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**SARVAJANIK EDUCATION SOCIETY  
SMT. SHARDARANI RAMESHCHANDER**



# LEARNNOVATOR



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**A NEW  
GENERATION  
OF  
STARTUPS**

Vocal for Local finds its roots in the Swadeshi Movement during the Indian Independence struggle when the thrust was given to indigenous products to retain India's economy and ethics. However, it has gained momentum in the recent times during the Covid 19 Pandemic. With countries closing down their borders and consolidating inventories, the movement of goods and services across the world came to a halt. Nations were struggling to meet their basic requirements and to find substitutes for products which were generally imported from other countries.

Vocal for Local is a campaign mantra of Honorable Prime Minister Shri Narendra Modi in an attempt to build a self-reliant India or 'Aatmanirbhar Bharat'. He has constantly been appealing Indians to use domestically made products. To achieve the objective of 'Aatmanirbhar Bharat', the Government of India wants products not just to be made in India, but also in promoting local brands, manufacturing, and supply chains. Vocal for local campaign has showcased local brands on a global platform. The campaign came as a great support to small local businesses in a atmosphere of uncertainty. However, the vocal for local campaign to make India a 'self-reliant' nation can be successful only with the participation, dedication and cooperation of every citizen.

India has been a land of rich natural resources and as an agricultural economy we may lack complex technology but nature's blessings are abundant. The idea of sustainability has allowed to both preserve and produce in an efficient way that has gained attention worldwide. Starting from the basic necessities to the luxury services, if awareness about the importance and pros of using 'Made in India' products are made then we all will be contributing our bit individually to make our nation grow.

**DR. JIMMY M. KAPADIA****Professor & Director****SRLIM****A T M A N I R B H A R A B H I Y A N****MR. AMIT MEHTA****Principal Consultant****Retail Catalyst**

Atmanirbhar Bharat Abhiyan - Self-Reliant India campaign is the vision of new India envisaged by the honorable Prime Minister Shri Narendra Modi. The aim is to make the country and its citizens independent and self-reliant in all senses. However, this aim will be difficult to achieve if the campaign is not understood well and not executed effectively in its right spirit. Just expecting special economic packages and reforms from the Government will not be enough. As clearly explained by Government, the campaign is not protectionism. It is not inward looking nor import substitution.

As explained by Mr. Amitabh Kant, CEO of NITI Ayog, "Atmanirbhar Bharat will make India self-reliant by creating an eco-system that will allow Indian companies to be highly competitive on the global stage." On the part of Government, it is about providing the appropriate eco-system while on the part of Indian companies and the individuals therein it is about to rise to the occasion and prove themselves to be at par on the global stage. The 'Vocal for Local' campaign may appeal to some and attract them to buy local goods but even if it happens, such trend, based on just nationalistic emotions, may sustain for a very short period. A shift in consumption pattern from imported goods to local goods will happen only

on availability of comparatively similar or higher quality goods. An Indian company, either small, medium or large scale has to upgrade, improvise and match the international quality levels. This is easier said than done. The positive part though is, it can be done. There has never been a dearth of business acumen and enterprising spirit in India. With a focused and professional approach, India too can match international standards in all aspects. Here are few of the possible ways through which standards can be improved:

**Invest in training and R&D** – In spite of having one of the largest pools of human resource, skilled and trained manpower is not easily available. Companies should invest in training their manpower to get the desired quality output. Further R&D in their field will help in coming up with better alternatives and quality.

**Adopt an organized and professional approach** – To match the standards of international levels it is important to change the ways of working for most of the small and medium enterprises. Adding professionalism to their business acumen and enterprising ways can work wonders for an Indian company.

**Do away with the 'chalta hain' attitude** – An important thing to do is to let go of the mediocre approach to accept sub-standard outputs under the guise of 'chalta hain'. Quality control has to be very stringent to match and compete with imported goods.

We need to understand that most of the imports is not because similar goods are not available in India but because it is difficult to get that quality in most of the cases. So, it is the duty of every Indian to raise their levels of delivery in terms of products and services to make Atmanirbhar Bharat actually happen.

## IT'S TIME FOR SLOBALISATION & SELECTIVE DEGLOBALISATION

India has traditionally been a conservative society, and most of Indians still hold on to their conservative beliefs about specific aspects of life. Certain factors like well-developed infrastructure, a large number of professionally educated and English-speaking population and a reformed legal system had contributed to a great extent to the opening

of the Indian economy. That has done much to attract global brands to come to India. Still, there have been movements against these practices and protests against globalisation, especially during the economic downturn of 2008. It proved a turning point in reducing the degree of economic integration at a global level. The process of slobalisation and deglobalisation had already started globally and the Covid-19 pandemic added further momentum to these trends. Many countries worldwide and India have started working towards reducing economic interdependence as Covid forced people to adopt new rationality. Apart from these, especially in India, the factors like bitter relationship with China, drivers of consumption-driven economy, demographic dividend, "Make in India" campaign, the appeal of "Aatmanirbhar Bharat (Self-reliant India)" by the honourable PM after a pandemic etc. are motivating Indians for increased consumption of domestic offerings. It is necessary also as consumption in India is going to touch new heights in coming years due to demographic dividend period. Different nations enter and exit period of demographic dividend depending upon their age mix structure. India has entered the 37-year period of demographic dividend from 2018 to 2055. Based on median age, India is considered one of the youngest nations in the world. The median age of the population of India was just 28 years in 2020, as compared to 49 years in Japan, 45 years in Western Europe and 37 years in China. The announcement of "Atmanirbhar Bharat Abhiyan" (Self-Reliant India Mission) was done by honourable prime minister Shri Narendra Modi on 12th May 2020 is very opportune. The five pillars of Self-reliant India are economy,

**DR. RIDDHISH JOSHI**

**Assistant Professor**

**SRLIM**



demand, infrastructure, system and vibrant democracy. A self-reliant India does not mean turning the country into a protectionist but gripping the world by becoming more assertive. Covid-19 and an appeal of “Aatmanirbhar Bharat” from the honourable prime minister motivate consumers to prefer domestic products. The courage of Indian companies to disclose their Indian origin is boosted after an appeal on “Aatmanirbhar Bharat (Self-reliant India)” and “Vocal for Local”. Post that, several companies have rolled campaigns expressing the same. Dabur came up with a tag line – “Made in India, by Indians, for Indians” to encash the spirit. Lotus Herbals came up with promotional campaigns like – “Made Locally, Loved Globally” and “Beautifully Indian”. Similarly, Parle Agro rolled out campaigns with a tag line – “Proudly Indian” while Prestige, a leading brand of kitchen appliances, came up a message “Made with pride in India” in their latest campaign. Apart from many regional and local brands also started appealing the consumers in the same manner. So, we can say it is time for slobalisation and selective globalisation.

## VOCAL FOR LOCAL: BANEGEY AATMANIRBHAR



**MS. HISHA TRIVEDI**  
**2nd Year Student**  
**SRLIM**

Aatmanirbhar Bharat is the vision of new India envisaged by the Prime Minister Narendra Modi. The aim is to make the country global factory in every vertical and have a youth-driven workforce that is passionate towards prosperous nation.

Aatmanirbhar (self-reliance) does not mean "isolation". The definition of self-reliance is about including everyone, who believe the earth as mother. When such a country becomes self-reliant, then the prosperity and happiness of the world are included in it.

There are two components of Aatmanirbhar Bharat. First is developing, promoting and selling world-class Brand India. The second one is to attract multi-national foreign companies desirous of re-locating from China post COVID-19 by providing them with business facilities and environment at least equal to if not better than China.

For making Brand India world-class as well as affordable, we need to develop the talent and infrastructure for designing and producing products which compete with market leaders, without compromising on quality yet being cheaper and affordable. One should also kept in mind that Aatmanirbhar does not mean using only swadeshi products but implies producing world-class quality products which would sell not only domestically but globally. Aatmanirbhar Bharat in more ways than one, not only make us independent but also make the world see our quality.

The PM clarified that the definition of self-reliance has changed post-COVID19. Indeed, If we look into old India, i.e. before March 2020, India was creating zero PPE kit but look at now, in new India, i.e. Aatmanirbhar Bharat, today it has made a limit of delivering 2 lakh PPE units every day, which is indeed in true sense Aatmanirbharta.

As Vocal for local has become our goal for Aatmanirbhar Bharat, the message, simply put, It to be a contributor rather than dependent. In a nutshell, there is a need to go ahead with a new mind set- a positive mind set of "We Can We Will." Sectors like automation, fin-tech, supply chain, logistics, healthcare, etc. would have provided wings for young start-ups to fly to not only make Bharat-Aatmanirbhar but also make you, Aatma-Nirbhar in Bharat.

**Aatmanirbhar Bharat Abhiyaan Or Self Reliant India campaign** is the vision of new India visualized by our Hon'ble Prime Minister Shri Narendra Modi on the 12 May, 2020. Our PM coined the term Vocal for Local to encourage people to promote the local product worldwide.

Our PM announced the special economic and comprehensive package INR 20 lakh crores - equivalent to 10% of India's GDP - to fight the covid pandemic in India. He further outlined five pillars of Self Reliant India - Economy, Infrastructure, System, Vibrant Demography and Demand. The finance minister further announces Government reforms and enables other seven sectors under self-reliant India. The government took several bold reforms such as supply chain reforms for agriculture, Rational tax systems, simple and clear laws, capable human resources and a strong financial system. Vocal for Local initiative encourages the people to start producing their own products and hence, reducing the use of imported goods. The need for Vocal for Local arose during the lockdown period when all the mediums of transport halted and the entire world realized the usefulness of local products.

Many initiatives were taken by people like making diyas in diwali and by government organising fair for "Vocal for Local" like "Hunar Haat" In Surat and many more. The local people appreciated and purchased the product and start promoting them. Thus these were the catalysts to make these local products global brands from local brands and these take the Indian economy to the next level.

The people making local products need support and it is the responsibility of each Indian to buy these products. If all Indians adopt the "Vocal for Local" mantra then a lot of Indian products can easily become global.

So, let's do it by purchasing and promoting local products and make our India self reliant and self-sufficient.

**MS. KOMAL JAIN**

**1st Year Student**

**SRLIM**



## STUDENT ACHIEVEMENT



Daxa Nandania, a student from SRLIM, semester III secured 2nd rank in the Inter-Zone Yogasana Tournament (Men/Women). She has also been selected to represent Gujarat Technological University Yogasana Team for participating in the All India Inter-University Tournaments from 22nd December, 2021 to 30th December, 2021 at All India Inter-University Yogasana Tournament held at Kalinga Institute of Industrial Technology (KIIT), a Private university in Bhubaneswar, Odisha.



# WORKSHOPS



**Interactive Session on Time Management**  
Dr. Arvindsingh Panwar | MD | Pharmacology | Surat

**Professional Grooming & Etiquette**  
Dr. Hemlata Agarwal & Dr. Pooja Patel | Asst. Prof. | SRLIM



**Personal Financial Planning**  
Dr. Ranjan Sabhaya, Dr. Hiren Patel & Dr. Parinaz Bharucha  
Asst. Prof. | SRLIM



**Team Building**  
Dr. Parinaz Bharucha | Asst. Prof. | SRLIM



**Forensic Accounting & Fraud Detection: A Case-Study Based Workshop**  
CA Kenish Mehta | Kenish Mehta & Co. | Surat



**Technical & Fundamental Analysis**  
Mr. Kiran Jani | Head - Technical Analyst  
Mr. Tejash Jariwala | Head - Fundamental Analyst  
Jainam Shares Consultants Pvt. Ltd. | Surat



# GUEST LECTURES

## FORENSIC ACCOUNTING

CA Pervin Variava  
Chartered Accountant  
Surat

## ART OF PORTFOLIO MANAGEMENT

Mr. Siddharth Mandlaywala  
Fund Manager  
Concept Investment Pvt. Ltd. | Surat

## SOCIAL MEDIA ANALYTICS

Mr. Bhautik Sheth  
Founder  
iVIPANAN Digital Marketing Services and Management Services |  
Surat

## FORENSIC ACCOUNTING

CA Kenish Mehta  
Owner  
Kenish Mehta & Co. | Surat

## INTERNATIONAL FINANCIAL REPORTING STANDARDS

CA Kenish Mehta  
Owner  
Kenish Mehta & Co. | Surat

## OPTION TRADING AND OPTION STRATEGY

Mr. Samir Thakkar  
Founder  
The Investalist Advisory | Vadodara

## BRAND COMMUNICATIONS IN SOCIAL MEDIA

Ms. Mitali Indrodia  
Head-Marketing and Communications  
Mentor Knowledge Management | Vadodara

## MONETARY POLICY

Dr. Jayesh Desai  
Principal  
B.R.C.M. college of Business Administration | Surat

## STRATEGIC MANAGEMENT FOR SUSTAINABLE COMPETITIVE ADVANTAGE

Dr. Somashekhar C.  
Associate Professor  
Siddaganga Institute of Technology | Tumkur | Karnataka

## RETAIL SALES ANALYSIS

Mr. Amit Mehta  
Principal Consultant  
Retail Catalyst - Retail and Franchise Consultant | Surat

## INTERNATIONAL FINANCIAL REPORTING STANDARDS

Dr. Ruchi Desai  
Assistant Professor  
SASCMA English Medium Commerce College | Surat

## PRACTICAL INSIGHTS INTO ORGANIZATIONAL DEVELOPMENT

Ms. Pragna Purohit  
Business Owner  
DoUnique | Surat

## DELTA HEDGING

Ms. Falguni Vahora  
Co-Founder & Owner  
BlissQuants Fearless Financial Trading | Surat

## FUNDAMENTALS OF BIG DATA ANALYTICS

Dr. Bhavesh Vanparia  
Assistant Professor  
Department of Human Resource Development, VNSGU, Surat

## FINTECH

Dr. Kapil Arora  
Professor & Area Chair - Finance  
Alliance School of Business Alliance University | Bangalore

## LEADERSHIP

Dr. Margie Parikh  
Professor  
B.K. School of Business Management | Gujarat University | Ahmedabad

## VISION AND MISSION STATEMENT

Dr. Pankajray Patel  
Professor & Director  
Graduate School of Management Studies |  
Gujarat Technological University | Ahmedabad

## MONETARY POLICY

Mr. Sambhav Jain  
Research Analyst  
Triumph Capital | Surat

## STRESS MANAGEMENT

Ms. Drishti Mistry  
Counsellor  
Surat

## TENDERING AND CONTRACT MANAGEMENT

Mr. Jalpan Mehta  
Assistant Engineer (Electrical)  
Surat Sitalink Limited |  
subsidiary of Surat Municipal Corporation | Surat

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M.T. B. College Campus, Nr. Aadarsh Society, Athwalines, Surat - 395001 | website: [www.srlimba.ac.in](http://www.srlimba.ac.in) | (O): (0261) - (2240103)