



SOCIOPRENEURS

AN INITIATIVE BY
BMS STUDENTS



Idea Behind This Initiative:

Being a multi-disciplinary college, students are contemplated to know about the changes in the corporate world. This initiative by the BMS Department will help students to gain an upper edge in the market's dynamic environment. It will also have insights about other streams that will aid the student's overall market awareness. I urge all my students to read this newsletter and appreciate any contributions by them towards the same. Happy Reading.

**–Dr. (Mrs.) Satinder Kaur Gujral
Principal**



FINANCIAL HIGHLIGHTS

Godrej properties to acquire 10% stake in DB Realty for 400 Crore

Godrej Properties Ltd (GPL) on Thursday said it is planning to invest ₹400 crore in Mumbai-based real estate firm DB Realty Ltd, to acquire around 10% stake through the issue of warrants.

GPL and DB Realty will also set up a ₹600 crore equal partnership vehicle focused on redevelopment opportunities in the city.

NO SPARKS VISIBLE IN Q3FY22

Two market leaders in their respective segments have declared results for the quarter ended December 31,2021 (Q3FY22). HDFC Bank is perhaps the most highly valued bank in the world and the results which were announced over the weekend were more or less in line with expectations.

(Assets = Liability + Owner's Equity)

Govt allocates Rs.60,000 crore in "Har Ghar, Nal Se Jal" scheme in budget

Finance Minister Nirmala Sitharaman allocated Rs.60,000 crore to the "Har Ghar, Nal Se Jal" scheme in Union Budget 2022-2023. "Under the scheme, 8.7 crore households have already been covered of which 5.5 crore have been covered in the past two years", the FM said. With the new allocation, the scheme will now cover another 3.8 crore households, she added



INCOME TAX REFUNDS WORTH RS.1.62 LAKH CRORE ISSUED

The income tax department on Thursday said it has issued refunds worth Rs.1.62 lakh crore to more than 1.79 crore taxpayers so far this fiscal. This includes 1.41 crore refunds for 2020-2021 fiscal amounting to Rs.27,111.40 crore.

V Anantha Nageswaran takes charge as chief economic adviser

V. Anantha Nageswaran, an academic and former executive with Credit Suisse Group AG and Julius Baer Group, on Friday took charge as the chief economic advisor, days ahead of the presentation of the economic survey.

CHIEF ECONOMIC ADVISOR
of
INDIA





MARKETING HIGHLIGHTS

ADVERTISING MARKET KEEPS GROWING MUCH FASTER THAN EXPECTED

The advertising market is continuing to expand much more quickly than forecasters earlier predicted. E-commerce is proving to be a boon for digital advertising, according to Zenith. Global spending will grow 22.5% to \$763.2 billion this year.



SBI GENERAL INSURANCE LAUNCHES DIGITAL AWARENESS CAMPAIGN ON ROAD SAFETY

The insurance firm said it will create awareness through a series of comic strips, short videos, and stickers. The campaign kick-started earlier this week and will run till 17 January, marking the Road Safety Awareness Week in India.

DAIMLER AG TO REBRAND AS MERCEDES-BENZ ON FEBRUARY 1

Daimler AG will be formally renamed Mercedes-Benz Group AG on Tuesday - nearly a year after the spin-off of its truck and bus division was announced - in a move, its boss hopes will unlock shareholder value for the premium carmaker.



CONSUMER MARKETING TRENDS IN 2022

As the year 2022 gets underway, it is going to be characterized by the constant threat of the pandemic and our lives slowly limping back to normalcy. Your home is likely to be the new hotspot of social moments while technology is likely to play a more intrusive role in our lives. As we look forward into this year, the following marketing themes are likely to emerge across retail and consumer oriented companies.



TATA SKY REBRANDS AS TATA PLAY

Tata Sky has rebranded itself as Tata Play as it looks to expand its television-cum-OTT (over-the-top) offerings in combined packages. The direct-to-home (DTH) platform has added Netflix and 13 OTT services, including Amazon Prime Video and Disney+Hotstar, as part of its so-called Binge packs



HUMAN RESOURCE HIGHLIGHTS

MANPOWER SHORTAGE MAY WORSEN FOR SEVERAL SECTORS

A blue-collar labour shortage could soon pose a challenge for various industry sectors that are already struggling with a shortfall amid an exponential rise in coronavirus cases and more restrictions in states, said economists and job market experts.



START-UPS ROLL OUT NEW-AGE HR POLICIES TO HOLD ON TO TALENT

Startups are eschewing cookie-cutter HR policies and thinking out of the box to introduce new-age policies and initiatives to better engage with their young workforce, which continues to work from home amid a resurgence in Covid-19 cases.

NETRADYNE TO HIRE OVER 300 EMPLOYEES

Netradyne, an artificial intelligence (AI) and edge computing company focusing on driver and fleet safety, is looking at hiring over 300 employees by the end of Q1 in 2022.



SKILLS INITIATIVES TO BOOST EMPLOYABILITY; EXECUTION KEY

The finance minister, Nirmala Sitharaman, on Tuesday announced that skilling programme and partnerships with the industry would be reoriented to promote continuous skilling avenues, sustainability, and employability.

UNFAZED: INDIA INC. HIRING TO GAIN MOMENTUM IN 2022

Corporate India is pushing ahead with its hiring plans for 2022, unfazed by the ups and downs of the Covid-19 waves, officials of several companies including Goldman Sachs, KPMG, Deloitte, Mondelez, Ab InBev GCC, RPG Group and Tech Mahindra told ET.

INSPIRATIONAL SPEECH



“Imagine life is a game of 5 balls that you manipulate in the air, trying not to fall these balls. One of them is rubber and the rest is glass. The five balls are: work, family, health, friends, AND SOUL.”

“It will not be long before you realize that (work) is a rubber ball. Whenever you fall, you will jump again, while the other balls are made of glass. If one of them falls, it will not return to its previous form.”

“It will either be damaged, bruised, cracked, or even scattered. You have to be aware of that and strive for it. Manage your work efficiently during working hours, take the time to be assured of your sincerity, give the necessary time to your family and friends, take appropriate rest, and take care of your health.”

“If you are gone, it isn't easy to return as it was.”

**– MR. SUNDAR PICHAI
(CEO OF GOOGLE)**

ALUMNI CORNER



“Budget 2022 was the most capitalist speech to be ever read by our honourable Finance Minister Smt. Nirmala Sitharaman. History suggests capitalism has been the backbone of development for any nation. For a developing nation like India, capital is needed whether from foreign or domestic agencies. The policies which current government has laid will fruit incentives for generations to come.”

“The initiatives like digitalization in educational platforms, health registry, and documents registry could potentially bring a meaningful difference to many lives.”

“Recognition of the animation, visual effects, gaming, and comic (AVGC) sector as a high potential employment opportunity for youth; introduction of digital currency and recognition of virtual digital assets (VDAs) like cryptocurrencies and NFTs as legitimate assets subject to a 30% tax rate demonstrate the change in bureaucratic mindset.”

“Required spectrum auctions to be conducted in 2022 to facilitate rollout of 5G mobile services within 2022-23 by private telecom providers will not only boost the economy but has the potential to create job opportunities.”

“It is a good budget with pragmatism presented by the Govt of India mainly focused on four facilitating sectors – Roads, Railways, Communication and defence.”

“It is although a dismaying budget for the middle class as they were expecting some relief in the income tax which remained unchanged for the current financial year.”

**– MR. HARSH VIMAL TIBREWAL
TYBBI, 2017 BATCH**

FUN FACTS

THE FIRST-EVER PRODUCT THAT SONY CAME UP WITH WAS AN ELECTRIC RICE COOKER.

STARBUCKS' ROUND TABLES WERE CREATED SPECIFICALLY SO CUSTOMERS WOULD FEEL LESS ALONE.

APPLE'S IPAD RETINA DISPLAY IS MANUFACTURED BY THEIR LEADING COMPETITOR, SAMSUNG.

NOKIA WAS ORIGINALLY A WOOD-PULP MILL IN THE CITY OF NOKIA IN FINLAND.

MCDONALD'S ORIGINALLY SOLD HOT DOGS, NOT BURGERS.

Name: _____ Date: _____

Key Business Terms

/ R E N T R A P T N E L I S / G N I P E E L S O
T G R E D A R T / R O T E I R P O R P E L O S Y
D G P U B L I C L I M I T E D C O M P A N Y O N
B D E T A R O P R O C N I S M / S R R G A C F A
S J R T G B O U A M O C J J A F S D F K P P G P
D I I T B Y L B G I R O T C E S Y R A M I R P M
E P C C S C T L L S D L N B P K F U J E H B Y O
T L A V R T F I H S P U U K L R N L F E S C C C
A I I R O P S C R I / C M / H A S Y A V R P R D
R M N O T U T C O O K E B A I J K O T D E A M E
O I T T C R A O T N J A N H M U P B L C N R A T
P T E C E K K R C S H R L G C G D / J M T T R I
R E R E S N E P E T U L R M M D N F K A R N K M
O D D S Y A H O S A / E U L A V D E D D A E E I
C L E E R B O R C T G A R J S J Y V S V P R T L
N I P T A N L A I E J N I J O M D Y O G F S S E
I A E A D J D T L M E V I T C E J B O H O H H T
N B N V N T E I B E A L J P L L H O L B D I A A
U I D I O K R O U N R H H I K T K T F Y E P R V
O L E R C H S N P T O N J E O E O S Y D E O E I
/ I N P E I R O T C E S Y R A I T R E T D G E R
I T C S S G N O I T C U D O R P F O N I A H C P
Y Y E F S R E D L O H E R A H S E P V J C D L N
U N L I M I T E D L I A B I L I T Y L K / V F O

sole proprietor/ Trader
market share
LLP
private limited company
partnership
incorporated
public sector
chain of production
Stakeholders

objective
added value
limited liability
sleeping/silent partner
unincorporated
private sector
unlimited liability
tertiary sector
Primary sector

mission statement
shareholders
public limited company
deed of partnership
bankruptcy
public corporation
interdependence
secondary sectors

Team

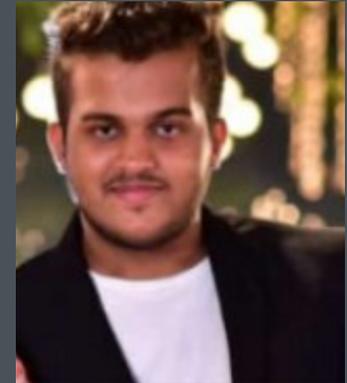
Batch 2021--2022



Ms. Sonal Jain
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Mr. Zain Virani
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Mr. Zartab Khan
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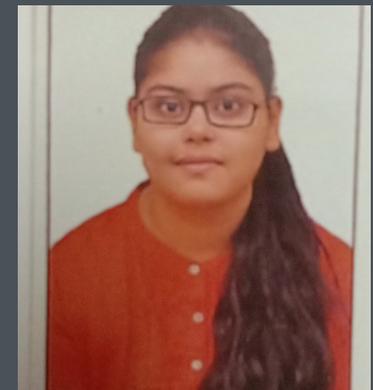
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