# SAFALYA

## *A Half-yearly Newsletter*

**2023**
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**Volume - 1**
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# OP JINDAL UNIVERSITY
# SCHOOL OF MANAGEMENT

# Editorial

*I congratulate School of Management for publishing its first half-yearly Newsletter. I am extremely gratified that the University is growing by leaps and bounds and is well recognized for its high standards of education. To lead the University gives me immense pleasure as my high spirited faculties spare no efforts to enhance the quality of education and leave no stones unturned to emphasize the importance of ethical values. OP Jindal University (OPJU) is one of India's most renowned institutions of higher learning. OPJU is committed to promoting education as a means of enhancing people's lives, careers, morals andcultures, fostering generational growth, providing suitable employment for all educated individuals, advancing technology, and innovating & expanding the global economy. OPJU is the only university in Chhattisgarh state that offers industry-linked learning and learning by methodology. OPJU's School of Management offers a multidisciplinary world-class business education to foster academic excellence through industry partnerships and global collaboration. The Schools' direct exposure to the Industry, numerous digital initiatives, a sizable library for better Student learning opportunities, spoken Tutorial projects, and the chance to use free & open-source software, sporadic individual learning workshops, and various skill-enhancement programs are what make them special. We at OPJU believe that every student has innate potential that can be unlocked through quality teaching and mentorship. To sharpen more talents, we are working to have more global partners and prestigious recruiters. In the coming years, the institution will place a strong emphasis on three keys values, empowering students with lifelong professional decision-making abilities, increasing student's understanding of viable future career opportunities and helping students create and put into practice effective job search methods.*

**Dr. R.D. Patidar**
*Vice-Chancellor*

*Indian Education sector is going through various reforms with the vision that India follows International Standards in education and people from abroad take education in India and thus contribute to Indian Economy. E-Governance has been brought in and the norms of institutes have improved and have become outcome oriented. The emphasis is on quality rather than quantity. A number of Engineering and Management institutes that mushroomed over the last decade are now applying for closure. Those already present are walking a tight-rope and are tightening their belts to improve the quality of education offered by them. While on the one-hand examination standards in school have been relaxed, the standards in the higher education have become tougher. Students are now-a-days busy with social media and other distractions and give little time to study as they lack motivation to excel in exams. The reforms are off-shoots of western method of education. But the question is whether these methods bring good results for Indian society or not most of the students in foreign countries take a lackadaisical approach towards education. In Canada, for example, a small percentage of native Canadian excels in studies. Others give up their studies quite early and take up jobs here and there. The top posts are occupied by Indians and Chinese because the students from these countries are quite hard-working.*

*There is one striking difference between Indian and western societies though. In western societies people who do menial jobs are not looked down upon. But in India, a strong social stigma is attached to a job. Several questions arise: Will a student who lacked motivation to study during the school education perform well in higher education (as the norms for higher education have become tougher)? Will Indian students be able to overcome social stigma attached to a job in Indian societies. At our end let us all gear up to improve the quality of education offered by all of us.*

**Dr. Saket Jeswani**
*Dean, SoM*

*"Be the servant while leading. Be unselfish. Have infinite patience, and success is yours."*

# About SoM

**School of Management (SoM) at OPJU** *offers a multidisciplinary world-class business education to foster academic excellence through industry partnerships and global collaborations. We put endeavour to make an impact through our variousprogrammes, corporate education & training, research and consultancy. chool of Management has set up a dedicated Business Analytics lab, logistics ans supply chain management and Financial reasearch training and trading laboratory for the benefit of students to develop global competency and keep them updated with recent practices of the Business world. SOne of the key strengths of SoM lies in its faculty members who are experts in their respective fields, often holding advanced degrees and possessing significant industry experience. They bring their knowledge and expertise to the classroom, providing students with practical insights and real-world examples that enrich their learning experience.*

# Achievements and Accolades

**Dr. Saket Jeswani** Asst. Dean, Professor & Head, School of Management has published a patent entitled *"The Role of Blockchain Applications in Supply Chain Management"*, application no. 202321008875

**Mr. Manoj Ku Mishra** Assistant Professor, SoM has Published a book chapter entitled *"Authentication Schemes for Healthcare Data Using Emerging Computing Technologies"* on a book titled *"AI and Blockchain in Healthcare"* published by Springer.

**Dr. Himanshu Vaishnaw** has published an Indian Patent titled *"Smart Home Energy Management System Control through Deep Reinforcement Learning"* in Intellectual Property India, Oce of the Controller General of Patents, Designs & Trade Marks, Department of Industrial Policy & Promotion, Ministry of Commerce & Industry, Government of India. Application Number: 202341013222

**Dr. Saurabh Gupta** Assistant Professor, SoM has published a research paper entitled *"Social media communities"* ethical sensitivity interventions: Scale Development and Validation" in the International Journal of Information Systems and Change Management (ABDC-C, Scopus) Inderscience Publication.

**Dr. Saket Jeswani** Assistant Dean & Professor, **Mr. Bhupendra Tripathi**, Assistant Professor, **Ms. Sradhanjali Samal**, Research Scholar, School of Management Presented Paper entitled *"Factors influencing Individual Investment Decisions: A Systematic Literature Review"* in International Conference on *"Innovations, Agility and Sustainability in Global Business Environment"* organized by ITS Ghaziabad on 28-29 April 2023

**Dr. Saurabh Gupta** Assistant Professor, SoM has published a research Paperentitled &quot; *"Evaluating E-leadership Self-efficacy Through Social Media Efficacy and Participation"* in the journal Management and Labour Studies (ABDC-C,Scopus, WoS) Sage publication.

**Dr. Saket Jeswani** Assistant Dean &; Professor, **Mr. Manoj Mishra**, Assistant Professor, **Mr Yugal Pradhan**, Research Scholar, School of Management Presented Paper entitled *"Behavioral Supply Chain Management and Firm Performance: Conceptualization and Propositional Development"* in International Conference on *"Innovations, Agility and Sustainability in Global Business Environment"* organized by ITS Ghaziabad on 28-29 April 2023.

**Mr. Manoj Ku Mishra** Assistant Professor, SoM has delivered two sessions on Entrepreneurship as a value added course conducted by School of Science, OP Jindal University.

*"Infinite patience, infinite purity, and infinite perseverance are the secret of success in a good cause"*

**Dr. Saket Jeswani** Assistant Dean & Professor, **Dr. Himanshu Vaishnaw**, Assistant Professor, Anoushka Sharma, Student MBA 2 nd Semester, School of Management Presented Paper entitled "*A Study on Symbiotic Relationship in Organizational Context: Transactional Analysis Theory Perspective*" in International Conference on "Innovations, Agility and Sustainability in Global Business Environment" organized by ITS Ghaziabad on 28-29 April 2023.

**Dr. Saurabh Gupta** Assistant Professor, SoM has published a research Paper entitled *"Does consumer empowerment influence e-payment systems adoption? A digital consumer-centric perspective"* in the Journal of Financial Services Marketing (ABDC-B, Scopus, WoS) Springer Nature.

**Mr. Manoj Ku Mishra**, Assistant professor **Ms. Namrata Ojha**, Assistant Professor, School of Management presented paper entitled "*An Empirical Studyon Higher Education Students*" in International Conference on "Innovations, Agility and Sustainability in Global Business Environment" organized by ITS Ghaziabad on 28-29 April 2023.

**Dr. J P Rath and Dr. Saurabh Gupta** has published an Indian patent titled "*A Method for Making Customer Purchase Decision*" in Intellectual Property India, Oce of the Controller General of Patents, Designs & Trade Marks, Department for Promotion of Industry and Internal Trade, Ministry of Commerce & Industry, Government of India. Application No.: 202321007442tttt

**Dr. Saurabh Gupta** Assistant Professor has Attended Online one-week Faculty Development Programme on *"ACADEMIC RESEARCH WRITING"* organized by Teaching Learning Centre, Ramanujan College University of Delhi under the aegis of Ministry of Education Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching from 27 March-02 April 2023.

**Mr. Manoj Kumar Mishra** has Published a Book Chapter title "*Challenges Faced by Aliated Institutions (Tier-II) in Outcome-Based Education (OBE) Implementation: A Literature Survey*" in BR Publication.

# Awards and Recognition

**Dr. Saket Jeswani** received *BEST PAPER AWARD* for paper entitled *"Relationship between Leadership Style & Employee Engagement in Indian Context - A Literature Review & Research Agenda"* in International Conference on *"* Emerging Research in Science, Engineering & Management" held on 19th & 20th May 2023 at Sai Rajeswari Institute of Technology, Andhra Pradesh.

**Dr. Saket Jeswani** was invited as Session Chair in International Conference on *"Academic Integration and Sustainable Development - An Interdisciplinary Manifesto"* at ICFAI University, Raipur on 30 May 2023.

**Dr. Saurabh Gupta** Assistant Professor, SoM has published a research Paper entitled *"Virtual communication adoption by educational leaders: moderating role of perceived risk and benefits"* in the International Journal of Information and Learning Technology (ABDC-C, Scopus) Emerald Publication.

**School of Management** got *Institutional Membership of NHRD* Network, India and OPJU is appointed as the Institution to hold & lead NHRD Raipur Chapter.

**Mr. Manoj Ku Mishra** Assistant Professor, SoM has received an *Academic Excellence Award* from the Institute of Research.

*"In a conflict between the heart and the brain, follow your heart."*

**Dr. Saurabh Gupta** Assistant Professor, SoM has presented a research Paper entitled *"Adoption of E-governance Mobile Application among Indian Citizen: A Structural Equation Model (SEM) Approach"* at the International Conference on Role of Sustainable Development Goals in Business and Economic Transformation (ICSDG 2023) held on 29th April 2023 at Jaipuria Institute of Management, Ghaziabad.
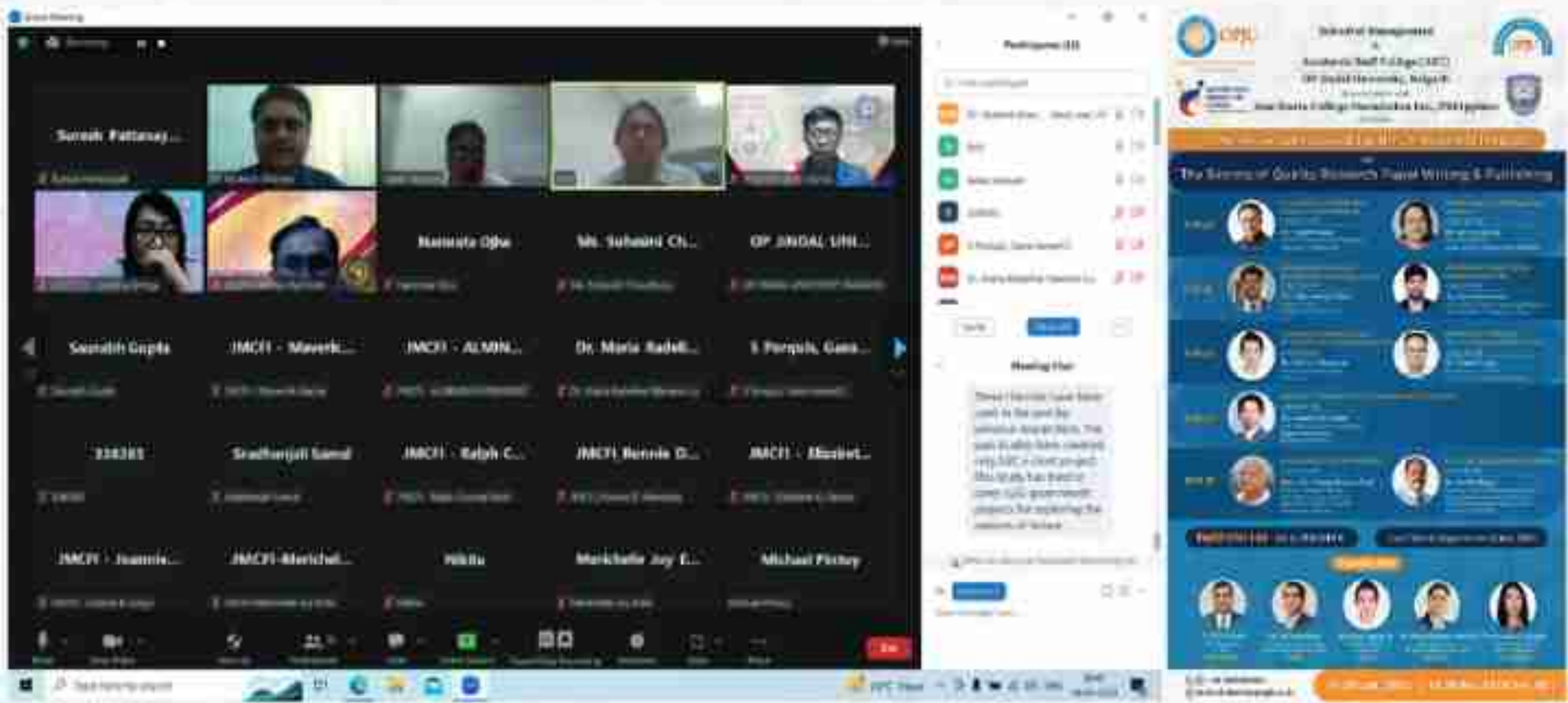
**Mr. Manoj Ku Mishra,** Assistant professor, **Ms. Namrata Ojha**, Assistant Professor, School of Management has received Best Paper Award in International conference on *"Innovations, Agility and Sustainability in Global Business Environment"* organized by ITS Ghaziabad on 28-29 April 2023.

**Seven papers** from SoM were presented in the International Conference on *"Academic Integration and Sustainable Development - An Interdisciplinary Manifesto"* at ICFAI University, Raipur on 30 May 2023. Two Students Anoushka Sharma & Mimansa Kashyap & One Research Scholar Mr. Yugal Kishor Pradhan won the **BEST PRESENTER AWARD** in the conference.

**Mr. Manoj Kumar Mishra** Assistant Professor, School of Management Presented Paper entitled *"Behavioral Discovering Relationship Between Social Media Usage And Cybersecurity Awareness: An Association Mining Analysis"* in International Conference on "Revisiting Management & Business Practices in Dynamic Era" organized by IITM on 26-27 May 2023.

# Programs and Activities

**School of Management**, OP Jindal University in association with Jose Maria College Foundation Inc., Philippines, Academic Star College OPJU and Institution's Innovation Council, OPJU organized *Five-Day Online International Faculty Development Program (FDP) on "The Secrets of Quality Research Paper writing and Publishing" from 16th to 20th January 2023.* The FDP focused on the core areas of research paper writing and publishing it to reputed journals, which is the basic need of modern day researchers and faculty for their personal and professional development. 9 dynamic resource persons delivered the session that were from eminent institutions from the globe.
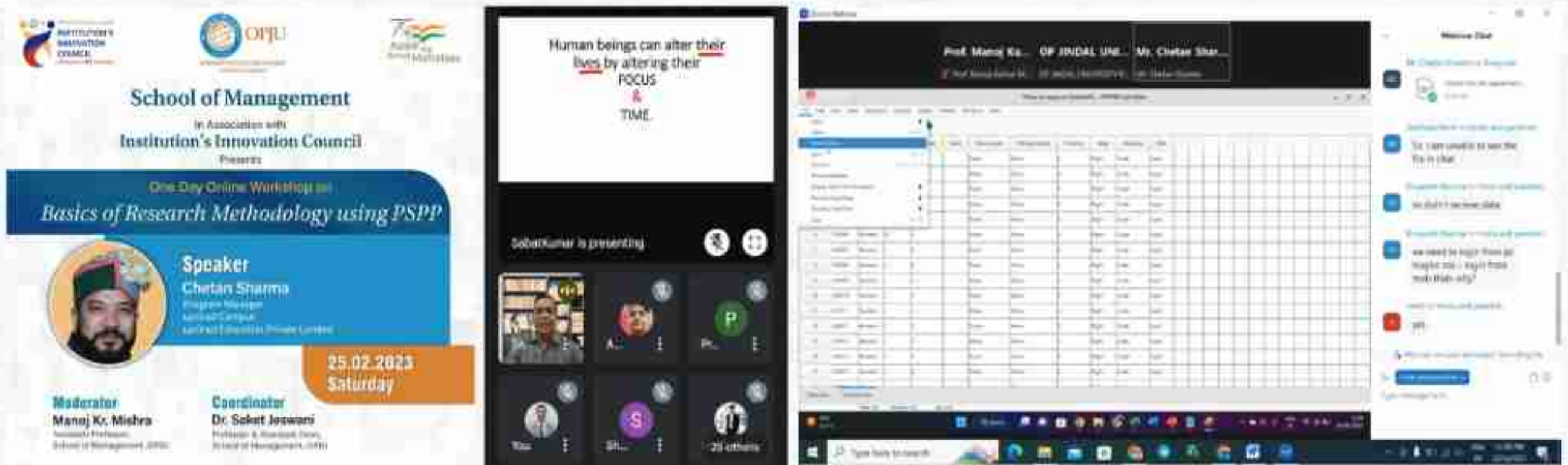


**Mr. Manoj Ku Mishra** Assistant Professor, SoM and **Mr. Bhupendra Tripathi** Assistant Professor, SoM has organized Online Workshop on *"Importance of soft skills in professional life"* on May 05, 2023 in association with Institution's Innovation Council. The speaker of the session was Mr. Deepak Chabra Assistant Professor, RDIAS, New Delhi.



*"Do one thing at a Time, and while doing it put your whole Soul into it to the exclusion of all else."*

**School of Management**, OP Jindal University, organised Online workshop on *"Entrepreneurship skills, Attitude & Behavior Development"* on 28th February, 2023 in association with Institution's Innovation Council. The speaker of the session was Dr. Sabat Kumar Digal, Head and Associate Professor, Rama Devi Women's University Bhubaneswar

**School of Management**, OPJU in association with Institution's Innovation council, OPJU organized online workshop on *"Basics of research using PSPP".* we event was scheduled on February 25, 2023. The speaker for the session was Mr. Chetan Sharma (Program Manager) upGrad Campus, upGrad Education Private Limited.



**Mr. Manoj Kumar Mishra** (Assistant professor) and **Dr. Gopal Krishna Rathore** (Associate professor) School of Management, OP Jindal University organized online Session on *"Life skills and its importance in professional life"* on 30th April, 2023 in association with Jose Maria College foundation Inc. Philippines. The speaker of the session was Mr. L K Tiwari Retd. Bank Officer.



**Dr. Saket Jeswani** (Assistant Dean, Professor) and **Mr. Manoj Kumar Mishra** (Assistant professor) School of Management, OP Jindal University organized Online workshop on *"How to plan for start-up: legal and ethical steps"* on 29th April, 2023 in association with Institution's Innovation Council and Jose Maria College foundation Inc. Philippines. The speaker of the session was Dr. Sunil Kumar Yadav (Ambassador, IIC).



*"All this is the manifestation of that one love, more or less expressed."*

# Faculty Corner

## It's time for Podcast in India

One day Achyut was travelling to another city, he got a call from his friend who suggested him to listen to a podcast about history of India. His point was simple that you need to know about history of your country.Initially, Achyut was not interested to listen but he has started listening as he thought that he was travelling and it's a good means to pass time, slowly after few days it become his habit to listen to the podcasts about dierent topics in leisure time. A podcast is a digital medium consisting of audio (or video) episodes that relate to a specic theme. The hosts of a podcast are referred to as "podcasters."Podcasting doesn't have a long history. In fact, the word podcast was introduced in 2004. While podcasts are a relatively recent invention, they've had a major impact on audiences across the world. While podcasts and radio broadcasts are similar, they have certain distinct advantages that draw listeners and content producers were are many dierent kinds of podcasts, and no two are alike. No matter how you done podcasting, it's clear that this media format deserves a closer look. India's podcast market is growing and how. The country now has the third-largest listener base globally, just behind the US and China. A PwC Global Entertainment & Media Outlook study expects this number to rise to 17.61 million by 2023. In India, podcasts have been popular for a while. But podcasts have only recently experienced this astounding rise in popularity, particularly during the Covid-19 pandemic.Pandemic and screen fatigue led people to seek out an old favourite: Audio. However, prior to the popularity of mobile phones, the reach was very restricted. While other countries' podcasting networks were developed on a tradition of radio talk shows, India's podcasting network had to start its community from scratch.India has steadily increased its use of podcast entertainment over the past few years. e introduction of DIY platforms has aided the growth of independent content producers, increasing the amount of fresh content that is available. The biggest music and podcast streaming service in the world, Spotify, introduced about 30 locally produced original podcasts in less than a year, while JioSaavn, an Indian streaming service, saw a 200-fold increase in content in 2020 compared to 2019. The overwhelming need for self-help and inspirational content among listeners may possibly be responsible for the rise during the pandemic. As a result of this motivational drive, podcast streaming on a few of these platforms increased. 50% of Indians like to listen to at least one episode of such a podcast per week, per a survey done by Spotify and YouGov in the year 2021. This demonstrates how popular podcasts are becoming in India. According a recent survey by IVM Podcasts in association with InMobi Pulse and InMobi group-owned Glance,e top three podcast categories were business and nance (47%), comedy and entertainment (53%) and news policy (62%). 97% of podcast listeners access them through their smartphones, and 56% of them trust the brands that are promoted on podcasts. You can't think of too many other content formats that generate an equivalent amount of genuine loyalty between creator and audience.Additionally, listeners are devoted to their favourite hosts and will probably take the time to listen to all or most of the episodes they put out. Due to the vast diversity of podcast themes available, Indian advertisers are developing a new level of interest as a result of this intimacy. Here is probably a podcast for you out there, no matter what kind of information you are interested in. Larger podcasts allow for more precise targeting because it is easy to identify the specic audience that each one attracts. The branded podcast can be useful in this situation, A branded podcast is a programme that is produced with the target audience of the brand in mind, rather than with an emphasis on "selling" as opposed to engagement. The objective is to present your brand's basic principles to listeners in a way that encourages a close relationship with them.Podcasts are informational and have knowledge which is interesting to audiences. They are not merely a tool for marketing but also for increasing reach. There are several podcasts that target a certain niche and are widely shared within that niche. The niche factor enables marketers to target particular groups and reach consumers.

**Dr. Himanshu Vaishnaw**
Program Head MBA /EMBA
Assistant Professor (Sr. Grade)

# Faculty Corner

## What Ramayan teach us about modern times

Great epics show us how to deal with problems and how to live a good life.

Sage Valmiki wrote the Ramayan in an old language called Sanskrit. This is was a long time ago, before Bhagwan Ram was born as Ram on Earth.  Even now, the lessons in the Ramayan iss still important. I'll start with the good things and lessons in the Ramayan. I will try to bring up a few  things that are easy to follow in the modern world if you stick to them. It makes us want to be good in every relationship we have. In other  words, it tells us to do what is right.

1. "Raghukulreeti sada chaliaayee, pranjaaye par vachannajaaye." This is means that Word was everything in the great family that Ram was a part of. It would be better to die than to break a word.Kaikeyi was Dashrath's third wife. He was the king of Ayodhya. When she saved his life in a war, he gave her two gifts. When Ram was going to be crowned king, Kaikeyi used these two gifts. She made Dashrath crown her own son Bharat king and send Ram away for fourteen years. Raja Dashrath didn't want to give these two wishes, but he had to. Ram went to the woods with his wife Sita and brother Laxman to keep his father's promise.

2. The bond between brothers: The bond between all of Bhagwan Ram's brothers is one of the most important lessons in the Ramayan. Laxman gave up everything in order to follow him. Bharat did not accept the throne, so Shatrughan had to rule Ayodhya by default. We can learn from Bharat that he knew exactly what was right and what was wrong. So, when his mother gave him the kingdom of Ayodhya as a gift, he turned it down because it had been stolen.

3. It's almost hard to tell the diference between good and bad in this Kalyug. Everywhere you look; you can get bad advice and hear lies. Kaikeyi also took her wicked maid Manthara's bad advice and got sick. We know that everything else went wrong. Be most important thing right now is to know what kind of friends we have.

4. Taking a stand for the weak. Bhagwan stood up for the weak and fought for them all the time. One such person is Ahilya. Bhagwan Ram's life is full of protecting the weak and killing the bad. One of the main reasons why epics are so important in the Kalyug is that they remind us of our rich and idealistic past and force us to follow in the paths of our Gods.

**Prof. Manoj Mishra**
**Assistant Professor**
**School of Management**

*"Strength is Life, Weakness is Death. Expansion is Life, Contraction is Death Love is Life, Hatred is Death."*

# Faculty Corner

## स्टार्टअप इंडिया स्किमः नये उद्यमियों के लिए अवसर एवं चूनौतियाँ

देश के नागरिकों के बीच उद्यमशीलता की भावना एवं आर्थिक विकास को बढ़ावा देने के लिए केन्द्र सरकार द्वारा स्टार्टअप इंडिया योजना को 16 जनवरी 2016 को प्रारंभ किया गया। इस योजनों के अन्तर्गत स्व-रोजगार व उद्योग के लिए फंडिंग सहायता, मार्गदर्शन और उद्योग भागीदारी के अवसर प्रदान करके भारत में नये स्टार्टअप को बढ़ावा देना है। स्टार्टअप इंडिया योजना का मूख्य उद्देष्य देष में नवाचार और स्टार्टअप के पोशण के लिए एक मजबूत इको-सिस्टम का निर्माण करना है। इस योजना में स्वरेजगार के अवसरों में दिन प्रतिदिन वृद्धि हो रही है। भारत विष्व का तीसरा सबसे बड़ा स्टार्टअप इकोसिस्टम है जोकि 12 से 15 प्रतिषत् वार्षिक वृद्धि के साथ बढ़ रहा है। अब प्रष्न आता है कि यह स्टार्टअप स्किम क्या है? इसके अन्तर्गत किस प्रकार के उद्योग व्यवसाय या सेवा क्षेत्र को षामिल किया गया है? सरकार के द्वारा स्टार्टअप विकास के लिए किस प्रकार की योजनाएँ संचालित की जा रही है? स्टार्टअप के लिए किस प्रकार की प्रषासनिक आवष्कताओं को प्रतिपूर्ति की आवष्कता होती है?इत्यादि। इन सभी प्रष्नों की संतृप्ति के लिए आज के आलेख में मेरे द्वारा वृस्तत से चर्चा की जाना आवष्यक है। सर्वप्रथम स्टार्टअप स्किम को समझना आवष्यक है। स्टार्टअप का अर्थ किसी कंपनी के संचालन के पहले चरण से है। स्टार्टअप एक या एक से अधिक उद्यमियों द्वारा स्थापित की जाने वाली उत्पाद या सेवा के विकास के लिए स्थापित कंपनी है। यह कम्पनीया आप तौर पर उच्च लागत और सीमित राजस्व के साथ षुरु होती है। यही वजह है कि वे उद्यम पूंजीपरियों जैसे विभिन्न स्त्रोत से पूंजी की तलाष करती है। इसी प्रकार कहा जा सकता है कि स्टार्टअप ऐसी कंपनियां या उद्यम हैं जो किसी एकल उत्पाद सा सेवा पर केंद्रित होते हैं जिसे संस्थापक बाजार में लाना चाहते हैं। इन कंपनियों के पास आमतौर पर पूर्णतः विकसित मॉडल एवं पर्याप्त पूंजी की व्यवस्था नहीं होती है जिनको विकसीत होने के लिए वित्त पोशण की आवष्यकता होती है। स्टार्टअप इंडिया स्किम के अन्तर्गत षासन के द्वारा स्टार्टअप को विकसीत करने एवं स्वरोजगार के बढ़ावा देने के लिए विभिन्न आर्थिक सहायता प्रदान की जाती है जिनके लिए कुछ मापदंड तैयार किए गये हैं जैसे उद्योग संवर्धन और आंतरिक व्यापार विभाग (डी.पी. आई.आई.टी.) द्वारा मान्यता प्राप्त स्टार्टअप (कंपनी) जिसको निर्मित हुए दो वर्ष से अधिक समय नहीं हुआ हो। स्टार्टअप के पास उत्पाद या सेवा के विकास का कोई व्यवसायिक विचार (आइडिया) हो जो बाजार के लिए उपयुक्त, वाणिज्यिक दृश्टि से व्यवहारिक एवं जिसमें विकास की संभावनाएं हो। स्टार्टअप के माध्यम से व्याप्त समस्या के समाधान का प्रयास किया किया जाना चाहिए जिसके लिए प्रौद्योगिकी का इस्तेमान किया जाना चाहिए। वहीं स्टार्टअप द्वारा केन्द्र अथवा राज्य सरकार की किसी अन्य स्कीम के तहत 10 लाख रूपये से अधिक मौद्रिक सहायता (ऋण) प्राप्त नहीं की जाना चाहिए। इसी प्रकार कंपनी अधिनियम, 2013 तथा सेबी (आईसीडी ीआर) विनियम, 2018 के अनुसार, स्कीम के लिए इन्क्यूबेटर को आवेदन के समय स्टार्टअप में भारतीय प्रोमोटर्स द्वारा षेयरधारिता कम से कम 51 प्रतिषत होना चाहिए। स्टार्टअप इंडिया सीड फंड के स्कीम के अन्तर्गत सामाजिक प्रभाव, अपषिश्ट प्रब धन, वित्तीय समावेषन, षिक्षा, कृशि, खाद्य प्रसंस्करण, जैव प्रौद्योगिकी, स्वास्थ्य देखभाल उजा ं, आवाजाही, रक्षा, अंतरिक्ष, रेलवे, तेल और गैस, वस्त्र आदि क्षेत्रों में अभिनव समाधानों का निर्माण करने वाले स्टार्टअप को प्राथमिकता दी जाती है। उपरा क्त महत्वपूर्ण मापदण्डों के साथ कुछ वैधानिक मापदण्डों की प्रतिपूर्ति करने वाले स्टार्टअप को स्टार्टअप इंडिया फंड स्कीम के अन्तर्गत आर्थिक सहायता के प्रावधान किए गये हैं। स्टार्टअप कंपनियों के विकास एवं प्रबंधन प्रषिक्षण के लिए व्यवसाय इन्क्यूबेटर्स एक महत्वपूर्ण भूमिका अदा कर रहे हैं। एक व्यवसाय इन्क्यूबेटर एक कंपनी है जो नई और स्टार्टअप कंपनियों को प्रबंधन प्रषिक्षण जैसी सेवाएं प्रदान करती है। यह स्टार्टअप के प्रारंभिक महिनों या वर्शों के दौरान पोशण करने के लिए स्थापित सुविधा भी है। इन्क्यूबेटर्स आपतौर पर महत्वपूर्ण स्थान, साझा कार्यालय और सेवाएं, प्रबंधन प्रषिक्षण, विपणन सहायता एवं वित्तपोशण में सहायता प्रदान करते हैं। स्टार्टअप इंडिया की आधारभूत संरचना को समझने के पष्चात् इससे रोजगार के अवसरों पर प्रकाष डालने पर ज्ञात होता है कि उद्योग एवं आंतरिक व्यापार विभाग, वाणिज्य एवं उद्योग मंत्रालय, भारत सरकार के स्टार्टअप इंडिया प्रतिवेदन एवं आर्थिक सर्वे के अनुसार पिछले पांच वर्शों में लगभग 64500 हजार नये स्टार्टअप की उत्पत्ति हुई है जिसमें 4.7 लाख नये रोजगार का सृजन हुआ है। जिसमें वर्श 2022 में लगभग 14000 नये स्टार्टअप विकसीत हुए। स्टार्टअप इकोसिस्टम के विकास के कारण प्रतिवर्श लगभग 40 से 50 हजार नये रोजगार के अवसर भारत में उत्पन्न हो रहें है। भारत में स्टार्टअप के लिए तीसरा सबसे बड़ा पारिस्थितिकी तंत्र (इकोसिस्टम) है फिर भी 80 से 90 प्रतिषत भारतीय स्टार्टअप अपनी स्थापना के पहले 5 वर्शों के भीतर विफल हो जाते हैं। अब प्रष्न यह है कि स्टार्टअप विफल क्यों होते हैं? इसके विफलताओं केकारणों पर प्रकाष डालने पर ज्ञात होता है कि नवाचार की कमी, धन की कमी, व्यवसाय में फोकस की कमी, उत्पाद बाजार के आवष्यक न होना, दूरदृश्टि और मजबूत नेतृत्व की कमी, व्यापाय मॉडल की विफलता, स्टार्टअप को संचालित करने के लिए प्रतिभा एवं योग्यता पूर्ण कर्मचारियों के अभाव एवं नवीन स्टार्टअप के द्वारा ग्राहकों की उपेक्षा इत्यादि मुख्य कारणों से अधिकांष उद्यमियों के स्टार्टअप विफल हो रहे हैं। विफलताओं को सफलता में बदलने के लिए उपरोक्त कमियों को दूर करने के लिए उद्यमियों के साथ-साथ सरकार को नवीन स्टार्टअप्स को निरन्तर प्रषिक्षण एवं सहायता प्रदान करना होगी।

डॉ. गोपाल कृश्ण राठौर
सह-प्राध्यापक

# Brand Fact - Meaning

### Formula 1
The logo at first glance looks quite simple and boring. But give it a closer look. There ere you can see the symbol of 'One' inside the blank space between 'F' and red colored '1'.

### Sony Vaio
Thee Vaio logo also has a secret. The 'va' part represents the basic analogue signal and the 'io' looks like the binary 1's and 0's.

### Baskin and Robins
Baskin and Robbins is famous ice cream brand. It has 31 favors of ice-cream. The logo shows the letter B and R. Just looking at the pink part of the logo will show the number '31'.

### Amazon
The logo for Amazon shows a smiley. Along with that the arrows show moves from A to Z. This logo symbolizes that they sell things from A to Z.

### Adidas
The shape of 3 stripes on the Adidas Logo represents a mountain, pointing out towards the challenges that are seen ahead and goals that can be achieved.

### Apple
The apple is a reference from the Bible story of Adam and Eve, where the apple represents the fruit of Tree of Knowledge, with a pun onbyte/bite". Rob Janoff, said in an interview that though he was mindful of the "byte/bite" pun (Apple's slogan back then: "Byte into an Apple"), he designed the logo as such to "prevent the apple from looking like a cherry tomato."

The four rings, which make up the Audi logo, represent the four companies that were part of the Auto-Union Consortium in 1932. They were DKW, Horch, Wanderer and Audi.

The BMW medallion represents a propeller of a plane in motion, and the blue represents the sky. this is because BMW has built engines for the German military planes in World War II. The colors are the national colors of Bavaria, which now forms a part of Germany.

If observed closely, the IBM logo, also known as "Big Blue", generates a message of "Equality". The Big Blue IBM logo, with its lower right parallel lines, highlights in the shape of an "equals" sign. Furthermore, the term "BIG" in the Big Blue IBM logo refers to the company's size in the market share, whereas, the "BLUE" is the oficial color of the eight-bar IBM logo.

The idea of 'arches' was first introduced by Dick and Mac McDonald as arch shaped signs on the sides of their then 'walk-up hamburger stand'. From an angle, those arches looked like the letter "M" and thus, were incorporated in the McDonalds logo as a merger of the two golden.

The star in three corners represents the Mercedes-Benz dominance on land, sea and air.

The Toyota logo contains three ellipses, which represent the heart of the customer, the heart of the product and the heart of technological progress and limitless opportunities of the future. In Japanese, "Toyo" signifies abundance, and "ta" means rice. In some Asian cultures, the rice.

The Puma logo has an image of a leaping Puma, an animal otherwise called a cougar, a panther or a mountain lion. Active both day and night, it is a powerful beast and an expert hunter that can jump to a maximum of 20 feet high in a single bounce. By incorporating the creature in the Puma logo, the company has summarized the complete meaning of its products into a powerful identity. The Puma logo itself characterizes the brand's reliability and its products'.

First look at the FedEx logo and you think what's so unique about it? It is just a simple, you could say, a more or less textual symbol. But wait! Look closer. Do you notice a hidden arrow somewhere? This logo was created by Linden Leader & Landor associates in the year 1994 and on the first look comes forward to be a very simple design. But if you pay attention then you find that in between the E and the X is a right handed arrow. This hidden sign apparently signifies the precision and the speed at which this world famous courier company works.

# Fun and Knowledge

Write the numbers from 1 to 8 into the squares with consecutive numbers do not touch (neither edges nor corner)
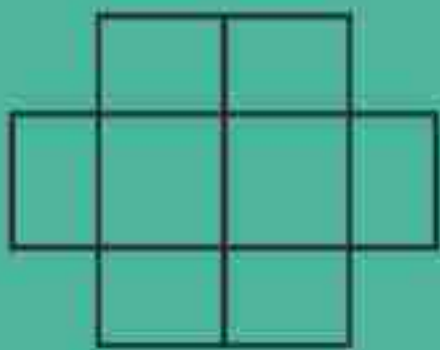
## Test your knowledge

1. Who is the founder of Starbuks?
2. Who is CEO of PhonePe?
3. Which new venture is started by Ashneer Grover?
4. Who is known as father of Scientific management

## Management Story

*Once upon a time, there was a software engineer who used to develop programs on his Pentium machine, sitting under a tree on the banks of a river. He used to earn his bread by selling those programs in the Sunday market. One day, while he was working, his machine tumbled of the table and fell in the river. Encouraged by the Panchatantra story of his childhood (the woodcutter and the axe), he started praying to the River Goddess. The River Goddess wanted to test him and so appeared only after one month of rigorous prayers. The engineer told her that he had lost his computer in the river. As usual, the Goddess wanted to test his honesty. She showed him a match box and asked, "Is this your computer?" Disappointed by the Goddess' lack of computer awareness, the engineer replied, "No." She next showed him a pocketsized calculator and asked if that was his. Annoyed, the engineer said "No, not at all!!" Finally, she came up with his own Pentium machine and asked if it was his. The engineer, left with no option, sighed and said "Yes." The River Goddess was happy with his honesty. She was about to give him all three items, but before she could make the over, the engineer asked her, "Don't you know that you're supposed to show me some better computers before bringing up my own?" The River Goddess, angered at this, replied, "I know that, you stupid idiot! the first two things I showed you were the Trillennium and the Billennium, the latest computers from IBM!" So saying, she disappeared with the Pentium! Moral: If you're not up-to-date with technology trends, it is better keep your mouth shut and let people think you're a fool, than to open your mouth and prove it !!!*

## Future Activities

*School of Management, OP Jindal University, Raigarh is organizing 4th International Conference on The Role of Innovation, Entrepreneurship, and Management for Sustainable Development (ICRIEMSD-2023) in association with Sohar University, Oman, Jose Maria College Philippines, and, FPT University, Vietnam on November 3rd & 4th 2023 in Hybrid Mode.*

OPJU — In association with: SOHAR UNIVERSITY

**4th International Conference on**
The Role of Innovation, Entrepreneurship and Management for Sustainable Development

3rd & 4th November, 2023 — **CALL FOR PAPERS**

**Hybrid Mode**

Track-1   Innovation and Sustainable Development in Human Resource Management
Track-2   Innovation and Sustainable Development in Marketing
Track-3   Innovation & Sustainable Development in Finance
Track-4   Innovation & Sustainable Development in Tourism, Agri-Business Management, Entrepreneurship & CSR
Track-5   Innovation and Sustainable Development in Operations & Supply Chain Management
Track-6   Innovation and Sustainable Development in Information Technology & Management

- Selected Papers will be Published in Reputed Journals (ABDC, Scopus, WoS and UGC Care)
- Opportunity to get Published in Special Issue of OPJU Business Review.
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- Conference workshop & Keynote speeches from renowned researchers and academicians
- Best Paper Awards with attractive cash prizes in each technical session.
- Best paper awards with attractive cash prizes in student's technical tracks.

**Important Dates**

| | |
|---|---|
| Last date of submission of abstract | 30 August 2023 |
| Notification of acceptance of Abstract | 5 September 2023 |
| Last date of submission of full paper | 15 October 2023 |
| Last date of early bird registration | 20 September 2023 |
| Conference dates | 3 - 4 November, 2023 |

**Registration Fee**

| Category | Early Bird | Regular |
|---|---|---|
| Faculty Members | INR 2000 | INR 2500 |
| Research Scholars | INR 1200 | INR 1500 |
| Students (External) | INR 800 | INR 1000 |
| Industry (Working Professionals) | INR 3500 | INR 4000 |
| International Participants | USD 75 | USD 90 |

**Conference Links:** Registration Link: http://surl.li/kgqk   Abstract Submission Link: http://surl.li/kgqk   Paper Submission Link: http://surl.li/kfgrd

**Contact us:** ✉ conference.som@opju.ac.in   ☏ +91 9826661837, 9795848506

Organized By: School of Management | OP Jindal University, Raigarh

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*"The highest manifestation of strength is to keep ourselves calm and on our own feet."*

# Facts and Trivia

- *When you crack a whip, it makes a sharp sound because the tip of the whip is traveling faster than the speed of sound. It is a sort of mini sonic boom!*

- *The world's deadliest recorded earthquake occurred in 1557 in central China; more than 830,000 people were killed.*

- *The coldest temperature ever measured on Earth was -129 Fahrenheit (-89 Celsius) at Vostok, Antarctica, on July 21, 1983.*

- *The distance from the surface of Earth to the center is about 3,963 miles (6,378 kilometers).*
  *Baikal Lake in Russian Fed. Is the deepest lake (5315 ft) in the world.*

- *The deepest hole ever made by humans is in Kola Peninsula in Russia, was completed in 1989, creating a hole 12,262 meters (7.6 miles) deep.*

- *The world's greatest land mountain range is the Himalaya-Karakoram. It contains 96 of the world's 109 peaks of over 7,317m (24,000 ft). The longest range is the Andes of South America which is 7,564km (4700 mi) in length. Both were created by the movement of tectonic plates.*

## Little Secrets of Success

*"Take up one idea. Make that one idea your life; dream of it; think of it; live on that idea. Let the brain, the body, muscles, nerves, every part of your body be full of that idea and just leave every other idea alone. This is the way to success, and this is the way great spiritual giants are produced".*

*- Swami Vivekanand*

### Answer

1. Gordon Bowker jerry Baldwin
2. Sameer Nigam
3. Third unicorn
4. Fedrick Winslow Taylor

|   | 4 | 6 |   |
|---|---|---|---|
| 7 | 1 | 8 | 2 |
|   | 3 | 5 |   |

# ADMISSION OPEN 2023-24

## BBA

Entrepreneurship
Business Analytics
Financial Management
Marketing Management
Financial Management
Human Resource Management

## B.Com (Hons)

Accounting and Finance
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Banking and Insurance

## MBA/ Executive MBA

Business Analytics
Marketing Management
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Human Resource Management
Operation Management

## BA Economics (Hons)

### Launching from Academic Year 2023-24