

SAMAJASASTRA

- THE CORRIDORS OF POWER



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सामाजिक विज्ञान

Beyond the halls of IVY



FOREWORD

How often do we spend time reflecting on the current sociopolitical issues and situations of the country and the world around us in general? Social conditions that are or can be influenced by political policies are what are considered as sociopolitical conditions.

From climate changes influencing the way we live and the safety systems of today's educational institutions to a discussion on the recent election results and concepts like free metro rail rides for women, the changes happening around us as far as the social and political factors are concerned sure demand some of our attention.

That is exactly what this edition of Samvridhi deals with. Samajasastra - the corridors of power brings all of these sociopolitical topics to the limelight and more. We bring to you important topics to reflect on while adding a sprinkle of management in there alongside poems and other talent from our friends. We bring to you the corridors of power to explore while you realize the power that lies in each of your own selves to bring about changes on smaller scales that would slowly expand its influence onto a much bigger scale in our society.

MESSAGE

I am very delighted to know the department of management studies is releasing its latest edition of student magazine samvridhi. With great pleasure I would like to appreciate the energy and enthusiasm of the faculty and students on the eve of its release. The students have displayed high level of talent in various activities organized by the department and college. It speaks of the faculty strength and potential of the students. I wish the faculty and students all the very best in making samvridhi as their Pride possession.

PRINCIPAL



It is my pleasure to congratulate and appreciate all the students who have put in their efforts in bringing out the latest edition of samvridhi newsletter for this academic year. I also congratulate all the students for their enthusiasm, active participation and for contributing articles and artwork.

I appreciate all the faculty member of the department for the constant support and for motivating students to write articles for the newsletter. I look forward more newsletters for informative article to come in the future.



HEAD OF DEPARTMENT

It gives me immense pleasure to congratulate the amazing effort put forth by team samvridhi. Idea generation initiation, innovation and integrity defines team samvridhi. I am quite positive that samvridhi would provide the readers with educational information, helpful hints and tips, events and news from businesses at various National and international platforms. Samvridhi in a beautiful way moved towards establishing its own identity. I am so proud of the team for the success. The team consists of wonderful combination of members who are both the dreamers and doers. I am sure samvridhi would move towards new height due to the dedication of the team members. I would like to wish all the best to everyone associated with samvridhi.



CO-ORDINATOR SAMVRIDHI

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TABLE OF CONTENTS

<i>FREE METRO RAIL RIDES - WOMEN EMPOWERMENT OR POLITICAL TRICK</i>	<i>5</i>
<i>CLIMATE CHANGE AS AN EMERGENCY IN INDIA</i>	<i>7</i>
<i>END OF GLOBALISATION</i>	<i>9</i>
<i>HOW YOUTH IS INFLUENCED BY MOVIES</i>	<i>11</i>
<i>SAFETY AT STAKE</i>	<i>13</i>
<i>WHAT IF MODI DIDN'T WIN ELECTIONS</i>	<i>15</i>
<i>MANAGEMENT CASE STUDIES</i>	<i>18</i>
<i>CROWN ON EVERY WOMEN'S HEAD</i>	<i>23</i>

FREE METRO RAIL RIDES – WOMEN EMPOWERMENT OR POLITICAL TRICK?

The Delhi chief minister (Mr. Arvind Kejriwal) announced in June 2019 to make metro and bus rides free for women in Delhi. This has been a major discussion topic for many. People have been debating about its pros, cons and also whether it is for the encouragement of women or just a political trick to be in the picture. Explaining the reasons behind taking the step to provide free rides, Kejriwal said "Delhi is the only govt. that is honest and is spending money on facilities and is still running on profit" he further said "Right now our concern is safety of women."

Of course we all can only see one side of it, which is the CM is trying to reach out to people and provide facilities so that every woman can travel easily to their work places but we are really unaware of the fact that whether this scheme is for



empowerment or for the political base. According to me, I have a perception that the govt has brought this scheme out only for their political base to be strong because when there was a debate about the loss happening for this scheme (approx Rs. 1560 crore), the CM announced that "Subsidy won't be imposed on everyone. There are several women who can afford to buy tickets and not take subsidies." This made it clear for me that this scheme is just for building a strong political base.

In a country like India, public transport in metropolitan city like Delhi is the backbone for mobility. Setting up schemes like these for the people has really taken the limelight here.

Although the scheme will benefit in women's participation in public transportation, it is not accurately targeting the right population.

There's more criticism for the offer of free public transport for women as discriminatory against (working class) men, Kejriwal has drawn attention to the problem of women's safety. A woman in Delhi jumped off the moving gramsewa van because she felt unsafe as a lone female passenger. The increased presence of women on public transport will contribute towards making it friendlier for women.

Despite arguing for their mobility, women with meagre means are not able to ride Metro due to high fare or have to walk to the Metro station.

Poor women working on various sites or offices, factories have to take children with them to the work place. The move is needed to remove cost barriers as it will improve women's access to transport leading to employment, education and public spaces. The connectivity to Metro through Feeder bus service, GraminSewa, E-rickshaw at very low cost has to be ensured as they may ensure better accessibility to the metro network, otherwise the costs, reach and reliability of such feeder services can still obstruct women's access to public transport. Despite of explanation about the reasons of the scheme, still I feel its totally a political trick because there are elections coming up next year and this can make a huge difference in the election process.

- Y.HARSHITA
BBA IIB

CLIMATE CHANGE AS AN EMERGENCY IN INDIA?

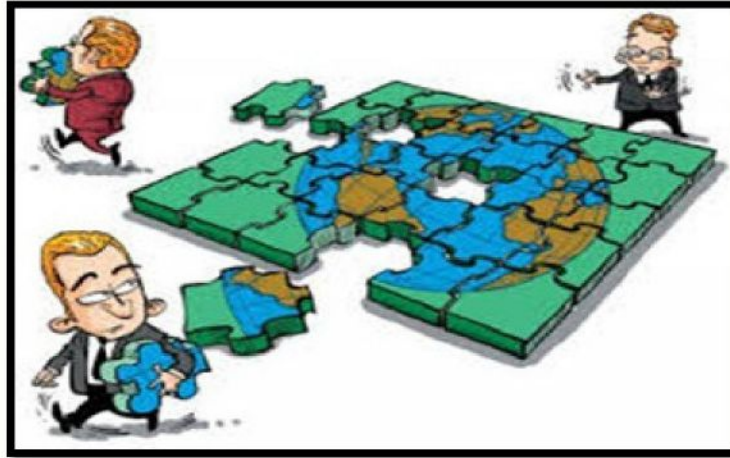
The relative difference in incoming and outgoing energies of Earth's climate system is called Climate Change. It can either result in cooling or warming of the atmosphere. Many politicians like Donald Trump deny the fact that Climate change is real and it needs to be tackled, but Our Prime Minister, Narendra Modi is showing signs of proactive engagement on climate change issues both nationally and internationally. India is very vulnerable to climate change and is going to be perhaps the most hit by climate change due to its geography, high population, poverty and lack of energy resources. This will effect many disadvantaged populations through adverse health impacts and food shortage. The impact will be devastating - not only socially but also politically. India is sensing the effects now and the future impacts will be worse than we thought. Climate change will leave some parts of India inhabitable and lead to extinction of many species. There will also be tremendous economic loss. Unfortunately, we do not have years to act. The change is needed now. We all should agree to the fact that Climate change is real and its happening in our own backyards. We are experiencing erratic rainfall, rise of sea level, droughts, floods and even heat waves and yet we are unprepared to handle it. It is reported that, by 2030 global warming is likely to reach 1.5 degrees Celsius which is hideous. Our North eastern states are extremely vulnerable to climate change due to melting of glaciers in Himalayas. Our country needs to have explicit climatic models of each state to understand the impacts of climate change on agriculture, forests, infrastructure etc.



We do not have any networking, team work and long-term planning to tackle climate change and global warming. Even if we stopped emitting green house gases today, global warming will continue to happen for at least few more decades. Our country has all the necessary technologies, skills and knowledge to stop climate change. The government should work on reducing the usage of fossil fuels and get power from clean energy. Developing electric vehicles in our country is an appreciable initiative that has been taken by our government to reduce global warming and climate change. Climate change is the result of global warming that has come from the progress of industrial age powered by fossil fuels. We see it in the risks of our farmers, the change in the weather patterns and the intensity of natural disasters. Every year floods are killing hundreds of people and displacing millions of people in India. Heat waves have become a regular occurrence in India, resulting death of thousands in recent years. There are many other disasters due to climate change causing grievous trouble to the population of India. So we definitely have to consider the climate change as an emergency in India. In conclusion, we together should work to move India towards a sustainable development pathway while decreasing global warming, minimizing emissions of greenhouse gases and delivering social, health and environmental gains.

- M.V.SIVA PRIYA
BBA III Year

END OF GLOBALISATION



Globalization is an ongoing process in which the world appears to be converging economically due to the greater interdependence that the movements of capital, goods, services and people across borders create between the world economies. It's a process through which geographic, cultural, economic and institutional distance between countries seems to shrink. It is characterized by a systemic interconnectedness where what happens in one country influences all the others in the system.

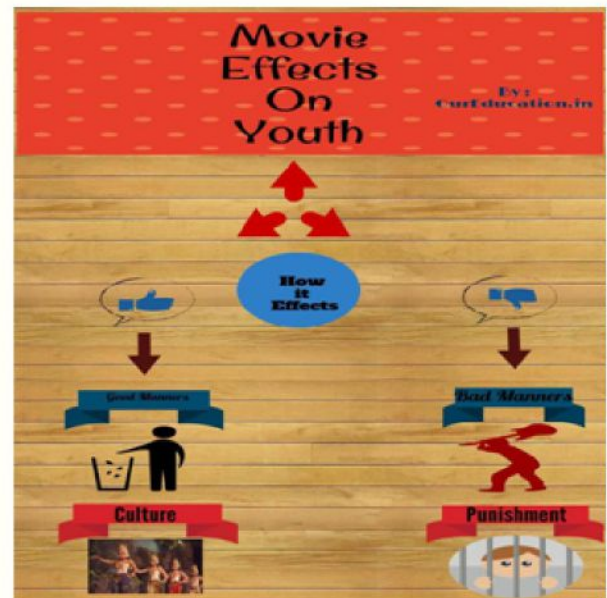
We can draw multiple parallels with our current situation and previous episodes of de globalization, such as what happened almost 100 years ago in the wake of World War I: rising geopolitical tensions, financial imbalances, rising inequalities, ecological concerns and growing populism. History has shown globalization is not linear and can reverse. The troubling thing is that the outcome is invariably correlated with wars and poverty.

The main problem in Western economies is the perception that globalization has impoverished the middle classes whose jobs and income have been pushed downward by both migrants working for cheaper and multinationals offshoring many activities to lower cost countries. With the departure of the UK, EU's second largest economy, and the persistent imbalances the Euro accentuates between European economies, the political, financial and budgetary stability of the EU is at stake. There is now a real risk of the disintegration of the world's largest trading block. According to the 2018 World Inequality Report, there has been a significant rise in wealth inequality in the U.S., China and Canada between 1980 and 2016. Other sources say that the 62 richest people hold as much wealth as half of the world's population. The gap between social classes has been growing at a fast pace over the past decades.

- SHAIK SAMIHA FIRDOUS
BBA II YEAR

HOW YOUTH ARE INFLUENCED BY THE MOVIES

Movies are nothing but a maker's fragment imagination along with what he/she has observed in the world around him/her. It draws inspiration from things around and thus sometimes makes people aware about things around them which they might not be otherwise aware about. As far as negative impact goes, the biggest one is the illusional world they create. People start relating to characters, some of them start to imitate the character in their life, and sometimes they go to insane levels to show their admiration for the character. This leads to an avenue for consumerism which I think shouldn't be the agenda of movie making. Whatever be the type of movie, there is a bit of reality in it. At least a possibility of reality in very rare cases. There are different genres of movie like thriller, action, horror, romantic, comedy etc., just like we have different situations or incidents in our lives. Every person's life involves most of those in their life, a little bit of action, bit of romance and some hilarious incidents. So it is easy for us to relate to the movies. And it greatly influences the young people or teenagers, they start imagining themselves as any character that is showed in the movie and



INDIAN CINEMA & SOCIETY

Positive Traits of Cinema

- Depiction of Reality
- Mould the Opinions & Change the System
- Educative
- Bollywood Industry

Negative Traits of Cinema

- Melodrama, Violence & Vulgarity
- Youth & Children
- Source of Distraction
- Language & Life-Style

start thinking from their perspective, this is just stupidity to think like that. India is a country where movie stars are treated as gods and goddesses and movies capture a big space in common man's life. The immense influence of movies can be positive as well as greatly negative also. So let's see, the positive and negative impacts of movies on the youth.

Positive aspects of movies:

Movies often relate to current social problems, political scenarios, love and romance, friendship and almost every aspect of our lives. So for a mature and educated audience, movies can be reflections of unknown alleys of the society, its people, custom, life, etc. for example, a recent movie called 'PARCHED' is a mirror to how women are mal treated in the northern states of Rajasthan and Haryana. Movies can also be a great way of learning framing and light/shadow in photography. A keen observer will understand some shots in the movie which might create bizzare in their life.

Negative aspects of movies:

In many movies there is an unnecessary show of pomp and luxury which can be misleading and problematic to the youth. Some movies shows vulgarity and harassment on the girls, which has a very bad impact on the youth. Movies often exaggerate violence which may induce 'mean world syndrome' and may spark violent traits among children and youngsters. Movies also may force a cultural dilemma among the audience as the portrayal of character is sometimes far from reality.

Conclusion :

Everything has a good and a bad side, it is us who are watching the movie. If you think positively then everything around you is good and if you think in a negative way then it might be a disaster. So instead of considering the negative side of the movie, start considering the inspiring and positive facts of the movie which will help you stay motivated and move ahead in your life.

- VISHAL ROY
MBA II YEAR

SAFETY AT STAKE IN EDUCATIONAL INSTITUTIONS



How particular are we when we buy a new house? How knowledgeable are we when we purchase gold or car? But why can't we be cautious in setting up educational institutions with right Safety precautions? or why aren't we spending a minute in understanding whether the schools and colleges where our little ones go is under correct safety standards? We spend hours in understanding the history of the institutions, but we don't really care if the place is safe or not.

We recently witnessed the fire accident in Surat, where 20 children died in a fire accident leaving behind sorrows to their family members. If there would have been a simple fire extinguisher in that place, many lives would have been saved. Unfortunately no one cared to practice safety and many of the institutions lack safety measures and practices.

There are 5 kinds of safety measures, which should be installed in an educational institution. They are:

1. Physical Safety.
2. Psychological safety.
3. School Transport and Safety.
4. Background Verification of staff.
5. Visitor Management system.

Even if one of the above is missing, it clearly means that the children are not safe. When accidents occur, it's just not lives we lose, but the hopes of those families which would spend everything on their children. Spare a thought.

Safety First Grades Next.

**- G L GAYATRI
MBA 2B**

WHAT IF MODI DIDN'T WIN THE ELECTIONS?

It may not be the outcome with the highest probability, but one that deserves consideration—after all, nothing is ever certain with election verdicts. For what it's worth, the thought has already started weighing on the psyche of punters, with the stock market appearing moody and the satta bazaar (betting market) pulling back odds of a Narendra Modi sweep significantly from where it had been pegged in March after February's Indian Air Force strikes in Balakot, Pakistan.

Bharatiya Janata Party (BJP) leader Ram Madhav is talking openly about the need for coalition partners and these partners are rubbing their hands in anticipation of a National Democratic Alliance (NDA) government reliant on them so that they can knock back some of the hubris of the last term.

Loss or loss of face?

First, it is important to define what would constitute a loss. A tally of around 200 seats, even just under, clips Modi's wings a bit, but will still be enough for a BJP-led NDA government. There would be less bluster from the saffron brigade and no wild celebrations, just a muted sigh of relief, with opposition parties claiming moral victory at the reduced majority. This won't be a defeat for Modi, only a loss of face. He would be quiet for a few weeks and then return to his usual rampaging self. But, if the BJP tally were to slip to say, under 175, and the NDA fails to cobble up the 100 additional seats from its allies and elsewhere, then we may actually have a different prime minister.



Financial markets

The first reaction will be from the financial markets, which hate surprises almost as much as Left-leaning governments.

The Sensex will tank, may even hit a lower circuit with trading halted, as Modi-loving investors and brokers swoon at the debacle. It will seem like a great calamity has befallen the nation, one from which it will never recover. But then, markets are impetuous beasts, which soon recognise the folly of overreactions.

In May 2004, the Sensex tanked 20% in two days after the election results brought in the Congress-led United Progressive Alliance (UPA) government, which unseated Atal Bihari Vajpayee's BJP-led regime. By December, however, it had rallied 20% from the pre-results level and 50% from the post-sell-off lows. The calamity was forgotten.

Modi or no Modi, it does not matter. India has a jobs problem, a farm crisis, a manufacturing problem, an exports mess, investment freeze, and rural demand slowdown, all of which have only become worse over the last five years.

Stability of new government

Once the initial shock has played out, the discussion will inevitably turn to one of the government's stability. This is an important issue as it is not an imagined one. If the Congress manages to somehow get between 125 and 130 seats, it is conceivable that we could have a Congress-led UPA government with support from other regional parties who despise Modi. This may not be that unstable. Or there could be a Third Front government supported by the Congress, which is unquestionably shakier. This, frankly, is the only downside of a Modi defeat—the prospect of the next government not lasting the distance, and during its tenure not being able to coordinate well enough to address the looming policy issues. Much will depend on the numbers of the second largest party.

- SAKSHI KINIKAR
BBA III year

THE DOWNFALL OF ATTENTION SEEKING POTENTIAL - TATA NANO (CASE STUDY)

AN ORGANIZATION WITH ALL THE POTENTIAL TO SUCCEED, FACED A GREAT DEFEAT"

What is the reason behind the failure of the TATA Nano model?

TATA group is one of the top most successful organization in India. In the year 2008 the company focused on a vision of manufacturing a car within the affordable range of all the low category people in India. This vision leads to the production of TATA Nano. All the creative team of TATA group collaborated and planned the model, finally they announced that they are about to produce a car within 1 lakh range. This news spread all over the web within no time. All the customers were anxious about the car and on the other hand competitor's heart pumped with fear.

TATA Nano grabbed all the attention of the public. It has a huge "attention seeking potential", all the other manufacturing companies are silly about the model. TATA Nano created a huge hype in the public such that the model became over booked. Due to the hype it became so difficult for them to manufacture the cars in huge numbers, it took 22 months for them to deliver the first 1 lakh cars. Everything was on their side; all the social media had focused on this model giving it a free promotion. In no time it acquired a tag as the "cheapest car of the world". Everything is perfect, then what went wrong with the model? Why the downfall?" it has the value for money, its quality is also good in its price range, but why does the model fail. It's just because of its tag "world's cheapest car".

Due to the hype the news spread all over the social media and it led in default branding'.