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TABLE OF CONTENT

Page No.

• Our Inspiration	1
• Special features	2-3
• Guru Mantra	4-5
• Business Bytes	6-10
Business Time	7-8
Quiz hour	9-10
• Student corner	11-15
• Book Review	16-19
• Institute corner	20-22
• Alumni corner	23-24
• Feedback & suggestion	25



OUR INSPIRATION



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SPECIAL FEATURE

Freedom to Innovate: Startups as the New Independence Movement

"Freedom is not just the absence of restrictions—it is the presence of possibilities."

As India celebrates its Independence Day, we are reminded that freedom is not merely a political milestone but also an enduring mindset. Just as the freedom movement gave us the courage to envision a sovereign nation, today's wave of entrepreneurship represents a new kind of independence—freedom to dream, to create, and to disrupt.

The Spirit of Independence in Entrepreneurship

Entrepreneurship, at its core, is about breaking free from conventional paths. Much like our freedom fighters who defied colonial limitations, entrepreneurs challenge established norms, question the status quo, and carve out new directions. Startups symbolize this spirit of self-reliance—Atmanirbharta—as they empower individuals to not just seek jobs but to create them.

Lessons from the Startup Freedom Journey

1. Freedom from Fear of Failure

Independence gave us the courage to stand as a nation. In entrepreneurship, true progress begins when students and founders embrace failures as stepping stones rather than setbacks.

2. Freedom to Think Differently

Just as leaders like Gandhi and Bose redefined resistance, entrepreneurs today redefine industries—whether it's fintech revolutionizing banking, edtech democratizing learning, or cleantech championing sustainability.

3. Freedom to Create Impact

Political independence brought dignity and identity. Startup freedom brings the power to solve real problems—from rural healthcare solutions to women-led enterprises in untapped markets.

Students as Torchbearers of the New Freedom

Our campuses are not just centers of learning—they are breeding grounds for freedom of thought. Student-led innovation labs, incubation cells, and entrepreneurship clubs mirror the collective energy of a movement. Each pitch, prototype, and startup idea is an act of liberation from traditional career molds.

Carrying the Torch Forward

Independence Day reminds us of sacrifices made for our collective future. As we honor that legacy, we must also nurture a future where freedom is expressed through creativity, innovation, and ethical leadership. Entrepreneurship is the new frontier of independence—where students are not just celebrating freedom but practicing it every day, by daring to imagine and daring to act.

This year, let's recognize that the true freedom of a nation lies not only in its sovereignty but also in the courage of its youth to innovate, inspire, and ignite change.

Dr. Kishan Singh Rathore
Associate Professor, ABS



GURU MANTRA

Mantra for Freedom and Independence

The concept of Guru Mantra, when applied to Independence Day, is not just a celebration of political freedom achieved in 1947—it extends to the guiding values that sustain and strengthen that freedom in modern India. These mantras, rooted in courage, unity, innovation, and responsibility, can help shape a nation where independence is not only preserved but also translated into progress and dignity for every citizen.

The Essence of Freedom

Independence is more than the absence of colonial rule; it is the presence of self-reliance, opportunity, and equality. A truly free nation empowers its people to think independently, act responsibly, and contribute to collective growth.

Guru Mantras for a Free Nation

Education as Liberation – True freedom is achieved when knowledge reaches all, dismantling ignorance and inequality.

Unity as Strength – India’s diversity is its power. Just as freedom fighters stood united for independence, today’s citizens must uphold harmony for progress.

Entrepreneurship as Self-Reliance – Economic freedom comes from innovation and enterprise, reducing dependence on external powers.

Sustainability as Responsibility – Freedom must be safeguarded for future generations by protecting resources and the environment.

Health and Well-being as Empowerment – A strong nation is built on the physical and mental strength of its people.

Real-Life Reflections

The spirit of independence continues through initiatives like Digital India (empowering citizens with technology), Startup India (encouraging self-reliance), and Ayushman Bharat (ensuring health security). These reflect how the Guru Mantra of freedom translates into practical achievements.

The Transformative Journey

Independence is not only a reminder of the past but also a call to action for the future. A nation remains free when its people actively shape it through responsibility, innovation, and unity.

Mrs. Neha Rai
Assistant Professor, ABS



Business bytes



BUSINESS TIMES

U.S. Doubles Tariffs on Indian Exports to 50%

The United States has imposed up to 50% tariffs on Indian imports—double the previous rate—primarily targeting sectors such as garments, footwear, gems, chemicals, and others. The move, attributed to India's ongoing purchases of Russian oil, is expected to impact around 55% of India's \$87 billion annual exports to the U.S., putting as many as 2 million jobs at risk and striking particularly at small exporters in Modi's home state. In response, India plans to cushion the blow through export diversification and financial support for affected businesses.

(Source: Reuters)

India's Private Sector PMI Soars to Record High

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(Source: Reuters)

Suzuki to Invest \$8 Billion in India, Begins EV Production

Japan's Suzuki Motor has announced a major \$8 billion investment in India over the next five to six years, marking a significant commitment to the Indian market. The company has already started production of its first electric vehicle, the "e Vitara," at its Gujarat plant. With a potential capacity of 1 million units, the facility is poised to become one of the world's largest auto manufacturing hubs. Exports are planned to 100 countries, positioning India as Suzuki's global EV hub. Prime Minister Modi lauded the launch as a milestone for the nation's "Make in India" initiative. (Source: Reuters)

India's Private Sector PMI Soars to Record High

The United States has canceled scheduled trade talks with India—originally set for August 25–29—just before the implementation of additional 25% tariffs (bringing total tariffs to 50%). The cancellation stems from mounting tensions over India's purchase of Russian oil and stalled negotiations over agricultural and dairy access. India has condemned the U.S. decision, labeling the tariffs and the sudden cancellation as unfair. (Source: Reuters)



QUIZ HOURS

1. Who is known as the “Father of the Indian IT Industry”?

- a) Azim Premji
- b) F. C. Kohli
- c) N. R. Narayana Murthy
- d) Satya Nadella

2. What is the tagline of State Bank of India (SBI)?

- a) “Banker to the Nation”
- b) “With You – All the Way”
- c) “The Nation’s Bank on Your Side”
- d) “Pure Banking, Nothing Else”

3. when was independent Madhya Pradesh established?

- a) 26 January, 1950
- b) 15 August 1947
- c) November 1, 1956
- d) October 3, 1953

4. The slogan “Jai Jawan Jai Kisan” was given by which Prime Minister?

- a) Lal Bahadur Shastri
- b) Jawaharlal Nehru
- c) Indira Gandhi
- d) Rajiv Gandhi

5. Which Indian startup became the first unicorn of 2025?

- a) Ola Electric**
- b) Zepto**
- c) InMobi**
- d) Juspay**

6. Who wrote the book The Discovery of India during the freedom struggle?

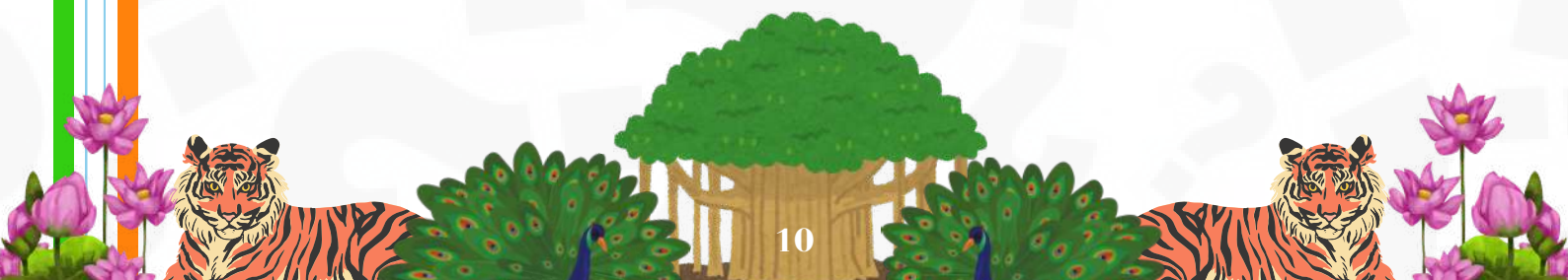
- a) B. R. Ambedkar**
- b) Mahatma Gandhi**
- c) Jawaharlal Nehru**
- d) Subhas Chandra Bose**

7. Which leader is called the “Iron Man of India” for his role in industrial and political consolidation post-independence?

- a) B. R. Ambedkar**
- b) Vallabhbhai Patel**
- c) C. Rajagopalachari**
- d) Morarji Desai**

Answer Key :

1- B, 2- D, 3- C, 4- A, 5- D, 6- C, 7- B



Student Corner



India's Economic Independence

“What does it truly mean to be economically free?”

When India unfurled its tricolor in 1947, political independence was achieved, but economic independence remained a distant dream. The newly born nation inherited a drained treasury, a predominantly agrarian economy, and negligible industrial base. The first few decades (1947–1991) were devoted to building economic sovereignty through state-led planning, import substitution, and the Green Revolution. These efforts laid foundations of food security and industrial capacity, but the “License Raj” and bureaucratic hurdles often stifled growth.

The turning point came in 1991. Faced with a severe balance-of-payments crisis, India opened its doors to liberalization, privatization, and globalization. Tariffs fell, foreign investments surged, and services—especially IT and software—turned India into a global talent hub. Economic independence evolved from self-sufficiency to strategic integration with the world.

Post-2014, the narrative shifted again. Initiatives like Make in India, Digital India, and GST reforms aimed to strengthen domestic manufacturing and streamline markets. The pandemic of 2020 challenged these gains, but it also accelerated innovation—digital payments, startups, and supply-chain resilience.

By 2025, India is poised to be among the top three economies globally. Yet, the vision of Atmanirbhar Bharat signals that independence today means more than producing everything at home; it means creating competitive strength, reducing vulnerabilities, and shaping the global economic order.

Thus, India's journey from 1947 to 2025 is not just about growth figures but about transforming an economy once dependent into one increasingly capable of leading.

Khushi Jaiswal
BBA 3rd 'B'

Atmanirbhar Bharat: The New Swadeshi Movement

India, a nation with a rich history of economic and political movements, has once again embarked on a significant journey towards self-reliance with the launch of the Atmanirbhar Bharat Abhiyan (Self-Reliant India Campaign). Announced by Prime Minister Narendra Modi in May 2020, amidst the global disruptions caused by the COVID-19 pandemic, this initiative is more than just an economic stimulus package; it is envisioned as a transformative policy framework aimed at fostering a robust, resilient, and globally integrated Indian economy. The campaign resonates deeply with the historical ethos of the Swadeshi Movement, a pivotal anti-colonial agitation from the early 20th century that championed indigenous production and consumption as a means of resistance against British rule. This contemporary emphasis on self reliance, often termed the "New Swadeshi Movement," invites a thorough examination of its origins, objectives, policy instruments, and its anticipated and observed impacts.

The Swadeshi Movement, a seminal anti-colonial agitation in British India, formally commenced in 1905. This movement was not merely an economic boycott; it was a profound expression of nascent Indian nationalism, aiming to achieve self-sufficiency and challenge British economic dominance. The term "Swadeshi" itself, derived from Sanskrit, translates to "of one's own country," encapsulating the movement's core philosophy of promoting indigenous goods and institutions while simultaneously boycotting British products and establishments. Atmanirbhar Bharat, translating to "Self-Reliant India," is a comprehensive policy framework introduced by the Government of India, primarily in response to the economic disruptions and supply chain vulnerabilities exposed by the COVID-19 pandemic in May 2020. It represents a strategic shift towards fostering a resilient, globally competitive, and self sufficient Indian economy. The initiative is envisioned not merely as a short-term economic stimulus but as a long-term movement aimed at transforming India into a significant player in the global economic landscape while reducing its dependence on critical imports and boosting domestic capabilities.

Atmanirbhar Bharat represents a bold and strategic pivot in India's economic policy, aiming to leverage its domestic strengths for global leadership. It is key step towards maintaining a pragmatic balance between fostering domestic self-sufficiency and engaging robustly with the global economy. The journey towards a truly self-reliant and globally integrated India is an ongoing process that requires continuous adaptation and strategic foresight

Shivam Pandey
BBA 3rd 'D'

भारत – My motherland

You are knowledge, the righteous code of life, seat of deepest emotions, and
essence of life

You are breath, you the strength in the body

You reside as devotion within our hearts, we reflect on your image in every
temple across the great land

-- Vande Mataram, Verse 3 by Bankim Chandra Chattopadhyay

My motherland, Our motherland, she is Bharat, She is a source of pride and devotion. I bow to her strength and beauty, where rushing rivers flow and fertile fields wave with life. Her orchards glow in sunlight, her winds bring coolness and joy, and her forests and mountains stand as symbols of might. She shines under moonlight, rich with blossoming trees and endless resources, a giver of comfort and hope. Every grain of her soil speaks of courage and sacrifice. To her, I offer respect, love, and loyalty. Truly, Bharat is not just a land—it is a living mother to her people, to us.



Saurya Pratap Singh
BBA 5th 'E'

Digital Swaraj : Technology as a Tool of Freedom

When India won her independence in 1947, Swaraj meant freedom from colonial rule. Today, in a rapidly changing world, the idea of Swaraj is expanding into new dimensions—one of them being Digital Swaraj. It is not just about access to the internet or smartphones, but about using technology as a means of empowerment, self-reliance, and responsible citizenship.

From UPI payments that allow even a street vendor to accept money instantly, to online education platforms that bridge learning gaps across cities and villages, technology has become a leveler. It has given individuals, irrespective of background, a chance to dream bigger and act faster. Social media movements have amplified unheard voices, and government initiatives like Digital India aim to bring transparency and inclusivity in governance.

But digital freedom also demands digital responsibility. Misinformation, cybercrime, and over-reliance on foreign platforms can weaken our autonomy. True Digital Swaraj would mean nurturing indigenous innovation, promoting digital literacy, and ensuring that technology remains a force for equality rather than exclusion.

On this Independence Day, let us celebrate not just political freedom, but also work towards digital independence—where technology becomes a bridge, not a barrier, in our journey of nation-building.

Nishi Singh
BBA 3rd 'F'





Book Review



Book Review: Atomic Habits by James Clear

**BOOK REVIEWER – Shreya Johari
BBA (5th Semester)**

James Clear's Atomic Habits has rapidly gained recognition as one of the most influential books on personal development and productivity. Unlike many self-improvement titles that rely on motivation or abstract philosophy, Clear provides a research-driven, systematic framework for building better habits and dismantling destructive ones. Its brilliance lies in its accessibility: rigorous psychological insights distilled into simple, practical tools that readers can apply immediately.

The book is deeply personal. James Clear begins with the story of a devastating baseball injury during his teenage years. What seemed like the end of his athletic career became the foundation of his philosophy. His slow, painstaking recovery was built on tiny, daily improvements—a process that eventually took him to the collegiate level as a successful athlete, and later, to becoming one of the most widely read productivity authors. Atomic Habits was born out of this lived experience: the realization that life-changing outcomes are the byproduct of incremental, consistent actions.

At the heart of the book is the idea that small habits compound like interest over time. Just as money multiplies through compounding, the effects of your habits multiply when repeated daily. A 1% improvement each day may seem insignificant in the short term, but over a year, it creates transformative results. This philosophy challenges the cultural obsession with overnight success, instead emphasizing that mastery is a process of accumulation.

The Four Laws of Behavior Change

Clear organizes his framework into four actionable laws:

1. Make it Obvious – Shape your environment so that good habits are visible and bad habits are hidden. Example: keeping fruit on your desk instead of snacks.

2. Make it Attractive – Pair habits with rewards or things you already enjoy (a psychological principle known as temptation bundling).

3. Make it Easy – Reduce friction and lower barriers to entry. Start small, because action—no matter how minor—is more valuable than perfection.

4. Make it Satisfying – Reinforce behaviors with immediate rewards, since humans are wired to respond to instant gratification.

Each law is supported by real-life case studies—from Olympic athletes to Fortune 500 companies—making the concepts relatable across domains.

What makes Atomic Habits especially valuable for management students is its applicability beyond personal productivity:

Organizational Culture: Just as individuals are shaped by habits, organizations are defined by systems and routines. Leaders who consciously design workflows, rituals, and incentives create cultures where positive habits flourish.

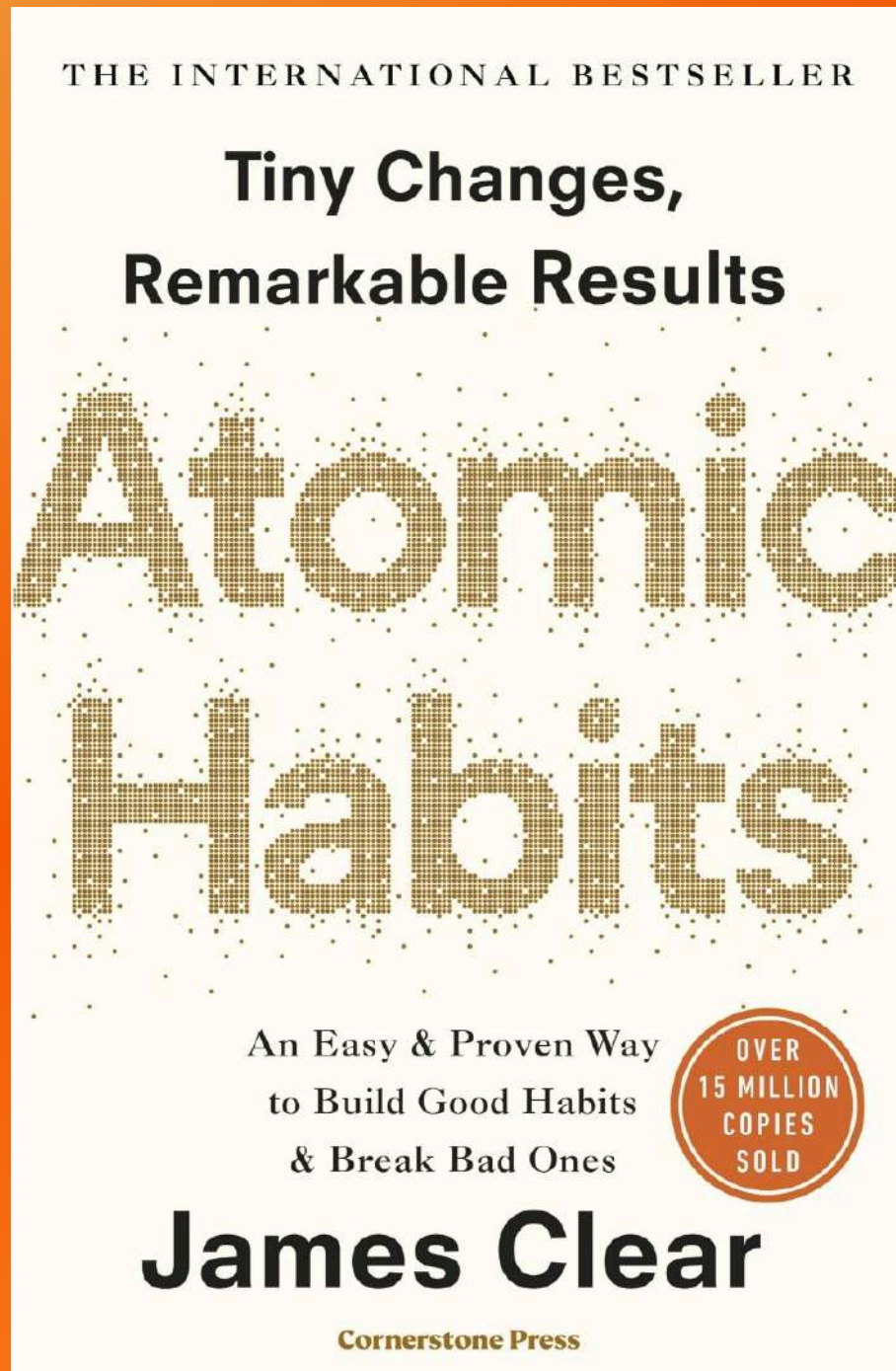
Change Management: Managers often face resistance when introducing change. Clear's framework shows that gradual, system-oriented adjustments are far more sustainable than radical shifts.

Innovation and Growth: In competitive markets, companies that improve processes by even 1% consistently outpace rivals. This mirrors the Japanese philosophy of Kaizen—continuous improvement.

By linking personal habit-building with organizational strategy, Clear's ideas serve as a bridge between psychology, management science, and leadership studies.

One critique of the book is its tendency to oversimplify the complexity of human behavior. For instance, not all habits can be reduced to environmental cues; social, cultural, and structural factors also play significant roles. Yet, Clear's strength lies precisely in this simplification—it makes academic research digestible and actionable for a general audience. For a management student, this invites a healthy balance of application and critical reflection.

Atomic Habits is more than a manual for self-improvement; it is a playbook for sustainable change applicable to individuals, teams, and organizations. For university students, it offers practical guidance to build discipline, structure study routines, and develop leadership qualities. For future managers and leaders, it provides a system to inspire collective progress.



Institute Corner



INTER INSTITUTIONAL STARTUP COMPETITION





Alumni Corner





MAHAK SAHU

Amity Business School Batch
(2022-2025)

**Knowledge that Empowers:
Reflections from Our University Years"**

It's evident that the knowledge we acquired during our time in college has had a significant influence on our lives ever since. Our education has enabled us to follow our passions and make a difference, both in the classroom and in the real world. The university's emphasis on creativity, critical thinking, and problem-solving has given us the tools we need to take advantage of opportunities and overcome difficult obstacles. The knowledge we've gained has been useful in both our personal and professional lives. We are appreciative of the foundation our university gave us and eager to see how our combined expertise can influence the future as we go forward.

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