



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



INTEREST RATE ON PROVIDENT FUND CUT TO FOUR-DECADE LOW OF 8.1%

Interest rate on employees' provident fund deposits on Saturday was proposed to be cut to a four-decade low of 8.1 per cent for the current 2021-22 fiscal from 8.5 per cent in the previous year, sources said. This is the lowest interest rate since 1977-78 on deposits that employees make towards their retirement fund.

FOREX RESERVES DECLINE BY USD 1.425 BN ON A DIP IN CURRENCY ASSETS

India's forex reserves declined by USD 1.425 billion to USD 631.527 billion for the week ended in February 25 due to a dip in currency assets, according to the Reserve Bank data released on Friday. The overall reserves had increased by USD 2.762 billion to USD 632.952 billion in the previous reporting week.



FINANCIAL HIGHLIGHTS

PAYTM PAYMENTS BANK MAY APPROACH RBI FOR SMALL FINANCE BANK LICENCE BY JUNE

Vijay Shekhar Sharma-promoted Paytm Payments Bank is likely to apply to the Reserve Bank of India (RBI) for a small finance bank (SFB) license by June, according to two people familiar with the development.

"I think (the application for SFB license will be moved) sometime around May-June next fiscal year," said one of the sources cited above. The move to obtain the SFB license will be coinciding with the payments bank completing five years of existence, said the second person.



INCOME TAX REFUNDS OF OVER RS 1.83 LAKH CRORE ISSUED SO FAR THIS FISCAL: CBDT

"CBDT issues refunds of over Rs 1,86,677 crore to more than 2.14 crore taxpayers from 1st Apr, 2021 to 07th March, 2022," it said. This includes refunds of Rs 67,442 crore in 2,11,76,025 cases under the personal income tax category and corporate tax refunds of Rs 1,19,235 crore in 2,31,654 cases, the department said in a series of tweets.

EPFO SEEKS TO TRANSFER ₹100 CRORE OF UNCLAIMED DEPOSITS TO ELDERS' FUND

The Employees' Provident Fund Organisation (EPFO) has moved a proposal to transfer ₹100 crore from its unclaimed funds, in excess of ₹58,000 crore, to the Senior Citizens' Welfare Fund, in line with a 2015 government directive. The proposal will be taken up for consideration by the central board of trustees of EPFO at its upcoming meeting on Saturday, people familiar with the development





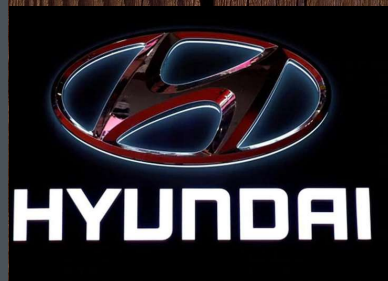
ARIEL HITS ALL THE RIGHT NOTES WITH THE NEW 'SHARE THE LOAD' CAMPAIGN

With their iconic #ShareTheLoad campaign, Ariel has led the conversation on equality within households and has created behaviour changing conversations year after year.

In a riveting ad film this year, Ariel asks a very significant question – Why is it easier for men to divide household chores with each other, but not with their wives?

HYUNDAI WILL CONTINUE INVESTING IN CAMPAIGNS TOWARDS WOMEN EMPOWERMENT

As an extension of the #TheDriveWithin campaign, Hyundai India has launched another leg of the campaign featuring cricketers of the Indian women's team Smriti Mandhana, Taniyaa Bhatia, Shafali Verma and Jemimah Rodrigues. The campaign, launched near International Women's Day, highlights the real-life stories of the leading Indian women cricketers to encourage today's women to follow their passion and become successful in their careers.



MARKETING HIGHLIGHTS

APOLLO'S #GOTHEDISTANCE HEROES INITIATIVE IS EXTRAORDINARY: VIJAY BARSE

When great minds think alike, society benefits greatly. While the Indian Super League (ISL) works to bring the lives of local players to an international level, Apollo Tyres' #GoTheDistance Heroes initiative brings stories of extraordinary people who are uplifting society through sports. So far, Apollo #GTD Heroes has recognised and celebrated 60 such individuals from various sports across the country who have used sports as a vehicle to give back to society, one of them being Vijay Barse. Millions of people have seen Amitabh Bachchan's Jhund, which was inspired by Vijay Barse's life.



DISNEY+ HOTSTAR ENTERS METAVERSE WITH SPECIAL SERIES 'RUDRA'; UNVEILS DIGITAL AVATARS OF AJAY DEVGN, RASHI KHANNA

Disney+ Hotstar, in association with Hungama Digital's Web3 venture-Hefty Entertainment, has unveiled the digital avatars of actors Ajay Devgn and Raashi Khanna.



'IPL, A PERFECT VEHICLE TO TAKE SPINNY TO A WIDER AUDIENCE'

Spinny, the used-car retailing platform, is the associate sponsor for the TATA Indian Premier League on Disney+Hotstar. Founded in 2015, the Gurugram-based company became a unicorn last November and is now valued at over \$1.8 billion.

Led by Founder and Chief Executive Niraj Singh, Spinny recently launched its first national marketing campaign "Khushiyon Ki Long Drive" with Sachin Tendulkar and PV Sindhu.





ZIVAME APPOINTS RISHU GARG AS CHIEF PEOPLE OFFICER

Intimate wear brand, Zivame, has appointed Rishu Garg as the chief people officer.

Garg will oversee all human resource operations and further build Zivame's people practices and shoulder the responsibility to enhance people's experience. She will lead key talent recruitment, development and retention.

SENIOR PROFESSIONALS WOULD PREFER WORKING WITH A STARTUP THAN A LARGE CORPORATE: SURVEY

When it comes to making a career choice, 74% professionals would take the same offer from a start-up as opposed to a corporate, says a talent survey by CoffeeMug.ai, a community of over 2,50,000 founders, investors, CXOs, and business leaders.



HUMAN RESOURCE HIGHLIGHTS

OYO ELEVATES ROHIT KAPOOR TO GLOBAL CHIEF MARKETING OFFICER

Global travel tech major, OYO, has announced that it is elevating Rohit Kapoor to a global role as the company's marketing head, from his current position of CEO-India and Southeast Asia.

The company also announced that its global chief business officer, Ankit Tandon, will take on the additional responsibility of Southeast Asia (SEA) with specific focus on Indonesia and the Middle East (ME) region as its CEO.



GOOGLE FACES LAWSUIT FOR RACIAL BIAS AGAINST BLACK EMPLOYEES

Google has been filed with a lawsuit on accusations of systemic racial bias against Black employees. In the complaint, it has been stated that the company steers black employees to lower-level jobs, pays them less and denies them opportunities to advance because of their race. News agency Reuters reported that in the complaint, Google has been described as a "racially biased corporate culture".

WEWORK INDIA PARTNERS WITH STRONGHER VENTURES TO EMPOWER 1 MILLION WOMEN ENTREPRENEURS

Flexible workspace provider, WeWork India, has announced its partnership with StrongHer Ventures, the first woman-focused VC in India and globally, to launch 'Arise', a programme designed to unlock opportunities for India's women entrepreneurial ecosystem. The association will be jointly led by WeWork Labs, the global incubation and acceleration arm of WeWork, and StrongHer Ventures.





As I stare out into this beautiful room, I see optimism, I see hope, I see the future. I know that each and every one of you has the opportunity to help someone else. All you need to do is help one person, expecting nothing in return. To me, that is a humanitarian.

People make it seem way too hard, man. The truth is, and what I want the little girl watching those commercials to know, is you don't have to be rich to be a humanitarian. You don't have to be rich to help somebody. You don't gotta be famous. You don't even have to be college-educated. I mean, I wish I was, I'm not saying you know... Especially today. [laughs] It's true, I might come back but all right.

But it starts with your neighbor, the person right next to you, the person sitting next to you in class, the kid down the block in your neighborhood, you just do whatever you can to help in any way that you can. And today I want to challenge each of you to make a commitment to help one person: one organization, one situation that touches your heart. My grandmother always used to say if you've got a dollar, there's plenty to share.

– MS. Robyn Rihanna Fenty
(ACTRESS)

ALUMNI CORNER



Good day to everyone. I, Mohtasheem Khan, graduated from the BMS Batch in October of 2020. I was the Mridang Head in 2019-2020, and before that, I was an ACL for the first year and a CL for the second year in a row. I've learned a lot on this journey. Mridang was a huge success, thanks to the efforts of our GS, JS, CL's, ACL's, HOD's, and the entire Cultural Committee team. College being located in the heart of the city, sponsorship was difficult to obtain; however, a special thanks goes to Mr. Sunny Mehta sir, without his upkeep, it would have been a mere an impossible thing to execute. There were some who mocked us for aiming so high, and yet my team and I never gave up and worked even harder to prove them wrong and give the best. I recall that everyone on the team pitched in to help us prepare for the CL meet. We had a good time, laughed and joked, cheered songs. Genuinely, I had also gained a wonderful experience. Being a 'back bencher' and being a part of Mridang taught me a lot of things. I also made new friends and memories that I will cherish for the rest of my life. I, for one, have changed but also developed as a person. We were never held back, and Mr. Sunny Mehta Sir was always a motivator for us. I'd also want to thank all of our dignitaries for believing in me and motivating me to exceed my potential. Finally, I'd want to thank everyone on my team as well as the professors who were really helpful during the entire event. Thank you very much.

-Mohtasheem Khan
Alumni (TYBMS: Batch 2019-2020)

FUN FACTS

- The total assets under supervision for JP Morgan is \$2.2 trillion - more than the GDP of India.
- 97.75% was the highest income tax slab!
- Warren Buffett's net worth at age 52 was only 0.3% of current value.
- Apple's market cap is higher than entire BSE 500 companies.
- 2020 saw highest-ever public equity fundraising.
- Anil Ambani was once richer than brother Mukesh.
- The federal reserve is missing 2/3 of the \$100 bills they printed.
- Before the federal reserve in 1913, each bank printed its own money.

Name: _____ Date: _____

HUMAN RESOURCES

K S G D S I X W I H R Y T I O R T E D A K D Y Z
 Q X I D T K B J X H H X J R Z M D Y B F B G N M
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 E T I Z S E C R U O S E R N A M U H B L K X X V
 C N O J K M F X N O I T A M R I F M O C O G R B
 N E R H J G F L I G I O B V N G U E J L W X E J
 A M G K S R Z P N M N Q R P K U M F I C U S C Y
 M P A D G I W I T A G K M G X P N W X O P C R R
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ADMINISTRATION
 COMPENSATION
 HIRE
 OPERATIONS
 PLANNING
 RECRUITMENT
 TALENT

ATTRACT
 DETROIT
 HUMAN RESOURCES
 ORGANIZATION
 POLICIES
 RESTRUCTURE
 TRAINING

BENEFITS
 DEVELOPMENT
 LABOR RELATIONS
 PAYROLL
 POSSIBILITY
 RETAIN

CONFIRMATION
 EMPLOYEE SERVICES
 NEOGOV
 PERFORMANCE
 PROMOTION
 SUPPORT

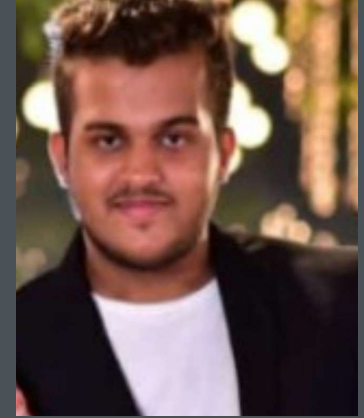
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