# **SPOKES WHEEL**

Volume 5 February, 2018

HINDUSTAN INSTITUTE OF MANAGEMENT AND COMPUTER STUDIES

# **Student Magazine of HiMCS**



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Nishant Sharma MBA 2017-19



Monika Verma MBA 2017-19



Abhinav Tiwari MBA 2017-19

# From the Director's Desk



Prof. (Dr.) Naveen Gupta

I am happy to learn that students of HIMCS are commutating e-magazine "THE SPOKE'S WHEEL". I am sure that such type of initiative of the students would provide a platform for the exchange of ideas among students' community, educationist and business leaders. This initiative of students will establish itself as the vital link between academia and industry. I wish all the best for the success of the endeavors.

# From the Registrar's Desk



Lt. Col. (Retd.) N.P. Singh

I am delighted to know that group of our Management students under the flagship of "Think Tank Forum" conceived an idea and flagging off a monthly E-magazine titled "The Spoke's Wheel". I am sure this magazine is a beginning of our endless journey towards building a platform for exchange of excellence and innovation in the knowledge of sphere. I wish you all for "The Spoke's Wheel" get off to a flying start with help from academician, industrialist and students.



Shailendra Pratap Slngh MBA 2016-18

# **Artificial Intelligence in Businesses**

Need a car insurance policy? Login on policybazar.com and get assisted by a customer care person and the policy issued in few minutes. Need a loan in 10 seconds? Login on a leading bank's website and get your loan sanctioned in 10 seconds. Like some cloth on ecommerce website, but wish you could have a trial? Now no need to worry. One of the leading e-commerce companies is coming up with an online trial option. Moreover, it will also tell you that how do you look in that cloth. Now, this is the beauty of Artificial Intelligence. According to a research "Leadership in the Age of AI" published by Infosys, nearly 3 out of 4 businesses are actively deploying AI based technologies. The study further points out that world three big nations, India, the U.S. and China are leading in this and their organizations are realizing tangible results by utilizing AI based technologies with almost 75 percent, 71 percent and 61 percent respectively. According to the study conducted by Accenture titled "Investment in AI to boost revenue, employment levels, the organizations deploying AI based technologies could see 38% higher revenue by 2022. If we talk about the Indian companies, at PolicyBazzar.com, almost 70% of the car insurance policies sold by bots. Apollo Munich, Birla Sun Life, ICICI Lombard GIC, Maruti, Yes Bank and many others are actively using AI in daily business improving productivity and scale. Analysts predict that by 2020, AI technology will be virtually pervasive in almost every new software product and service. Gartner predicts AI to be among top five investment priorities for more than 30% of chief information officers by then.

Nowadays there has been a debate about machines taking over human's jobs. The same kind of debate used to happen in 1990s, when computers were gaining popularity. But it starts new opportunities in the market. Similarly, if we look at broader scenario, it would open up new job opportunities. So gear up people. The industry is changing fast. Get yourself skilled according to the new challenges



Tanika Chabra MBA 20161-18

# Bit Coin - What the fuss??

A few days ago, I read an article on "The Economics Times" stating that bitcoins has reached to its highest level at \$19,500. The word "Bitcoin" was new to me. So I started reading about it. There are certain facts which I found it quite amazing. Do you know that in 2017 the value of a Bitcoin had been increased by more than 1400%? According to the article, If you had bought \$1,000 of bitcoin at the start of 2013 and had never sold any of it, you would now be sitting on around \$1.2 million. There was a news related to superstar Mr. Amitabh Bacchan who was one the beneficiary of this boom in cryptocurrency as his investment of \$2,50,000 in Meridian Tech, a Blockchain technology empowered solutions provider" that offers microfinance using "crypto currencies across continents, resulted into \$17.5 million(1 crore 70 lakh dollars) as company's share price rose to whopping 1,000%. Recently there has been an article on outlookindia.com (dated 15<sup>th</sup> December 2017) which says that one Japan Firm announces to pay part of salaries in Bitcoin. Isn't it a bit shocking? To understand this mystery I explored more about it.

Bitcoin, invented by Satoshi Nakamoto in 2009, is a cryptocurrency, or a digital currency, that uses the rules of cryptography for regulation and generation of units of currency. Bitcoin is a nothing but a digital currency that allows people to buy goods and services and exchange money without involving banks, credit card issuers or other third parties. Bitcoin is not tied to a bank or government and allows users to spend money anonymously

It is the first decentralized digital currency, as the system operates without any central bank or single administrator. The network is peer-to-peer and transactions take place between users directly, without an intermediary. These transactions are verified by network nodes through the use of cryptography and recorded in a public distributed ledger called a block chain.

These cryptocurrencies are stored in a digital wallet, which operates in the cloud. The wallet works as a virtual bank account through which users can receive and send bitcoins, book hotels on popular websites, shop for stuffs and buy Xbox games. Bitcoins are completely virtual coins, which do no not require banks to move and store the money. Bitcoins are traded through some exchanges called "bitcoin exchanges", which estimates the value this cryptocurrency. Some of the popular exchanges are Coinbase, Bitsamp and Bitfines.

# So why bitcoins are popular?

Transactions can be made anonymously, making the currency popular with libertarians as well as tech enthusiasts, speculators and criminals. This anonymous factor plays a very vital role specially in India.

# Latest development in India

The Reserve Bank has been repeatedly saying since late 2013 that they possess "potential financial, operational, legal, customer protection and security related risks". Considering this fact, the Finance Minsiter Mr. Arun Jaitely has clearly mentioned in his budget speech on 1st Februaray that "the government does not recognise cryptocurrency as legal tender or coin and will take all measures to eliminate the use of these crypto assets in financing illegitimate activities or as part of the payments system".



**Akanksha Jain** MBA 2016-18

# Long Term capital Gain (LTCG) - Explained

# Long Term capital Gain (LTCG) - How the 10% tax will impact your portfolio

The government has finally done what the market feared. In the budget presented on 1<sup>st</sup> February 2018 by the Finance minister Mr. Arun Jaitely, Long-term capital gains (LTCG) has been imposed on equity markets. As expected, the 30 stock bellwether BSE Sensex tanked 840 points, and 50 stock Nifty crashed 250 points next day. Before I explain the process of calculation of the LTCG tax, lets understand what LTCG is all about?

# Long Term Capital Gain(LTCG) explained:

In equity market and equity linked mutual fund market, any profit earned by holding the investment less than one year considered as Short Term Captial Gain (STCG). While profit earned by holding it more than one year is considered as long Term Capital Gain (LTCG). So far STCG used to be taxed @15%, while there was no tax on LTCG. However, in the current budget announcement, the government has imposed 10% tax on LTCG too. This means that the profit generated by purchasing any stock or equity linked mutual fund held for more than a year would be taxed at 10 percent, provided the profit is more than Rs 1 lakh. In this process of tax calculation, the minister has considered "grandfathering" all profits/gains until 31<sup>st</sup> January 2018.

Now being management graduates, we need to understand this "Grandfathering" term. A **grandfather clause** (or **grandfather policy**) is a provision in which an old rule continues to apply to some existing situations while a new rule would be applicable to all future case. The government has justified this decision saying that in last few years, investors have earned almost 3 lakh crore from the equity market and they should also contribute towards the growth and the development of the country.

The government is expecting to earn almost 3,000 crore through this LTCG and it would be utilised for the recently announced healthcare schemes

Now lets discuss the procedure of computation of the tax:

**Scenario 1**: An equity stock is purchased on 1st of January, 2017 at Rs 1000, its market price is Rs 2000 on 31st of January, 2018 and it is sold on 1st of April, 2018 at Rs 2500. As the actual cost of acquisition is less than the market price as on 31st of January, 2018, the market price of Rs. 2000 will be considered as the cost of acquisition and the long-term capital gain in this case will be Rs 500 (Rs. 2500 – Rs. 2000).

**Scenario 2**: A share is purchased on 1st of January, 2017 at Rs. 1000, its market price is Rs. 2000 on 31st of January, 2018 and it is sold on 1st of April, 2018 at Rs. 1500. In this case, the actual cost of acquisition is less than the market price as on 31st of January, 2018. However, the sale value is also less than the market price as on 31st of January, 2018. Accordingly, the sale value of Rs. 1500 will be taken as the cost of acquisition and the long-term capital gain will be NIL (Rs. 1500 – Rs. 1500).

**Scenario 3**: An equity share, which was bought on 1st of January, 2017 at Rs. 1000, has market price of Rs. 500 on 31st of January, 2018 and it is sold on 1st of April, 2018 at Rs. 1500. In this case, the fair market value as on 31st of January 2018 is less than the actual cost of acquisition, and therefore, the actual cost of Rs. 1000 will be taken as actual cost of acquisition and the long-term capital gain will be Rs. 500 (Rs. 1500 – Rs. 1000).

Scenario 4: An equity share is acquired on 1st of January, 2017 at Rs. 1000, its market price is Rs. 2000 on 31st of January, 2018 and it is sold on 1st of April, 2018 at Rs. 500. In this case, the actual cost of acquisition is less than the market price as on 31st January, 2018. The sale value is less than the market price as on 31st of January, 2018 and also the actual cost of acquisition. Therefore, the actual cost of Rs. 1000 will be taken as the cost of acquisition in this case. Hence, the long-term capital loss will be Rs. 500 (Rs. 500 – Rs. 1000) in this case.

#### My View on LTCG Tax:

I think the current market volatility is a mix reaction of LTCG and the global scenario. The LTCG would have short-term impact on the equity market. As far as mutual fund industry is concerned, definitely it is a big dent on it as after long years of persuasion, they were able to attract the retail investors and tax exemption on LTCG was one of the major attractions. However, according to me LTCG tax is a bit unfair as equity investors bear high risk as compare to other financial investment alternatives available and the golden rule of investment theory says that High Risk should must fetch High Return.

# **Innovation in Teaching Learning Methodology**

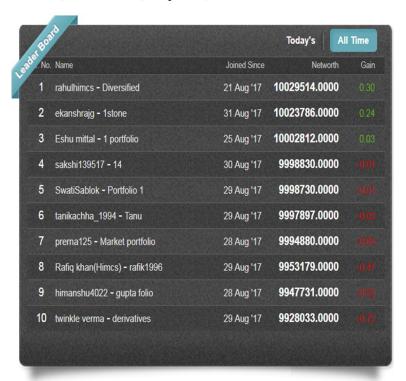
#### **Project based Learning**

HiMCS is known for its innovative learning process, which helps students to not only meet the rapidly changing global business scenario, but also contributes towards societal development. Students are engaged in several real time live projects which they carried out on every Saturday. This helps them to apply their theoretical knowledge and skills to solve specific problems. Various projects have been undertaken in this direction. The students are able to learn various business aspects through this learning methodology like generation of funds through **crowd funding, coordination with various stakeholders, project management and team building.** 

#### **Learning through Simulation Games**

Simulation games are one of the best method to develop analytical skills among students. HiMCS has introduced simulation games based approach in its teaching learning methodology. A real time **stock market simulation game** is being utilized in subjects related to finance field.

In this students were given virtual money of rs 1 crore and they were asked to invest the money in the real time stock market and track their portfolio value on daily basis. The approach helped the students to grasp practical learning of Security Analysis and Portfolio Management . They were able to learn and apply various technical things like various types of charts , P/E ratio, trading orders like, market order, limit order , stop loss, technical and fundamental analysis of stocks etc.



<u>Portal</u>: <u>www.moneybhai.moneycontrol.com</u> League name: Himcs

# Innovation in Teaching Learning Methodology

# **Use of latest Analytics Tools**

Latest Analytics Tools used by the industries have been introduced in the teaching learning process. Students had hands on experience of tools used in digital marketing such as **Google Analytics**, **Google Adwords**, **Alexa by Amazon**, **Facebook Analytics and Ad Manager**, **Advance Excel and SPSS**. Through this approach students were able to understand and analyse important data related to traffic on websites, lead generation sources, content marketing etc. Students learned about how to utilize digital platform in an effective way to brand building and generate more revenue to the organizations.

### **Short Term Live Corporate Projects**

Students are motivated towards engaging themselves with live projects with companies. Students were actively involved with the projects given by the companies related to brand building, CRM, co-branding and lead generation. Students successfully completed projects allotted by the companies like Shiskha, Microsoft etc.

#### **Alumni– Student Mentorship Program**

HiMCS initiated to utilize its vast alumni experiences in its teaching learning methodology. Alumni from various fields are invited to interact with current students and provide them valuable insights related to industry practices A mentorship program is proposed in which alumni would be allotted students for mentorship. In this line of thought one of the alumni Mr. Naveen provided almost 1 month training to students on latest technologies.

# 8th Doctoral Conference on "Current Trends in Management and Information Technology" on 28th & 29th July 2016.



HIMCS is known for the continuous knowledge creation and providing constructive research environments to academicians, research scholars and industry experts. In this reference, HiMCS organized Conference 28th & 29th on The conference was the perfect platform for presenting and sharing on-going research work in front of the domain experts from different universities of the country.

More than 20 research scholars presented their work before the panel, which had some eminent academicians and industry experts like Prof. (Dr.) Sanjeev Swami (HoD Dept. of Mgmnt-DEI), Dr. Rakesh Jain (Chief Clinical Psychologist- Mental Institue), , Prof. (Dr.) S.K. Sharma (DEI), Dr. Anju Jain (R.B.S Agra), and Mr Sudipta Choudhury (Director T&P -SGI)

Faculty Coordinator: Dr. Siddharth Verma

# National Conference on Business and 3 Ps: Planet, People & Profit





HiMCS National organized two day Conference Business and 3 Ps: Planet, People & Profit on 15th and 16th April 2017. The conference aims to bring together researchers. professors and industry professionals working in a broad array of Management, Entrepreneurship, Economics, Research & Computer Studies.

Key Speakers: Prof. S.G. Deshmukh, Director IIITM Gwalior, Prof. Vijay Gupt, Vice Chancellor—Sharda University, Prof. A K Jain- MDI Gurgaon, Dr. R.P. Singh-MD & CEO, THR Solutions, Mr. Alok Kumar—Corporate Trainer

# **FDP-Research Project writing**

An FDP on Research Project Writing was conducted on 25th September 2017 for the faculty by Prof. Purnima Jain, DEI. Prof. Purnima discussed various aspects of research projects and its funding.

# FDP-Management Education: Issues and Challenge

To discuss challenges and issues with management education and future course of action, FDP was organized for the faculty of HiMCS.

**Resource person**: Dr Raj Agarwal, Director, Centre for Management Education, All India Management Association and Dr Naveen Gupta, Director HiMCS.

#### **SDP for Administrative Staff of HiMCS**

A staff development program was conducted for the administrative staff of HiMCS on 5th December 2017.

Resource person: Dr Naveen Gupta, Director HiMCS.

# **SDP for supporting staff of Anand College of Pharmacy**



A Workshop on interpersonal skill & communication was conducted for supporting non-teaching staff of Anand College of Pharmacy on 30/01/18 at 2-30-4-30pm, as requested & scheduled in B. Pharma hall, by Dr. Naveen Gupta, Directer, HIMCS & Lt Col N. P. Singh, registrar, HIMCS.

# **Consultancy for Agra Police**



As desired by IG Agra, a training program was conducted for the police department. Of Agra In this program. Faculties of department of MCA provided training in technical areas. The training program was inaugurated by the IG Police and the Vice Chairman of the Sharda Group of Institutions.

# Training Program on Productivity enhancement- Jindal Kosi

A training programe on Productivity Enhancement was conducted for Jindal Company.at its kosi Plant. The program was specifically desgined for the organization to address issues related with productivity.

Resource Person: Dr. Naveen Gupta

Workshop on 'Administration of Psychometric Tests for Psychological Evaluation of School Staff

In current scenario, increasing cases of crimes at school by the staff has come out as one the issue of serious concern which needs to be addressed properly. The majority of the crimes are related to Psychology and Behavioral issues of the culprit. To address such issues, a specialized workshop on "Administration of Psychometric Tests for Psychological Evaluation of School Staff" was organized for school. staff of DEI.

#### Training Program on Stress Management at Jindal Saw

A training program on stress management for employees was conducted for the employees of Jindal Saw on 14th February 2017.

Resource Person: Dr. Naveen Gupta, Director-HiMCS

# Management Development Program for Ultratech Cement

A management development program for the employees of Ultratech Cement was conducted.

Resource Person : Dr. Naveen Gupta, Director-HiMCS, Dr. Abhilasha Singh, Mrs. Riju Agarawal

# Training Program at Council for Scientific and Industrial Research, Ghaziabad

A training program for the employees of Council for Scientific & Industrial Research , Ghaziabad

# Management Development Program for JK Cement, Udaipur

A customized Management Development Program for the employees of JK Cement, Udaipur was organized at its Udaipur plant.

#### **National HR MSumit of AIMA**

Faculty o HiMCS attended National HRM Summit by All India Management Association (AIMA) on 06 Dec 2017 at Hotel Le Meridien, New Delhi.

# Talk on Entrepreneurship and Marketing on 17th February 2017

Aveg Mital & Rittwick Visen, entrepreneurs from Shoeconnect, interacted with the students of HiMCS and discussed various key aspects of entrepreneurship. They also discussed about how to market their product or services.

#### Panel discussion on GST: Law, Implementation & Benefits on 18th February 2017

Understanding the need of the industry and professional, HiMCS in association with Agra Today organized a Panel Discussion on "GST: Law, Implementation & Benefits " at Sursadan, Agra The focus of the program was to have interactive deliberation on practical aspects and challenges arising in implementation of law by business to enable them to take necessary preparatory steps for adaptation in key business process and system. The panel consisted of emeinent personalities from industries, CA and education sector like Mr. Sharat Chand -renowned CA, Prof. Nisar Ahmed Khan and Prof. Azam Khan—Economist from Aligarh Muslim University, Mr. Gopal gupta, Director Gupta HC Overseas Private Limited, Mr. Nihal Jain—CA, and Prof. Naveen Gupta—Director HiMCS.





# **Expert Talk on Global Business Scenario**

Prof Mohan Agarwal Director, International Horizons College (IHC Dubai) had a interative session with students on current Global Business Scenraio. He discussed various changes happening in businesses across the globe. Dr. Siddharth Verma coordinated the

# **Andriod Workshop**

An specialized Android 7 days Workshop was organized for students of Department of Computer Applications.

Resource person: Mr. Naveen Gupta,, Themzhub

# **Big Data Hadoop Training Program**

Mr. Tejinder Arora from MegriSoft Ltd, Chandigarh took a training session of MCA students on Big Data Hadoop on 1st September 2017.

# **Python Training Program**

Students of MCA had a detailed 7 days training session on Python.

Resource person: Mr. Naveen Gupta,, Themzhub

# Guest Talk by Ms Ebha Agarwal, Co-founder & President of NGO Ek Pahel

On women day i.e. 8th March, 2017, Ms. Ebha Agarwal interacted with female students of HiMCS on role of women in organization development. Dr. Sheetal Sachdeva, Dr. Yogita and Ms. Tanu coordinated the event.

# **February**

# **Post Budget Analysis Session**

For management students Budget announcement day is one the major event. They learn various aspects of the economy and industries. Students of management has a detailed session on "Budget Analysis". The students discussed the impact of the budget announcements on key sectors.

# May

#### **Achievers Awards 2k17**



To acknowledge academic and extra-curricular achievements of students of their 2 year learning at HIMCS, Achievers Award was organized where students of MBA and MCA final year were awarded in various categories like Gold Medalist & Rank Holder in AKTU, Gold and Silver Medalist in academic excellence, Budding Entrepreneur, Excellence in Extension Activities, Excellence in Extra Curricular Activities, Excellence in interpersonal skills, most regular student in classes, Excellence in Communication Skills were given to students.

#### **August**

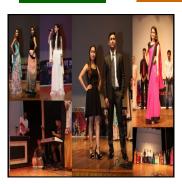
# **Orientation Program**



To welcome new students and make them familiar about their 2 year journey at HiMCS a orientation program was organized on 12th August 2016. Dr. Naveen Gupta (Director HIMCS), Mr. Pradeep Mahtata (EVP– SGI),Prof. V.K. Sharma (Executive Director –SGI), Mr. S. Choudhary (Director T&P SGI), Dr. D.G Roychoudhary (Corporate Advisor R&D SGI) and Dr. R. Upadhyay (Director—HCST) shared their view students and guide them for their bright future.

#### September

# Talent Hunt 2016



We at HiMCS believe that every person has some talent. To identify their hidden talent and further nurturing it, a Talent Hunt Program is being organized every year.

The awards were given in following categories:

- Best Performer
- Best Orator
- Best Innovator
- Best Intellect
- Best Personality

### September

# **Sports Fest**

Faculty Coordinator: Dr. Siddharth Vema

Student Coordinator : Jatin Mallik, Astha Gupta, Shivan Rathore, Kishore Kumar Various indoor and outdoor sporting events like Badminton, Table Tennis, Volleyball,

Athlatics were organized to develop a sportsman spirit among them.



#### October

# Industrial Visit to ACC Plant, Goa



This year MBA students attended 7 days industrial visit to Goa from 5th October to 12th October 2018. In this industrial visit students visited ACC plant and learned key issues of production management, Mr. Kapil Choudhary and Mr. Vivek Tripathi coordinated this visit.

#### **October**

# **Summer Internship Project Contest**

Every year students have to undergo 2-3 months internship with companies to have practical exposure. A Summer Internship Project Contest is organized to award the most sincere work. Dr. Sheetal Sachdeva and Ms. Tanu Marwah coordinated this contest

#### **November**

# Industry visit to Akshaya Patra, Vrindavan, Mathura.

Akshaya Patra serves almost 16 lakh children daily. The organization has professional set-up to cater this huge demand. To study their functioning and organization, a one day visit was organized on 14th November 2017.









#### **Social Project Acknowledgement**

- Project LTA was selected for discussion in conference titled "New Tourism Paradigm in a changing world: Innovation Dynamics and future Perspectives" organized by Department of Commerce, Aligarh Muslim University in association with Ministry of Tourism, Govt. of India
- Project LTA was highly appreciated in Panel discussion on: Best Practices in Higher & Technical Education at Marriott Hotel, Jaipur organized by Ministry of Tourism Rajasthan Government.
- SOS Auto Ambulance Services (an initiative of HIMCS) by Minister of State Transport (UP) 'Shri Swatantra Dev Singh'at the seminar on 'Road Accidents'

# न्यूज डायरी

# हिंदुस्तान इंस्टीट्यूट के डॉ. नवीन गुप्ता सम्मानित

आगरा। फरह स्थित हिंदुस्तान इंस्टीट्यूट (शारदा समूह) के निदेशक डॉ. नवीन गुप्ता को डिपार्टमेंट ऑफ हायर एंड टेक्निकल एजूकेशन, राजस्थान सरकार द्वारा जयपुर के एक होटल में आयोजित हायर एजूकेशन एवं ह्यूमन रिसोर्स कॉन्क्लेव में स्पेशल सोशल इनोवेशन अवार्ड से सम्मानित किया गया है। इस मौके पर डॉ गुप्ता ने अपने



मनोवैज्ञानिक एवं मनोदैहिक शोध से सभा को अवगत कराया। यह अवार्ड आशुतोष कुमार (आईएएस) किमश्नर- मिनिस्ट्री ऑफ हायर एजूकेशन राजस्थान द्वारा 21-22 दिसंबर 2017 को दो दिवसीय अधिवेशन में प्रदान किया गया। अधिवेशन में देश-विदेश से प्रख्यात विद्वानों ने विचार रखे।

#### **HINDUSTAN INSTITUTE OF MANAGEMENT & COMPUTER STUDIES**

# **Spokes Wheel**

**Spokes wheel ,the student magazine of HiMCS**, is edited and published by the students. It gives an opportunity to students to express their view and connect with their alumni. With this magazine we try to showcase our HiMCS world to outer world.



# **About HiMCS**



Hindustan Institute of management and Computer Studies

**Hindustan Institute of Management & Computer Studies** is a NAAC accredited institute established in 1997 has been a pioneer in the field of professional education for long. The college provides an array of courses including management and computer studies programs. It is a unit of the North India's lar gest educational group SGI, with 4 campuses, 16 colleges, 18,000+ alumni, 25000+ Students and 1250+ faculties drawn from distinguished and highly accomplished background.