anil Vashisht**
**Dep. Pro. Vice Chancellor AUMP**

# SPECIAL FEATURE

The current automotive industry is mainly based on Internal combustion (IC) fueled technology. Vehicles based on this technology utilize fossil fuels for its functioning but the challenge of burning fossil fuel is that it leads to the release of greenhouse gases. These greenhouse gases are toxic and it damages the atmosphere and is a serious concern for the human safety. The excessive use of fossil fuel will result in fast resource loss. In view of this the entire world is working on the options for safe and sustainable transport system.

Diverse and sustainable fuel efficient innovations are new alternatives for meeting the world's future and greener climate demand, specially, alternatives like electric vehicles. The above environmental threat paves a way for electric vehicles innovation and adoption and works on reducing the obstacles of adopting them and provides a greener solution for the future transport network. Electric vehicles are addressing the above issues and are lucratively hitting the roads, globally. The policymakers across the globe are working on to reduce fossil fuel dependence and encourage green vehicles to safeguard the environment.

**Prof. (Dr.) Manoj Pandey**
**HOD ABS**

A green vehicle or ecological vehicle or E Vehicle is a vehicle that has very little or almost no impact on the environment. The benefits of using green vehicle are countless. Few benefits are given below

No $CO_2$ emission as it is on electrical energy

Less or almost no pollution

Green vehicle can utilize/exploit 100% clean energy using renewable energy sources

Lower maintenance/operating cost

Green vehicles include all those vehicles that are powered by alternate fuel types using green technologies. It includes all the electric vehicles, hydrogen vehicles, hybrid type vehicles, clean ethanol vehicles, compressed natural gas vehicles to name a few. Green vehicles thus include all those kind of vehicles that run partly or fully on alternative energy sources emitting very little $CO_2$ compared to petrol or diesel vehicles.

Undoubtedly the major benefit of using green vehicle is the conservation of the environmental. More than ever before, the world is trying to find alternate solutions to reduce polluting emissions that contribute adversely to the climate change. The innovations in alternate fuel green vehicles particularly the electric vehicles, provides a brighter possibility to make our cities and the world, more cleaner. The concept of so-called smart cities that works on to improve the quality of life of citizens by reducing the pollution by reducing the $CO_2$ emissions. Electric vehicles can specifically be used in urban areas for public transport, waste collection, logistics and delivery activities. Another and the most important benefit is human health. Pollution causes numerous illnesses that could be solved by providing cleaner air in cities. Green vehicles, in particular electric vehicles, guarantee a significant reduction in operating as well as maintenance costs also. With electric vehicles, 100% clean energy can be harnessed through various renewable energy sources.

# BUSINESS BYTES

# E-VEHICLES

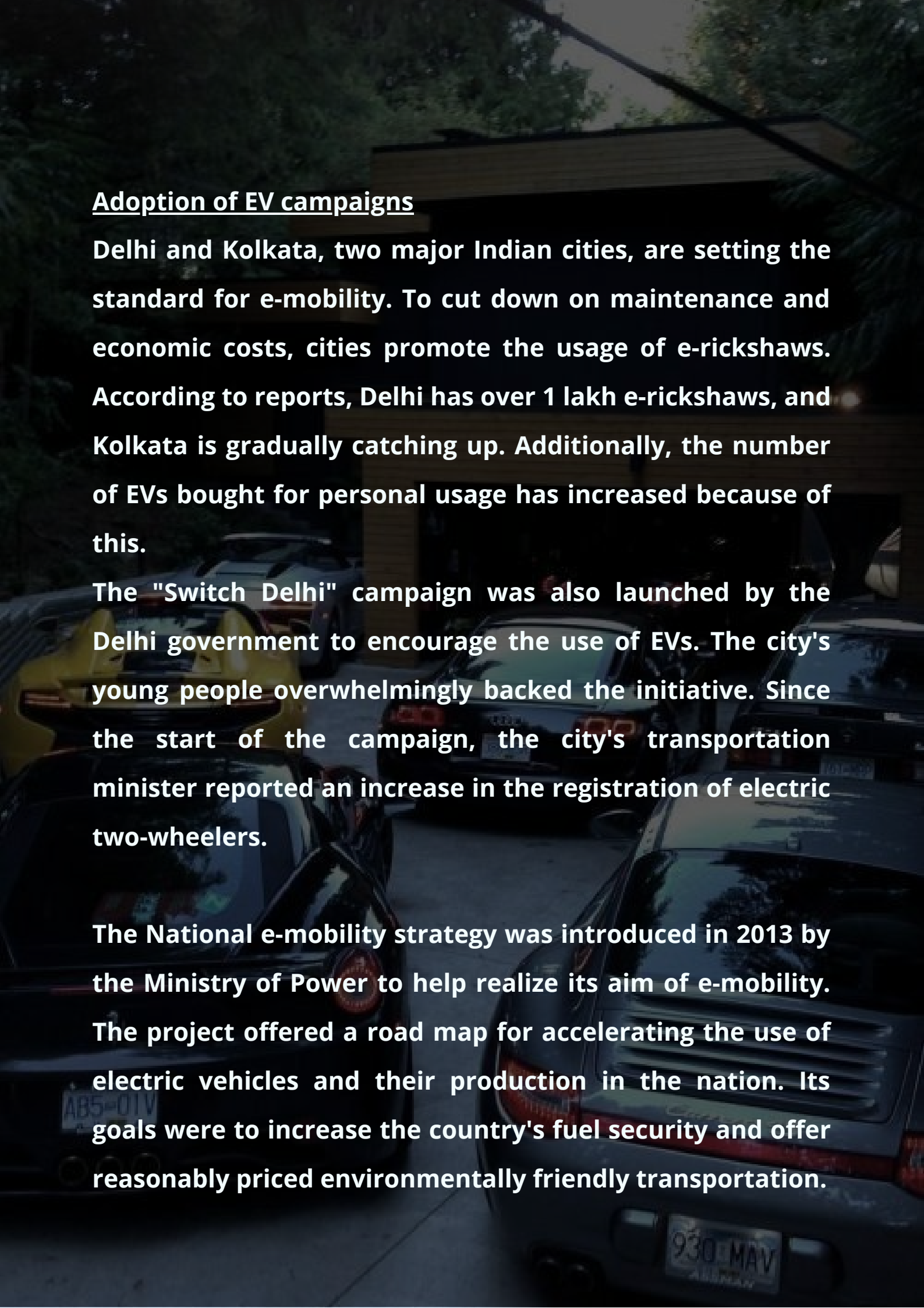
The automotive industry in India has seen a rise in Electric Vehicles (EVs) in the past few years. According to a recent study, the Electric Vehicle market is expected to be worth INR 475 billion by 2025.

The NITI Aayog is also upbeat about the development of the Indian EV sector. By 2030, it is predicted that 40% of buses, 80% of two- and three-wheelers, and 30 to 70% of all vehicles on Indian roads will be electric vehicles. Now, two-wheelers account for the greatest portion of the EV market.

The Indian electric vehicle industry will have some difficulties in the future, though. A few obstacles preventing their widespread acceptance include a lack of high-performing EVs, inadequate infrastructure, and expensive startup costs.

## Why Does the EV Industry's Future Look Promising?

The use of EVs is anticipated to rise as tech giants like Tesla prepare to introduce their electric vehicle models in India. The government is also attempting to establish the right conditions for a robust e-mobility ecosystem in India.



## Adoption of EV campaigns

Delhi and Kolkata, two major Indian cities, are setting the standard for e-mobility. To cut down on maintenance and economic costs, cities promote the usage of e-rickshaws. According to reports, Delhi has over 1 lakh e-rickshaws, and Kolkata is gradually catching up. Additionally, the number of EVs bought for personal usage has increased because of this.

The "Switch Delhi" campaign was also launched by the Delhi government to encourage the use of EVs. The city's young people overwhelmingly backed the initiative. Since the start of the campaign, the city's transportation minister reported an increase in the registration of electric two-wheelers.

The National e-mobility strategy was introduced in 2013 by the Ministry of Power to help realize its aim of e-mobility. The project offered a road map for accelerating the use of electric vehicles and their production in the nation. Its goals were to increase the country's fuel security and offer reasonably priced environmentally friendly transportation.

# BUSINESS TIMES

1. ***Facebook owner Meta lays off 13% of its employees, announces hiring freeze through Q1 2023***- Meta CEO Mark Zuckerberg said that staff reductions will be made across the company's family of apps and Reality Labs.
The move that comes just a week after widespread layoffs at Twitter under its new owner, billionaire Elon Musk.

2. ***HDFC Bank hikes FD interest rates*** - senior citizens can earn upto 7%- HDFC Bank has raised its FD interest rate by upto 35 basis points and the new interest rates are effective from Nov 7, 2022. These rates are applicable for FD Amounts less than 2 crores .

3. ***Apple to introduce 'Custom accessibility mode ' with IOS 16.2 to make iPhone more user friendly***- the mode is basically a replacment for Springboard the main ios interface. It will make the Apple devices more user friendly and accessible to operate.

4. ***SEBI proposes framework for regulates entities to address risk associated with cloud based solutions*** - while cloud solutions offers multiple advantages - ready to scale ,easy of deployment , no overheard of maintaining physical structure among others and RE should also be aware of the new cyber security risk and challenges which cloud solutions introduce - said in the consultation paper.

# BANK UPDATES

1. Bank rate- 6.15%
2. Repo rate – 5.90%
3. Reverse repo rate - 3.35%
4. CRR-4.50%
5. SLR – 18%
6. Marginal standing facility rate – 6.15%


# WORDS OF THE MONTH

1. Merger vs acquisition –

1. Merger- A merger is when two or more companies/entities are combined to form either a new company or an existing company absorbing the other target companies.

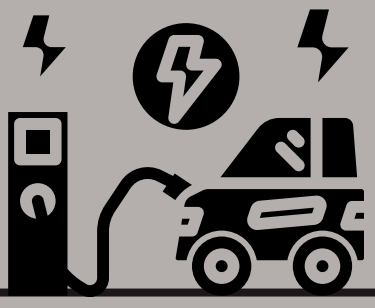
2. Acquisition - refers to the takeover of one entity by another. The smaller company is often consumed and ceases to exist with its assets becoming part of the larger company.

2. Return On Investment ( ROI ) vs Return On Equity ( ROE)-

1.ROI- s a ratio you can use to measure the financial return that a company receives from an investment.

2. ROE- is a ratio you can use to measure the financial performance of a company based on its shareholders' equity

# STUDENT CORNER



# Inevitability of E-Vehicles

***Will the automotive industry be ever the same in India? Well, guess not. The automotive industry took a great curve in the last two decades. So, is this change kaizen or just an alter in the matrix of the automotive industry?***

***Almost two decades ago, the launch of an electric three-wheeler Vikram SAFA developed by Scooters India Ltd. is known to bring this change in India and was able to sell around 400 units. India aims to become a hub for the world's EV (electric vehicle) industry with big players in the industry and rising start-ups contributing extensively in the last 5 years toward solving the global problem of carbon emission.***

***Big automotive players in India like TATA Motors, Mahindra Motors, Hero, etc. have contributed to vehicular air pollution immensely but this shift toward E-Vehicles is said to reduce the problem of carbon emission by 37% by the end of the year 2030. The entry of these big players supported by newer companies like Ola electric, Ather Energy Pvt Ltd., Tunwal E-Bikes Pvt. Ltd., etc. has been proven to be a supportive pillar to the dream of India and to solve the problem of air pollution.***

***To encourage the people, the Indian Government has also laid crucial stepping stones for this newer industry, like the removal of the registration fee for E-Vehicles and making them affordable. The Indian government has also planned to place charging stations for E-vehicles in near future and build an E-highway for the continuous overhead supply of electricity to electric trucks.***

***It is a good thing to switch toward E-vehicles. It's new, it's different, and the transition might not be easy but is a start toward something good.***

***-Aditya Sharma (BBA-A, fifth semester)***

# EVs renowned but yet to resurge

***Electronic vehicles commonly abbreviated as EVs is an innovative concept began in the late 19th century admist gasoline vehicles that used to be a preferred choice back then. Petrochemical fuel vehicles have been a choice for last 100 years for car's & trucks whereas EVs are preferred only for train & smaller vehicles considering them well isn't useful for multiple purposes. EVs purposely work on utilizing the dynamism of one or more than one electric motors for propulsion to power the engine.***

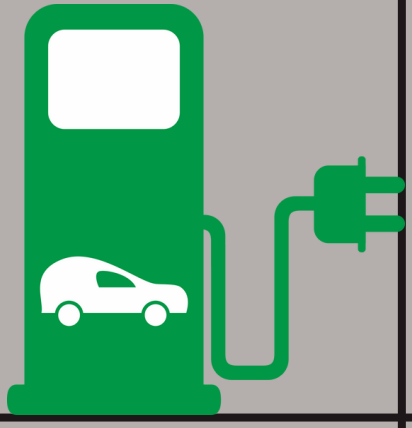
***In 21st century we have resurged EVs because fossil fuel scarcity pushed us to seek an alternative resource to power the vehicle. The technological development & further improvements produce a significant remarkable contribution over the tentative ways as EVs provides an immense benefit to the environment preventing the further degradation of it. t also add-ons the prevention of renewable energies such as petroleum, diesel and natural gas. It is chosen as one of the 100 alternatives to prevent climate change by project Drawdown. Earlier, it was a conception that EVs are weak and can't persist long duration & are uncomfortable but technological advancements made it comfortable & long lasting with prior charging systems.***

***Prior to availing the benefits of EVs, they have a downside as well. The development of their battery needs rare chemicals such as lithium which can't be extracted on a large note. The making of electric vehicles emits more carbon emissions and it almost equivalents the advantage that they give. Electric cars are expensive to buy & that's a reality! You can't neglect the fact that electric cars aren't as affordable as fuel driven ones. There aren't enough charging stations & we yet need to ascertain this & recapitulate in this aspect.***

***EVs advancement, modification, encouragement & contribution in concurrent surge is a good boon for the earth. It will surely provide relaxation in total green house effects & environmental. But to keep up with it, we need qualitative constructions in terms of advancements to nurture the growth and avail the total advantages.***

***-Augustya Chaturvedi (BBA-A, third semester)***

# INSTITUTE CORNER

# Electric Vehicles


Global EV marketing is growing at a staggering CAGR of 21.7%. A whopping 4.19 lakh EVs have already been sold in India in 2022. This number stood at a mere 1.19 lakhs in 2020. India is the biggest customer of E-rickshaws in the world and the world is waking up to live the dream of Electric vehicles. We are joining the movement too. But, are we really ready for Electric Vehicles ? Only time will tell. But, the government has a big role to play in this change. GOI has set an ambitious target of 30% E-vehicles in India by 2030.

Auto mobile sector contributes 7.1% in the India's GDP. Which means that there is a lot of scope for electronic vehicles in India, as the demand of vehicles in India is growing day by day. There are many companies which were launching their electronic vehicles into the market. Many companies which are producing vehicles running through fossil fuel are also shifting to electronic vehicles. Companies like Tata motors are launching cars like Tigor EV, Hyundai kona SUV in India. India is very much dependent on countries like Japan, China and Korea for EV batteries, semiconductors and another equipment's which are required for the production of EV vehicles.

If India can come up with some better alternatives and can become self-reliant than the growth of the country will accelerate as the company do not have to be dependent on another countries for the production of electric vehicle and can produces vehicles of their own.

The Indian electric vehicle market was valued at USD 7,025.56 million in 2021, and it is expected to reach USD 30,414.83 million by 2027. Tata motors contribute 92% just buy their two cars nexon ev and tigor ev and rest by others. The Indian automobile sector ranks fifth globally and is expected to rise to third by 2030. India is the world's largest producer of two and three-wheelers, the second-largest manufacturer of buses, and the biggest producer of vehicles like tractors.

The future of electronic vehicle is very bright as this will lead our country to sustainable development and a better environment. This change is very important because it will not only lead to the better health of the people but also reduce our dependence on the Gulf countries. Therefore it is very much important for India to switch to better and sustainable source of technology like electronic vehicles.

-Dr. Astha Joshi

UDHGAM

*The student society for innovation and entrepreneurship.*

**“THE ENTREPRENEUR ALWAYS SEARCHES FOR CHANGE , RESPONDS TO IT AND EXPLOITS IT AS AN OPPORTUNITY**

**To implement this powerful quote , students of Amity Business School launched –**
**UDHGAM – ENTREPRENEURSHIP CLUB OF AMITY UNIVERSITY , MADHYA PRADESH**
**( AUMP)**

**It is a club which will cultivates and inculate necessary skills in the students to turn their academic learning into practical learning. It is a platform that thrives to provide bright minds with vivid imaginations to explore their interest and experiment with their learning to become future leaders of this country. This Clubs aims to provide guidance and aims the aspiring students to cultivate startup business ideas and helping them to network towards the sources to get it implemented.**
**To refine these qualities , Udhgam is going to offer various events with a paragon of experiences in the form of 5 dimensions :**

UDHGAM

*The student society for innovation and entrepreneurship.*

1. Marketing
2. Finance
3. Human Resources
4. International Business
5. Operations

As all these elements forms the term – Entrepreneurship , so this club is going to focus on these elements and conducting events accordingly. Here , they will be trained to have the appropriate business insights and skills.

- Trainings and seminars will be conducted based on 5 dimensions that will instruct the students to learn prior corporate learnings.
- Conducting dimensions based Events and Competitions.
- Industry Visits
- Simulations and live sessions practices
- Enhancing communication , creative and networking skills of students and many

# Debate on

## 'E-Vehicles; a wise decision or not?'

"THE TIME IS RIGHT FOR ELECTRIC CARS – IN FACT THE TIME IS CRITICAL"- Carlos Ghosn

To keep this thought in view , Team Management Vista conducted a Debate competition on Theme –'INCLUSION OF E-VEHICLES- RIGHT TIME ?' on 4th November 2022. The aim of organizing this debate competition was to hone the public speaking skills and introduce their opinions on the rising e-vehicles in this country.

Each participant spoke their mind on the rationale for , execution , pros & cons and potential future effects of E-Vehicles. Expectedly , thus led to wide spectrum of contrasting views – from being inevitable of it's inclusion , technology upgradation , environment safety to being expensive, limited driving ranges , batteries arrangement stuff etc. Arguments were made and roved which created among the students to raise their opinions on it.

The Event was judged by Dr. Vinod Patel- Assistant Professor Of ABS, AUMP. He guided the students and praised them for their efforts and enlightened about E- Vehicles. Astha Saxena – BBA 1ST SEMESTER ( SECTION-B) became the winner of this competition as she presented and raised her opinions with all the required facts and figures and bagged a certificate. In this way, the debate ended successfully.

# International day for 'Eradication of poverty'

On the occasion of International Day for the Eradication of Poverty, Amity Business School has taken an initiative to bring smiles on the faces of underprivileged children.

Under this program Amity Business School organized a social welfare activity where items like clothes, socks, toys, shoes/slippers and books were collected with the cooperation and help from students, faculty members and staff from AUMP and was donated to underprivileged children of the villages adopted by AUMP under NSS.

More than 300 students and faculty all over AUMP gave their contribution in the form of cloths, pen toys and books. A total of 5 to 6 boxes of cloths, 2 boxes of books and toys and 1 box of shoes and slippers were collected.

# ALUMNI CORNER !

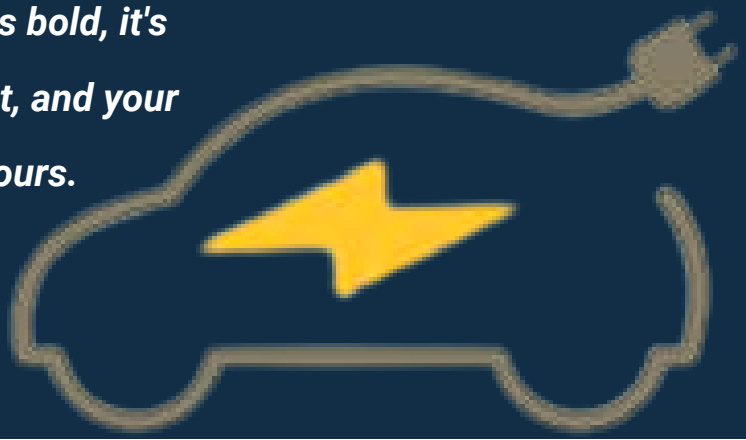
# ALUMNI ARTICLE

**You would have heard the quote “Nothing succeeds like success”. Add “Try, try till you succeed” to this and you have just brewed the perfect formula for unstoppable success. And believe me, it holds true every time you attempt to succeed. An outstanding quality of a winner is the power to hold on despite the most adverse circumstances. Sure, you are going to fail a lot. None of man’s creations has been made at the first attempt. Not every endeavor is going to be successful the first time. Some might take forever to succeed. But the secret is to never give up. A winner is not a person who does not fail but, it is he who rises up every time he fails and tries again. The only way you can fail is if you give up. Every time you fail, you come one step closer to success.**

**You are not scared; you are courageous. You are not weak; you are powerful. You are not ordinary; you are remarkable. Do not back down, do not give up. When you look back on your life, don't have regrets. Believe in yourself, belief in your future, you will find your way. A fire burning inside you is mighty; it is waiting to burn bright. You are meant to do great things. Following your dreams can be both terrifying and exciting.Courage is facing fear. Fear of failure holds most people back. You are not most people.  Persist and persuade others about your plans, as they are real. Nobody can do this but you. Nobody will get in the way of our dreams.**

***Most people master the obvious; you create something that wasn't there before. It's bold, it's beautiful, and it's you. Give it your best, and your dreams will come to life. Success is yours.***

***Go for your dreams; it is your turn.***



# 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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