



Department of Management Studies
Shri Guru Ram Rai University

(Estd. by Govt. of Uttarakhand, vide Shri Guru Ram Rai University Act No. 03 of 2017)

Prabandhnam

...Disseminating Information

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Chairman's Blessings

*"Ability is what you are capable of doing,
Motivation determines what you do,
Intellect determines how well you do it."*

It is overwhelming to see that the department of management has come up with the tenth issue of the 'Prabandhnam'. This news letter provides a complete picture of the departmental activities and the latest business news around the globe.

I bless the editorial team for their commendable efforts and for the future success.

Shri Mahant Devendra Dass Ji Maharaj
Chairman, SGRR Education Mission

"Siddhi Moolam Prabandhanam"

Dear Readers,

Encapsulating the belief, that the root of achievement is sound management traits, our aim is to focus on the roots and prepare skilled management graduates for the global arena.

It's overwhelming to know that the Department of Management at Shri Guru Ram Rai University is bringing out the new edition of Departmental Newsletter "Prabandhnam" for the year 2018.

This newsletter showcases the efforts, creativeness, zeal and perpetual growth of the department. The articles published are informative and inspiring for the young breed of managers.

At SGRR University one can attain rich learning experiences that provide a platform to groom a brigade of "Lifelong Learners".

Remember – the inspiring words,

"I am Capable. I am Strong. I can make a difference.

I MATTER"

I congratulate the entire editorial team for their excellent efforts and wish success for all future endeavors.



Dr. P. P. Dhyan
Vice Chancellor

From the desk of Editor

Message Dr. Pooja Jain

Pic



Business NEWS

- 1) China looks to boost agricultural exports to India: Xi Jinping , Xi also indicated greater trade in the pharmaceuticals sector between China and India.
- 2) Rupee rises 21 paise to 3-month high of 69.64 against US dollar. (30/11/2018)
- 3) IDFC Bank to be renamed as IDFC First Bank, seeks shareholders' nod
- 4) Microsoft offers Rs 1.5 crore package to IITians for job in the US
- 5) TCS pips Reliance Industries to become most valued company again. Earlier Reliance Industries (RIL) on November 2016 had pipped Tata Consultancy Services to become the most-valued company in terms of market capitalisation.
- 6) Chinese smartphone maker Vivo Mobile India's new plant in Greater Noida will provide jobs to over 5,000 people in India.



- 7) Uttarakhand has received investment proposals worth Rs. 70,000 crore, and most of the Memorandum of Understandings have been

signed with an aim to reach development to the state's hilly areas.



- 8) Big treasury boost! Govt raises Rs 17,000 crore from CPSE ETF follow-on offer
- 9) GDP Growth drops to 7.1% in the second quarter as demand slows.
- 10) Govt breaches full-year fiscal deficit target, the government has budgeted to cut fiscal deficit to 3.3 per cent of GDP in 2018-19 from 3.53 per cent in the previous financial year.
- 11) Ratan Tata-Backed Urban Clap's Valuation Doubles After \$50 Million Fundraise.
- 12) 77 companies in BSE500 have more than 0.52 chance of default. The number of BSE 500 companies that have crossed a debt-default probability threshold has trebled since the beginning of the year.
- 13) Maruti Suzuki sold 5 lakh units of Baleno in 3 years. The Baleno is one of the most popular models sold by the company in India via its premium Nexa dealerships.
- 14) Opportunities for India amid a US-China trade war.
- 15) India's ranking likely to be improved in World Bank 'Ease of Doing Business' index. The optimism of an



improved ranking this year too stems from reforms like the Goods and Services Tax, launched last July, as well as initiatives that India has taken in categories such as 'construction permit', 'starting a business' and 'trading across borders'.

- 16) RBI trains 11,000 bank officers on credit lending to small businesses. This training has been provided to officers working at nearly 3,000 bank branches covering all districts in India through more than 2,000 special workshops in the last three years.



- 17) India to cut down on oil imports from Iran ahead of US sanctions. India's loadings from Iran for this month and next will drop to less than 12 million barrels each, after purchases over April-August had been boosted in anticipation of the reductions.



- 18) Indian PSUs eye more oil, gas projects in Russia
- 19) Russia, India's largest investment destination in the oil and gas sector, already has \$15 billion invested by Indian PSUs.

Joint Treatment with Platelet Rich Plasma Therapy

Divine Health Wellness Center offers treatment for arthritis sufferers. Platelet Rich Plasma is also known as PRP Therapy, and it uses the natural healing processes to help repair the damage. PRP is also known as Autologous Conditioned Plasma therapy; although it is not considered a standard form of therapy.

A growing number of patients are turning to PRP Therapy for relief through the natural healing of the joints. Platelet Rich Plasma therapy is unique in it helps the body to “kick start” the natural healing process of bone, ligaments, tissue, muscle and even cartilage.

Goals of PRP Therapy

The goals of PRP Therapy offered at Divine Health Wellness Center is to reduce pain suffering, increase joint function, and to slow (or stop) damage occurring in the joint. A sample of blood is taken from the patient and placed in a special machine which allows the serum to be concentrated for use during the therapy session.

The centrifuge machine allows the blood serum to be “spun.” This permits a concentrated collection of platelets used in the procedure. Platelets encourage the body to heal itself through the secretion of “growth factors.” Proteins also help regulate cell division and stimulate regeneration of tissues.

Variations in Therapy

Within the medical community, PRP Therapy is used for a growing number of treatments. One treatment provided in one location may differ from treatment received in another location. In other words, each PRP therapy injection can be “different.”

Reasons therapy differs – include the characteristics of the patient, the processing of blood, and additives used during treatment. The blood composition of an individual can change. The processing of the blood can affect the percentage (%) of concentration within an injection. Some injections will use the patient’s plasma alone while others will include additives.

What does Platelet-Rich Plasma therapy do?

Experts within the medical field are still researching and learning about how PRP therapy actually works. Doctors who use the procedure offer a variety of theories for understanding. They conclude through observation, therapy may inhibit inflammation and slow the



progression of arthritis. Physicians also feel the procedure helps the body to form new cartilage through stimulation. And, the blood sample used for the therapy contains proteins which can change the pain receptors, thereby reducing pain. More clinical research is needed to determine fully how platelet rich plasma changes/benefits the patient.

How is Platelet-Rich Plasma made?

Centrifuging (spinning) a sample of the patient’s blood is typically used to create a serum for therapy injection. The vial of blood spins at very high speeds which cause the blood to separate. Red blood cells move to the bottom of the vial. White blood cells and platelets move to the center of the vial while plasma will move to the top during the spinning process. Upon the completion of spinning, the solution for PRP injection is prepared.

What is in a Platelet-Rich Plasma injection?

Each Platelet Rich Plasma Injection used for therapy is different. The percentage of platelets varies as described earlier. Normal blood contains 15K to 450K of platelets per microliter. The variation of the norm may be from 2 ½ to 9 times. Final concentration levels used for injection can vary depending on the individual’s blood, the process of spinning, and how much blood is taken from the patient.

Additives may also be used in therapy injections. Some of the additives used include calcium chloride as well as thrombin. These additives can artificially “activate” the platelets to stimulate tissue regeneration.

Knee Osteoarthritis treated with PRP

Research studies often include patients with knee osteoarthritis. The condition affects nearly half of all Americans at one point in their lives. Two specific clinical studies include evidence published in American Journal

of Sports Med (Patel & Aggarwal) and the Clinical Journal of Sports Medicine (Halpern, Chaudhury, Rodeo, Hayter, Bogner, & Potter).

Study one highlights

The first study includes 78 patients with osteoarthritis in both knees (totaling 156 knees). Each knee received one of the following treatments: one PRP injection, two PRP injections, or a placebo injection. Evaluation of the subjects was conducted at six weeks, three months, and six months later.

Researchers found in the first study patients receiving PRP injections held less pain over this course of time. They also experienced less stiffness and gained improvement in mobility as well as knee function at six weeks and three months. During the six-month evaluation, positive results started to decline although pain/function was still improved.

The group of knees which received the placebo injection developed a small increase in pain and stiffness. The participants also developed a decrease in mobility and function of the knee.

Study two highlights

The second study included participants who experienced knee pain for at least fourteen months. Each individual had arthritis in the knee and received an MRI assessment along with a one-time injection of PRP. Evaluation then followed during one week, three months, six months, and one-year intervals. After the first year, another MRI was ordered on patients in the study.

Researchers following this study found at the one-year

interval, most patients had less pain compared to before treatment started. The pain did not necessarily go away but did in fact lessen. In the higher percentage of patients, MRI results showed no progression in the degenerative process of the knee.

Advantages of Platelet-Rich Plasma (PRP) therapy

PRP Therapy may be beneficial for patients for a variety of reasons:

- The patient’s blood product is used during the treatment process. It is more natural to their body and carries fewer risks.
- Other forms of treatment can be unreliable while results vary in each situation for the individual. Some other forms of therapy have additional side effects as well as disadvantages including weight loss, weakened tendons over time (cortisone injections), stomach problems (long term use of medications), mixed results for patients (minor & major surgeries), as well as long term rehab required.
- Research for Platelet Rich Plasma therapy shows promising results, although more exploration is needed in the field.

Divine Health Wellness Center, along with other physician centers, believe PRP therapy is well worth trying in patients with osteoarthritis conditions. Patients should realize this one therapy alone is not a “cure-all” treatment. Lifestyle changes and other non-surgical treatments may be encouraged simultaneously with this therapy.

Management Ethics in the 21st Century

Meaning: ‘Management Ethics’ is related to social responsiveness of a firm. It is “the discipline dealing with what is good and bad, or right and wrong, or with moral duty and obligation. It is a standard of behaviour that guides individual managers in their works”.

Significance: Firms in the 21st century operate in the social environment and use resources provided by the society. They are, therefore, morally and socially committed to look after the interests of society by adopting ethical management practices.

Guidelines for Ethical Behaviour by James O’Toole:

- **Legally compliant:** Obeying legal practices of the country is conforming to ethical values.



- **Honesty:** Disclosing fair accounting results to concerned parties and telling the truth is ethical behaviour of managers.
- **Respect for people:** Ethics requires managers to respect people who contact them.

- **The golden rule:** The golden business principle is 'Treat others as you would want to be treated'. This will always result in ethical behaviour.
- **Above all, do no harm:** Even if law does not prohibit use of chemicals in producing certain products, managers should avoid them if they are environment pollutants.
- **Practice participation—not paternalism:** Managers should not decide on their own what is good or bad for the stakeholders. They should assess their needs, analyse them in the light of business needs and

integrate the two by allowing the stakeholders to participate in the decision-making processes.

- **Act when you have responsibility:** Actions which cannot be delegated and have to be taken by managers only (given their competence and skill) must be responsibly taken by them for the benefit of the organisation and the stakeholders.

Thus, it is important that ethical management practices are taught, imbibed and practiced in right earnest in the 21st century by all the stakeholders.



Blue Ocean Strategy

What is Blue Ocean? Companies can succeed not by battling with competitors, but rather by creating 'blue oceans' of uncontested market space while unlocking new demand.

- Represent non existing industries
- Making the competition irrelevant

- Attract non customers
- Engines of growth
- Creating & capturing new demand
- Most blue oceans are created from red ocean companies expanding industry boundaries.

Red Ocean Strategy

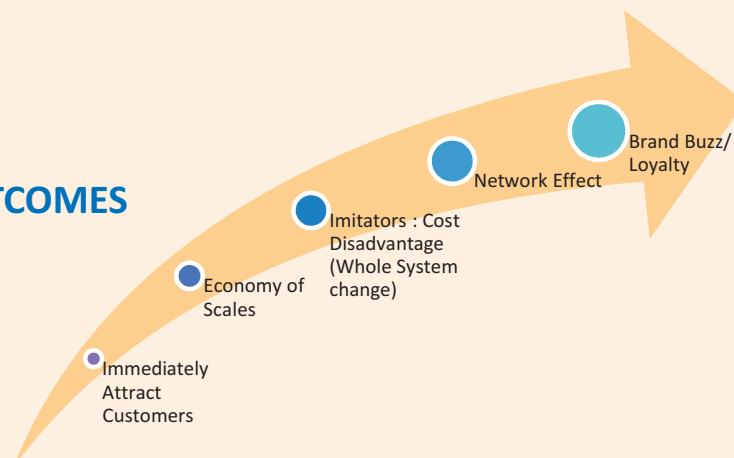
- Compete in **existing** market space.
- **Beat** the competition.
- Exploit **existing** demand.
- **Make** the value-cost trade-off.
- Align the whole system of a firm's activities with its **strategic choice of differentiation or low cost.**

VS

Blue Ocean Strategy

- Create **uncontested** market space.
- Make the competition **irrelevant.**
- Create and capture **new** demand.
- **Break** the value-cost trade-off.
- Align the whole system of a firm's activities in **pursuit of differentiation and low cost.**

BLUE OCEAN OUTCOMES



Activities 2017-18

- Industrial Tours
- Charity Trip
- Workshops
- Guest Lectures
- Students Presenting Papers in the Conferences
- Farewell

Diary of Events

EVENTS	DATE
Student development programme in coordination with ICFAI for management students	24 th August, 2018
Guest lecture by Shri Vijay Rai with management students	7 th September, 2018
Haridwar Industrial visit for MBA	22 nd September, 2018
Max super speciality visit for MHA students	13 th October, 2018
Freshers Party for Management	29 th September, 2018
Freshers Party for Commerce	5 th October, 2018
Diwali fest by Unnayan Council	3 rd November, 2018
Industrial Tour Chandigarh-Manali (BBA & MBA)	25 th to 30 th November, 2018

Campus Placement at a glance of 2018

S.No.	NAME	COURSE	LOCATION	DESIGNATION
1	Sheetal Baijwal	MBA	Premnagar, Dehradun	Sr. Sales Executive
2	Ankur Pandey	MBA	Premnagar, Dehradun	Sr. Sales Executive
3	Preeti Negi	BBA	Jakhan, Dehradun	Sales Executive
4	Muskan Rana	BBA	Premnagar, Dehradun	Sales Executive
5	Devashish Joshi	BBA	Premnagar, Dehradun	Sales Executive
6	Tejdeep Singh Anand	BBA	Premnagar, Dehradun	Sales Executive
7	Vijay Poudiyal	BBA	Premnagar, Dehradun	Sales Executive
8	Fabeha Khan	MBA	Noida	BDE
9	Sparsh Raj Pandey	MBA	Noida	BDE
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Suggestions and entries are invited:

Faculty of Management Studies

Shri Guru Ram Rai University

(Estd. by Govt. of Uttarakhand, vide Shri Guru Ram Rai University Act No. 03 of 2017)

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