

Amity University, Madhya Pradesh
Amity Business School

Management Vista



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Issue 6





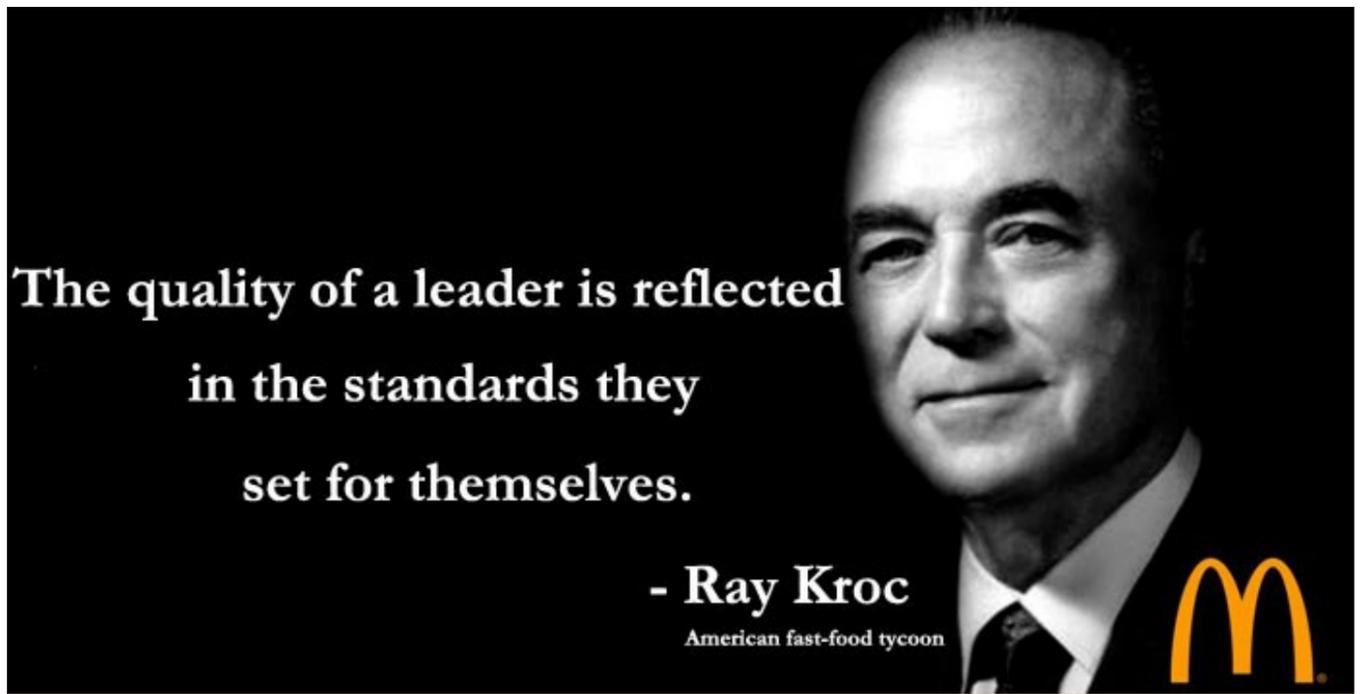
Volume IX Issue 6

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MANAGEMENT VISTA

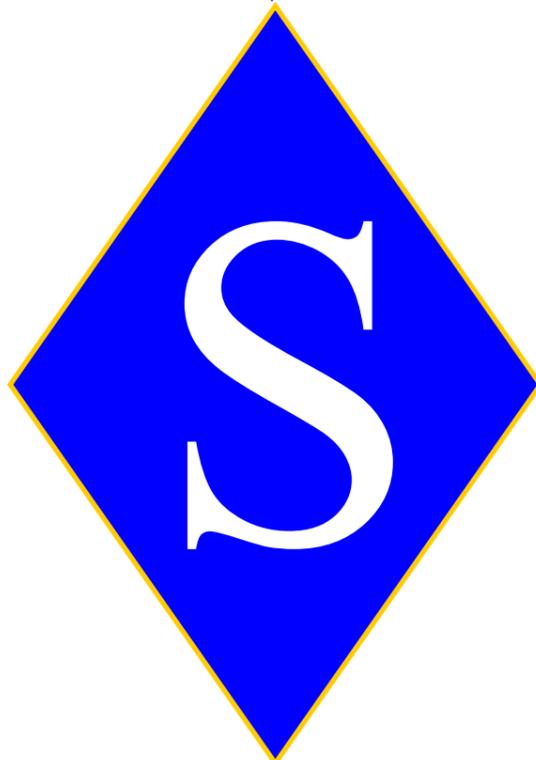
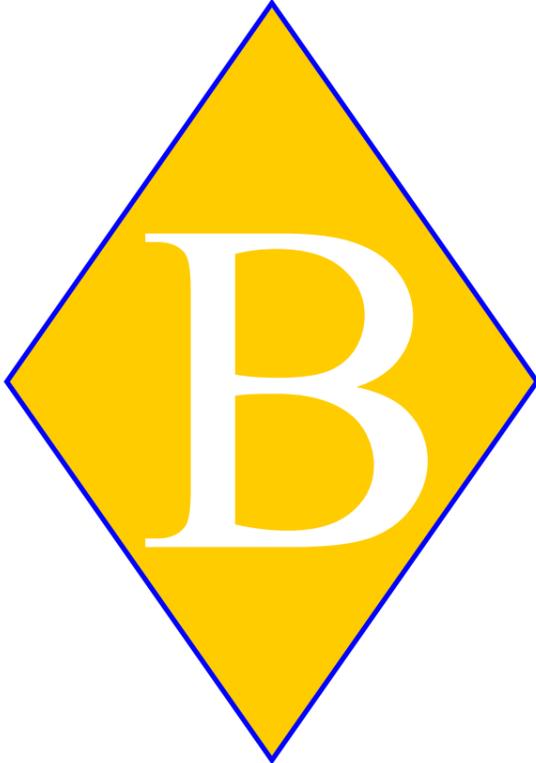
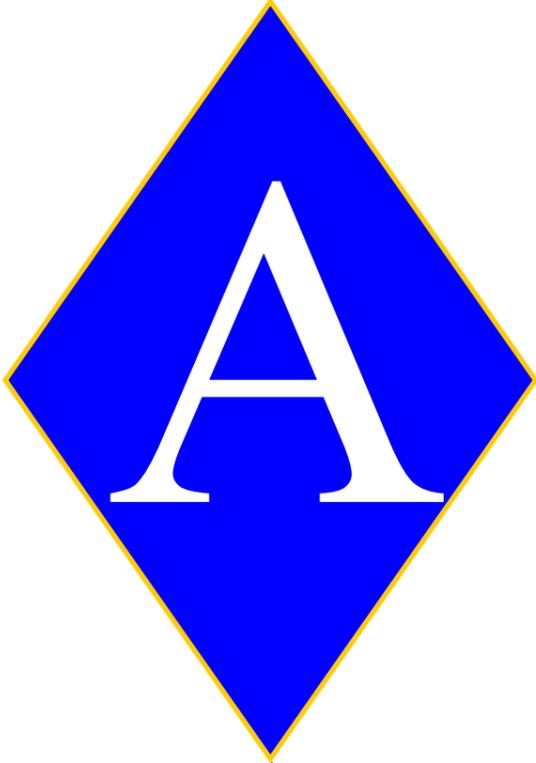
MONTHLY E-NEWSLETTER– AMITY BUSINESS SCHOOL

Management Thought



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*“Do what
you can,
with what
you have,
where you
are .”*

*- Theodore
Roosevelt*



**Lt. Gen. V.K. Sharma, AUMP (Retd.)
Vice Chancellor - AUMP**



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



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

The Bitcoin miners face shrinking profitability amid crypto cash

As bitcoin enters a new bear market, the mining sector is feeling the pain. Specifically, miners are seeing their profit margins dwindle as Bitcoin's price falls and Bitcoin's mining difficulty continues to rise. Hashprice is a Bitcoin mining metric that measures the revenue potential of a unit of Bitcoin mining compute power (what we call hashrate). Hashrate is measured in dollars per terahash (TH) per day. So if hashprice is \$0.12/TH/day, then a 100 TH machine ("terahashes" refers to how fast a mining rig produces computations) can produce \$12 per day. Two things affect Bitcoin's hashprice:

Bitcoin's actual price and Bitcoin's mining difficulty, which impacts the likelihood of solving a block and obtaining a reward of 6.25 BTC (approximately \$187,500). For a bit of context, at bitcoin's all time high in November 2021, a block reward would have yielded approximately \$430,000. Bitcoin's mining difficulty adjusts upward or downward roughly every two weeks, making it easier or harder to mine Bitcoin based on network competition.

The difficulty increases if miners produce blocks too quickly in the preceding two weeks, and conversely, difficulty decreases if miners produce blocks too slowly. This ensures that miners propagate blocks as closely to the 10 minute average targeted by Bitcoin's code. Over the last year, 18 of the last 26 adjustments were positive (and four of the negative adjustments were a result of China's mining ban, a once-in-a-blue-moon phenomenon).

When difficulty rises, it becomes more energy intensive to mine bitcoin, so hashprice drops. Hashprice also drops when Bitcoin's price drops, and right now, Bitcoin's price is dropping at a time when difficulty is at an all-time high. As Bitcoin mining profitability wanes, most Bitcoin mining stocks have tumbled 60% or more during the current market rout. As you can see in the chart below, leading mining companies such as Marathon, Riot, Bitfarms, Hut 8, Hive, Core Scientific, Argo Blockchain, Iris Energy, DMG Blockchain, and Cleanspark, have seen their prices tumble 50-60% on average.

Written By: Colin Harper

Forbes Contributor

- **UGC-NET December 2021-June 2022 dates declared; check schedule here (27 Jun, 2022).**

Earlier in April, the UGC Chairman had announced that “the next UGC-NET will be conducted in first/second week of June 2022”. However, he has now finally announced the exact exam dates, but the detailed date sheet will be uploaded on the official websites — nta.ac.in or ugcnet.nta.nic.in.

-
- **SSC CHSL Answer Key 2021 is out now: Objections can be raised till June 27 (23 Jun, 2022)**

SSC has released the Tier 1 CHSL Answer Key for 2021 on the official website. Students can download the answer paper and tally the score. In case of objections, the last date to do that is June 27, 2022 till 8 pm.

-
- **IMD issues orange alert for Mumbai, Thane, predicts very heavy rains till June 21 (20 Jun, 2022)**

The IMD has four-colour coded alerts, namely green (no warning), yellow (watch), orange (alert) and red (warning).

-
- **DHSE Kerala Class 12 result to be declared on June 21 (20 Jun, 2022)**

One declared, students will be able to declare the results on official portals of the Education Department : www.dhsekerala.gov.in , www.prd.kerala.gov.in , www.kerala.gov.in, www.results.kite.kerala.gov.in , Results of all streams — Humanities, Science, Commerce, and Technical— will all be declared on these websites.

-
- **Flight of FPIs continues; equities worth Rs 31,430 crore sold in June so far (19 Jun, 2022)**

Going forward, FPI flows to remain volatile in the emerging markets on account of rising geopolitical risk, rising inflation, tightening of monetary policy by central banks, among others, Shrikant Chouhan, Head - Equity Research (Retail), Kotak Securities, said.

- **PM Modi to visit Bengaluru and Mysuru on June 20-21: Karnataka CM Basavaraj Bommai (18 Jun, 2022)**

Laying the foundation stone for Bengaluru Suburban Railway Project, inauguration of Dr B R Ambedkar School of Economics (BASE), participating in the Yoga Day event and visit to Chamundi hills and Suttur Mutt, a prominent Lingayat seminary, are among the key highlights of his upcoming visit

- **R Subramaniakumar to join as MD & CEO of RBL Bank from June 24 (13 June, 2022)**

Subramaniakumar had in past served as the Managing Director & Chief Executive Officer (MD & CEO) of Chennai-based public sector lender Indian Overseas Bank (IOB) and also as the Executive Director (ED) of the bank. Besides, he was also the ED at Indian Bank and held various positions in the banking industry. He was instrumental in the transformation at Delhi-based Punjab National Bank (PNB).

- **Govt asks sugar exporters to submit data on quantity lifted on June 2 but not exported yet (17 Jun, 2022)**

“It has come to the notice of the Directorate of Sugar and Vegetable Oils that there are cases where exporters had lifted sugar from the sugar mills on or before 31.05.2022 but the sugar has not yet been exported/shipped,” the food department said in a letter to exporters on Thursday. ET has seen a copy of the letter.

- **Unemployment rate in urban India in the January-March quarter of 2021-22 fell to 8.2% (16 Jun, 2022)**

COVID-19 vaccine Pfizer-BioNTech may have prevented an estimated 8.7 million symptomatic cases, 6,90,000 hospitalizations, and more than 1,10,000 deaths in 2021 -- new research published in the peer-reviewed Journal of Medical Economics revealed. The authors said that the vaccine is also credited with saving more than \$30 billion in healthcare costs and over \$40 billion in lost productivity.

- **Delhi's peak power demand hits record high for June (15 Jun, 2022)**

"Before June 9, Delhi's peak power demand had never crossed the 7,000 MW-mark during June. However, on May 19 this year, it clocked 7,070 MW. It has already crossed 7,000 MW six times in June this year and once in May," a power distribution company (discom) official said.

Things You Must Avoid If You Want to Become a Successful Entrepreneur

Being an entrepreneur is a risk and reward endeavour. No one can tell you how hard you need to work to become successful. Hopefully, you can think of these 6 tips differently and see their benefits.

Who wouldn't want to quit their 9 to 5 job and set out on their own? Maybe you just watched the Steve Jobs documentary on Netflix, and you're inspired to do just that. On the other hand, you may have already started your own business, and you want to ensure that it doesn't become one of those alarming statistics.

While there's nothing wrong with a little trial and error, the best entrepreneurs learn from the mistakes of others. If you want to be a success, there are certain things you should do and others you should avoid like the plague. Here are six mistakes you should avoid if you want to become a successful entrepreneur.

1. Undercapitalizing Your Business

The number one reason small businesses fail it's due to money matters. In fact, 82% of small businesses shut their doors because of cash flow problems. If you're going to start and run a small business, you need to have sufficient funding resources.

This doesn't mean that you need to have all of your capital lined up to open your doors, but you'll need to have a plan to raise cash to remain in business. And some Industries are less capital-intensive than others. For example, starting an e-commerce website will require much less capital and infrastructure than, say, a manufacturing company.

2. Not Taking Risks

Entrepreneurs that always play it safe are rarely the ones you hear about making disruptive inroads in their Industries. If you want to achieve success, you'll need to learn to get out of your comfort zone and start taking some chances.

Unfortunately, just because you take a few risks, that doesn't mean that everything is going to work out perfectly. It still takes planning, intelligence, and courage to carefully evaluate your options and know when the time is right for your next move. And when something doesn't go as planned, you'll need perseverance to try again the next time.

3. Following the Crowd

If you're approaching your product or service the same way that everyone else is, what is the point of your business? In other words, how are you going to differentiate yourself to attract new customers? It's important to have a unique standpoint for your product and avoid following the crowd.

For example, most web host review sites test web hosting solutions as one-time experiences like Hosting Advice. Others, such as Trustpilot, rely heavily upon user reviews to measure the individual companies reviewed. HostScore, on the other hand, is completely unique. It provides an easy score reference to users based on server data consistency.

4. Not Having Goals

You won't find many entrepreneurs who have achieved success that didn't have a clear goal in mind from the start. Your goals give you purpose and help chart the direction of the tasks that you do each day to achieve them.

Things You Must Avoid If You Want to Become a Successful Entrepreneur

If you're not sure how to set goals for your business, you can use the smart approach. SMART is an acronym for these five elements that your goals should include:

- **Specific** – Goals should be focused and well-defined.
- **Measurable** – Each goal should have a measurable outcome.
- **Achievable** – Goals should be realistic and attainable.
- **Relevant** – Goals should reflect the realities of the current industry and business climate.
- **Timely** – Goals should be time-based, meaning they have a deadline for achievement.

5. Being a Perfectionist

Perfectionism is another common pitfall of budding entrepreneurs. This is something you'll want to examine closely if you've had your big eureka moment for a business yet have taken little action since.

Many business ideas never reach the shelves because their inventors are so busy perfecting every aspect of the launch that they waste all of their resources. The solution is to focus your resources on what is essential to launch your business. (Remember the Pareto Principle?) Then, you can work on making constant improvements that will maximize customer experience.

6. Going It Alone

If you think that you can find success as an entrepreneur completely on your own, you're making a grave mistake. Not only are you going to need a team of diverse individuals in your corner, but also a strong external network.

As the owner of a start-up, you will want other intelligent professionals available that you can bounce some ideas off of, as well as a team to help you get things done. The entrepreneur who doesn't believe that they need any help or advice is generally driven by ego and often destined for failure.

There are millions of advantages to the freedom of entrepreneurship, but this is a risk and reward endeavour. No one tells you how much money you can make, how to become productive or how hard you will have to work to make it. Hopefully, some of these tips can help you avoid several common pitfalls as well as increase your chances of success.

Dr. Vinod Kumar Patel
Assistant Professor
ABS

Student Achievement



Miss. MINI SHUKLA

Secured Rank 96 in Civil Services Examination, 2021

She was born in Mehgaon, Bhind and completed her education from Gwalior with graduation in B.A. (H) Economics from Amity University Madhya Pradesh.

She aims to join the civil services and contribute to the best of her capacity and ability in the field of women safety and security, nurturing mental health, and building safe, happy and prosperous societies for people of all ages, all genders and all sections of the society.

Amity Business school, AUMP congratulates and wish her for the future Endeavors.

“ Impact of US-CHINA trade war on Indian economy ”

US and CHINA are among the two most powerful superpowers in the world right now in terms of economy and GDP growth. This is because they have advanced technology and excellent production and consumer base system, now it's obvious that both will try to establish their dominance in the world and try to get ahead from each other and this result in aggressive trade policies towards each other and increase in taxes for imports and exports to each other.

The two countries have always tried to be ahead of each other but the main trade tensions escalated in the year 2018 when the ex-president of united states Donald Trump reprimanded China of its alleged unfair trade practices and theft of intellectual property. As a retaliatory action on 8th of march 2018 he imposed a 25% tariff on aluminum under Trade Expansion Act of 1962. Since the US is the biggest consumer of goods imported from China which includes aluminum, steel and other finished goods so China is obviously not happy with this decision. China also stopped its soya bean import from the America as a retaliatory action. As India is the fifth largest economy in the world this decision also affected the economy of India, due to the rising tax rates and import duties in both the countries many big companies which were headquartered in USA and CHINA shifted there base/headquarters to India because of ease of doing business here. FOX-CONN has set up its plant in Bengaluru and will be producing latest apple products in India

After China restricted its import to US it will increase the import to India and similarly exports from India will also expand to both the countries which will help India to fill the trade deficit gap. India is the largest country in terms of workforce after China so many companies will be outsourcing their work to India and it will in turn increase the GDP. Crude oil prices will rise because of escalating tensions so India needs to see on taxes on crude to be in competition but our country still has a long go in being the leader of manufacturing in the world, for this it has to ease its labor laws and land-acquisition process to further reduce the cost.

While the trade war which was a distant reality earlier has now become a true tale and will have heavy impacts in time to come. Everyday a new action is taken which invites an equal and opposite reaction. In this Indian government is making a deal with both the governments to lookout for the ongoing changes cannot be stopped halted, the volatile stock markets which react the moment a new tariff is imposed or a retaliation is announced.

Yash Agarwal

BBA II C

Amity Business School

Training Program – “Optimizing Performance” Britannia Industries Ltd (J B Mangharam)

Amity Business School, AUMP organized a Training Program on “Optimizing performance” for the officers of Britannia Industries Ltd (J B Mangharam) on 24/06/22. 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, group decision making, team synergy and group dynamics.
3. To equip them with professional skills so that they can contribute to their teams and can become leaders of tomorrow.
4. To make them understand the importance of Goal Setting
5. To optimize their performance and create a win – win situation.

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
3. Team Building
4. Leadership
5. Developing 24/7 Learning Attitude
6. Communication skills
7. Body language
8. Skill – Will Grid
9. The importance of change management
10. Tips to optimize performance

About 15 officers from different departments attended the workshop. 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) & Prof.(Dr) Devendra Kumar Pandey under the able guidance of Prof.(Dr) Anil Vashisht (Dy Pro VC, AUMP & Director ABS).



Hawk Eyed

Yashashvi Pachori
BBA, Amity University
Batch 2016-19



What do you see there??

Each and every student of guru Dronacharya had different answers as per what they are seeing. Someone has eyed on tree; someone has eyed on tree and its branches but one of his student replied “I can only see the eye of the bird”.

Everyone else had set their eyes on everything but Arjuna had set his eyes on his goal i.e the eye of the bird. Similarly Each and every individual has goal in his life whether it is short term or it can be long term but the point is very few of them able to achieve it. Now the question arises what to do to achieve our goal or what to do to have an eye like Arjuna to chase our goal.

Goal setting and Goal achievement is an art which demands only 5 things from you:

- 1.Consistency:** As we all know Rome wasn't built in a day and it is true for any great achievement right from architecture to technology. Consistency doesn't mean doing same things over and over again it simply means doing something regularly with proper analysis and consistently improving on it as per the results of that analysis.
- 2.Time Management:** Managing your time wisely improves work life balance and productivity. It also reduces your stress and allows you to achieve your goals faster and easier.
- 3.Constant watch/Follow up:** We all know about Nokia and its resistance to smartphone evolution. Change is the law of nature if we have a constant watch on it we will be benefitted from it in some way or the other.
- 4. Focused mindset:** Distractions will always going to be there in some form or the other. We should be crystal clear and put aside the chaos and focus on what matters the most.
- 5. Timely Guidance:** Acharya Chanakya was crystal clear about establishing Mauryan Empire and for Chandragupta Maurya as well. Timely guidance to Chandragupta Maurya by Chanakya helps him in creating a history.

Being a Business student at Amity University, I was fortunate to have the benefit of Mentor - Mentee pedagogy and have access to various resources which helped me a lot and infact still helping me in various aspects of my life as a “mentor is someone who allows you to see the hope inside yourself”

“Guest Lecture Report – Profile building for a Successful Career”

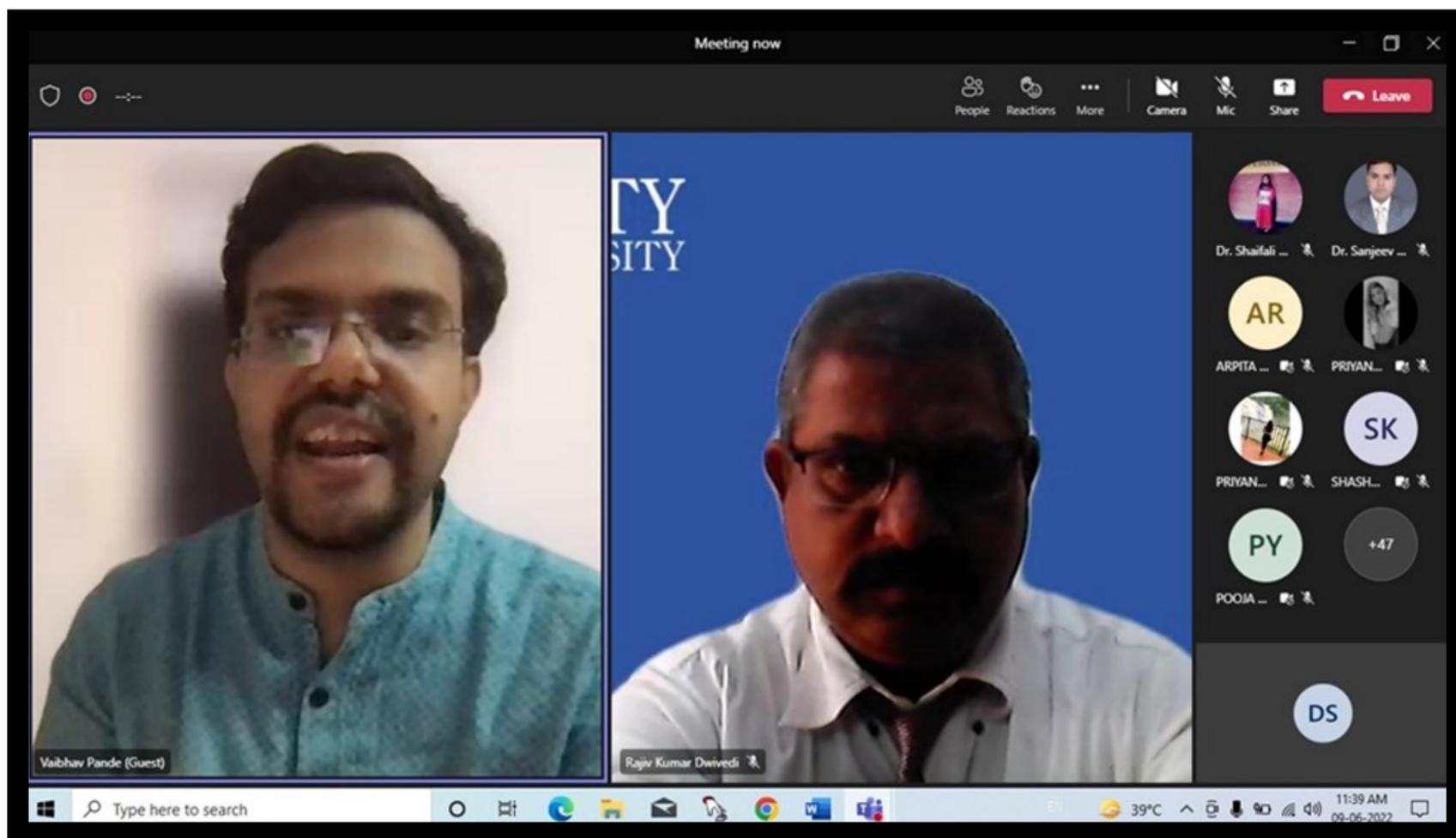
Amity Business School, AUMP organized a Guest Lecture on “Profile building for a Successful Career” for its Students of II semester (MBA, BBA & B.Com (H)) on 9th June 2022. The objectives of the Webinar were

1. To make the students aware about the challenges w.r.t Job Interviews
2. To make them aware about the various career opportunities
3. To make them aware about the importance of profile building
4. To develop them on proactive approach
5. To make them successful professionals.

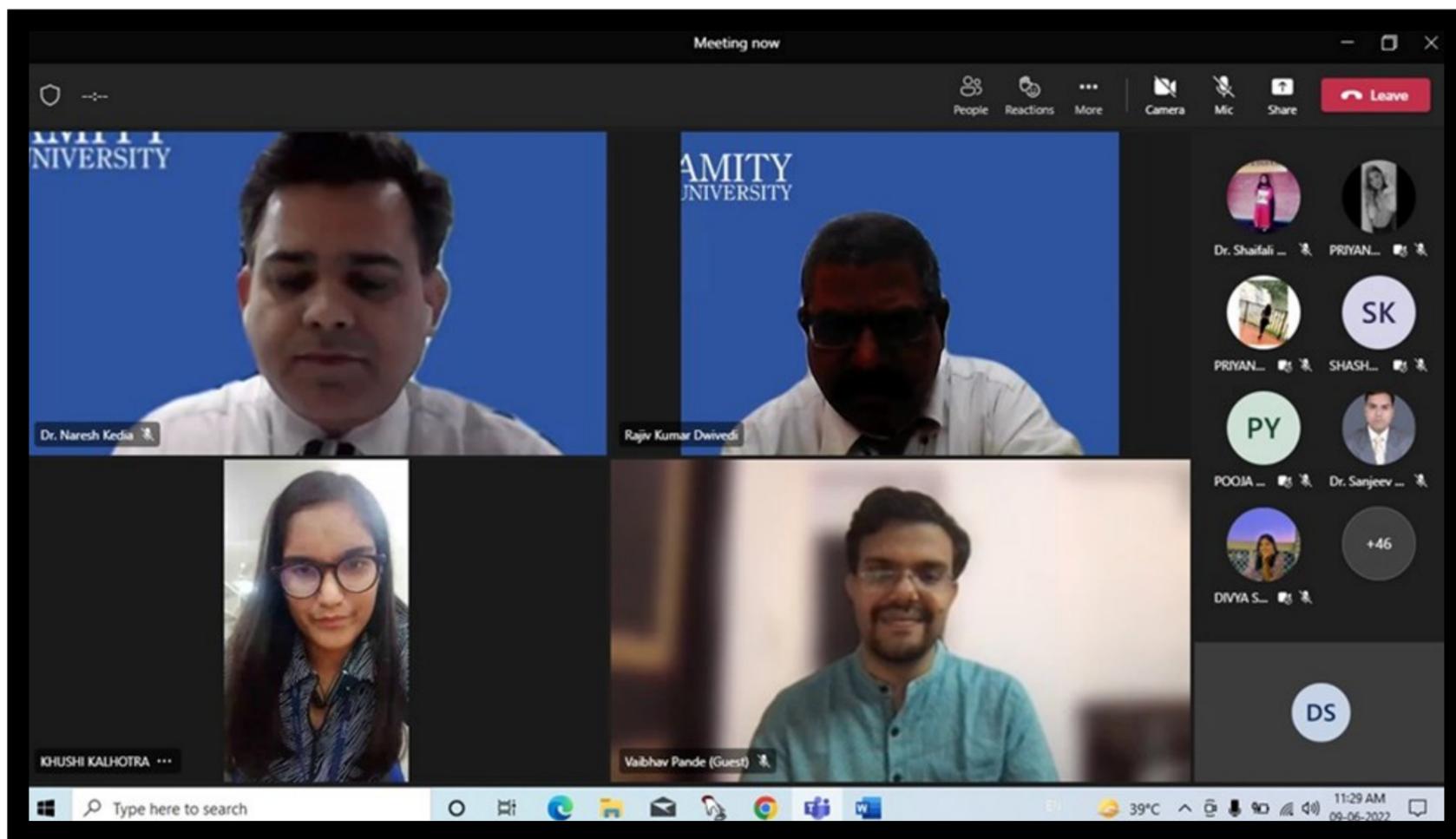
The resource person for the workshop was Vaibhav Pande CEO TwinWin. Mr Pande is a well known TEDx Speaker, World Record Holder and TV News Personality for channels like Aajtak, CNN & CNBC. At the outset the speaker was welcomed by the moderator Mr Rajiv Dwivedi (Asst Professor – ABS, AUMP) & the students were made aware about the objectives of the workshop. The important aspects covered by the speaker during the workshop were

1. Career planning
2. CV management
3. The importance of profile building
4. Different career opportunities available
5. Fitment mapping
6. Newer career opportunities
7. Gap analysis
8. Working on the gaps
9. Developing a vision
10. Making and working on action plan

About 52 students from MBA, BBA and B.Com (H) II semester and many faculty members attended the workshop. The queries of the students were very well handled by the speaker. The overall feedback of the workshop was very positive. The guest lecture was coordinated & moderated by Mr Rajiv Dwivedi (Asst Prof – ABS) and guided by Prof.(Dr) Anil Vashisht (Dy Pro VC & Director ABS). The event was organized on MS Teams.



Speaker Mr Pande delivering the guest lecture



Question – Answer session going on.

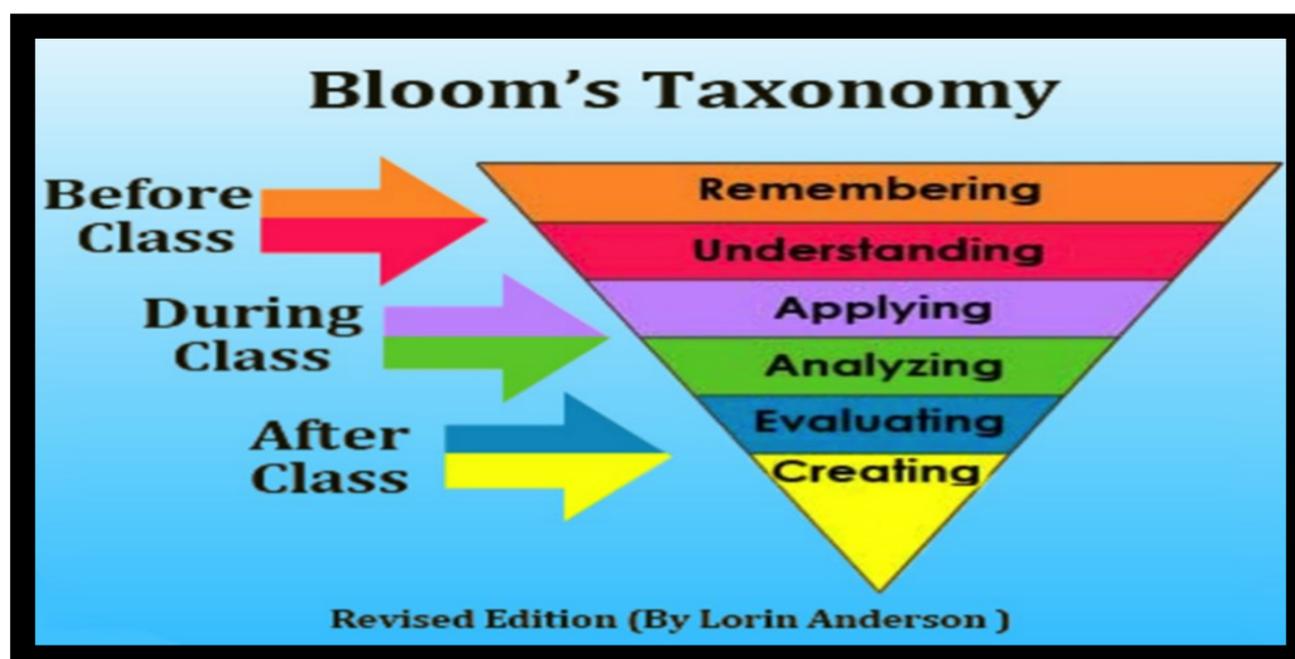
“ONE DAY TEACHERS’ TRAINING PROGRAMME ”

A One Day Teachers’ Training Programme was conducted by Dr Shweta Saxena, Assistant Professor, Amity Business School, Amity University Madhya Pradesh on June 18, 2022 (Saturday) 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 “Teaching Pedagogy and Bloom’s Taxonomy”.

Objectives of the Teachers’ Training Programme

- To help the teachers in understanding different teaching methods.
- To make them understand Bloom’s Taxonomy.
- To make the teachers understand how to make the classes more interactive.
- To help the teachers in changing their focus from teacher centred to student centred approach while teaching.
- To make them understand the three levels of Bloom’s Taxonomy i.e. Cognitive level, Affective and Psychomotor level.
- To make them understand flipped classroom method and blended learning methods of teaching.
- To help the teachers in learning about how to implement role play method.

The teachers were explained about the importance of implementing a mixture of different teaching pedagogies in their classes. They were taught about the importance of using blended learning and flipped classroom methods during teaching. The teachers were explained about the importance of using different teaching methods such as discussion method and role play method. They learnt about the importance of understanding Bloom’s Taxonomy. They learnt about the three different levels of Bloom’s Taxonomy i.e. Cognitive level, Affective level and Psychomotor level. At these levels, Head, Heart and Hands are involved in learning and implementing.



They learnt that at the very initial stage, the student remembers and understands the topic. Later on, during the class, the student applies his knowledge and understanding and starts analysing the things. In the last stage of hierarchy, the student starts evaluating and creating the things. For example, the student can write a poem or an essay or can create a working model during practical classes. The purpose is to understand the objectives of teaching.

The teachers were explained about the various teaching methodologies such as Case studies, Role Plays, Live projects, Industrial Visits, Group Assignments, etc.

They were encouraged to use a mixture of these methodologies while teaching.



Dr Shweta Saxena, Assistant Professor, Amity Business School, Amity University Madhya Pradesh addressing the teachers.

Cost Estimation	Cost estimation is one of the most popular project management terms among project managers. Cost is the factor which is the most important for any business. It can impact profit and time duration of the project. So, cost estimating is the key method which is used to calculate entire project cost.
Case Study	Case study comes among the important project management terms. Case Study is a process in which an individual or a team conducts a research on particular project to analyze its crucial aspects. It basically consists of document files consisting of approaches, practices, and product specifications.
Closing Processes	Closing Process is described as the termination of a project along with all the phases and processes. It is the end of the project that denotes the successful completion of the project. In the five steps of project management life cycle, closing process is the last step.
Dummy Activity	Organizational Breakdown Structure (OBS) is defined as the organization of a project in hierarchical depiction. It can rely on work packages to perform all the organizational activities.
Organizational Break-down Structure	Organizational Breakdown Structure (OBS) is defined as the organization of a project in hierarchical depiction. It can rely on work packages to perform all the organizational activities.

ANSWERS: 1080

1. What is India's economic growth rate for 2020-21, as estimated by OECD (Organisation for Economic Cooperation and Development)?

- [A] 4.6%
- [B] 4.8%
- [C] 5.1%
- [D] 5.4%

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

2. DigiPivot', a skill development programme for women, is launched by which major technological company?

- A] Facebook
- [B] IBM
- [C] Amazon
- [D] Google

3. Which steel company has withdrawn its membership from the apex steel industry body, Indian Steel Association (ISA)?

- [A] JSW Steel
- [B] Tata Steel
- [C] ArcelorMittalNipponSteel
- [D] Jindal Steel and Power Ltd

4. Which institution conducts the 'Households' Inflation Expectations Survey' in India?

- SAIL
- [A] National Housing Bank
- [B] Reserve Bank of India
- [C] Securities Exchange Board of India
- [D] State Bank of India

5. Which financial institution releases the 'Consumer confidence Survey'?

- [A] RBI
- [B] SEBI
- [C] SIDBI
- [D] MUDRA

**OUR INSPIRATION
(ADI GODREJ,CHAIRPERSON: GODREJ GROUP)**



Adi Godrej is Zoroastrian and Chairman of Godrej Group. He left India as a teenager and got enrolled at the Massachusetts Institute of Technology. Later he did his MBA from the MIT Sloan School of Management, Cambridge, United States. After having inducted himself in family business, he modernized and systematized management structures and implemented process improvements. Godrej Group has grown leaps and bounds. Godrej is major supporter of the World Wildlife Fund in India, it has developed a green business campus in the Vikhroli township of Mumbai, which includes a 150-acre mangrove forest and a school for the children of company employees.

Adi Godrej has played an important role in the development of a variety of industries by leading key organizations of trade and commerce as the former Chairman and President of the Indian Soap & Toiletries Makers’ Association, the Central Organisation for Oil Industry and Trade, the Solvent Extractors’ Association of India, the Compound Livestock Feeds Manufacturers’ Association, the Indo-American Society and as member of the Governing Board of the National Council of the Confederation of Indian Industry.

Adi Godrej has also participated actively in the field of management education as a former Chairman of the Governing Council of the Narsee Monjee Institute of Management Studies, as a former member of the Dean’s Advisory Council of the MIT Sloan School of Management and the Wharton Asian Executive Board. Business. Godrej Group has given maximum number of products in different market segments viz. Godrej Hair Colour which has 40% market share, Refrigerators, Almirahs, Locks, Cinthol Soaps & Toiletries, Ezee, Godrej Furniture. Adi got his middle class values from his mother who was a school teacher and taught him the greatest lesson of Humility. Adi is health conscious and keeps himself fit and remains very busy with work. Adi believes that one should listen to young people as you may get novel and first hand ideas which can be combined with experience to give birth to innovation. He maintains open door policy in office and attends work every morning sharp at 8 am. Adi Godrej emphasizes that “Professionalism is not anybody's exclusive privilege hence, it is important for everybody to ensure that success stories are read, digested and innovated”.

FEEDBACK AND SUGGESTION FORM

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