



# 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



## **RUPEE SLIPS TO 75.35 AGAINST US DOLLAR AS CRUDE OIL SPIKES**

The rupee slipped by 2 paise to 75.35 (provisional) against the US dollar on Monday due to rising crude oil prices amid deepening tensions between Russia and Ukraine. Sustained foreign capital outflows also weighed on investor sentiment, forex traders said.

## **INDIA AND JAPAN RENEW BILATERAL SWAP ARRANGEMENT OF \$75 BILLION**

India and Japan on Monday renewed their bilateral swap arrangements to the extent of \$75 billion, a Reserve Bank of India (RBI) statement said. The Bank of Japan, acting as an agent for the Minister of Finance Japan, and the RBI signed the amendment and restatement agreement of the bilateral swap agreement (BSA)



# **FINANCIAL HIGHLIGHTS**

## **RBI LIKELY TO STEP IN TO STABILISE RUPEE IN FOREX MARKET**

The Reserve Bank of India (RBI) is expected to step up its intervention in the foreign exchange market to prevent wild swings in the rupee's value amid simmering geopolitical tensions on the Ukraine frontier, and ahead of the country's biggest public share sale to date. Although a weakening rupee theoretically boosts India's export competitiveness, wild swings in the currency make assessments on investment returns rather difficult, especially when India appears to be splitting ranks from global central banks on rate decisions.

## **FINANCE MINISTER ASKS INDUSTRY TO JOIN 'TEAM INDIA', STEP UP INVESTMENT**

Finance minister Nirmala Sitharaman on Monday asked the private sector to join 'Team India' and step up their investments in line with the government's capex push and help the country retain the tag of the world's fastest growing major economy in the years to come.



## **INVESTMENTS IN AGRICULTURE TECHNOLOGY ARE STIRRING THE POT FOR THIS TRADITIONAL SPACE**

In the last 18-24 months, the Agri technology sector has seen large investments focussed on transforming this traditional sector. Historically, the sector witnessed a handful of funding transactions in a year, with most of the investments in conventional segments like agrochemicals, water and irrigation companies, animal health companies and dairy companies.





## MEESHO ENCOURAGES MSMES TO DIGITISE THEIR BUSINESS WITH LATEST CAMPAIGN

Meesho, an internet commerce platform, launched its latest campaign, 'India bhar pe chayega' which highlights how sellers can grow their business with Meesho. Keeping in line with Meesho's vision to enable 100 million small businesses to succeed online in India, this campaign aims to encourage MSMEs to digitise their business. Meesho was the first e-commerce platform in India to introduce 0% commission for all its sellers.

## DEEPIKA PADUKONE IS THE FACE OF FASHION RETAIL BRAND NAVYASA

navyasa by Liva, a contemporary saree brand from the Aditya Birla Group, has been launched this week. Deepika Padukone will be the face of this much-awaited creative fashion retail brand. The first four stores launched today are in India's top cities-Delhi, Mumbai and Bangalore that will open doors to a world of artful and fashionable sarees.

navyasa stores are now operational at Ambience Mall Vasant Kunj, DLF Saket in Delhi, Orion Mall in Bangalore and Inorbit Mall in Mumbai.



## MARKETING HIGHLIGHTS

### PLUM ACKNOWLEDGES WOMEN'S CONTRIBUTIONS TOWARDS SOCIETY THROUGH WOMEN'S DAY CAMPAIGN

An act of goodness is not just about making a difference to others, but in itself is a source of happiness. Often, it's the little things that count, things that don't always turn into a statement. Plum – India's beauty and personal care brand born with a philosophy of being clean, real, and good has launched #PlumGoodnessStories - an initiative to celebrate these stories of goodness. Taking this philosophy of spreading goodness stories beyond its products, the brand celebrates 'real' women who strive to make the world a better place through their work.



### MAAZA EMERGES AS TOP ADVERTISING BRAND ON TV IN WEEK 8: BARC

Maaza has emerged as the top advertising brand on TV in week 8 of Broadcast Audience Research Council (BARC) India data. Meanwhile, Hindustan Unilever continued to lead the advertisers' list this week. As per the weekly data, the top ten list saw brands like Pepsi Food and Coca Cola in week 8.

### PAPERBOAT ROPES IN THE SCRIPT ROOM AS CREATIVE PARTNERS

Packaged beverage brand PaperBoat has named The Script Room as their creative agency. The mandate comes with creative duties round the year.

As part of their responsibilities, The Script Room will collaborate, co-create the brand's communication initiatives and drive the brand's growth through interesting, engaging work across the master-brand PaperBoat & the new sub-brand PaperBoat Swing.





**REEMA JAIN JOINS  
HEROMOTOCORP AS CHIEF  
INFORMATION & DIGITAL  
OFFICER**

Hero MotoCorp, one of the world's largest manufacturers of motorcycles and scooters, has roped in digitization and technology expert, Reema Jain to further strengthen its leadership team and drive technology-driven business transformation.

**BYJU'S-BACKED GREAT  
LEARNING ACQUIRES  
RECRUITMENT PLATFORM  
SUPERSET**

Superset enables colleges to automate end-to-end campus placements, helps employers hire young talent from across colleges in the country, and empowers students to access opportunities democratically. Over 4.2 lakh students have successfully been placed through the platform to date.

**HUMAN  
RESOURCE  
HIGHLIGHTS**

**GLOBALIZATION PARTNERS  
APPOINTS SIMONE NARDI NEW  
CFO**

Globalization Partners has announced the appointment of Simone Nardi as Chief Financial Officer, taking over from Bob Cahill after Cahill was promoted to President last November. Nardi has about 15 years' cumulative experience leading the finance function across companies of varying size and location, mostly in the television network industry. He joins Globalization Partners from US-based streaming television service fuboTV, where he was CFO.



**INSTAHYRE TO RECRUIT AND  
EXPAND THE WORKFORCE BY 3  
TIMES BY 2023**

AI-based hiring platform Instahyre is all set to hire and grow to 3X in employee strength and increase revenue by 4X in the next year. The expansion will be a part of the company's strategic move to onboard 20,000 accounts from enterprises to mid-market SMBs, serving a candidate base of 80-90 million. Instahyre also forays its expansion into the non-tech hiring space

**THE CONFLICT IN UKRAINE IS  
CAUSING SOME WORKERS  
SEVERE ANXIETY; EMPLOYERS  
CAN HELP**

The Russian invasion of Ukraine and the spiraling humanitarian crisis has captured attention worldwide. Concern over the tragedy is understandable, but employers should also be aware that for some workers, the levels of stress, anxiety and depression associated with constant news updates about the conflict can be severe enough to require counseling through employer-provided resources such as employee assistance programs (EAPs).





I am from Britain, and I think it is right I am paid the same as my male counterparts. I think it is right that I should be able to make decisions about my own body. I think it is right that women be involved on my behalf in the policies and decisions that will affect my life. I think it is right that socially, I am afforded the same respect as men.

But sadly, I can say that there is no one country in the world where all women can expect to see these rights. No country in the world can yet say that they achieved gender equality. These rights, I consider to be human rights but I am one of the lucky ones. My life is a sheer privilege because my parents didn't love me less because I was born a daughter. My school did not limit me because I was a girl. My mentors didn't assume I would go less far because I might give birth to a child one day. These influencers were the gender equality ambassadors that made me who I am today. They may not know it, but they are the inadvertent feminists who are changing the world today. And we need more of those.

– MS. EMMA WATSON  
(ACTRESS)



My message to all the girls out there is there was this quote I read once and I loved it. It says, 'Don't tell me the sky is the limit when you have footprints on the moon.' So, I don't think women and girls should limit themselves to anything. I think they should be brave enough to follow their dreams. It's okay to make mistakes. It's okay to fall. What's important is not how hard you fall, but how you get up after you fall. So, go out there, follow your dreams, unless you go and give it a shot you'll never know where you land up. And I think once you decide you want to follow a certain path, even though there might be problems in the beginning and people might say, no, this is not the right thing for you to do. But if they see you're determined, they will support you. And I think that's it. You just go follow your dreams and be who you want to be.

-Ms. Preity Zinta  
(Actress)

## FUN FACTS

- In Japan a provision of the law establishes that when a national holiday falls on a Sunday, the next working day shall become a public holiday. Additionally, any day that falls between two other national holidays shall also become a holiday, known as citizens' holiday.
- Starbucks' round tables were created specifically so customers would feel less alone.
- Pepsi took inspiration for its name from the digestive enzyme pepsin.
- McDonald's originally sold hot dogs, not burgers.
- Over 8,000 glasses of Coca-Cola are consumed every second.
- SPAM stands for 'Should of Park and Ham'.

## Business, Marketing and Finance

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

Client	Trademark	owner	Manufactures
Franchise	Brand	Promotion	Price
Product	Competitors	Accounting	Distribution
Human Resources	advertising	Profit	Negotiate
Payroll	Budget	Merchandise	Organizing
Planning	Marketing	Entrepreneur	Strategy
Management			



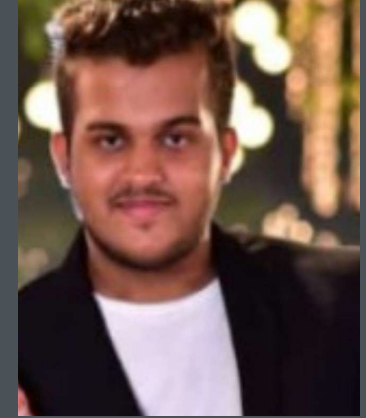
# Team BMS



**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**