



VC JNU visits SMVD University

Katra, 5 March. A distinguished economist of the country and Vice-Chancellor of the Jawaharlal Nehru University, Prof. B.B. Bhattacharya visited Shri Mata Vaishno Devi University and lauded the Vice Chancellor of Shri Mata Vaishno Devi University, Prof. Bamezai and his team in laying down a strong foundation, in the form of physical infrastructure and academic discipline, for the evolution of a University of high standards.

During his visit to the College of Management, Prof. Bhattacharya had an interactive session with the students of Business and Business Economics. Emphasizing the importance of fundamental concepts and theories of Economics, he asked the students to carefully watch their application in the real world. Leading the discussion towards the reasons of recent recession faced by the world economy especially America, he enlightened the students with the vital responsiveness for one important theorem in Economics i.e. 'Law of Diminishing Marginal Returns'.

Elaborating Law of Diminishing Marginal Returns, Prof. Bhattacharya said that a good manager and market analyst must check the optimal point after which returns start retreating so that proactive actions can be taken up to keep the returns increasing. Such proactive actions may include starting a new product line, entering a new market segment or bringing up new ideas to cater to the needs of the market. This shall help the manager to avoid the losses encompassing the saturation and stagnancy in product life.