



# SOCIOPRENEURS

---

AN INITIATIVE BY  
BMS STUDENTS

# **REENA MEHTA COLLEGE**

**of ARTS, SCIENCE, COMMERCE & MANAGEMENT STUDIES**

Affiliated to University of Mumbai | NAAC Accredited B Grade with 2.41 CGPA | ISO 9001:2015 | Gujarati Linguistic Minority  
**Section 2 (f) of the UGC Act 1956**



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



## **IKEA INVESTS ₹850 CRORE IN INDIA UNIT TO GROW BIZ**

Swedish furniture and home furnishings retailer Ikea has invested an additional ₹850 crore in its Indian unit as part of its strategy to deepen its presence in this growing market. The infusion is part of the Rs10,500 crores worth of investment announced by the group into India when it first announced plans to open stores here

## **OLA EYES NBFC ACQUISITION TO EXPAND FINANCIAL SERVICES BUSINESS**

Ola is said to be in talks to acquire at least 3 companies to augment its engineering, product as well as loan management capabilities to support the rapid growth in the financial services business, two sources with direct knowledge of the development said.



## **FINANCIAL HIGHLIGHTS**

### **CREDAVENUE PARTNERS INFOSYS FINACLE FOR CO-LENDING SOLUTIONS**

CredAvenue, provider of co-lending platform - CredCoLend, on Thursday announced a collaboration with leading digital banking solution provider Infosys Finacle to develop innovative co-lending solutions.

The platform, it said, will offer real-time reporting of the co-origination assets in banks' core banking and loan processing systems, helping meet Reserve Bank of India's compliance requirements. CredAvenue and Infosys Finacle are in discussions with multiple banks to launch the solution platform, the company said.



### **UP TO ₹1,200 PENALTY FOR ICICI BANK CREDIT CARD USERS; ₹500 FOR CHEQUE RETURN**

ICICI Bank has revised charges for credit cards effective from February 10. Now, for all cash advances, the bank will charge a transaction fee on all cards of 2.50%, subject to a minimum of ₹500. The bank also revised late payment charges for all its credit cards except ICICI Bank Emerald Credit Card.



### **WHY INDIA'S PLAN TO LAUNCH A DIGITAL RUPEE NEEDS MORE THOUGHT, LESS HASTE**

India has surprised the payments world by announcing that its central bank will issue a digital currency as early as the coming financial year, a crucial decision that most other major economies are refusing to make in a hurry. According to Finance Minister Nirmala Sitharaman, an electronic representation of India's legal tender will give a big boost to its digital economy.





## DIGITAL CONTENT COMPANY MOONBUG ACQUIRES YOUTUBE CHANNEL LITTLE ANGEL

Moonbug Entertainment, which produces CoComelon, the most popular children's show on Netflix, thinks it has found its next big hit. Moonbug has acquired Little Angel, a network of child-focused YouTube channels that generate about 1.5 billion views a month. The company did not disclose the terms of the transaction, which is its first deal since it was acquired by Candle Media, an entertainment company run by two former Walt Disney executives.

## DISNEY STOCK RALLIES AS SOARING SALES BEAT ANALYSTS' ESTIMATES

Walt Disney Company reported first-quarter sales, earnings and streaming-subscriber growth that handily beat analysts' forecasts, giving a boost to a chief executive who's finally out of the shadow of his predecessor. Bob Chapek has been chief executive of the world's largest entertainment company for two years this month, but the current period is the first since the departure of longtime Disney leader Bob Iger, who retired as executive chairman in December.



# MARKETING HIGHLIGHTS

## BRITAIN UNVEILS £10M GLOBAL TOURISM CAMPAIGN AT EXPO 2020 DUBAI

The global initiative to drive inbound tourism to the UK, after the sector was hammered by the fallout from the pandemic, comes as the country gears up for a year of big events including Queen Elizabeth II's platinum jubilee celebrations and the Commonwealth Games in Birmingham.

The launch event, hosted by Visit Britain, came before UK National Day at Dubai Expo 2020 which is set to be held on Thursday and attended by Britain's Prince William in his first official trip to the Emirates.



## NOTICES TO E-COMMERCE ENTITIES FOR SELLING NON-STANDARD PRESSURE COOKERS ONLINE

The consumer protection body has issued notices to e-commerce entities which were found to be selling pressure cookers in violation to norms of domestic standards, the union government informed the Parliament on Wednesday.

## ITC Hotels launches new app for hotel, restaurant and food delivery bookings

Cigarettes-to-hotels conglomerate, ITC has launched an app for ITC Hotels for services such as room and restaurant reservations, food delivery and takeaway, and loyalty membership, across its own hotels and its Welcomhotels and Fortune Hotels in some locations.





## TCS TO EXPAND NEW JERSEY OPERATIONS; ADD 1,000 EMPLOYEES BY 2023

India's largest IT firm Tata Consultancy Services on Thursday said it will expand operations in New Jersey by hiring about 1,000 additional employees by 2023 to meet the growing needs of customers to digitally transform their businesses.

## INDIA SEES MORE WOMEN IN LEADERSHIP ROLES BUT BOARDROOM DIVERSITY PROGRESS IS SLOW

Women hold 17.1% of the board seats in India, finds Deloitte 'Women in the boardroom report'. This number increased by 9.4% from the 2014 edition – the year when the Companies Act, 2013 mandated having one woman member on every board. Moreover, only 3.6% of the board chairs are women, down by 0.9% since 2018.



# HUMAN RESOURCE HIGHLIGHTS

## WIPRO IS HIRING WOMEN PROFESSIONALS

IT firm, Wipro has announced that it will hire women professionals across various verticals under its 'Begin Again' program. Women professionals who had career break for a duration of six months to one year or more can apply in these jobs based in India. In the statement issued Wipro said, "Begin Again is our Inclusion and Diversity [I&D] initiative for women who are looking to relaunch their career post a break – be it for a sabbatical, motherhood, elderly care, travel, passion, or any other personal reasons."



## PELOTON CEO JOHN FOLEY TO STEP DOWN, FIRM TO CUT 2,800 JOBS

Peloton Interactive announced the appointment of former Spotify CFO Barry McCarthy as its Chief Executive Officer and President. Former Co-founder John Foley will move to a new role as Executive Chair. The exercise-equipment maker also announced a plan to cut 2,800 jobs as part of a restructuring program. "Effective today, I will be moving into a new role as Executive Chair, and Barry McCarthy will be joining Peloton as CEO & President," writes John Foley.

## AXIS BANK'S SPECIAL HIRING INITIATIVE FOR WOMEN

Axis Bank has announced a special hiring initiative for housewives called 'HouseWorkIsWork' encouraging women of all ages and sexualities to apply to jobs for their human resources function.

"We encourage women of all ages to apply. If you identify as a man whose sex assigned at birth is female or are a woman whose sex assigned at birth is male, you could also apply," says the post on the bank's career page.



"A lot of us place a lot of emphasis on talent, don't we? I mean we often look at someone who's talented and say wow. Talent does that to people, it dazzles you. And yet you find that excellence is not about talent alone, in fact, a major part of excellence has nothing to do with talent. And in course of time, once you go beyond a certain level, ability or talent is the most useless virtue to possess. It's what you do with the talent that matters. Beyond a point, it is an attitude that counts for far more than talent because talent breeds any ego and talent never solve problems beyond a point. I have seen a lot of young cricketers extremely talented who the moment they faced a roadblock did not know what to do because they never had to struggle to succeed. They always used their talent to succeed."

"For example, take Tendulkar, he played 55 games as a 14-year-old without a break."

"He would practice for two hours, play a game and then practice for two hours and then fall asleep on the dining table and do that for 55 days – that's an attitude,"

– MR. HARSHA BOGLE  
(INDIAN COMMENTATOR)

## JOURNEY FROM COLLEGE TO CORPORATE



"Hello guys I am Mohit Kumar ( Batch-2020) and I graduated from RMC College in October 2020. So everyone goes crazy when they hear or talk about the year 2020, same goes with me, my college life got ended and I was supposed to give online examinations."

"Pandemic has affected everybody in some sort or the other but with me I really got stuck between what to do and what not to."

"Hiring also had a pause and I was a student with a degree but at what cost. However, pandemic was a great time period to brush up my skills which are needed in corporates and to learn new things. I also gave online lectures to students whom I've been teaching since 2019. I even got the privilege to teach a M.Com student."

"There was a lot of tension as well as everybody around me was also struggling to get a job. My break through happened but a little late than my friends but it happened in March, 2021. I am sure god tested my patience as much as he can. Got an internship in a debt consultancy firm and because I wanted a job in core finance I accepted the offer."

"6 months passed and I got various offers from big companies like J P MORGAN, Accenture etc."

"And finally on 30th September ( a special day of my life) I was in a situation where I had 3 offer letters from 3 major companies plus a job i am currently working on."

"I swear this situation had me on my toes but eventually after making all the pros and cons lists, consulting friends and what not, then i took the guidance from Professor Sonal Jain and she advised me the best she can. Here I am, an Analyst in risk and advisory in Deloitte."

"Hard work does pay off one day or the other."

-Kumar Mohit Subhash Chand  
Alumni (TYBMS: Batch 2019-2020)

## FUN FACTS

- Amazon.Com employees spend two days every two years working at the customer service desk — even the ceo — in order to help all workers understand the customer service process
- Everything you say to siri is sent to apple, analyzed, and stored.
- Candy crush brings in a reported \$633,000 a day in revenue.
- The most productive day of the workweek is Tuesday.
- Warner music owns the copyrights to "happy birthday," so it's technically owed royalties every time you sing it to someone on their big day.

## BRAND NAMES WORD SEARCH

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

ADIDAS

BIC

FACEBOOK

GUCCI

MICROSOFT

POLO

SAMSUNG

AMERICAN EAGLE

COKE

FERRARI

JBL

NIKE

RAY BAN

STARBUCKS

APPLE

CROCS

FORD

KHAKI

OLD NAVY

REEBOK

SUPREME

BEATS

DRAKE

GOOGLE

LLBEAN

PEPSI

ROLEX

UNDER ARMOUR



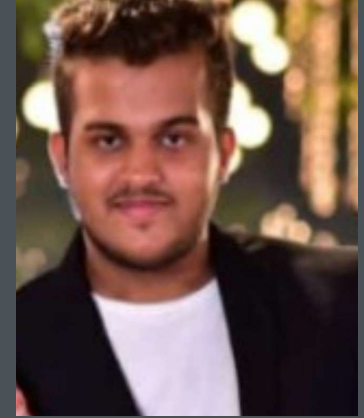
# Team BMS



**Professor  
HOD BMS**



**Mr. Zain Virani  
TYBMS**



**Mr. Zartab Khan  
TYBMS**



**Mr. Aman Singh  
SYBMS**



**Ms. Anshita Shrivastav  
SYBMS**



**Ms. Zakiya Gour  
SYBMS**



**Ms. Mary Rodrigues  
SYBMS**