



# News & Views

A Monthly News Letter

## RAJ KUMAR GOEL GROUP OF INSTITUTIONS

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June & July 2010

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(late) Shri Raj Kumar Goel

### Commandment

from the Founder

*We are building our Institute as an ideal family, the **RKGIT PARIWAR** where members strive for the development, well being and promotion of each other.*

**अज्ञानेनावृतं ज्ञानं ।**

श्रीमद् भगवद् गीता अध्याय 5, श्लोक. 15



**Prof. B.L. Mathur**

Department of Economic  
Administration and Financial Management  
University of Rajasthan, Jaipur 302004

### MESSAGE

In the past, a large number of academic institutions have been established by the leading business houses. Their main mission of establishing an academic institution seems to be an opportunity to explore additional sources of income by running all types of courses. In my knowledge, Raj Kumar Goel Institute of Technology is the unique exception to what I mentioned. The Group of Institutions is fully devoted to academic excellence. Regular publication of News Letter and Academic Journal by the Group supports my views. Publication of documents like 'News and Views' is a double edged weapon. It informs every one concerned what the institution has done on various fronts in the past and at the same time it motivates other members of the Institution to come into the news by doing something unique.

An academic institution cannot be, should not be identified by the fabulous building it has constructed, rather by the excellence of the product, i.e., the student, it produces.

It gives me immense pleasure to be associated with various academic activities of this Institution. I wish academic documents, regularly published by the Institution such as 'News and Views', will present a mirror before the society of what they have achieved in the light of the objective for which the Institution has been set up. I congratulate each one associated with the pious effort of achieving what the Founder had anticipated.



### FROM THE DESK OF THE EDITOR

I would like to congratulate all the students who contributed in the successful development of the ALL TERRAIN BIKE. It was really a proud moment for RKGIT.

The next academic session is about to start and we all are busy preparing ourselves for the welcome and orientation of new students. It always feels good to add new members to the family.

The current issue of 'News&Views' includes an article on resistance to change. It highlights the kind of ways people resist change and what an organization should do to overcome them.

Looking forward to your invaluable suggestions and contributions.

**Prof. Arvind Singh**

Principal - RKGIT (MBA)



# RAJ KUMAR

## NEWS FROM RAJ KUMAR GOEL INSTITUTE OF TECHNOLOGY

### ATV developed by Mechanical Engineering Students

Five students of RKGIT have built an All terrain Vehicle from a 100 cc motor bicycle. The developed vehicle has the following special design features:

- It has a differential gear system on back shaft to enable it to turn on a small radius.
- It has a sprocket chain drive to give greater torque to rear wheels.
- It has a very special suspension system to enable a comfortable drive.
- It can be attached at its rear end with a trolley to carry loads.
- Small agricultural implement can be attached to its rear for carrying out agricultural operations in the field.
- It can be driven on plain roads, hilly roads and marshy lands.

The names of the students who actively developed the vehicle are Rahul Singh, Rahul Ramkrishna, Mayank Kumar, Nagendra Kumar and Ved Vyas Yadav.

The vehicle is most suitable for handicapped persons though others can use it.

Dr. O. P. Kaushal , HOD , Mechanical Dept. wishes to record his appreciation and congratulations to the brilliant team of the department.

The whole RKG Group wishes to congratulate the students on this remarkable achievement. You have done us proud.



**Professor K. S. Shishodia**, Mechanical Dept., guided Ran Vijay Singh who has been awarded a Ph.D degree on the topic, " Experimental Study and ANN Modelling of RK Parameters in Honing Process" from IIT, Delhi on 30th March, 2010.

**Dr. O.P. Kaushal**

**The students with the bike**

### Live Counseling Program held at M.M.H . College, Ghaziabad

A live counseling program titled " Chalo Campus 2010" was organized by Nav Bharat Times Group at M.M.H. College, Ghaziabad on 10th July, 2010. The objective of the program was to guide the students and help them in making the right career choice. The experts provided invaluable information regarding several different courses and gave job related tips. Prof. Poonam C. Kumar and Mr. Vipul Goel from RKGIT were a part of the expert panel. The program was well attended by the students of various streams.



It is a matter of great pride for all of us as "**SAARANSH**" RKG Journal of Management has been registered in CABELL'S DIRECTORY, USA. This will provide an opportunity to widen its reach, both in terms of contributions and readership. It is a clear evidence of its quality and popularity.



**The secret of success is constancy in purpose**

# GOEL GROUP OF

## Marketing Policies and Practices of Small and Medium Enterprises in Uttarakhand

Neetika Bajaj, Senior Lecturer, RKGIT, (MBA)

*PhD awarded from HNB Garhwal University, Srinagar in June, 2010.*



**Abstract:** Small and Medium Scale Industries play a key role in industrialization of a developing country. That is because they provide immediate large-scale employment and have a comparatively higher labour-capital ratio, they need a shorter gestation period and relatively smaller markets to be economic. Their requirement regarding investments is lower. They offer a method of ensuring a major equitable distribution of national income and facilitate an effective mobilization of resources of capital and skills which otherwise remain unutilized. Small and medium scale industries stimulate the growth of industrial entrepreneurship and promote a more diffused pattern of ownership and location. Keeping all these facts in mind, a study entitled “Marketing Policies and Practices of Small and Medium Enterprises in Uttarakhand” was carried out with an objective of analyzing all the components of the marketing mix, used as a tool to maximize profits by the managers of small and medium scale industries in Uttarakhand.

Unfortunately, in spite of Government financial as well as non-financial support, the growth rate of this sector is not satisfactory. The study tried to reveal the hurdles in the way of these industries. Lack of marketing facilities in small and medium scale industries is the most serious problem, which ultimately affects the economic development of Uttarakhand. Industries in this area suffer from many ailments where marketing is concerned like lack of brand names and places of respectability for the goods.

The small and medium scale sector is non-homogeneous in structure and includes diverse types of products ranging from traditional crafts to high-tech industries. Therefore it is of urgent importance that Government, financial institutions and the industry get together and push through a concrete programme for up-gradation of technology, quality, consciousness and aggressive marketing. The study has tried to suggest some possible ways which could lead to the betterment of small and medium scale industries. It becomes necessary to develop an adequate marketing environment, which would help, promote and create a demand of products of small and medium scale industries in an effective and efficient manner, which ultimately improves the economic development of the state.

### Our Laurels

Recently UPTU has declared the MBA Final Year results. It is a matter of immense pleasure that RKGIT (MBA) has attained **100%** results. One of the student. Ms. Raghuveer Kaur has done us proud by securing honors.

**Heartiest congratulations!!**

### Top 3 Positions



**Ms. Raghuveer Kaur**  
76.32%



**Ms. Deena Pahuja**  
73.86%



**Mr. Abhinav Rastogi**  
73.62%

**Great minds have purposes, others have wishes**

# INSTITUTIONS

## Cloud Computing: Performance and Reliability Analysis

Ms. Jolly Upadhyaya, Lecturer, RKGIT, GZB.

"Recent trends in materials and devices- RTMD-2010" Amity University, Noida, 20-22 May, 2010.

**Abstract:** Cloud computing is a new paradigm, as an outgrowth of the ease-of-access to remote computing sites provided by the internet. Cloud Computing is a promising infrastructure which provides computation and storage resources on services. Many companies and institutions are rushing to define clouds and provide solutions in various ways. A cloud is a type of distributed data center which delivers infrastructure as services. In cloud computing, performance definition and standards vary widely by providers, even those offering similar services. So, measuring the performance of cloud provider server remains a challenge primarily due to the lack of measurement standards. This paper discusses characteristics and factors on which performance of the cloud computing services depend. We are also presenting the analysis of the performance of various service providers all over the world.

**Key words:** Cloud Computing, Quality of Service (QoS), SLA, Client Server, Computing, Security, SaaS.

For full paper visit [www.rkgit.edu.in](http://www.rkgit.edu.in)

## Managing Change Successfully- Six Layers Of Resistance

Swapna Hemant Patil, Lecturer, RKGIT



There is resistance to change which if understood and correctly dealt with will create the circumstances required to turn resisters into supporters. There are six layers at which resistance can occur.

### We Do Not Agree On The Problem

While analyzing a poorly performing organization, we will find different opinions from various functions on what the issues are. It is like six blind men who went to see the elephant where everybody had a different experience without the essence of the whole.

This is why different initiatives, a holistic approach is placed in each department. Through a combination of rigorous logic and experience based intuitions, we build tight cause effect relationships that lead us to the core problem so as to overcome disagreements to the problem.

### We Do Not Agree On The Direction Of The Solution

A long standing problem indicates that there are conflicts preventing its successful resolution. For example, management proclaims quality as number one until sales volumes are threatened. Quality is a little abandoned during the last quarter of the year and becomes important again in the first quarter of the New Year. Similar conflicts can be seen in the delegation to improve speed of operations and customer service on the one hand and control to contain costs on the other hand.

To solve agreed problems one can question the assumptions behind each conflicting position.

### We Do Not Agree That The Proposed Solution Resolves The Problem

Even with the problem and agreed general direction of the solution, stakeholders get convinced with the logical description of the problem and as a solution for implementation

### Yes But.....The Proposed Solution Will Create Other Problems

Solution designers although with a proper study of the problem and the system as organization with its counterparts as departments are blind to the shortcomings. So stakeholders can raise foreseen problems in their area. One has to acknowledge concern and work more closely to eliminate it with some logical process.

### Yes But.....There Are Huge Obstacles In Implementing The Proposed Solution

The proposed solution may require skills, resources, technologies, approvals that are not available. The outcome of the process is a sequence of prerequisites needed to overcome the obstacle and implement a solution.

### Unverbalized Fears

A vague feeling of unease arises due to a new task or approach to problem as a solution. Here leadership can inspire and provide confidence to go forth and Just Do It.

Six layers of resistance is a management concept introduced by SAMUEL OKORO which helps the organization reduce costs and improve quality through better business processes.

**Learning is discovering that something is possible.**

# Pharmacy Practices in India

Dilip Kumar Gupta, Senior Lecturer, RKGIT College of Pharmaceutical Sciences



Pharmacy practices in India have not been recognized as an integral part of the emerging pharmaceutical changes and the attention they require to prepare them to play their role as resourceful community pharmacists.

There is a misconception that in all medicines, including those falling under Schedule H of the Drugs and Cosmetics Act are freely sold over the counter (OTC) by pharmacists without prescriptions.

In most of the developed countries the system clearly defines the role of physicians prescribing and the pharmacist dispensing, while in the India the functions are overlapping mostly in rural areas.

There are unqualified doctors in rural areas and qualified doctors prescribed and dispensed medicines in their clinics not only to their patients but to others too.

## Objective Approach to Change Pharmacy Practices in India

The necessity to improve pharmacy practices on a professional scale cannot be ignored nor delayed in the context of emerging changes, when India is becoming a fast developing nation in the world. This calls for

innovative marketing dynamics in every industrial activity.

In pharmaceuticals as a health care industry, India has already proved its technical competence and capabilities by producing basic drugs and formulations, in every therapeutic segment including preventive medicine for both domestic and global markets.

By 2005 Indian drug manufacturers are expected to become major exporters to European countries and to USA, in generics.

This major transformation in R&D, production, marketing etc., however, has not penetrated down the line to the vital link in the supply chain of the pharmaceutical trade.

Ensuring quality of medicines till they reach the consumers is as vital as HMP.

A well-defined distribution practice right from

- warehousing • transportation • proper storage • handling and
- dispensing at the retail counters is therefore a logical extension GMP in the supply chain. In this chain the ultimate and vital link is Community Pharmacy.

The need to redefine the pharmacy is precisely what we have to focus on as the core issue and is in the interests of the customers.

## Soul Byte

A mouse looked through the crack in the wall to see the farmer and his wife open a package.  
"What food might this contain?" the mouse wondered.  
He was devastated to discover it was a mouse trap.

Retreating to the farmyard, the mouse proclaimed this warning :  
"There is a mousetrap in the house!  
There is a mousetrap in the house!"

The chicken clucked and scratched, raised her head and said, "Mr. Mouse, I can tell this is of grave concern to you, but it is of no consequence to me. I cannot be bothered by it."  
The mouse turned to the pig and told him, "There is a mousetrap in the house!  
There is a mousetrap in the house!"

The pig sympathized, but said, "I am so very sorry, Mr. Mouse, but there is nothing I can do about it but pray. Be assured you are in my prayers."  
The mouse turned to the cow and said, "There is a mousetrap in the house!  
There is a mousetrap in the house!"

The cow said, "Wow, Mr. Mouse. I'm sorry for you, but it's no skin off my nose."  
So, the mouse returned to the house, head down and dejected, to face the farmer's mousetrap . . . . Alone. . . .  
That very night a sound was heard throughout the house -- the sound of a mousetrap catching its prey. The farmer's wife rushed to see what was caught.  
In the darkness, she did not see it. It was a venomous snake whose tail was caught in the trap. The snake bit the farmer's wife.

The farmer rushed her to the hospital  
When she returned home she still had a fever. Everyone knows you treat a fever with fresh chicken soup. So the farmer took his hatchet to the farmyard for the soup's main ingredient:

But his wife's sickness continued. Friends and neighbors came to sit with her around the clock. To feed them, the farmer butchered the pig.

But, alas, the farmer's wife did not get well... She died.

So many people came for her funeral that the farmer had the cow slaughtered to provide enough meat for all of them for the funeral luncheon. And the mouse looked upon it all from his crack in the wall with great sadness.

So, the next time you hear someone is facing a problem and you think it doesn't concern you, remember ---

When one of us is threatened, we are all at risk. We are all involved in this journey called life. We must keep an eye out for one another and make an extra effort to encourage one another.

- REMEMBER -  
EACH OF US IS A VITAL THREAD  
IN ANOTHER PERSON'S TAPESTRY.  
OUR LIVES ARE WOVEN TOGETHER  
FOR A REASON.

One of the best things to hold onto this world is a FRIEND.

**Positive attitude creates positive people.**

## Students' Corner

### CHILD LABOUR: A CURSE FOR INDIA

The development of a nation is closely related to the development of its human resources. Children are the assets of a country. They are the future soldiers in the form of great philosophers, rulers etc. The problem of child labour stands as one of the most important challenges.

Child labor includes children prematurely leading adult lives, working long hours for low wages under conditions damaging to their health and to their physical and mental development, sometimes away from their families. It hampers the normal physical, intellectual, emotional and moral development of a child. Because of this, the child loses his chance to receive education and raise his status in his life.

Child labour is mostly concentrated in Asia and is led by India which has 44 million child labourers. In Pakistan 10% of all working are between the age of 10 and 14 years. Nigeria has 12 million child workers. Child labour is also common in South Africa. There are 7 million children working in Brazil.

Millions of children in the world today turn into child labourers due to various socio-economic reasons such as poverty, backwardness and illiteracy. The most important is poverty. Undoubtedly poverty is the seed bed for child labour. 39% of the rural population is living in poverty and treats children as a source of additional income.

Provisions have been made in the Constitution prohibiting employment of children in factories. Under Article 24, it has been stated that no one under the age of 14 years shall be employed in any factory or mine or other hazardous occupation or work. The world's largest labour elimination program is being implemented at the grass roots level in India. A number of non-government organizations are involved. Special investigation cells have been set up in states to enforce existing laws banning employment of children in hazardous industries. The social scientists, social workers, bureaucrats and politicians have been constantly trying to find out ways and means to eliminate child labour from the work force. But still a lot needs to be done.

Really the employment of children is a curse not only for the child but also for the society and nation as a whole.

— by **Sonam Mittal**, MBA, RKGIT

### Forthcoming Events

- The 3rd issue of 'SAARANSH' RKG Journal of Management would be released soon.
- 5<sup>th</sup> 'Meri Dilli Utsav' will be organized from 22<sup>nd</sup> to 24<sup>th</sup> Oct. 2010 at Punjabi Bagh Stadium, New Delhi

### Many Many Happy Returns of the Day

Prof. K.S. Shishodia (ME)	- 1st July
Mr. Vishal Srivastav (MBA)	- 1st July
Ms. Daisy Agarwal (IT)	- 2nd July
Mr. Prince Gupta (CSE)	- 3rd July
Ms. Anupam Sharma (PC)	- 4th July
Dr. Debrat Ojha (Mathematics)	- 5th July
Ms. Neha Srivastav (EEE)	- 5th July
Mr. Haridwar Prasad (ME)	- 5th July
Mr. Saurabh Srivastav (Pharma)	- 7th July
Dr. Avinash Gaur (Mathematics)	- 8th July
Mr. Anil Verma (AEI)	- 8th July
Mr. Jay Govind (EC)	- 10th July
Ms. Shashi Prabha Singh (Pharma)	- 12th July
Mr. Vijay Kumar (EC)	- 14th July
Mr. Lalit Saraswat (CSE)	- 15th July
Mr. Praveen Kumar (CSE)	- 15th July
Mr. Raghvendra Tiwari (EEE)	- 15th July
Mr. Satish Chhokar (CSE)	- 16th July
Dr. Rakesh Dube (Mathematics)	- 20th July
Mr. Akhilesh Kumar (EEE)	- 20th July
Ms. Priya Rana (IT)	- 23rd July
Ms. Sharmila Verma (EC)	- 25th July
Mr. Kapil Dave (Mathematics)	- 30th July
Mr. S. Krishna Awasthi (CSE)	- 30th July
Mr. Anoop Kr. Dixit (ME)	- 30th July
Ms. Tapsi Garg (CSE)	- 31st July

### Solution of 'Test your mind'

#### 'News&Views' Vol.3 No.5

SHADOW, THERMOMETER,  
BUTTERFLY, BOTH WILL BURN EQUALLY,  
9 A.M., STEPS, WIND.

Answers follow the same order as questions.

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