

DESALITE NEWSLETTER



RENASTEREA

September 2019

Newsletter by the Department of Business Administration

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TEAMWORK

Quote

“Coming Together is the Beginning, Staying Together is Progress, And Working Together is SUCCESS !!!”

Henry Ford.

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Message from the Principal



Dear DeSalites,

I feel very pleased to share my thoughts with **RE-NASTEREA**, the newsletter of the Department of BBA.

You have chosen an apt and fitting theme for this issue of the newsletter, i.e., “Creativity and Enthusiasm towards Career”. ‘Creativity’ and ‘Enthusiasm’ are two very important words in the career world today. What is creativity? According to Rollo May “Creativity is the process of bringing something new into being. Creativity requires passion and commitment. It brings to our awareness of what was previously hidden and points to new life”. In the opinion of Thomas Disch “Creativeness is the ability to see relationships where none exist.” So a person who is creative will have these characteristics such as the capacity to see the world in a different way, to treasure and discover unknown patterns, to make networks between apparently unconnected phenomena, and to

create answers or solutions. Creativity consists of two very important processes: thinking and generating. What is enthusiasm? According to the Cambridge Dictionary, it is “a feeling of energetic interest in a particular subject or activity and an eagerness to be involved in it.” So enthusiastic individuals are persons who have a strong feeling of keenness to do something. They work with passion, even when the monetary rewards are small and they will have an intrinsic motivation that keeps them going forward. Thus, it is a proper blend of creativity and enthusiasm in one’s career life will set one apart from the crowd and create positive results that ensure success and leadership.

I wish all the very best to all the students and faculty members of BBA department for a fruitful academic year ahead and pray that may your career dreams come true with your creativity, enthusiasm and the blessings of the Almighty. God bless!

Fr. Dr. Roy P K

Principal.

PENCIL SKETCHING COMPETITION

The Department of Business Administration under DESMA has organized Intra departmental competition on Pencil Sketching for the BBA students. Nearly 25 students participated and exhibited their skill in pencil sketching.

The event organisers were Prof. S. Devichandrika and Prof. Alan George.

The students were provided with on the spot topic “Humans and the Consumer Globe”. The time limit given to students was one hour

The student's work was evaluated by the External Artist, Mrs Bhargavi.

The students actively participated in the competition which gave a platform to showcase their skill.

Desalite Nishanth. J from 2nd year got the First prize for his extraordinary talent, whereas Desalite Chinmayee Biswal from 3rd year was awarded with the 2nd Prize. This activity was overall helpful in bringing out the Consumer Awareness among the students and audience.

INFINITY - THE GUEST LECTURE WEEK



Dr. M. Gurusamy Associate Professor and Head of Pg department of Commerce and management, Brindavan College delivered a guest lecture on 6th August 2019 on HR Analytics

Human resource analytics (HR analytics) is an area in the field of analytics that refers to applying analytic processes to the human resource department of an organization in the hope of improving employee performance and therefore getting a better return on investment. HR analytics does not just deal with gathering data on employee efficiency. Instead, it aims to provide insight into each process by gathering data and then using it to make relevant decisions about how to improve these processes. He also discussed the case study on Amazon.com and how HR Analytics was used to overcome the gaps in the organisation. The session was highly interactive and informative and was well received by the First year BBA students.



Dr. Ravi Shankar Bhakat Associate Professor at Acharya B School delivered a guest lecture on 7th August, 2019 on Mod-

ern Retailing and Market innovation to Second year BBA students. Retailing occupies a key role in the world of economy. Retailing involves all the activities incidental to selling to ultimate consumers for their personal, family, and household use. It does this by organizing their availability on a relatively large scale and supplying them to the customers on a relatively small scale. As a major source of employment retailing offers a wide range of career opportunities including; store management, merchandising and owning a retail business.

Dr. Ravi delivered his lecture with fine examples and also gave his insights on the future trends of Retailing in India. The students were highly interactive and there were case studies and discussions about some famous retail brands and outlets like ITC, Adithya Birla, DMart and P&G.



Dr. Gopala Krishnan Associate Professor, Christ University delivered a guest lecture on Crowdfunding as a part of INFINITY GUEST LECTURE WEEK on 8th August 2019 for the final year BBA students. Crowdfunding is the use of small amounts of capital from a large number of individuals to finance a new business venture. Crowdfunding makes use of the easy accessibility of vast networks of people through social media and crowdfunding websites to bring investors and entrepreneurs together, with the potential to increase entrepreneurship by expanding the pool of investors beyond the traditional circle of owners, relatives and venture capitalists.

The lecture was highly informative and educative and the students participated in the session by clarifying the doubts.

ARTICLE - WOMEN EMPOWERMENT

Women Empowerment refers to the freedom of women using their resources and their rights equally without bias. There are five areas where every country should install this women empowerment. They are Education, Economics, Politics, Psychology and Social.

Empowerment of women is not only necessary, it became an imperative now. Over the last three decades various women organizations, N.G.O's, and liberal governments are actively working towards this. The status of women is overall deplorable, oppressive and discriminatory. According to the census 2011 in India, the literacy rate of women is 65.46% and 82.14% for men. So there is a clear

gap of 16.68% between men and women, 35% of women in India are illiterate. That's why women empowerment became necessary.

It is a well-known fact that the issue of women empowerment for the positive change and transformation of existing unequal society is more crucial and important. So far women role as a mother, a sister, a housewife has to be shifted to entire power relations of the country. It is hoped that India will prosper and achieve it's VISION2020 with hand to hand co-operation and active participation of both men and women in development.

By Potti Jaswanth - 2nd Year, BBA

PROJECT PROPOSAL GUIDANCE

As part of knowledge building and to facilitate learning, a session on project proposal was conducted on 15th July 2019 during 5th hour at the Business lab for HR group in room no 406 for finance group of Vth sem BBA students. The detailed description of the project report was given by Prof. Geetha.P.S for finance students and by Prof. Maria Priya for HR students. Students were also given clear guidelines for preparing a project proposal. It included:

1. Proposed project title: It should be short & concise
2. Problem statement: It should provide a description of the specific problems the project is trying to solve. Also, point out why a certain issue is a problem for the community/society as a whole.
3. Proposed objectives: Based on the problem students should develop the specific objectives.
4. Research methodology: Should include research types,

sources of data, data collection method, sampling techniques & size and research tools.

5. Key activities are undertaken in the project
6. Contribution to society through this project.

The above guidelines were helpful for students in successful completion of the project, extend their learning experience and demonstrate a sound technical knowledge of their selected project topic.



ARTICLE - PLIGHT OF FARMERS IN OUR COUNTRY

The History of Agriculture in India states back to the Indus Valley Civilization Era & even before that in southern India. Agriculture and its allied activities account for about 14% of the total GDP in India. Although Agriculture is the backbone of our country, the conditions of our farmers are getting worse day by day.



The National Crime Records Bureau of India has reported that in 2012, 13755 farmers have committed suicide in India which account for 11.25% of total suicides in India. Out of the 29 states in India, Maharashtra, Karnataka, Andhra Pradesh, Madhya Pradesh and Kerala have accounted for 76% of total suicide. The rate of suicide is much higher in southern states than the northern states that are larger in size and population. The main reasons farmers commit suicide is indebtedness, water scarcity, landlords and many more. A Farmer commits suicide because he is unable to pay a loan of RS 50,000 but a beer factory owner who owes thousands of crores to the bank

is happily living and no one even seems to care about him.

The past 8 years shown a rising trend in the number of farmers suicides.



According to the statistics. In 2012 the state of Maharashtra, with estimated 4000 farmers suicide accounted for about a quarter of the all Indian farmers suicide.

In response to the farmers' suicide, the government-appointed several commissions of inquiries to look into the matter and these commissions visited all the farmers' suicide areas and former Prime Minister Dr. Manmohan Singh provided relief packages to Farmer's Families, but the condition of the Indian farmers has still not improved. The total loan amount of farmers in India is estimated over Rs.30000 crores which are 2% of the GDP of our country. Effective measures like efficient agricultural banks and education for farmers and the protection of farmers in our country must be adopted. People need to be educated about the importance of farmers and farming conditions in India.

SAVE FARMERS, SAVE INDIA

By Deep - 2nd Year, BBA

ARTICLE - SAFETY RIDE “DUG DUG DUG”

A bike is not just a machine it's an emotion and a partner for the journeys of life! When sport's bike is trending in this generation one bike is still leading with its pride with royalty. MADE LIKE A GUN GOES LIKE BULLET

We are talking about none other than the heart of all the bike riders - ROYAL ENFIELD.

Established in the year 1901, In the beginning, it was just a company in the UK which manufactures needles, later the company received a contract from the British empire to manufacture certain parts of the gun for the British army, that was the royal contract for the beginning of the company. The company's dream project was to manufacture cycles, having a cycle in those days was very difficult. Later the company started to manufacture cycles that's how the dream project of the company became true. That is how the company got the name ROYAL.

Because it was a royal contract in those days whatever the king does the word ROYAL would be added. Eg: Royal dinner, Royal visit etc. Later the company started to manufacture motorcycles and named them ROYAL ENFIELD.

How ROYAL ENFIELD got its popularity?

ROYAL ENFIELD caught the attention during the second world war because the British army wanted a vehicle which can complete its path through the mountains, broken roads because the roads were broken due to attacks the British army felt very difficult to cover the distance soon ROYAL ENFIELD got the popularity in other countries like Germany, France etc.

JOURNEY OF ROYAL ENFIELD IN INDIA

ROYAL ENFIELD is the oldest motorcycle brand still in production, but the bigger they are the harder they fall. The legendary bike brand was facing a loss of Rs.20Crore and was on the brink of shutdown back in 2000, but the manner in which they turned things around is a master class in producing planning, process and brand management.

Their problem was manifold. On the one hand, sales had dropped to only 2,000 units a month and there were reliability and Quality Control issues around the bike, such as engine oil

leakage, the engine seizing up and the accelerator/brake cables snapping. The brand still commanded a loyal following, but everyone agreed that the bikes were too heavy and unreliable, difficult to maintain, had questionable ergonomics and a daunting kick-start mechanism. It was time to modernize the Bullet.



For the greater good, the move to migrate to newer-generation engines was made and international sound mapping experts were consulted to recreate the feel of the original engine. More importantly, the new engine was more reliable, 30% more fuel-efficient and 30% more powerful too. It was an instant hit and coupled with corrections in shop floor processes and service quality levels, the tide slowly turned. By 2008, dealers were reporting lower workloads and warranty claims fell sharply too. Royal Enfield also began conducting marquee rides to promote leisure biking as the bike became a lifestyle proposition.

The turnaround has been miraculous. Sales soared to 74,600 motorcycles in 2011, and the demand was insatiable. Royal Enfield subsequently announced an investment of Rs 150 crore in a new facility in Chennai, which would see its production capacity beyond 1.5 lakh units per annum. Royal Enfield's turnaround proves that driving change can be difficult, but in Royal Enfield's case they have ridden off into the sunset on the back of a happy ending.

By Sunanda K & Vishwas V - 1st Year, BBA

ACADEMIC ACHIEVERS

4th Semester B.Com. Students (2018-19)

- A. R. Suryaprakash - 100% in Cost Accounting
- Rakshith Kumar. K - 100% in Cost Accounting
- Vidya. V - Outstanding Rank in University



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