

**ANNUAL MAGAZINE
SCHOOL OF MANAGEMENT
ISSUE 2018-2019**

KCC
INSTITUTE  **OF LEGAL AND
HIGHER
EDUCATION**

GREATER NOIDA

Affiliated to Guru Gobind Singh Indraprastha University

EPITOME





Director's Message

The School of Management strives to develop competent managerial human resources for the Industry, who are ready to take on the challenges of the ever-changing corporate environment. It gives me immense pleasure to introduce **"EPITOME"** the annual magazine of this School. A college magazine is an eloquent expression of the progress and outstanding achievements that a college has to its credit. It's a part of those multifold activities that a college undertakes to improve the quality of education and all round development of personality of the students. I am sure that the students of KCCILHE will be benefitted because experience of being a part of magazine compilation will unfold new dimensions of learning for them. I heartily congratulate all the members of School of Management who have taken pain to bring out this magazine adding a glorifying edition to the knowledge stack of the School of Management of KCCILHE.

With good wishes

Prof. (Dr.) **Pawan Gupta**

Director, KCCILHE

School of Management

The school of Management offers Bachelor of Business Administration which is a full time three years undergraduate programme for young managers in the making. The course enhances one's skills and imparts knowledge that is imperative to achieve success in the field of management. It is one of the most sought bachelor degree programmes after 12th. It includes complete knowledge of leadership and management.

BBA degree allows the candidates to enter the field of management. This degree teaches students various aspects that are necessary for effective business management and essential for entrepreneurs and business managers.

The BBA degree program is an undergraduate course, which aims to impart academic excellence, holistic education, global relevance and contemporaneous curriculum to future budding managers. The main thrust is to demonstrate a critical, ethical and reflective approach to the field of management. The emphasis is to expose the student's scenarios that demand structuring of unstructured problems and in turn help them in analytical and decision-making skills to equip them to lead complex organizations, in a cross-continental environment.



VISION

To impart comprehensive education to the students matching the global standards, foster socially responsible culture in the students and be globally recognised and accepted as an institution delivering world class education.

MISSION

To transform ordinary aspirants into extraordinary professionals. To eradicate the hindrance of geographical boundaries for students in obtaining world class education by having multiple campuses across India and abroad. to create and sustain professional synergies for smooth sailing career for students. To inculcate a strong sense of commitment and ethics in students. To blend theory with practice by exposing students to the prevailing industry standards.

QUALITY OBJECTIVE

To be able to contribute to society by producing top-notch managers and engineers. To keep infusing the latest in the curriculum to deliver the best to the students. To organize continuous improvement programmes for students and faculty community. To bring to the campus the latest of technologies. To always foresee the emerging trends in the industry and prepare the students to face the industry challenges and requirements well. To always encourage research centred approach towards study.

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YOGESH BHADOURIA,
BBA, (Batch 2018-2021)

EKTA JAIN,
BBA, (Batch 2018-2021)

From the Desk of Editor

It gives us immense joy and satisfaction to finally introduce the very first edition of **"EPITOME"**. A lot of effort has gone into the making of this issue. We hope you would enjoy reading this magazine. The best thing about this issue is that it represents the creative side of KCCILHE students to a fair degree, something that we think we all need to reconnect with.

I would like to thank the editors for their enormous efforts, the students and faculty members of the School of Management for their contributions, the Director and the administrative department for their support.

Vikram Kataria

Assistant Professor

School of Management

From the Student Editorial Board

The student editorial board is glad to release the first issue of **"EPITOME"**. The purpose of this college magazine is to unlock the hidden potential within the students and to provide a media of expression. This magazine would provide a perfect platform to highlight the literary and artistic segments of the KCCILHE family.

I want to extend my sincere thanks to my editorial team for the support to make this magazine stand out. I am thankful to all the faculty members and the students of School of Management of KCCILHE for their contribution and dedication which helped the magazine to come in its final shape. I would especially like to thank Mr. Vikram Kataria, for all the efforts he put in, for the successful publication of this magazine. The editorial board welcomes the comments and suggestions to improve the quality of magazine.

Read on, I hope you find it an enjoyable read.

Yogesh Bhadouria

BBA, (Batch 2018-2021)

S.NO.	TOPICS	NAME
1.	Why Startup Fails ?	Jayant Jain
2.	What is Goods and Service Tax?	Ekta Jain
3.	Digital Money	Yogesh Bhadouria
4.	Digital India	Nishant Trivedi
5.	Successful Startups of India	Aniket Chauhan
6.	Mind Snacks	Manan
7.	Book Review	Priyal Shah
8.	Movie Review	Deepanshi Verma
9	Biography Section	Sayed Mohd.
10	Small Business Entities & Tax compliance	Vikram Kataria

WHY STARTUP FAILS ?

A startup is a young company founded by one or more entrepreneurs in order to develop a unique product or service and bring it to market. As per Phil Libin, CEO of Evernote, "There are lots of bad reasons to start a company. But there's only one good, the legitimate reason, and I think you know what it is: it's to change the world"

This article is for those who are thinking about creating own startup. They first need to look around. The failure rate for startups is too high. It is not to discourage them but to give them more opportunities to learn before stepping on the ground. It's a collection of reasons why individual closes their startups in India and globe:





1. No. of Founders behind any project:

Two founders are the best number of founders which the corporate ever had. First of all, don't do it alone. Once you're alone, you have got no one to bounce ideas; you don't have somebody to inform that you're wrong. When you have more than two founders, you'll have two founders team up against the third one. One super-angel once told that of all teams with three co-founders he endowed (invested) in, 90% of them bullied one of the founders out.

2. Don't be too quick in team selection:

If you would go for team making after launch of the product, it would result in speeding of selection process that leads to bad hires. Begin with an idea and look for right folks to try it. The team which work together on the idea to bring it to customers always show enhanced performance. Be slow in choosing your team members which can give better results. Otherwise, you will end up with many folks who can't execute.

3. Cultivate deep relationships with your investors:

In addition, have trust and deep relationships with your investors. Invest in your social capital account with them. This can be your key to success.

4. Limit what you provide:

People get failed because they have a tendency to try out everything. They do not have enough time to try to do 40 things well right from the beginning. Make own core competency and work hard till your clients start saying that they like what you provide.

5. Friends don't provide "honest" feedback:

Our friends love us and they get biased in giving feedback. They mostly mention nice things to us. It's better to ask the general public rather than friends and relatives. We would get to know area of improvement which would ultimately help our business in long run.

6. In-house talent holds royal office (rule as monarch) over outsourced consultants:

Your core product or service shouldn't be outsourced of even if it's nice. You won't build a lot of profit because you only become a middleman. Basically, who needs you if you primary source of the main product.

7. Don't begin an organization with somebody you can't spend time:

People got failed who made the mistake of beginning an organization with someone they couldn't spend time outside of work with. They simply felt weird around them. Even though they are one of the best at what they do, it does not matter. It will never make you feel that you on the identical page.

Final Note

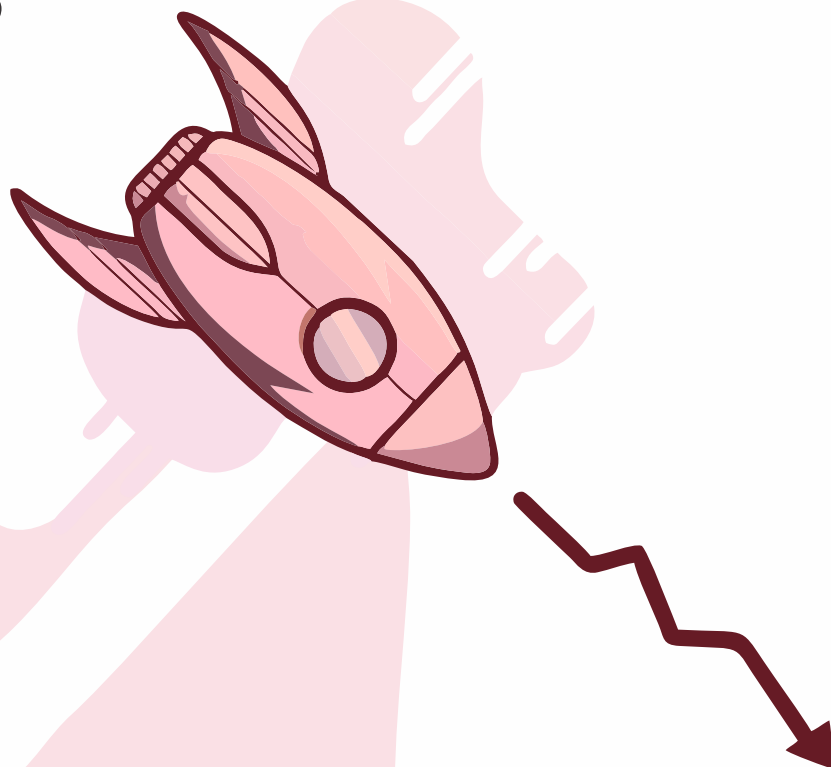
Each company fails for its own reasons. There are a lot of circumstances and variables that can have an impact on why a business fails. But as shown above, there are always larger trends that possibly coincide for multiple businesses.

As a founder, there's nothing more valuable than knowing the common pitfalls beforehand. You can learn from other businesses' failures and apply these learning to your own start-up.

By

Jayant Jain

BBA, (Batch 2018-2021)



WHAT IS GOODS AND SERVICE TAX?



Goods and Services Tax (GST) is an Indirect Tax (or Consumption Tax) imposed in India on the supply of goods and services. The tax came into effect from July 1, 2017 through the implementation of One Hundred and First Amendment of the Constitution of India by the Indian government. The tax replaced existing multiple flowing taxes levied by the central and state governments. Goods and services are divided into five different tax slabs for collection of tax - 0%, 5%, 12%, 18% and 28%. GST is meant to replace a slew of indirect taxes with a federated tax and is therefore expected to reshape the country's 2.4 trillion dollar economy, but not without criticism.

The single GST subsumed several taxes and levies, which included central excise duty, services tax, additional customs duty, surcharges, state-level value added tax and Octroi. GST is levied on all transactions such as sale, transfer, purchase, barter, lease, or import of goods and/or services.

By **Ekta Jain** (BBA, Batch 2018-2021)

Digital Money

Digital money is a currency that exists purely in digital form. It is not a tangible asset like cash or other commodities like gold or oil. It is accounted for and transferred using computers. The most successful and widely-used form of digital money is the cryptocurrency Bitcoin. Digital



money is exchanged using technologies such as smartphones, credit cards, and online cryptocurrency exchanges. In some cases, it can be transferred into physical cash, for example by withdrawing cash from an ATM.

At present, digital currencies are not accepted by banks, and as a result, interest cannot be earned on them by individuals or organizations. There are also risks associated with digital currencies such as security, currency volatility and payment beneficiary identification. Some areas of uncertainty like compliance with regulations and customer identification along with risk, limit the acceptance of digital currencies in the payment industry.

By **Yogesh Bhadouria** (BBA, Batch 2018-2021)



DIGITAL INDIA

Digital India is a campaign launched by the Government of India in order to ensure availability of the Government's services to citizens electronically by improved online infrastructure and by increasing Internet connectivity. The initiative includes plans to connect rural areas with high-speed internet networks. Digital India consists of three core components:

- **Development of secure and stable digital infrastructure,**
- **Delivering government services digitally,**
- **Universal digital literacy.**

The programme has been favoured by multiple countries including the US, Japan, South Korea, the UK, Canada, Australia, Malaysia, Singapore, Uzbekistan and Vietnam. At the launch ceremony of Digital India Week, top CEOs from India and abroad committed to invest ₹224.5 lakh crore (US\$3.2 trillion) towards this initiative. Leaders from Silicon Valley, San Jose, California expressed their support for Digital India during PM Narendra Modi's visit in September 2015.

According to analysts, the Digital India plan could boost GDP up to \$1 trillion by 2025. A digitally connected India can help in improving social and economic condition of people through development of non-agricultural economic activities apart from providing access to education, health and financial services. However, it is important to note that ICT alone cannot directly lead to overall development of the nation. The overall growth and development can be realized through supporting and enhancing elements such as literacy, basic infrastructure, overall business environment, regulatory environment, etc.

By **Nishant Trivedi** (BBA, Batch 2018-2021)

SUCCESSFUL STARTUPS OF INDIA

Every year, thousands of new companies pin their hopes on becoming the next big success story. Most will not achieve the lofty heights of, say, Google or Facebook, but a few will certainly blossom into industry leaders. With innovative products, efficient operations, and strong leadership, they are the companies that will help shape the future. The listing below are the most successful running startup stories of India.





BYJU'S – The Learning App is the common brand name for Think and Learn Private Ltd., a Bangalore-based educational technology (edtech) and online tutoring firm founded in 2011 by Byju Raveendran at Bangalore (India). Started out as a simple e-learning platform has grown into one of the world's largest edtech brands. BYJU'S today offers various online secondary and senior secondary courses suited to the Indian schooling system along with online study material for competitive examinations. Since the launch of its learning app it has registered 35 Mn users and 2.4 Mn annual paid subscribers. The company said that in April 2019, BYJU'S crossed INR 200 Cr (\$28.61 Mn) in monthly revenue.



Paytm, founded in August 2010, is an Indian e-commerce payment system and financial technology company, based out of Noida, India. While Paytm began as a digital wallet, it has morphed and taken on new verticals within payments many times over the years. Paytm's turning point came with the demonetisation of high-value currency notes in November 2016. Its user base grew from 125 Mn users before demonetisation to 185 Mn three months after. Since then, it has continued to grow, hitting the 300 Mn mark in 2018. It has also diversified to incorporate six new entities — Paytm Financial Services, Paytm Entertainment, Paytm Money, Paytm Mall, and Paytm Insurance Corporation, and more. Founder Vijay Shekhar Sharma has said Paytm will be looking to get publicly listed after 2021, when the fintech company starts generating cash.



Swiggy is India's largest and most valuable online food ordering and delivery platform, and as of March 2019, was operating out of 100 Indian cities.

Swiggy started its operations in Bengaluru's venerable Koramangala neighbourhood in 2014, covering just one neighbourhood with six delivery executives and 25 partner restaurants. In 2018, it has over 2.1 lakh active delivery partners and processes nearly 1.4 Mn food orders daily across India, compared with about 700K orders per day last year. Swiggy closed 2018 with a massive \$1 Bn funding round led by Naspers, raising its valuation to \$3.3 Bn.





Ritesh Agarwal, who started out as a teen entrepreneur, has transformed his startup into India's largest hospitality company. OYO has brought about a revolution in the Indian budget hotel industry. The year 2018 was all about international expansion (to seven countries, to be precise), testing the waters in new segments such as events (OYO Auto Party), and giving its employee ESOPs worth \$7 Mn. With more than 35K hotels and 125K vacation home, and over 1.2 million hotel rooms in 800 cities and 80 countries, OYO works in close proximity with its partners while exercising full control over the hotel rooms, ensuring a quality experience for its customers.



In 2018, it raised more than \$200 Mn in two tranches — including \$125 Mn in May from Temasek and PayPal Holdings Inc and \$82 Mn in March from Actis Capital and Altimeter Capital. This took the total funding raised so far to \$223 Mn. Pine Labs, founded in 1998, uses payment partners to provide integrated payment gateway services and enables merchants to connect their respective bank accounts to provide an end-to-end service to their customers. Having had a first-mover advantage, Pine Labs currently holds a 16% market share of digital transactions at brick-and-mortar retail stores. In June 2018, fintech startup Pine Labs marked its entry into the unicorn club with a \$125 Mn investment from Paypal and Temasek. In 2018, the company expanded its presence to Dubai and Malaysia and now intends to enter Southeast Asia. It also tied up with Google when it launched Google Pay in India.

By **Aniket Chauhan**, (BBA, Batch 2018-2021)



MIND SNACKS

1. GREAT PLACES TO WORK AT !!!

Almost all of us are aspiring for a kick start with a great placement
and a super company to work with!

Let's explore some of them here....

Answers:

M	M	O	C	L	A	U	Q	O	P	GOOGLE
A	E	Q	A	W	T	T	M	S	I	INTEL
K	M	L	E	C	U	I	N	T	N	MAKE MY TRIP
E	Y	H	S	X	P	U	G	U	T	NTPC
M	A	C	C	E	N	T	U	R	E	QUALCOMM
Y	H	I	I	L	O	N	N	I	L	INTUIT
T	O	T	N	G	P	I	A	C	A	HT MEDIA
R	O	T	F	O	L	S	J	N	Y	NIIT
I	Y	E	M	O	E	L	V	I	H	YAHOO
P	R	H	R	G	A	Z	K	I	J	ACCENTURE
E	A	B	A	I	D	E	M	T	H	HETTICH

2. Editing Error (Match the image with the news.)

India 2018: Top five news from the business world.



RBI Governor Urjit Patel announced his resignation on 10 December



The rupee witnessed its worst fall in 2018 in over five years and touched a historic low of 72.32 against the US dollar



UK Court ordered that Fugitive businessman Vijay Mallya be extradited to India



Berkshire Hathaway, founded by investor Warren Buffet, invested \$300 million in One97 Communications, the parent company of Paytm.



Walmart-Flipkart deal, Filpkart founders Sachin and Binny Bansal's exit.

By **Manan**, (BBA, Batch 2018-2021)

BOOK REVIEW

Scott Adams very truly said – “You don't have to be a 'person of influence' to be influential.”

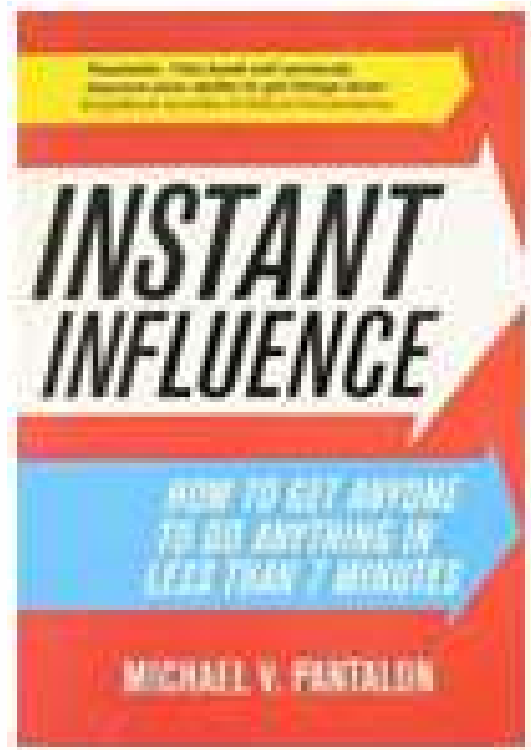
Now this has been proved right by Michael Pantalon's Instant Influence.

Instant Influence is that handbook which provides you a course of six easy steps to create an instant, effective and lasting change in colleagues, family, friends, strangers or even you for that matter. The book's main motto stands to be – “How to get anyone to do anything in less than 7 minutes.” It's basically about helping other people discover their own inspiration to do what you want them to do. That is very subtly influencing them and giving them the much required space to take their own independence.

What we must understand is that, people are definitely not going to accommodate changes in their lives simply because someone tells them to do so. This will very obviously lead to retrieval in their steps. Michael understands this problem and to overcome it, he has come up with this Instant Influence Technique, that instead we telling others what to do, people should discover their own reasons for doing so.

Michael Pantalon demonstrates how to ask people why they might like to make changes, resulting in effective and lasting improvement in their work or lives, for reasons of their own. As he makes clear, people do things in life for their own reasons, and not for those recommended or demanded by other people. This is what constitutes the first part of the book.

Thankfully the whole write up is very interactional and pretty easy to understand, without being text book like. The second part of the book focuses on actually implementing The Instant Influence Technique in real-world situations. The final part of the book has its attention on figuring out the change, making an action plan, and moving on.



THE SIX STEPS TO INSTANT INFLUENCE

- Step 1:** Why might you change? (Or to influence yourself, why might I change?)
- Step 2:** How ready are you to change – on a scale from 1 to 10, where 1 means “not ready at all” and 10 means “totally ready”?
- Step 3:** Why didn't you pick a lower number?
- Step 4:** Assuming you have changed what would the positive outcomes be?
- Step 5:** Why are those outcomes important to you?
- Step 6:** What's the next step, if any?

Armed with these 6 steps, we could very well go on a journey to “Get anyone to do anything in less than 7 minutes”!!

By **Priyal Sah** (BBA, Batch 2018-2021)

MOVIE REVIEW

Stock Market Mantras from the movie 'BAZZAR' released in Oct. 2018



The very nature of the stock market and its terminologies remain alien and incomprehensible to many Indians. The task of simplifying such complicated things and then packaging the same in a palatable format was not so easy. However, *'Baazaar'* did justice with the theme. It stars the versatile Saif Ali Khan as the big bull *Shakti Kothari*. So, get inspired! Here is my observation of certain characteristics of stock market depicted in the Movie.

1. Everything is fair in the love, war and the stock market.

The bazaar movie teaches a lesson that 'do not panic or fall prey to rumours, check your facts and fundamentals before taking any investment related decision. Rumours are weapons of players to make entry in the market.

2. Investing in a stock is investing into own business.

It's important to know all the details of the business and the investment has to be done in real, functioning and sustainable businesses.' Don't get carried away into investing in a fund that has become an overnight celebrity stock. It could be a trap, and can take away most of your invested amount.

3. The sectors perform on a rotation basis.

In stock market, there are no permanent friends or foes. The sectors perform on a rotation basis. Each stock has its own life cycle. The worst performing sectors of today may become the best performing sectors of tomorrow.

4. Stock Market trading is a Marathon not a sprint.

To get real, gradual and sustainable returns you need to stay in the Market. You have to prepare and get ready for a long stay in the stock market trading/investment. Always keep in mind that **there are no short cuts to real success.**

5. Risk Management is very important.

You should invest or trade with only that much amount without which you can handle rest of your business. In the movie, the hero could not handle big amount thus made a mistake in investment.

By Deepanshi Verma (BBA 1st year

By **Deepanshi Verma** (BBA, Batch 2018-2021)

Biography Section

This biography of Ratan Tata has been selected to motivate young minds to follow his path of dedication.

Ratan Tata is one of the leading Indian industrialists, ex- Chairman of the largest Indian conglomerate, Tata Group of Companies. He currently holds the post of Chairman Emeritus of Tata Sons, the holding company of the Tata Group which controls some of the major companies including Tata Steel, Tata Motors, Tata Power, Tata Consultancy Services, Indian Hotels and Tata Teleservices. Brought up by his grandmother from the age of ten when his parents separated, he became actively



involved in the family business after completing his graduation. He started as a fellow worker on the shop floor at Tata Steel and gained an insight about his family business. After the retirement of J.R.D. Tata, he became the new Chairman of the Tata Group. Under his leadership, the organization achieved new heights and generated large amount of overseas revenues. He was instrumental in the acquisition of Tetley, Jaguar Land Rover and Corus, which turned Tata from a major India-Centric company to a global brand name. Apart from expanding his multinational, he has also served in various capacities in organizations in India and abroad. He is also a leading philanthropist and more than half of his share in the group is invested in charitable trusts. Through his pioneering ideas and positive outlook, he continues to serve as a guiding force for his conglomerate even after retirement.

Quick Facts

Nationality: Indian

Birthday: December 28, 1937

Sun Sign: Capricorn

Born In: Surat

Also Known As: Ratan Naval Tata

Education: Cornell University, Harvard Business School,

Harvard University, Bishop Cotton School, The Cathedral & John Connon School, Campion School, Mumbai

Awards: Padma Bhushan (2000), Medal Of The Oriental

Republic Of Uruguay (2004), Padma Vibhushan (2008), Oslo

Business For Peace Award (2010), Honorary Knight Grand Cross Of The Order Of The British Empire (2014)

Quotes by Ratan Tata that will inspire you to succeed

"I don't believe in taking right decisions. I take decisions and then make them right."	"Take the stones people throw at you. And use them to build a monument."	"If you want to walk fast, walk alone. But if you want to walk far, walk together"
"None can destroy iron, but its own rust can. Likewise, none can destroy a person but his own mindset can."	"Ups and downs in life are very important to keep us going because a straight line even in an ECG means we are not alive."	"Business need to go beyond the interest of their companies to the communities they serve."

By **Sayed Mohd**, (BBA, Batch 2018-2021)

Small Business Entities & Tax compliance

Starting a business is a big achievement for many small and medium entrepreneurs, but it's a biggest challenge to manage and sustain the business especially in the current scenario when there are too many regulations and statutory requirements. With the roll out of goods and services tax MSME sector was adversely hit because they face many tax related regulatory burdens and there is little doubt that navigating through all the tax requirements can be very daunting.

The badly designed and poorly implemented GST regime is a big pain for smaller business organisations which led to increase in compliance costs and other operating costs. Even the very small organisation which have fewer employees have to register with registrar of companies and GSTIN network. They have to file monthly GST return irrespective of its turnover and quarterly TDS return. If they don't register them in the network of GSTIN network, they can't survive because other bigger business entities will not be interested in doing business with them as they can't claim the input credit. There are several other compliances such as director's KYC, financial audit etc. which are also necessary for them.

The complex regulations and compliance requirement are really a big disadvantage for small business entities which don't have dedicated regulatory affairs team to deal with them that affect their cost competitiveness and growth prospects. The result is lower investment and loss of thousands of potential jobs.

Rules & compliances should not be discouraging for the professionals who want to start their own ventures and it induces small firms to remain small because compliance burden and tax rates are choking smaller business entities.

In such conditions, it is imperative to rationalize regulatory requirements to give impetus to economic growth, to improve tax to GDP ratio and create good jobs.

Instead of monthly and quarterly GST and TDS filing, we should adopt annual filings, this is the minimum that the government can do, and it will also not impact the government finances. Though Government is continuously rectifying on several issues related to GST implementation but still there is lot to be done to create a competitive and sustainable environment for small businesses.



By Vikram Kataria
(Assistant Professor)