



NEW HORIZON COLLEGE OF ENGINEERING

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MBA Outlook Volume 4, Issue 4

July 2017



Management Guru of the Month-Sairee Chahal



Sairee Chahal is the Founder, CEO www.sheroes.in - an online career destination for women. The SHEROES Community has access to high growth career resources, mentorship and support. SHEROES engages with businesses to help them connect with female talent in form of employees, partners, customers and business owners. A believer in work-life redesign, serial entrepreneur, mentor, an occasional writer and mother of a 6-year-old, Sairee is your regular Fleximom. Fleximoms is a work-life and career destination for women in India. It works towards creating, enhancing and co-creating workflex opportunities for women professionals. It also helps organizations harness flexibility as a value driver. Sairee is a finalist for the Cartier Women's Award Initiative for 2012, a TED speaker, Business Today, Most Powerful Women in Indian Business 2012 and has been featured on shows like Young Turks, Pioneering Spirit and What Women Want.

Sairee started her career as a journalist with Advertising & Marketing magazine and quickly moved on to set-up world's first daily for mariners - www.newslinkservices.com. She has worked in start-up mode as well as in large set-ups in research and consulting capacities. This includes setting up Husla and CIS practice for Heidrick & Struggles HSH www.heidrick.com and Confederation of Indian Industry www.cii.in. She went to Jawaharlal Nehru University for an M.Phil in International Relations and to IIMT, Ghaziabad for a PG in business management.

She says "I believe, both men and women cannot have it all. You can only be at one place at one time and can only focus on one thing. You "cannot have it all" means you cannot do everything at the same time. At one point, you will always have one priority. 90 percent of my priority is work and then my daughter and my health. I don't see my friends and extended family much but that's a call I have taken. Nobody can have it all. Who can? Having it all typically means having it at the same time. You can have it all but you have to stagger it, you cannot have it all at the same time."

Nominated for the Editor's choice for Loreal Femina Women's Award, she is also a Cartier Women's Award Initiative for 2012 alumni, a TED speaker, Business Today, Most Powerful Women in Indian Business 2012 and has been featured on shows like Young Turks. Sairee has been nominated and accepted as an Aspen Fellow - a global leadership fellowship.



**"The most powerful
and enduring brands
are built from heart"**
Howard Schultz
Starbucks

**"Make every detail perfect
and limit the number of
details to perfect"**
Jack Dorsey
CEO-Twitter

Recent Trends

Goods and Services Tax



GST, an old new tax

Sixteen years in the making, India has finally rolled out the Goods and Services Tax (GST) from July 1. Prime Minister Narendra Modi inaugurated the new indirect tax at the stroke of midnight in Parliament, taking a leaf out of Jawaharlal Nehru's book. "A moment comes, which comes but rarely in history, when we step out from the old to new," Nehru had said while ringing in India's independence. The two events are obviously not comparable - nonetheless, the GST's introduction could have been a rare transition, but is not.

The GST, to be collected on everything from matchboxes to gold, will touch everyone. A modern tax system should be fair, uncomplicated, transparent and easy to administer. It must yield revenues sufficient to cover the cost of government services and public goods. India's GST does not pass these tests convincingly. It is too complex. We must collect it at fewer and lower rates, and on more items. More than sound economic, or political, logic, the GST seems driven by the deciding authorities' discretion. The GST rate for gold, a luxury good, is lower than that for matchboxes.

The tax incidence is the same in the GST on environment-friendly hybrid vehicles and fossil fuel-guzzling SUVs. In the extant system, the effective rate for guzzlers is significantly higher than that for hybrids. This 'carbon tax' on SUVs, popular with politicians, is being withdrawn. The GST will be imposed at 18% on soaps and washing soaps, but at 28% on detergents. Some moviegoers will pay 18% GST and, others, on the same movie, 28%, depending on the price of cinema ticket - not exactly the promised 'One nation, one tax'.

The lingering imperfections, and disregard for economic principles, will limit the GST's transformational potential. Small firms, unlike industry chambers and lobbies, are not vocal, and therefore not easily heard. They are concerned about the number of man hours the new reporting requirements will extort. These should be taken on board. The GST Council must show sensitivity to transitional challenges. A hotline among its members, as an instantaneous problem-solving mechanism, may smoothen the transition. Increasing simplicity and reducing the complexities remains a promise made, not kept.

Student Corner

Art
Blogs
Articles

"The Desire to create is one of the deepest yearnings of the human soul"

*Playful work environment-
'WORK HARD PLAY HARD'*

These days there are many different types of work environment, one such environment is a playful work environment. In this type of an environment there are various games that might be included such as carrom, table tennis, snooker, etc. There are many organisations such as Google, Facebook, Groupon, etc. that have adopted this type of an environment. The employees are encouraged to utilise these facilities available to them.

A playful work environment has a lot of positive outcomes. This increases the productivity of an employee, it acts as a stress buster, it helps an employee to be more innovative, creative and efficient, this also boosts employee morale and brings about job satisfaction. It is so rightly said that a healthy mind is a healthy body. This will also lead to low employee turnover and absenteeism.

Playing games consoles and relaxing on the beanbags is the reward for hard work. This would be an expensive investment by the firm; but it would be a beneficial and worthy investment.

Hannah Catherine D



Kokila Mani



Ashwini



Vaishnavi

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