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Insights...Influence...Impact...

Mahajana Education Society (R)
SBRR Mahajana First Grade College (Autonomous)
Pooja Bhagavat Memorial Mahajana Education Centre
Department of Studies in Business Administration

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FROM THE EDITORS DESK

As we mark "World Sustainable Energy Day" - the theme of the month, we are reminded of the critical role we play as future business leaders in shaping a more sustainable world. Sustainability is not merely a buzzword; it is a fundamental principle that must be ingrained into the fabric of our business practices and decision-making processes. In the pursuit of profit and growth, it is easy to overlook the long-term consequences of our actions on the environment, society, and future generations. Imperatively, as students of MBA, we have a unique opportunity and responsibility to drive positive change. We must leverage our knowledge, skills, and influence to champion sustainability in all its dimensions.

Sustainability is not just about minimizing environmental impact; it's also about fostering social equity and economic prosperity. It's about finding innovative solutions that balance the needs of people, planet, and profit. Whether we are pursuing careers in finance, marketing, operations, or entrepreneurship, we can integrate sustainability into our strategies and operations. As future business leaders, we must prioritize sustainability in our decision-making processes, from supply chain management to product development to corporate governance. We must seek out opportunities to collaborate with stakeholders, embrace transparency, and hold ourselves and our organizations accountable for our impact on the world.

Let us recommit ourselves to the principles of sustainability and take concrete actions to make a difference. Whether it's advocating for sustainable business practices, supporting green initiatives, or driving change within our organizations, each of us has the power to be a catalyst for positive change. Together, let's build a future where business thrives in harmony with nature, where prosperity is shared impartially, and where our actions today create a better tomorrow for generations to come.

Dr Rajeshwari G M

Managing Editor, Department of Studies in Business Administration, PBMMEC

THEME OF THE MONTH

WORLD
SUSTAINABLE
ENERGY DAY

World Sustainable Energy Day 2024 theme is "Energy transition now – Fast, Smart, Resilient!". World Sustainable Energy Day (WSED) was first held in 1992 by the Austrian Energy Agency (AEA). The event organized for the first time highlighted the role of renewable energy sources in the transition to a sustainable energy system. It included focusing on wind power, solar energy, and biomass. The day served as a platform to promote the transition towards a sustainable energy system in our daily lives. WSED also highlights the importance of sustainable energy sources for the future, along with suggesting the possible usage of it.

The theme of the month raises awareness about the importance of sustainable energy practices. Apart from that, it also provides an opportunity to showcase successful sustainable energy initiatives across the globe. One of the primary sustainable energy resources is renewable energy which helps to conserve the nation's natural resources. Renewable energy provides reliable power supplies and fuel diversification, which enhance energy security and lower the risk of fuel spills while reducing the need for imported fuels.

The youth have a critical role to play across many aspects of the energy transition, including employment, entrepreneurship, digitalization, education, and advocacy. Armed with accurate information and critical thinking abilities, youth can identify gaps in the market for sustainable products and services. They can develop and launch green start-ups, creating solutions that address environmental challenges while generating economic opportunities.

World Sustainable Energy Day can accelerate change in our lives by bringing about a difference in the pace. The energy transition involves a wide range of possibilities and growth. Through sustainable energy, we live and grow accordingly.

DID YOU KNOW?

Indian Navy Warship which was launched in June 1993 has been named after city Mysore "INS Mysore". Warship "Mysore" is one of the few hybrid warships in the world with a mix of Russian, Western and Indian weapons systems, equipment and machinery.

"Sustainable energy is not just about saving the planet, it's about saving ourselves"

INTERIM BUDGET 2024

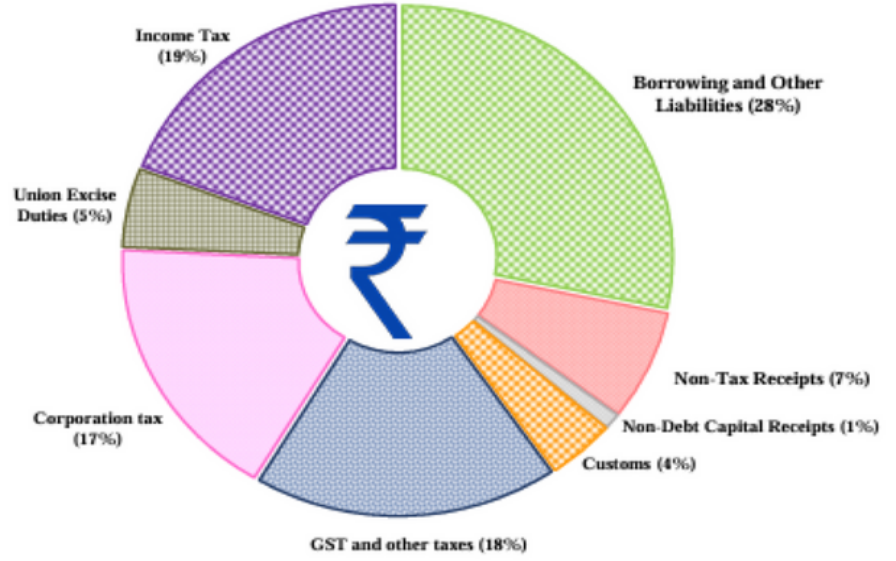
History of the Union Budget

- The first Indian Budget was presented more than 160 years ago in 1860, by a Scottish economist named James Wilson.
- The first union budget of independent India was presented by R. K. Shanmukham Chetty on 26th November 1947. Total revenues stood at ₹171.15 crore, and the fiscal deficit was ₹24.59 crore.
- Until 2016, every year it was presented on the last working day of February by the Finance Minister of India in Parliament, however, after 2016, Government started to present it on the first day of February.
- The first Indian governor of RBI who presented the Interim Budget in 1951-52 was C D Deshmukh.
- The first PM who presented the Union Budget was Pandit Jawaharlal Nehru in 1958-59.

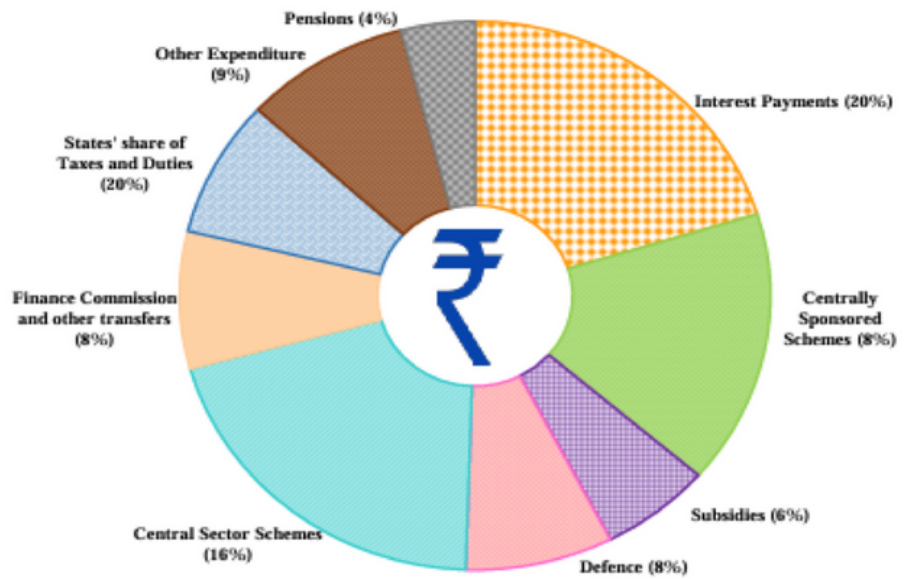
The interim budget 2024, will empower all the Four Pillars of Viksit Bharat which are as follows:

- Yuva, (Youth) - Empowering the Youth
- Garib, (Poor) - Garib Kalyan, Desh Ka Kalyan
- Mahila, (Women) - Nari Shakti
- Kisan. (Farmer) - Welfare of Farmers.

Rupee Comes From



Rupee Goes To



Key Numbers

In ₹ crore

	2022-23 (Actuals)	2023-24 (Budget Estimates)	2023-24 (Revised Estimates)	2024-25 (Budget Estimates)
Revenue Receipts	23,83,206	26,32,281	26,99,713	30,01,275
Capital Receipts	18,09,951	18,70,816	17,90,773	17,64,494
Total Receipts	41,93,157	45,03,097	44,90,486	47,65,768
Total Expenditure	41,93,157	45,03,097	44,90,486	47,65,768
Effective Capital Expenditure	10,46,289	13,70,949	12,71,436	14,96,693
Revenue Deficit	10,69,926	8,69,855	8,40,527	6,53,383
Effective Revenue Deficit	7,63,662	4,99,867	5,19,337	2,67,801
Fiscal Deficit	17,37,755	17,86,816	17,34,773	16,85,494
Primary Deficit	8,09,238	7,06,845	6,79,346	4,95,054

STUDENTS' GALLERY

HARMONY IN MOTION

Illuminating a Sustainable Tomorrow on World Sustainable Energy Day

In a world where energy is the lifeblood of progress, finding harmony in motion becomes essential. On World Sustainable Energy Day, we celebrate the power of sustainable energy to illuminate a brighter and more sustainable tomorrow.

Harmony in motion represents the seamless integration of various renewable energy sources, working together in perfect synchrony. It's a symphony where solar panels capture the sun's rays, wind turbines dance with the breeze, and hydropower harnesses the force of flowing water. These elements combine to create a sustainable orchestra, playing a symphony of clean and renewable energy.

By embracing sustainable energy solutions, we not only reduce our carbon footprint but also pave the way for a more resilient and sustainable future. Solar energy, for instance, offers a limitless source of power, harnessing the sun's energy and converting it into electricity. Wind energy, on the other hand, taps into the natural power of the wind, providing a clean and abundant source of electricity. Hydropower, geothermal, and biomass also play their part in this symphony of sustainability.

But harmony in motion goes beyond the technical aspects of renewable energy. It extends to the harmony we create with our environment and communities. It's about fostering a mindset that values and respects the delicate balance of nature. It's about empowering individuals and communities to embrace sustainable practices, from energy-efficient technologies to responsible consumption.

When we illuminate a sustainable tomorrow, we not only ensure a cleaner planet for future generations but also create new opportunities for innovation, job creation, and economic growth. Sustainable energy is not just a buzzword; it's a catalyst for positive change.

-MAYRAJ FATHIMA, MBA 2ND YEAR

Eco-Euphoria Nurturing a Greener Symphony

"Eco-Euphoria: Nurturing a Greener Symphony"
In the realm of eco-euphoria, where nature's symphony plays,
A greener tomorrow unfolds, in radiant sunlit rays.
Harmony in motion, a dance of Earth's embrace,
Sustainable energy is a melody we all shall trace.

Whispering winds carry tales of renewable might,
As solar rays caress, painting landscapes in golden light.
Wind turbines spin gracefully, a symphony in the air,
Harnessing the power, a greener future we share.

Rivers flow with purpose, their currents strong and true,
Hydropower surges, a force that will renew.
Geothermal whispers rise from deep beneath the ground,
Energy from the Earth's core, a treasure to be found.

Biomass, the quiet hero, transforms waste into grace,
Fueling our journey towards a sustainable embrace.
In this symphony of nature, we find balance and peace,
A greener tomorrow, where harmony will never cease.

So let us nurture this symphony, with every choice we make,
Embracing a sustainable future, for the world's sake.
In the realm of eco-euphoria, where hope and dreams align,
We'll compose a greener symphony, a legacy divine.

-MAYRAJ FATHIMA, MBA 2ND YEAR

CII Mysuru HR Best Practices Competition



We are enthusiastic to share with you the recent accomplishment of our participation in the HR Best Practices Competition hosted by the Confederation

of Indian Industry (CII), at SDMIMD. This competition provided a platform for budding HR professionals to showcase their innovative ideas and strategic thinking in the field of Human Resources Management.

The event took place on Thursday, 1st February 2024. The primary objective of this competition was to encourage and promote excellence in HR practices.

Several companies like Plansee, Excel soft, Bhoruka Fabcon, R process, Infosys, JK Tyres, Automotive Axles, Apollo BGS Hospitals, JK Tyres(Radial Plant), Glowtronics, Asian Paints, from in and around Mysuru actively participated in the competition, showcasing their best HR practices. These organizations shared insights, strategies, and innovative approaches related to talent management, stress management, HR analytics, global HRM, change management, work-life balance, ethical leadership, and diversity management.

We were delighted to meet,

- Dr. Dharma Prasad -Convenor, Industry Institute & Higher Education Panel & Managing Director, Funpluslearn Solutions LLP.
- Dr. Prakash K Nair- Vice Dean and Professor of Organizational Behavior & Leadership, MYRA School of Business.
- Mr.SrinivasaBarguar- Head HR for Robert Bosch Automotive Electronics Pvt. Ltd.

They also served as jury members for the HR Best Practices Competition. Their diverse backgrounds and extensive experience in the field of Human Resources ensured a thorough and fair evaluation process for all submissions.

Ms. Preet Kushalappa Kodira, Associate Vice President of HRD Infosys Ltd., whom we met was also a great source of experience.

Here are some of the noteworthy practices discussed during the event:

- Coffee with MD
- Employee Joining Kit
- 80 Hours of Training per Year
- Women-Specific Programs
- Training on wheels

During the closing ceremony, Dr. Dharma Prasad, the esteemed guest, announced the winner of the competition: ExcelSoft Technologies Pvt Ltd. Their comprehensive HR practices, commitment to employee well-being, and innovative approaches stood out among the participants.

Our professional profile is enhanced by our certification for participation.

We thank our Mahajana Education Centre for providing us with enlightening encounters that aid in our academic and professional advancement

Anushree K R,
Aishwarya A
Final Year MBA



MY DEBATE COMPETITION EXPERIENCE!

The given topic was "Can we conserve our environment by changing our lifestyle". I spoke against it and secured the 3rd prize. I was the only participant who spoke against it since I strongly believe that changes must be made at the root level for effective changes to take place in the system. If we implement changes at political, industrial, and educational levels, we will be able to conserve our environment in the long run.

Soujanya A
Final Year Student



DID YOU KNOW?

National Youth Day raises awareness and knowledge about people's rights in India. It is a day to teach people how to behave properly in public. The main goal of the celebration is to inspire the youth and spread Swami Vivekananda's ideas in order to create a better future for the country.

National Youth day 2024 Wishes: One of the most iconic quotes is, "Arise, awake, and stop not until the goal is reached." This powerful message underscores the importance of perseverance and determination in achieving one's aspirations.

YOUTH
DAY

NATIONAL YOUTH DAY 2024

The National Youth Day, also celebrated as Vivekananda Jayathi is observed on January 12th, the birthday of Hindu monk Swami Vivekananda. The National Youth Day is observed all over India at schools and colleges, with processions, talks, music, youth conventions, seminars, and Yoga. Swami Vivekananda's lectures and writings derive their inspiration from Indian spiritual tradition and the broad outlook of his Master Sri Ramakrishna Paramahansa. These were the source of inspiration and have motivated numerous youth organizations, study circles, and service projects involving the youth.

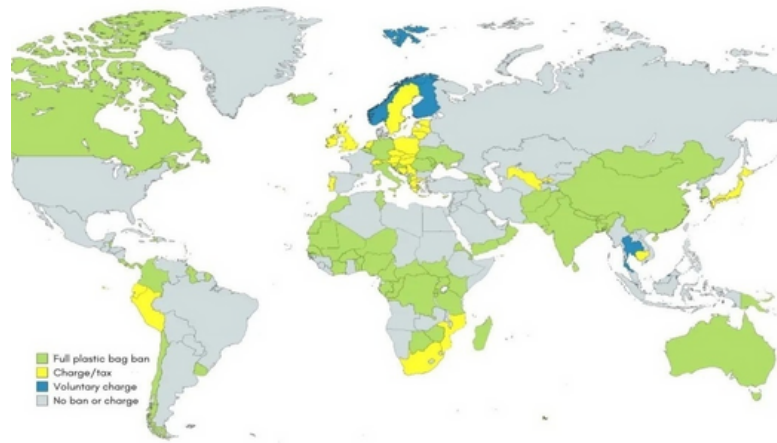
I'm personally inspired by his teachings, philosophies, spirituality, and his take on life. "Autobiography of a Yogi" is on my reading checklist. "Take risks in your life. If you win, you can lead; if you lose, you can guide." This is my favorite quote of his since it encourages everyone to take calculated risks and face challenges.

FACTS AND FIGURES ON WSED

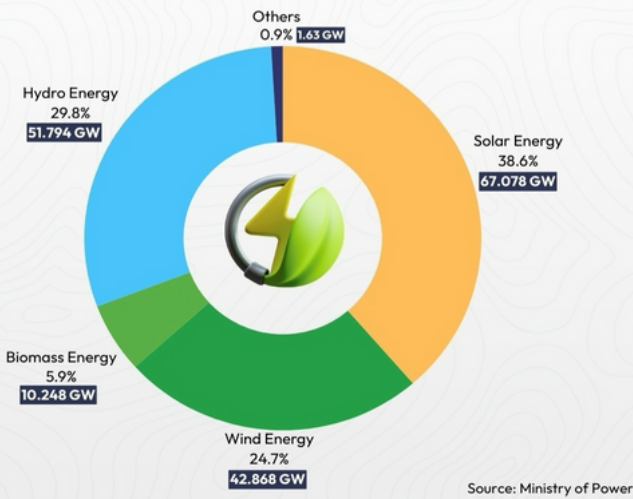
Top 10 Energy Companies with a Solar Power Focus



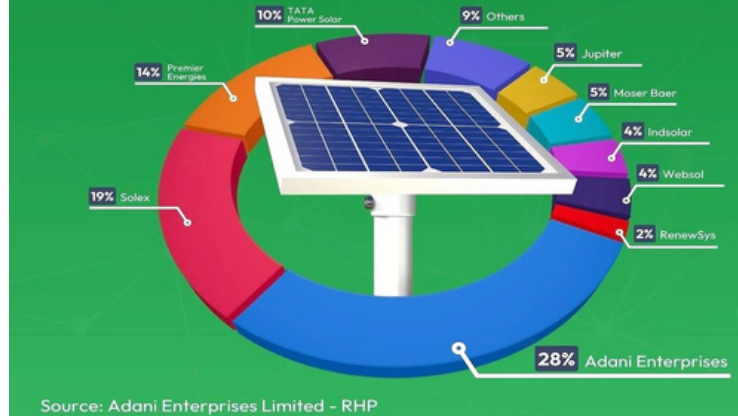
Single-use Plastic Bags Regulations Around The World



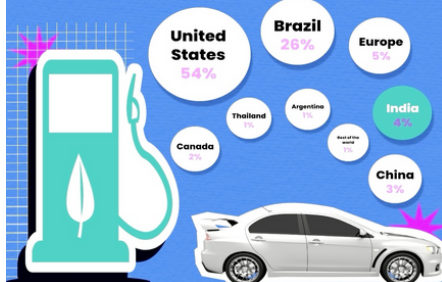
Renewable Energy Generation Capacity in India as of May 2023



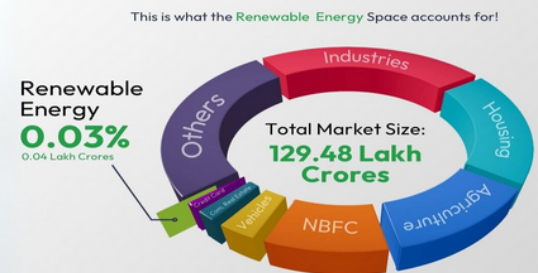
Market share of Indian PV CELL Manufacturers



Country-wise Ethanol Production (% of worldwide production in 2022)



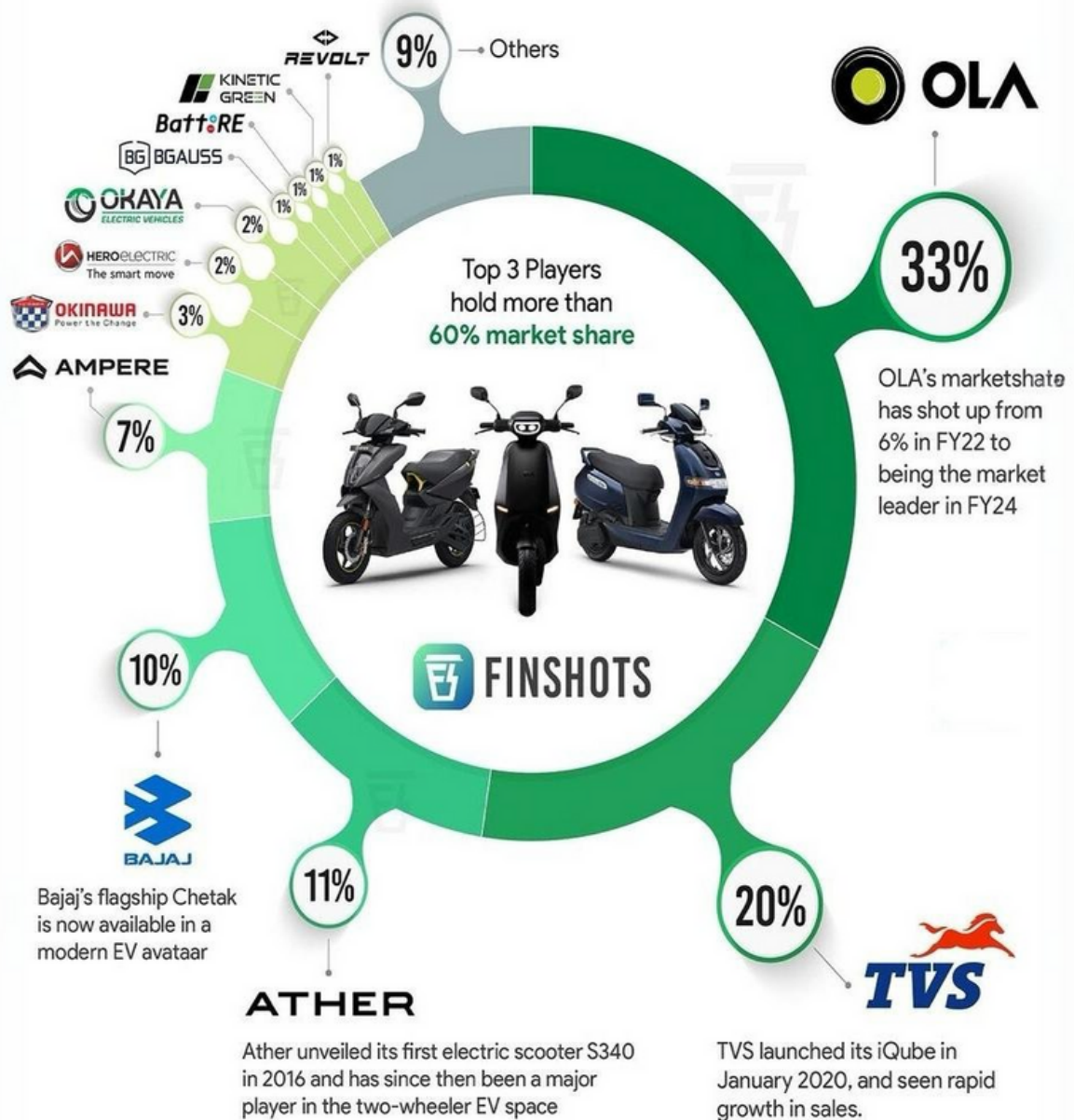
India's Credit Book Decoded



FACTS AND FIGURES ON WSED

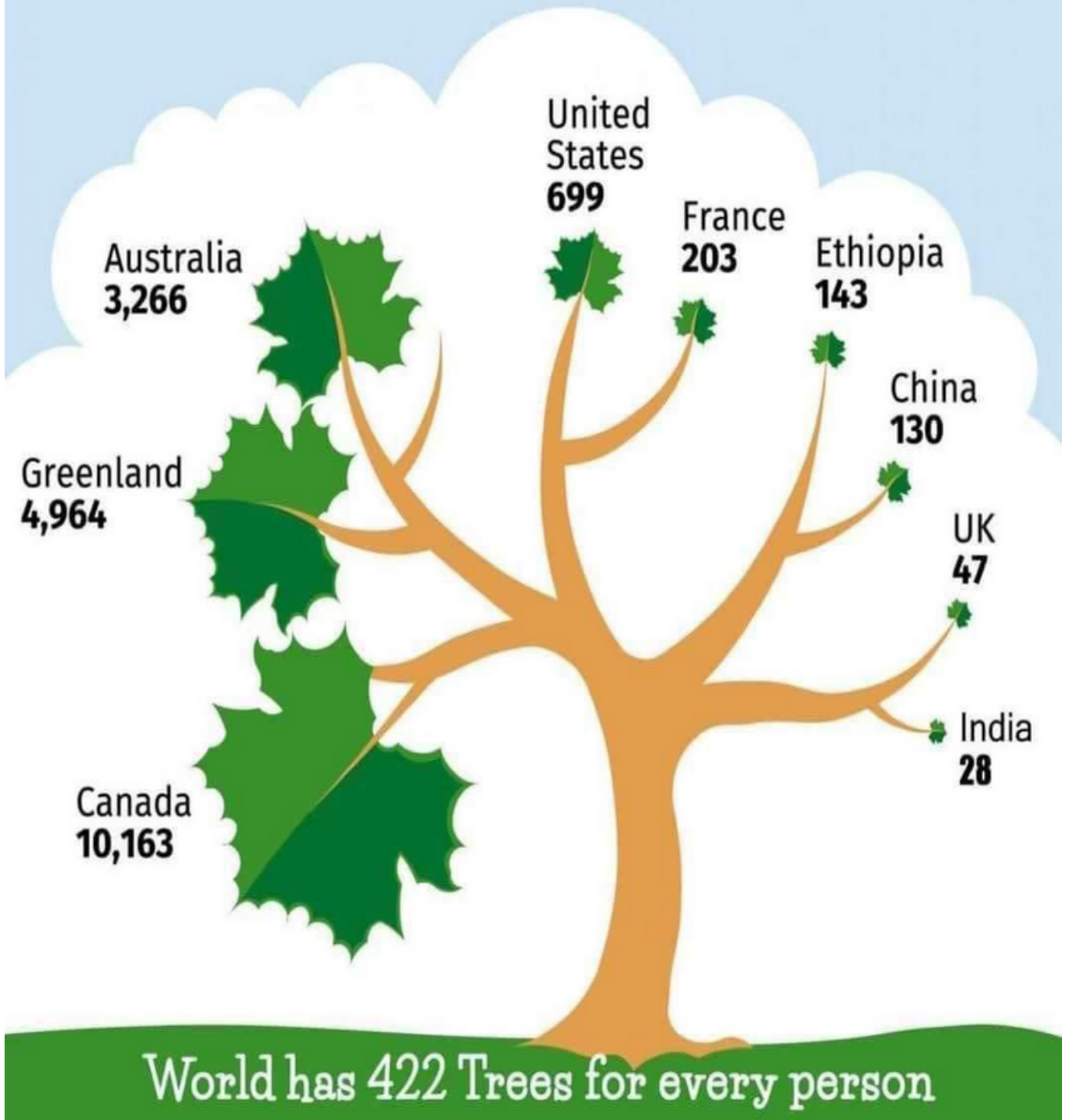
TWO WHEELER EVs MARKET SHARE

The Indian 2-wheeler EV space is growing rapidly on the back of government subsidies. Market leader Ola sells more scooters than its next two competitors combined, as per FY24 sales data.



FACTS AND FIGURES ON WSED

Trees per person :



ON THE RIGHT TRACK

Revenue expenditure



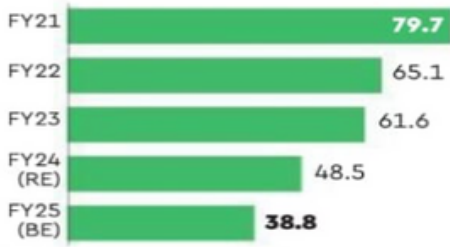
Source: Budget documents

Fiscal, revenue deficit



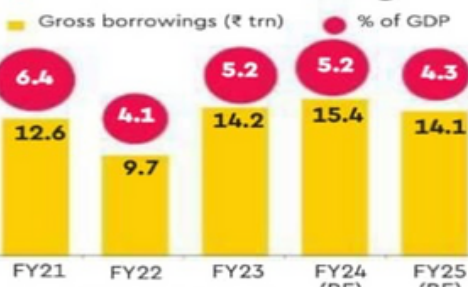
Source: Budget documents

Revenue deficit as % of fiscal deficit



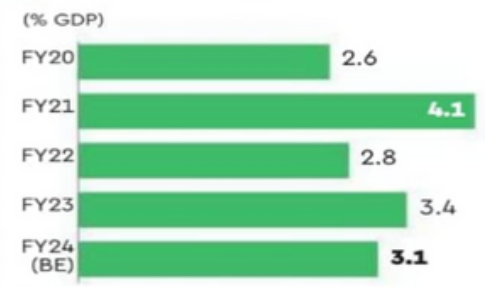
Source: Budget documents

Centre's borrowings



Source: Budget documents

States' fiscal deficit



Source: RBI

READY RECKONER GROWTH IMPERATIVE

The government has been spending big and increasing share of that outlay is going towards capital expenditure (capex). The Interim Budget mentions a target of ₹111 trillion in capex. This is more than triple the ₹31 trillion seen in 2018-19. This has been funded by an increase in direct and indirect tax collections. Agriculture and rural spends have dipped relative to the size of the economy, and there has been limited growth in health and educational expenditure. The finance minister has indicated that fiscal discipline will be maintained.

SACHIN P MAMPATTA & SAMREEN WANI



“OUR GOVERNMENT STANDS COMMITTED TO STRENGTHENING AND EXPANDING THE ECONOMY WITH HIGH GROWTH, AND TO CREATING CONDITIONS FOR PEOPLE TO REALISE THEIR ASPIRATIONS”

NIRMALA SITHARAMAN
UNION FINANCE MINISTER

WHEN THE MAJORITY GOVERNMENT WORKS WELL, THE COUNCILS MARK A SIGNIFICANT STEP FORWARD, PROMOTING SYNERGY IN IMPLEMENTATION.

The writer is executive vice-chairperson, Apollo Hospitals Enterprise

DEPARTMENT STEPS TOWARDS HOLISTIC DEVELOPMENT

PLACEMENT CELL

The Campus Selection Drive was organized by the Department of Studies in Business Administration, PoojaBhagavat Memorial Mahajana Education Centre, Mysuru on 1st February 2024, An organization from 24/7. AI Co. The purpose and scope of the event were to spot the talent and screen a large number of MBA and M.Com candidates in person in a short period. There were three rounds, 14 candidates participated in the interview, among which 9 students were from M.Com & 5 from MBA. Ms. Shruti C.R. from MBA (Marketing Specialization) got a job offer from the company.



The Placement drive was organized by Bandhan Bank in association with the Department of Studies in Business Administration, Pooja Bhagavat Memorial Mahajana Education Centre, Mysuru on 13th February 2024 at Vidyaranyapuram Branch, Mysuru. The Purpose of this placement event was to bridge the gap between students and employers, facilitating successful transitions into the workforce and supporting the career development goals of MBA candidates. Out of 3 participants, the following 2 students from 2nd year MBA Department were shortlisted.

INDUSTRIAL VISIT

PAMS Engineering Industry, Mysuru

Department of Studies in Business Administration, Pooja Bhagavat Memorial Mahajana Education Centre, Mysuru had organized a day Industrial Visit for final year MBA students on the 15th of February 2024 to PAMS Engineering, Mysuru - an automobile ancillary unit. The students were enriched with an understanding of the industry practices and emerging trends within the precision component manufacturing

sector. They were also provided with valuable insights into the company's operations, offering a firsthand understanding of its manufacturing processes, quality control measures, and organizational ethos. Led by experienced professionals, the visit catalyzed students to bridge the gap between theoretical knowledge and real-world industry practices, equipping them with the tools and perspectives necessary for success in the precision engineering sector.



DEPARTMENT STEPS TOWARDS HOLISTIC DEVELOPMENT

GUESTS LECTURE & INTERACTIVE SESSIONS ON

INTELLECTUAL PROPERTY RIGHTS AND ENTREPRENEURSHIP

Under the aegis of Industry Institute Interaction and Entrepreneurship cells on 20th February 2024, a special guest lecture was organized on the 20th of February. Dr. Dharma Prasad, CEO & Chief Scientist, of Prosetta Bioconin Formation Pvt. Ltd., delivered an insightful talk on the intersection of Intellectual Property Rights and entrepreneurship for Second Year MBA Students. Dr. Dharma Prasad emphasized the significance of Intellectual Property (IP) protection for entrepreneurs. He explained the various forms of IP rights, including patents, copyrights, and trademarks, and their role in safeguarding innovative ideas and creations. He stressed the need for entrepreneurs to proactively protect their intellectual assets to maintain a competitive edge in the market. His practical advice and expertise resonated with the audience, leaving them inspired and better informed to navigate the challenges of protecting their innovative ideas in today's competitive business environment.



INTERNATIONAL EDUCATION FAIR



MBA final year students of PBMMEC, Mysuru visited an International Education Fair organized by IDP held at the Radisson Blu Plaza Hotel Mysuru on 26th February 2024.

The visit provided students with the opportunity to:

- Meet representatives from UK and USA universities.
- Learn about various programs and courses offered by these Universities.
- Get advice on the application process and visa requirements.
- Have their applications assessed and submitted on the spot.

CELEBRATIONS AS BONDING & BINDING PRACTICES



GLOSSARY

- **Sustainable Investing:** An investment approach that considers Environmental, Social, and Governance (ESG) criteria to generate long-term competitive financial returns and positive societal impact.
- **Energy Efficiency:** The ratio of useful energy output to total energy input, emphasizing minimizing energy waste.
- **Carbon Footprint:** The total amount of greenhouse gases emitted directly or indirectly by human activities, usually expressed in equivalent tons of carbon dioxide (CO₂).
- **Net-Zero Energy:** A building or system that produces as much energy as it consumes over a specified period, typically a year.
- **Sustainable Development:** Development that meets the needs of the present without compromising the ability of future generations to meet their own needs, encompassing economic, social, and environmental considerations.
- **Energy Audit:** A systematic review of energy use in a building, facility, or process to identify opportunities for efficiency improvements.
- **Smart Grid:** An electricity supply network that uses digital communication technology to detect and react to changes in usage, improving efficiency and reliability.
- **Distributed Generation:** Electricity generation from many small energy sources rather than a few large centralized facilities, often including renewables like solar panels on rooftops.
- **Carbon Neutrality:** Achieving a balance between emitting carbon dioxide and absorbing carbon dioxide from the atmosphere, often through offsetting emissions with carbon removal or renewable energy projects.
- **Carbon Trading:** A market-based mechanism that allows companies to buy or sell carbon emission allowances, encouraging emission reductions where it is most cost-effective.
- **Impact Investing:** Investing in companies, organizations, and funds to generate measurable social and environmental impact alongside a financial return.
- **Green Building:** A structure designed, constructed, and operated to minimize environmental impact while maximizing resource efficiency and occupant health and comfort.
- **Energy Recovery:** The process of capturing and reusing waste energy, often from industrial processes or HVAC systems, to improve overall efficiency.
- **Demand Response:** Programs that incentivize electricity consumers to adjust their demand in response to supply conditions or price signals, reducing strain on the grid during peak periods.
- **Energy Retrofit:** The process of upgrading existing buildings or systems to improve energy efficiency, comfort, and sustainability.
- **Fuel Cell:** An electrochemical device that converts the chemical energy of a fuel and an oxidizing agent into electricity through a reaction between the two.
- **Green Certification:** Third-party verification of a building or product's environmental performance, often based on standards like LEED (Leadership in Energy and Environmental Design).
- **Electric Vehicle (EV):** A vehicle that operates using one or more electric motors powered by rechargeable batteries, reducing or eliminating the need for gasoline or diesel fuel.
- **Sustainable Transport:** Modes of transportation that minimize environmental impact, such as walking, cycling, public transit, and electric vehicles.
- **Smart Metering:** Digital meters that measure and record energy consumption in real time, enabling more accurate billing and providing consumers with data to manage their usage.
- **Carbon Pricing:** Putting a price on carbon emissions to internalize the costs of climate change and incentivize emissions reductions.
- **Energy Justice:** Ensuring that all communities have access to affordable, reliable, and clean energy resources, addressing disparities in energy access and affordability.
- **Green Energy Tariff:** A utility rate structure that allows customers to purchase electricity generated from renewable sources, supporting the expansion of renewable energy generation.
- **Greenwashing:** Misleading or deceptive marketing practices that exaggerate a product or company's environmental credentials.
- **Regenerative Design:** Design strategies that aim to restore, renew, or revitalize ecosystems and communities, going beyond sustainability to actively improve environmental and social conditions.



Accreditation and Affiliations



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UNIVERSITY OF MYSORE



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