



# Naran Lala MBA

## E - Newsletter

### Monthly Newsletter

Covering latest ongoing issues  
as well as latest campus  
event updates.

### May, 2023

Issue - 1



“  
Either write  
something worth  
reading or do something  
worth writing.

- Benjamin Franklin  
”

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## Message from

## Director's Desk

Dear Readers,

We are excited to launch the inaugural edition of our monthly newsletter from our college.As we continue to navigate the ever-changing business landscape, we believe that effective communication is key to keeping our stakeholders informed about our latest developments and initiatives.

Our newsletter will provide you with insights into the world of business, academia, and beyond. We will cover a wide range of topics such as industry collaborations, research breakthroughs, expert opinions, student achievements, and much more. You can expect to hear from our faculty members, alumni, students, and other thought leaders in the field. We invite you to explore our newsletter and stay up-to-date with the latest news and happenings from our institute. We will be obliged with your suggestions/feedback for improvement of content and thus effectiveness of newsletter. Thank you for your support and engagement, and we look forward to sharing our journey with you.

Best regards,

Dr. Chetankumar J. Lad

Director,

Naran Lala College, MBA Department.

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## PINK TAX: A woman pays more just for being a woman.

Gender based price discrimination is a situation in which there is disparity between the prices charged to different genders for similar (or nearly equivalent) goods and services. The "Pink Tax" which broadly refers to the extra money paid by female consumers for goods and services that are essentially identical but are marketed specifically to women is a prominent example of gender-based price discrimination. On average, women pay 7% more than men for similar products and 42% of time women's products had a higher price tag (DCA).

Gender socialization is the process by which individuals learn and adopt the values, beliefs, and behaviours that are expected of them according to their gender. This process is facilitated by a variety of social influences such as one's family, peers, and the media. As

a result, different gender stereotypes are perpetuated and supported throughout society. In many cases this leads to



-15% \$55<sup>88</sup>

List Price: \$65.99

prime Same-Day

Source: www.amazon.com

gender-based price discrimination with women often paying higher prices than men for goods and services. In kids section it has been noticed that girl's products costs 7% more than boys (DCA). The well entrenched association of pink with femininity in cultures all across the world gave rise to the blatantly sexist marketing adage: "Shrink

it, pink it and women will buy it at a higher price." The pink tax is most frequently linked to the personal care industrv.



-15% \$38<sup>88</sup>

List Price: \$45.88

prime Same-Day

which includes goods like body wash, hair products, deodorants, facial care, and personal grooming items. It can be concluded by the report of DCA as it states that personal care products for women costs 13% more on average. Although it can be seen in other products and services because wom-

en are more conscious about their appearance than men. Jennifer Weiss-Wolf, a lawyer and Vice president for the Brennan Center for Justice at NYC School of Law shares a thought-provoking statement "I think the motivations around the pink tax come more explicitly from a classic capitalist stance- If you can make money off it, you should." Even though pink tax makes women victims of increased expenditure, this price discriminatory selling strategy is a good tactic for businesses to earn extra. However, savvy shoppers can identify and avoid many of these overpriced products by comparing prices before purchasing items online or in-store, reconsidering if it's worth paying more for similar gender-based items, finding out if there is a generic version of the product without any branding or gender labels.

-Dimple Joshi

## TRUST YOUR INFLUENCERS? WHY DISCLOSURE OF QUALIFICATIONS IS MORE IMPORTANT THAN EVER

Social media has provided a platform for health influencers to share valuable health information with their followers, particularly among young people. However, with this influence comes great responsibility, as the spread of misinformation can be harmful. To ensure the accuracy and reliability of health information, many countries and organizations are requiring social media health influencers to disclose their qualifications. This measure pro-

motes transparency and helps prevent the spread of harmful health advice. Health influencers often share information on topics such as nutrition, fitness, and mental health.

-Bhumika Gohil

While some influencers may have formal education and training in these areas, others may not. The lack of qualifications can lead to the spread of misinformation, which can be harmful and even life threatening in some

cases. Many health influencers share information that is not based on scientific evidence, and this can be dangerous. By disclosing their qualifications, influencers can help their followers understand the credibility of the information being shared. It can also help influencers ensure that they are sharing accurate and reliable information. It's important to note that social media health influencers can have a positive impact on people's health decisions as well. For

example, some health influencers promote healthy eating habits, while others offer workout routines and fitness tips, some provide information and support for mental health issues, that can help their followers maintain a healthy lifestyle. Social media health influencers can have a significant impact on people's health decisions, especially among young people. However, the spread of misinformation is a major concern, and it is important to en-



sure that the information being shared is accurate and reliable. Examples of harmful misinformation include promoting fad diets and making unfounded claims about supplements. To make informed decisions about their health, people should be critical of health information online and seek advice from reliable sources. By doing so, we can promote a healthier and more informed society. The Indian government has expressed concerns about the spread of health misinformation



Source: www.google.com

on social media and has taken steps to regulate social media health influencers. Guidelines released by the Ministry of Information and Broadcasting in 2021 require social media health influencers to disclose their qualifications and ensure that any health-related information they share is

based on scientific evidence and not harmful to the public. These measures aim to promote accurate and reliable health information on social media and protect the public from harmful health advice. Social media health influencers have gained popu-

larity, particularly among young people, and have a significant impact on their health decisions. However, the spread of misinformation is a concern, and it is crucial to ensure that the information being shared is accurate and reliable. Requiring social media health influencers to disclose their qualifications promotes transparency and helps prevent the spread of harmful health advice. This measure can help create a healthier and more informed society.

## APPLE STORES IN INDIA

### Apple opens two stores in India as it looks for a new generation of iPhone users.

Apple opened its first iPhone maker's future. store in India on Tuesday, highlighting the importance of the market to the

-Sanket Tailor

The first store, called Apple BKC, is located in the populous city of Mumbai. On 20th April 2023, Apple opened another store in Delhi. CEO Tim Cook

has long held a bullish view on India, and now the company is ramping up sales and manufacturing of its flagship iPhone in the country.

### Why are Apple Stores causing such a stir?

Apple has transformed the retail business in the world like no other brand. It opened its first retail stores in California and Virginia in 2001 to reduce its dependence on other retailers and showcase its products better.

Since then, the Cupertino giant (California) has expanded its presence to over 26 countries across different continents, including Asia. Its latest effort comes as a part of an attempt to penetrate deeper into the Asian market with the launch of its first official retail stores in India: Apple BKC in Mum-

bai and Apple Saket in Delhi. The arrival of the official Apple retail store in India is a significant development, and it's about to change how consumers experience and buy Apple products in the country. Here's what the opening of the Apple Store in India means and why people are excited about it: The most striking aspect of an Apple Store is its design. Apple's philosophy in this regard over the years has been to create a minimal and clean store that uniquely presents products.



Source: www.google.com

### Job opportunities at Apple, India

Apple to create over 1 lakh jobs in India for FY2024: Reports: Apple is likely to create an influx of over 1 lakh jobs in India for FY 2024. With its increased focus on India, Apple may create a total of 1.2 lakh jobs, concentrating on the manufacturing side and retail. As per reports, a total of 1,2 lakh jobs are ex-

pected to be created. As per an Economic Times report, Apple's increased focus on India may drive a total of 1,20,000 jobs to the country. Out of this, 40,000 roles would be direct and 80,000 would be indirect. This seems to be the plan for the financial year 2023-2024.



## BOURNVITA

Do you know, Bournvita? It has been a well-known brand for us for many years. Before COVID, they didn't highlight the feature of the immune system on their packet, but knowing that after COVID everyone is looking for immunity, they provided it. As per Revat Himatsingka (the video creator), who presents himself as a nutritionist and health coach, other health drinks make claims about ingredients like sugar, cocoa solids, which are nothing but chocolate powder; colour [150 c], which cause cancer and reduces immunity; liquid glucose, which is a fancy name for

sugar; emulsifier, which is made from glycerine, which extends shelf life; and vanilla flavour. None of this is good for human health, where per 100 grams there are 50 grams of sugar included. Basically, half of the bag is sugar. How is this helping the brain and immunity? Bournvita is not a healthy drink, but it is merely sugar and chocolate. He also added a tagline: "Taiyari jeet ki, but it should be taiyari diabetes

-Vaishali Rajput

ki". But later on, the video was deleted by the creator as he received a legal notice from the company after the statement said

that over the last seven decades, it has earned the trust of consumers and



Source: www.google.com

added that the formulations have been scientifically crafted by a team

of nutritionists and food scientists, and all ingredients are approved by regulatory agencies. Mondelez India also stated that "every serving of 20 grams of Bournvita has 7.5 grams of sugar, which is much less than the daily recommended intake limits of sugar for children." The deleted video has racked up around 12 million views, and it also shared by actor-politician Mr. Paresh Rawal and former cricketer and MP Mr. Kirti Azad. All this information provides a positive as well as negative perspective on Bournvita, but it is up to the consumer to purchase it or not!

## "Do something drastic, Cut the plastic!"

Have you ever heard of people diagnosed with cancer even though they are not addicted to any tobacco products or alcohol?

It's an open challenge in today's era to survive without plastics..! A recent study suggests that in an average disposable tea cup when filled with hot tea, within 15 minutes there is an observation of plastic films absorbed in the tea. A person drinking three cups of tea will end up ingesting 75,000 tiny microplastic particles, a study by the Indian Institute of Technology (IIT) Kharagpur, has found.

Surprising isn't it many of us millennials are unaware of such effects. Are we sinking into the bog of carelessness and thoughtlessness? In my opinion, I would say that it starts with one's self to initiate a change in the world. Along with the ease of life, we cannot challenge ourselves to decay ourselves and our mother nature. It's easy to come

-Jinal Mehta

up with alternatives to our sustainability but it's not that difficult to adjust ourselves with the earth-en substitutes. Also nowadays most people are away from their homes hustling for a better life-

style and they are constantly connected with restaurants and cafes where the food is sometimes packed in polythene bags or containers.



Source: www.google.com

And many times we have the habit of squeezing out the whole plastic bag to empty the food contents where we unknowingly empty several microns along with the food. In a nutshell, it's not that easy to substitute polythene but at some point,

we can adjust ourselves with natural resources. I appreciate the cloth bags provided by Dmart and the paper bags provided by branded companies though they are a bit costly it's a great initiative towards Mother Earth's health. As a matter of concern, it's high time where we should indulge in our healthcare so that we and our loved ones don't have to suffer. Thus **"Do something drastic, cut the plastic...!"**

Source: <https://www.thehindu.com/news/national/other-states/it-study-cites-risk-of-plastic->



## Life Is Too Short To Overthink

Overthinking" refers to the process of repetitive, unproductive thought. Research has typically distinguished between "worry" about the future and "rumination" about the past and present since thoughts might be focused on a wide variety of different things. Overthinking is a bad habit that frequently causes more stress because it dwells on the bad, thinks backward, and worries about the future. You focus on the issue rather than trying to remedy it, instead

of finding a solution. You think and worry excessively about the same issue when you overthink. Overthinking corrupts the mind, destroys happiness, and creates problems. Analysing too much may be a precursor to depression, anxiety, and other mental health is-

-Ayushi Sikrwar

### STOP OVERTHINKING

**"YOU CAN'T CONTROL EVERYTHING, SO JUST LEAVE IT ALONE."**

sues. Overthinking is not a mental illness, but it can lead to the emergence of mental health disorders

such as depression, generalised anxiety disorder (GAD), obsessive-compulsive disorder (OCD), panic disorder, post-traumatic stress disorder (PTSD), and social anxiety disorder. It also poses a serious risk to both mental and physical health, such as raising blood pressure, causing sleep issues, stifling appetite, and af-

fecting the brain. It is important to be aware of the effects of overthinking and to be prepared

for the worst. Yoga and meditation can help reduce overthinking. According to research, 52% of those in their 45th to 55th years, as well as 73% of 25- to 30-year-olds, exhibit chronic overthinking. According to Susan Nolen Hoeksema, PhD, 43% of men and 57% of women overthink things. According to research, young adults (ages 25 to 30) and middle-aged adults (ages 45 to 55) are more prone to overthinking.

## Nita Mukesh Ambani Cultural Centre

Nita Mukesh Ambani Cultural Centre is a performing arts and multi-disciplinary cultural and exhibition space located in the city of Mumbai India. Cultural Centre opened on 31<sup>st</sup> March 2023. The Centre was founded by philanthropist and chairperson of the reliance foundation Nita Ambani.

The Centre aims to promote Indian arts and culture and aims to be the big stage for the same. It is a dedicated multi-disciplinary art and culture space and also aims at identifying and promoting new talent. Cultural Centre showcases the finest offering in music, theatre, fine arts and crafts. NMACC comprises six state-of-the-art venues that can host diverse performances and exhibitions, ranging from classical to contemporary from Indian to global. NMACC also has a library, a cafe, a gift shop and a

rooftop garden that offer visitors a holistic cultural experience.



Source: www.google.com

The NMACC was established to display the sensory journey of India's rich cultural history through costume, performing and visual arts. It is envisioned as a platform to spotlight Indian arts and culture at its best, both for the audience and the artists. The main theatre can house whopping 2,000 people.

Several Bollywood and Hollywood celebrities marked the 2-day long event. B-town celebs like Shahrukh Khan, Alia Bhatt, Salman Khan, Ranveer Singh, Deepika Padu-

kone, Kareena Kapoor, Saif Ali Khan. Priyanka Chopra and her husband

Nick Jonas attended the event. American model Gigi Hadid, fashion designer Law Roach, Tom Holland, Zendaya, and Penelope Cruz were also present and many more.

Several Bollywood celebrities like Alia bhatt, Rashmika Mandanna,

-Suhana Khalifa

Shahrukh Khan, Varun Dhawan, and Ranveer Singh gave lively performance on second day.

Speaking about NMACC, Nita Ambani said, "Bringing this Cultural Centre to life has been a sacred

journey. We were keen to create a space for both promoting and celebrating our artistic and cultural heritage in cinema and music, dance and drama, literature and folklore, arts and crafts and science and spirituality. A space where we showcase the best of India to the world and welcome the best of the world to India." The Centre will be highly inclusive with free access for children, students, senior citizens, and the differently abled, and will strongly focus on community nurturing programmes including school and college outreach and competitions, awards for Arts teachers, in-residency Guru-shishya programs, art literacy programs for adults, etc. The launch programming has been imagined to highlight India's immense cultural impact and provide a platform where the artist meets the audience.



# College Event Updates (April - 2023)

## VIEW POINT

Our college has recently launched various initiatives aimed at improving our knowledge and capabilities. One of the newest and most exciting initiatives is the viewpoint session, which aims to provide a unique learning experience. The session's tagline is "A change in viewpoint can change your life!"

### Insights On Job Profile In NBFC

This event was scheduled for 10th of April 2023. Our first guest speaker for the viewpoint session was Mr. Premprakash S Tiwari. He currently holds the position of relationship manager at Home First Finance Company Ltd. He shared his valuable learning experience in the non-banking financial sector with us. During the session, he provided insights into the job profile of relationship manager & customer service manager as well as the operational work. **-Sejal Rathod** He did offer an advice on the essential skills needed for this job position and how to ace the interview. He also shared his personal experience during interviews and highlighted the significance of flexibility, time management, communication skills, and multitasking abilities for the role of a relationship manager. Further he also said that establishing a robust network is crucial. Taking about the customer service manager position, duties primarily involve desk work such as documentation, paper checking, document submission, and other operational tasks. We are extremely grateful for the valuable placement training session we received. We would also like to express our gratitude to Mr. Premprakash S Tiwari for providing us with an overview of the job profile and key aspects of the interview process of HFFC. Furthermore, we appreciate our college faculties for taking such initiatives that are helpful and boost our confidence in the career paths we have chosen.

### Insights On Job Profile In Banking

After having a wonderful talk on NBFC industries in the first episode of the Viewpoint session, on April 15, 2023, we had an informative and interactive talk with one of the experienced employee of the banking industry in the second episode of the Viewpoint session. Our chief guest was Miss Zenia Kanga, who works as an assistant manager-teller authorizer, with whom we had a great deal of discussion on the life of an MBA fresher in the banking industry. She expressed that the sales factor should not be feared after hearing the word sales and added that there is nothing fearful about creating a rapport with the customer and talking to them to pitch them. And the different levels of job opportunities and different departments in the banking sector were in-depth discussed, and lastly, she highlighted the skills that one needs to grow in the banking sector. At the end of the session, the question-answer round helped students clarify their doubts and gain insights about working in the banking sector. **-Riya Patel**

### Insights On Job Profile In Digital Marketing

On 17th of April 2023, Miss Pooja Soni, an alumni of our institute who is currently working as a product manager at JIO and consistently proving herself in the digital field for the last 5 years, delivered insightful talks about careers in the digital industry, the types of projects she has worked on and their size, monitoring marketing strategies and collaborations. She discussed the job opportunities and career progression along with the importance of developing technical skills and soft skills to sustain and advance in the industry. She also discussed the challenges of working in the digital industry, such as handling people, and staying up to date with industry trends, and inspired the students to keep a positive attitude towards constructive criticism. This informative session enriched the knowledge of students about digital marketing. Overall, she provided a comprehensive view of the digital industry and encouraged students to gain technical skills to increase their employability. **-Dimple Joshi**



## INDUSTRIAL VISIT

### Linc Pen Private Limited

On April 21, we had the privilege of visiting the renowned company Linc Ltd. The experience was truly amazing and eye-opening. This visit allowed us to witness best practises in the corporate world. During the visit, Linc Ltd. provided valuable insights into the company's operations, which gave us a glimpse into their efficient and well-organised workflow. It was fascinating to see how Linc Ltd. used the most up-to-date technology. The company's dedication to quality products was



evident in its emphasis on continuous improvement.

Furthermore, the culture of Linc Ltd. was impressive, and their work ethics were clearly noticeable. We have received considerable support and guidance from HR manag-

ers. It was great to see that there was a department in Linc Ltd. where physically disabled people were also working without being dependent on anyone.

-Bhumika Gohil

Linc is providing employment to such people; this

has created an impressive image in our eyes. Linc employees were passionate and committed to excellence, resulting in a positive and dynamic work environment. It was definitely an excellent opportunity for us to learn from experienced professionals. It was an inspiring experience that will help us become future-ready professionals. The visit to Linc Ltd. was an enriching experience that broadened our horizons and gave us an overview of real business practises.

### Western Refrigeration Pvt. Ltd.

Our institution brought us on an industrial visit to Western Refrigeration Pvt Ltd in Sanjan, Gujarat, on April 21, 2023. since this was our first industrial visit during our MBA journey, we were anticipating the visit with excitement. Mr. Pankaj Dixit, the company's HR representative, and his coworkers Mr. Nilay Bhandari and Ms. Priyanka Patel presented an overview of the company. After taking the appropriate precautions for safety, we proceeded to the manufacturing area. Speaking of the manufacturing procedure, all of the semi-finished commercial freezers were assembled on an assembly line. We noticed that

there were signs inside the overall plant on quality of Western refrigerator and it assured that "quality is priority." They have part process and paint process available on their plant.



-Vaishali Rajput

They carry out a variety of CSR activities, including planting trees around plant area, recharging ground water

supplies, and distributing gifts to schools. They also have facilities where they keep all waste and carry out processes, such as ETPs (efficient treatment

plants) for waste and STPs (sewage treatment plants) for water waste. They are one of the biggest producers of commercial refrigeration equipment, with a 360000 annual production capac-

ity distributed throughout 45 countries in Asia. In 1997, they produced their initial idea for a visi cooler that was used only for Coca-Cola in Shahapur, Maharashtra. Then, in 2014, they entered into a partnership with the Japanese company Hoshizaki, owning an additional 80% of the company. Additionally, Hoshizaki is currently ranked second in the world for kitchen equipment production. They were innovators in the usage of freezers made of carbon dioxide. The most impressive fact is that they are currently doing 100% of their business with Cadbury across all of India.



## INDUSTRIAL VISIT

### DOMS Industries Pvt. Ltd.

There are countless initiatives taken by our authorities at Naranlala MBA College, among them the industrial visit at DOMS Industries Pvt. Ltd. is to understand how the production activities, management process, and technology work and also to gain knowledge and experience. As soon as we entered the premises, we were welcomed by the staff, and, the students, were really fond of the huge size of the industry. We were also briefed on the safety guidelines before entering the manufacturing unit. We were escorted to the pencil manufacturing unit, followed by scale manufacturing,

sharpener manufacturing, paint brush manufacturing, and also discussed the final packaging of the Doms sta-



Each and every process was precisely explained by the ma'am, and later on we were privileged to know the in-depth working of machines under the guidance of Managing Director. Also, the authorities

discussed the final packaging of the Doms stationery kits, which are handy and useful. She answered each and every

-Jinal Mehta

question patiently and in detail, as asked by the students. They also allowed students to physically examine the raw materials as well as the finished products. Further, the

students observed that most of the workers were disabled, and the reason was that the industry is connected to an organisation where they provide livelihood to disabled people by hiring them. However, it's a tedious task for the management as there are over 8,000 workers working in the industry. Before leaving, the company offered each student a stationery kit as a token of thanks, and they also provided the students with snacks. It was a great opportunity for the students to explore the mechanics of the industry.

### Huber India Pvt. Ltd.

A batch of second-semester MBA students along with faculty Dr. Divyesh Gandhi and Miss Urvi Patel visited Hubergroup in Vapi, which is one of the leading ink specialists and raw material manufacturers worldwide, on April 21, 2023. The visit mainly focused on understanding the procedures involved in the making of inks used in newspapers, security printing, packaging, decoration, and pharma, with a wide range in application, colortype, substrate, and sustain-

ability. Mr. Gaurav Raval, department head there, es to become flush (a highly concentrated ink)



explained about the

-Dimple Joshi

various plants where the raw material rosin starts its journey and process-

and ends its journey in a

systematically organised quadrate plant that eliminates waste, improves

flow, reduces the number of processes where possible, and disposal of the waste through an effluent treatment plant. After the visit, a presentation was arranged about the Huber Group's history, products, and business. By and large, the visit helped in understanding the manufacturing process and how management concepts like 5S and Kaizen can be incorporated into business.



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## GET IN TOUCH

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