



# IAMR

NAAC ACCREDITED



E-NEWSLETTER

# बीबीए

Bachelors of Business Administration

## VISION

To create a better future for all, through leadership in research and excellence in Professional education in the field of Engineering, Management, Health Sciences, Information Technology, Education & Law with focus on developing relevant skills, competence and attitude to meet the needs of the society and the industry in the 21st century. It will attain this by inculcating an enlightened, challenging and collaborative academic environment that instills excellence, encourages innovative education and supports path-breaking discovery. Also to enable the Group play the role of a beacon light center in the corporate world.

## ABOUT IAMR

IAMR Group began as an educational institute in the early 2000s, revamping traditional educational techniques and focusing on innovation. It sent shockwaves through the educational sector, allowing IAMR Group to position itself as one of the industry's leaders. The organization is now a multi-faculty educational cluster that offers a wide range of courses, including engineering, management, health sciences, information technology, education, and law, to name a few. IAMR Group's vision and commitment to educational quality can be seen in the Institute of Applied Medicine and Research, Institute of Advanced Management and Research, Institute of Technology and Management, IAMR B.ED College, and IAMR Law College. IAMR Group's stated goal is to integrate education with entrepreneurship.

## MISSION

To serve the mankind and improve the quality of life of people by creating successful professionals, leaders, winners, and achievers in the field of management. To fuel economic growth, create systemic changes, and sustainable improvements by developing new generation social entrepreneurs. And also to foster an ethical environment founded on human values in which both spirit and skill thrives to enrich the quality of life.

## Our Courses

BCA | BBA | BPT | MPT | LLB | BA-LLB  
BAJMC | MBA | B.Ed. | B.Sc. | M.Sc.

Biotechnology & Microbiology Biotechnology & Microbiology

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# From The Editor's Desk

"The will to win, the desire to succeed, the urge to reach your full potential...these are the keys that will unlock the door to personal excellence." - Confucius

To foster this will to succeed, Department of Management, IAMR Ghaziabad has always been formulating frequent activities. All the clubs and committees of the department promote an environment conducive to learning and growth. Activities are organized to cater to the physical and mental well being of the students.

IAMR has always succeeded in bringing a variety of pursuits to nurture the holistic development of our students through classroom discussions, counseling sessions, debates, in-house training programmes, workshops, intra and intercollegiate fests and competitions, research and presentations and peer learning. All these in turn provide a favorable environment for the wellbeing of our students.

BBA Newsletter is a publication by the department of Management that carries the experience and events that aim at motivating our readers to pay attention to what they feed their minds and their lives with. The reflection of the students' creativity and achievements is the epitome of the newsletter.

I would like to record my gratitude to The Director, HOD, coordinators of the department, faculty members and students for putting their heads together to make this publication a reality.

**Faculty Editor**

**Priyanka Agrawal**

## Home

Home is the place which helps someone relax, get away from all frustrations suffered by them the whole day.

Home can be a place where a group of members live together, eat together, play together, share their feelings with each other.

For me, home is a dark place without my mom. Home is centered around my mom for me. Sharing all my feelings about how I spent my day, having arguments with her and sometimes laughing with her during our cold war are some of the things I love about her.

Home for a new born baby is the womb of their mother where they grow with their mother. They sleep with her, see the world through her eyes, and breathe with her.

The safest place for a baby is in the womb where they grow safely for nine months before creating magic in the life of their parents and whole family.

A single word holds different meanings for different people..

## Home

**H- Habitat**

The type of environment in which an organism normally lives

**O- Oasis**

A shelter serving as a place of safety or sanctuary.

**M- Magical**

It creates an unbelievable movement.

**E- Emotions**

A strong feeling deriving from one's mood or relationship with others.



**Neha Sahu**  
BBA 3rd Semester



**Simran**  
BBA 3rd Semester

## Giving up

Giving up is always easy

Staying in the game hardest

It's easy to run from things

It is hard to face them.

Situations are there to break you

Learn to fight with them

People will always discourage you

Never underestimate your strength.

Things will turn into your worries

Avoid them and give your best

Defeats are just lessons

Learn from them and rise

The only thing you can do

Is improve yourself and do your best.

Avoid unnecessary arguments

Let your silence be the loudest

Don't waste your time on silly things

Let the results speak for themselves.

# Book Review

## A Biography of Innovations by R. Gopala krishnan

What I like about innovation is that it resolves problems differently. And this is why R. Gopalakrishnan's A Biography of Innovations impresses me.

The Covid pandemic had seen the best and the worst come out of people and organizations worldwide. Lockdowns, government advisories and economic slowdown have brought millions of people out of their jobs and businesses, and the mounting financial burdens are pushing people to take extreme steps. On the other hand, these very circumstances have pushed some people to think of new ways in which they can sustain themselves, expand their business or simply start something they always wanted to do.

These people innovated.

In his book, A Biography of Innovations, the author R. Gopalakrishnan takes the reader through the journey of an idea from the birth of innovation to its maturity. It all starts with a thought, which stays in our minds, turning into a concept, an idea and sometimes resulting into innovation.

The author has likened an idea to human life. As a human being's life has eight stages, an idea also goes through eight stages from conception in the brain to struggling for relevance. Each stage has been covered in a chapter, discussing its features and sharing related stories.

Throughout the book, he talks about key ingredients that bind the innovation-idea pie. The author quotes Albert Van Szent-Györgyi. 'To be an inventor, a person has to see what everyone else sees, but think what nobody else thinks'. So, it is up to the innovator to think about his idea, differently.

The good thing about the book is how it would even appeal to a person not looking to innovate. It talks about life skills which can make our lives better in general and help clear our mind to create space for thoughts, ideas and better execution. Some of these skills which stood out for me and recur throughout are curiosity, creativity, mindset, and stories.

Gopalakrishnan emphasizes the importance of asking the right questions which open the information gap. Organizations need to keep an open mind and encourage curiosity among employees so that they can improve and innovate.

All through the book, the author has underlined the need for creativity. A lot of his stories talk about how people and organizations creatively look at situations they faced and how even creative errors can take us forward on our innovation journey. It is all about pushing the envelope, finding new ways of doing things, challenging bureaucracies and focusing on how instead of can't.

Makes Sense.

Creativity, being important, needs the correct mindset to channel its potential. While the book talks about creativity, it pays equal attention to building a mindset which can handle creative failures and also spark ideas. The author addresses the need to have a growth mindset, where the person wants to learn new things and wants to do new things, not greatly fearful of failure. Companies which are resilient, and have innovation stamina are the ones who keep innovating. They pay attention to logic and emotion, brain and heart. Unless an idea touches your heart and fills you with excitement, no amount of logic and analysis will cause a spark.

The author also believes that creativity brings forth story telling. Stories fulfill a profound human need to grasp the patterns of living, not merely as an intellectual exercise, but within a very personal, emotional experience. This is why learning accompanied by storytelling has a much better effect on listeners than lectures and presentations.

Smart innovators always have a heartening story to connect their idea to the lives of people. The author himself uses stories to bring home his points all through the book.

This is just the tip of the iceberg, but should be enough to spark curiosity in the reader to go pick the edition. The book is a bundle of energy and thought which clearly shows the depth of experience the author has.

Gopalakrishnan has touched upon very interesting and diverse aspects of innovation in his book. There is talk of teamwork, boundary spanning, ego, technophobia, a hint at vipassana and many other points. The book is written in simple, jargon free language. It flows well and keeps the reader interested all through, nudging them to think and question and create.

The author has covered all bases to make the reader understand the concept of innovation without making it a heavy, academic read. The Biography of Innovations is simple to understand. Even when it is cerebral, it connects to the reader without being preachy, so even if you are not looking, you find gems of wisdom to improve your innovation prowess.

How you use that wisdom, is up to you.



**Prof. Priyanka Agrawal**  
Department of Management

# Role of Teachers in imparting Value Education

Education is necessarily a process of inculcating values to equip the learner lead a life- a kind of life that is satisfying to the individual in accordance with the esteemed values and ideals of the society (NCERT, 2003). But education has become a business today. This has changed the outlook of the students as well as the parents and it has further resulted in weakening of respect for teachers and all those who are a part and parcel of education system. The (growing) political, social and scientific attention to the moral aspects of teaching also concerns teacher education. In today's era of competition and survival we observe negligence in values. Industrialization has led to the emergence of high life style and raised the standard of living of people. It has made man rich in a materialistic sense but deteriorated the ethical fiber in the society. People crave for money and power . They are ready to endanger the interest of other people in chase of their selfish gains. Corruption in religious, economic, social, educational field is uncontrolled. We come across many social evils in the society. Children due to their exposure to mass-media are turning juvenile delinquents.

Ordinary Teachers can bring about extraordinary transformation in the society. A teacher should practice what he preaches. Teachers are a role-model for the students. Their actions convey more than their words. Students learn values from what the teachers are rather than from what they say. Teacher makes a maximum impact on the personality of a student in the formative years.

Teachers must have healthy attitude and should possess rich values. Teaching is all about attitude (positive/ negative) towards their job of imparting quality education. Teacher should act as a friend, philosopher and guide. A teacher is not only a source of information but is also a mentor and guardian. For this teacher must respect the teaching profession, love her subjects and students, Students will seek inspiration from teachers who have high self-esteem.

The institutes of Teacher Education should take liability to prepare their students to achieve these goals. The commitment and responsibility of teachers is very essential to make the excellent teacher–student relationship and maintain peaceful school atmosphere. Teachers should be a model to the student in his character, behavior and all virtuous things. The teachers are expected to advice and guide the pupils regarding their general behavior in school and outside the school. Teachers must plan their programme in such a manner as to assist children in developing attractive sentiments. The teacher can help to build a good self-image of the child. The child should be helped to look upon himself as honest, upright and reliable. There should not be any gap between their preaching and practice. Teacher is supposed to be the moral watchdog of the society. He is a role model for his students and also for the society. His secret of teaching values is to inspire and kindle the quest among the students by means of his own example of character and mastery of knowledge.

Role of a teacher extends to organizing co-curricular activities in school as a Planner, Leader, an Organizer, a Recorder and Evaluator, a Manager, a Decision Maker, an Advisor, a Motivator, a Communicator, and a Coordinator. Considering Co-curricular activities a teacher has to make adjustment in the time table to provide for those activities, push pupil participation and also provide guidance while participating, as an integral part of curriculum.

## Conclusion

The role of a teacher in the changing social scenario is becoming very challenging. In the earlier times teacher was the only source of information and commanded respect on this aspect. Any one eager to gain knowledge had to bow down to him. Today, we have multiple information centres such as books, coaching centres, the audio visual aids and internet services. Thus teacher's role as the only source of information is marginalized. The society is becoming more materialistic and values appear to be pushed into the background. Everyone in the society is aspiring to become rich, as much as possible and as quickly as possible.

Only an ideal teacher whose life itself is a beacon of values can lead a society in the right direction. He has to show the essential values such as optimism, motivation, willingness to learn and teach, truth, non violence, never to speak and think ill of others, inspiration and love. Promotion of human values in the society depends on the encouragement of good qualities among individuals. In every custom and in every country the place of a teacher, not only in the institution but also in society, has been overvalued. According to a Japanese saying- A poor teacher tells, an average teacher teaches, a good teacher explains, an excellent teacher demonstrates and a great teacher inspires. To inspire the students, a teacher should release twin roles- one is to mould himself and other to mould others. A nation with infinitesimal power is not a strong nation but a nation with people with strong character is indeed a strong nation. Therefore, for the sustainable human development as well as for the social growth, there is a need of value based education, religious education, ethical education, as well as need based education.



**Dr. Megha Kansal**  
Department of Management

# Russia - Ukraine Conflict

## Russia – Ukraine Conflict Background

Ukraine was a member of the Soviet Union until 1991 when it disintegrated, and Russia has tried to maintain the country in its orbit since then. In 2014, a separatist insurgency started in Ukraine's eastern industrial heartland, Donetsk Basin. Russia further gained a maritime advantage in the region due to its invasion and annexation of Crimea. As a result, both the US and the EU have pledged to safeguard the integrity of Ukraine's borders.



## Reasons For Russian Aggression

The chief reasons for Russian aggression are discussed below.

### Economic Factors

Russia, considering the economic significance of Ukraine, sought Ukraine's membership in the Eurasian Economic Community (EAEU), which is a free trade agreement that came into being in 2015.

With its huge market and advanced agriculture and industrial output, Ukraine was supposed to play an important role. But Ukraine refused to join the agreement.

### Geo-Political and Strategic Factors

Russia claims that the eastward expansion by the North Atlantic Treaty Organization (NATO) which they call "enlargement", has threatened Russia's interests and has asked for written security guarantees from NATO.

NATO, led by the U.S., has planned to install missile defense systems in Eastern Europe in countries like Poland and the Czech Republic to counter Russia's intercontinental-range missiles.

## Enlargement of NATO

- NATO is a military alliance of twenty-eight European and two North American countries that constitutes a system of collective defense.
- Enlargement of NATO is the process of including new member states in NATO.
- Since the German unification in 1990, NATO has added new members five times.
- The alliance had 12 founding members in 1949, which currently has 30 members.
- Members include three Baltic countries of Estonia, Latvia and Lithuania that share borders with Russia.
- Members also include Hungary, Poland, Romania and Bulgaria, all of them were a part of the former Soviet-led Warsaw Pact.

## Russia – Ukraine Latest Developments

Russia has been indulging in military build-up along its border with Ukraine, an aspiring NATO member. Russia has stated that its troop deployment is in response to NATO's steady eastward expansion. Russia argues that its moves are aimed at protecting its own security considerations.

Russia has mobilised around 1,00,000 troops on its border with Ukraine.

Russia seeks assurance from the US that Ukraine shall not be inducted into NATO.

This has resulted in tensions between Russia and the West which have been supportive of Ukraine. The U.S. has assured Ukraine that it will "respond decisively" in case of an invasion by Russia.

## Russia – Ukraine Crisis: Implications on India

An invasion by Russia has put pressure on India to choose between the Western alliance and Russia.

Maintaining strong relations with Russia serves India's national interests. India has to retain a strong strategic alliance with Russia, as a result, India cannot join any Western strategy aimed at isolating Russia.

There is a possibility of CAATSA sanctions on India by the U.S. as a result of the S-400.

A pact between the US and Russia might affect Russia's relations with China. This might allow India to expand on its efforts to re-establish ties with Russia.

The issue with Ukraine is that the world is becoming increasingly economically and geopolitically interconnected. Any improvement in Russia-China ties has ramifications for India.

There is also an impact on the strong Indian diaspora present in the region, threatening the lives of thousands of Indian students.



## India's stand

India called for "a peaceful resolution of the situation through sustained diplomatic efforts for long-term peace and stability in the region and beyond".

Immediately after the annexation, India abstained from voting in the UN General Assembly on a resolution that sought to condemn Russia.

In 2020, India voted against a Ukraine-sponsored resolution in the UN General Assembly that sought to condemn alleged human rights violations in Crimea.

India's position is largely rooted in neutrality and has adapted itself to the post-2014 status quo on Ukraine.



**Lavish Tyagi**  
BBA 3rd Semester

## Three Electric Vehicle Battery Stocks with huge potential returns

India is gearing up to make a big leap forward in the renewable energy competition. While the development of greener energy sources across the country is on the horizon, transportation electrification is a major goal.

The evidence is in the numbers. Electric vehicle (EV) demand has been increasing, with sales more than doubling in the last three years. While there were 69,012 electric vehicles on the road in 2017-18, the number is expected to exceed 200,000 by 2020-21.

The government, with its constant and sincere attempts to promote demand in this category, is a significant driver.

The government proposed incentives totaling Rs 3 trillion in November 2020, encouraging sectors to enhance domestic manufacturing and exports. A portion of this Rs 3 trillion (Rs 180 billion) was set aside for enhanced cell/battery chemistry.

In addition, the government has proposed a plethora of programs for electric two-wheelers, ranging from higher discounts to purchasing incentives.

With rising fuel prices and growing pollution levels frequently making headlines, this is welcome news.

Lithium-ion batteries are used in the majority of EVs. Lithium-ion batteries, as opposed to lead batteries used in conventional fuel-powered vehicles, are at the heart of an electric vehicle. Furthermore, they are the single greatest cost head, accounting for around 40-50% of the overall cost.

Top EV makers buy a lot of lithium-ion batteries from China. China is the world's largest producer of lithium-ion batteries. This, however, can swiftly change.

Because of the promising growth opportunities afforded by this emerging market, several Indian EV battery manufacturers have emerged. As a result, they are moving through with plans to develop EV battery manufacturing operations in the country.

The players are all trying to take a big bite out of the Rs 180 billion potential.

As per the need of an hour, the top three (03) EV battery manufacturers well-poised to deliver multi-bagger returns in the coming years are:

### Exide Industries

The company has been in the lead-battery market for 75 years. It is also India's largest lead-battery manufacturer, producing a diverse range of goods for the automotive and industrial industries.

It serves some of the country's biggest OEMs (original equipment manufacturers). Exide has a strong presence across the whole automotive value chain, from Tata Motors and Maruti in the four-wheeler category to Bajaj in the two and three-wheeler segments.

Aside from that, the corporation has a significant export arm. The company serves the GCC countries, the United States, and Canada. Exports accounted for 9% of the company's total revenue in the fiscal year ended March 31, 2022.

Exide is well-positioned to benefit from the migration to Evs.

The company has partnered with a world-leading manufacturer of high-quality energy storage technologies to develop lithium-ion batteries for India's burgeoning EV industry. Apart from that, its existing relationships with the leading automotive firms provide it an advantage.

The company was directly impacted by the automobile industry's low demand. Furthermore, its insurance business distorted its profitability. However, the corporation recently sold the same, so that will alter beginning next year.

Sales and net profits have expanded slowly over the last four years, with CAGRs of 0.5% and 0.1%, respectively. The poor growth has had an impact on the return on equity. It has decreased over time, from 12.8% in 2018 to 6.6% in fiscal year 2022.

Despite the company's poor performance, it has not failed to compensate its stockholders. The average dividend yield over the last four years is 1.4%.ed to fund any future growth.



# Of Twitter and Tweets

## Elon Musk buys Twitter at last

The bird is freed," tweeted Elon Musk late on October 27th, after at last completing his acquisition of Twitter. The world's richest man (and third-most followed tweeter, fast closing in on Justin Bieber) now owns arguably the world's most influential news platform. He has already reportedly sacked Twitter's chief executive and has changed his own Twitter profile to "Chief Twit".

Mr Musk spent most of the past six months trying unsuccessfully to wriggle out of the deal. In April he agreed to pay \$44bn for the company, just as tech stocks started to

slide. By July, Twitter's market value had fallen below \$25bn. Since then the climate has only soured. This week Alphabet, Amazon and Meta all saw double-digit percentage drops in their share price. Twitter's much-criticised board has in the end extracted what looks like a sweet deal for shareholders.

### Elon Musk fires Twitter CEO Parag Agrawal: A look at the CEO's short-lived term

Parag Agrawal was appointed Twitter CEO back in November 2021. But in just under a year, Twitter's new owner Elon Musk has fired the India-born CEO.

A look at Agrawal's short stint as Twitter's boss.



Elon Musk has completed his acquisition, and as expected, the Tesla founder fired four top executives at the company, including CEO Parag Agrawal. Musk's decision is not surprising given he has publicly accused Agrawal of misleading him on the number of spam-bot accounts. Musk famously used a poop emoji to reply to one of Agrawal's tweets. Here's a quick look at Agrawal's short-lived term at the social media company.

### Agrawal was appointed in November 2021

The India-born Agrawal was appointed as Twitter's CEO in November 2021 after Jack Dorsey stepped down. At the time, Dorsey had fully endorsed Agrawal. Given Musk has fired him, Agrawal's stint at the job was less than a year.

Agrawal is an alumnus of the Indian Institute of Technology (IIT)-Bombay. He also has a PhD in Computer Science from Stanford University and has interned with other companies such as Microsoft, Yahoo, and AT&T Labs. He first joined Twitter in 2011, so he has worked here for nearly 11 years. Previously, he was Twitter's Chief Technology Officer (CTO) and was appointed to the role in 2018. He played a role in the company's technical strategy, especially around machine learning and AI. He also led efforts on scaling Twitter Ads systems.

### Agrawal versus Elon Musk

While Musk has fired Agrawal, the relationship between the two did not have a rocky start, at least publicly. Back in April, when Musk had bought a majority stake in Twitter, Agrawal welcomed him. In fact, that tweet shows up first on his profile as a 'popular tweet'. "I'm excited to share that we're appointing @elonmusk to our board! Through conversations with Elon in recent weeks, it became clear to us that he would bring great value to our Board," the now-sacked Twitter CEO had written in April this year.



**Sarthak Jain**  
BBA 3rd Semester

## Club Activities - Ad Mad Show

IAMR Ghaziabad organized AD Mad Show on Thursday, September 22, 2022 with great enthusiasm. The BBA department in association with IQAC had organized the "AD Mad Show" to showcase their creativity in marketing products and services. The objective of the activity was to acquaint the students about promotional strategies in marketing through advertisements.



## Finance Quiz

Finance Club of IAMR organized an engaging quiz on 6th October, 2022. The students participated wholeheartedly and gave a tough competition to their rivals.



## Cultural Activities - Gandhi Jayanti

The students of BBA department celebrated Gandhi Jayanti on October 1, 2022. Through the mesmerizing poems, speeches, nukkad natak, clean the mother earth initiative, students revisited the Gandhian Philosophy.



## Dandiya Eve

Navratri is a time of joy and spirituality. To celebrate it, the institute organised dandiya and dance program on 3rd October, 2022. The students showcased their dance skills and enjoyed the start of the festival season.



## Diwali Fiesta

Diwali was ushered in with Deep Mahotsav on October 21, 2022. The celebrations included food and game stalls organized by all departments of the group, rangoli competition, Notice Board decoration competition, musical chairs and fun activities with faculty.

There was music, laughter, artistry and the day saw enthusiastic participation from students and teachers alike.



## CSR Activity

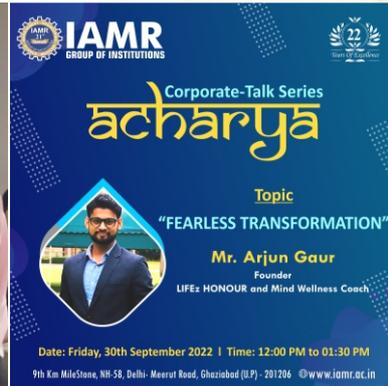
A donation drive was organized on 20th October, 2022 by the management students to help bring smiles to underprivileged children. The students visited Gharonda Bal Ashram and interacted with the children there before donating their goods.

The drive was aimed at instilling a sense of responsibility among the students towards the society and contributing towards the upliftment of the weak.



## Guest Lectures

Various guest lectures have been organized to give students a feel of the corporate world. The speakers have been eminent people from the industry. The lectures focussed on how students can inculcate values and skills to enhance their prospects in the outside world.



## Placement Drive

Axiom Consulting Pvt. Ltd, a software consulting firm in Noida visited IAMR Group of Institutions, Ghaziabad for placement drive on 12th October 2022 for BBA 2020-2023 batch students. The company provides ERP, CRM, SAP and business solution services to MNCs and Mid to Large Indian Corporate Houses.



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