



# Management Outlook



Department of Management Studies  
Raj Kumar Goel Institute of Technology, Ghaziabad

Bi Annual E- News Magazine

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## Inside Story

- Council Events
- Student Corner
- Faculty Corner
- Upcoming Events



Er. Roop Kumar  
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Delhi Transco  
Limited

## Corporate Wishes

As we gear up for the parliamentary elections in 2024, my aspirations include a bright future for MSME, self-sustenance for indigenous communities, and the revival of the Vedic revolution of Indian values among today's energetic youth.

I would like to quote a few lines for the students here, "What you're studying today, nobody can take away from you again. Knowledge is a power that stays with you as long as you keep using it. Use this power wisely to grow and become the person you want to be. Every day you start a new day you get the chance to improve and learn something new. Sometimes it's easy to fall into a pattern of a better tomorrow when you keep pushing a project or studying for an exam the following day. To seize the day, see

what you can do today to improve your world." *It is an honor to be a part of this remarkable publication, and I am appreciative of the team's commendable efforts during its inception. I admire the effort that is put into coming up with new stuff. Please accept my heartfelt congratulations on the publication of "Management Outlook" by the Department of Management Studies, MBA. To all the students and faculty who helped put the magazine together, I hope you all have the best in your future endeavors.*



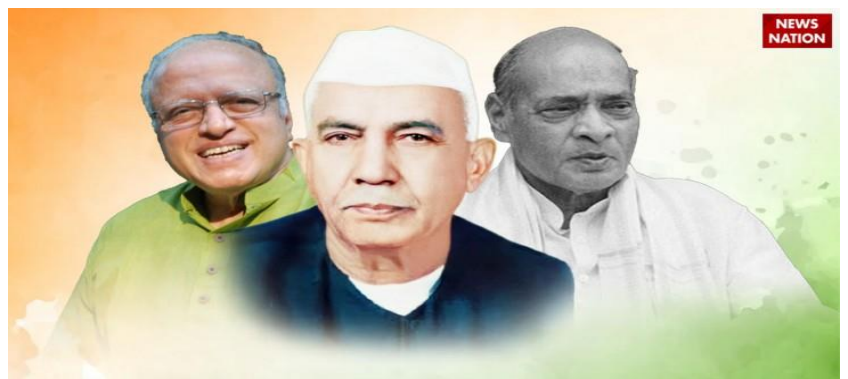
Dr. Vibhuti Tyagi  
Prof. & Head  
RKGIT MBA

## From the Desk of Editor in Chief

To be successful, use each opportunity to improvise, get better and walk closer to your goals. This may sound like loads of work and may seem impossible to accomplish. But as long as you have hunger for success, you will generate power within to accomplish your goals. I bring forward the issue of Management Outlook- E- Magazine. The Bi-Annual E – Magazine will take you through the journey of RKGIT-MBA, the way Department of Management Studies has lived its each moment.



# 2024



## Vision

To develop the nation's youth into influential management professionals and entrepreneurs by providing value-based management education to serve industry and society both nationally and globally.

## Mission

- M 1: To excel academically in the management field through contemporary teaching methodology.
- M 2: To develop ethically sound corporate leaders and entrepreneurs by providing value-based education.
- M 3: To train future managers and practitioners with the latest business knowledge and skills to meet the emerging needs of corporate world and society.
- M 4: To bridge the gap between academics and industry by developing cordial relations with the business world.

# Kriyakalap at Department of Management Studies

## Student Activity Council



### Tree Plantation – Parichay 2023

Department of Management Studies at RKGIT organized Tree plantation on 6<sup>th</sup> October 2023. The purpose of the tree plantation is to show our efforts towards the environment and society by planting more and more trees. We wish to pledge through such activities to make our environment greener and cleaner.

### Food Without Fire Competition 2023

Department of Management Studies (MBA) RKGIT Ghaziabad, under the Picture-Perfect Club of SAC organized FOOD WITHOUT FIRE competition for MBA Students on 23<sup>rd</sup> November 2023. Main objective of the event was to promote team spirit among the students. The participants prepared eatable items without using the fire. The participants came out with delicious delicacies. The competition provided the platform for the students to foster their creativity and decision-making skills and also help them explore their hidden talents and discover new areas of interest. The students enjoyed the day by enthusiastically taking part in this fun learning package. Overall, 16 teams participated in the competition. The winners of the competition were:

Winners MBA first year:

1<sup>st</sup> Position- Praveen Kumar Srivastava, Ayush Srivastava, Manish Tripathi, Akash Sharma, Saurabh Singh, Rakesh Kumar, Atul Sharma

2<sup>nd</sup> Position – Urvashi Pachauri, Mansi Goel, Kunal, Prakhar, Radhika, Manshi, Neha, Priya, Manu

Winners MBA Second Year:

1<sup>st</sup> Position- Kajal Yadav, Kajal Tyagi, Saurabh Bharti, Neha Sharma, Vaseem Alvi

2<sup>nd</sup> Position – Neha Singh, Neha Kamal, Ayesha Praveen



### Rubaroo 2023 - Welcome Party

Department of Management Studies (MBA) RKGIT Ghaziabad along with the students of MBA 2<sup>nd</sup> year organized Rubaroo 2023 Welcome Party for MBA 1<sup>st</sup> year students on 28<sup>th</sup> October 2023. The purpose of this get together was to make the fresher students feel like an integral part of RKGIT Family. It was also an occasion that gave way to a healthy interaction with their seniors. The party was a fun filled with lots of joy, laughter, excitement and celebrations.

### Box Of Kindness 2023-Winter Clothes Collection Campaign

Department of Management Studies (MBA) RKGIT Ghaziabad, under the (CSR CLUB) organized old Winter Cloth Collection Activity "BOX OF KINDNESS". The winter stuff collection was from 26<sup>th</sup> December 2023– 5<sup>th</sup> January 2024. The objective of the activity was to collect old warm clothes and reach out to the needy people so that they have a bit of warmth through the winter clothes donated to them. The clothes were distributed among the needy people of RKGIT.



### MANTHAN 2023 – Business Quiz

Department of Management Studies –RKGIT in association with Ghaziabad Management Association organized a business quiz competition “MANTHAN 2023” on 1<sup>st</sup> December 2023, Friday at RKGIT Campus. “MANTHAN 2023”, was graced by the esteemed presence of Ms. Rachana Gupta Sr. Lead-People Function at Binmile Technologies as Chief Guest. There was an overwhelming response from various colleges throughout various regions across the country. In all 46 teams from 20 colleges turned up on the final day. The quiz took place in three phases. First phase was a written round out of which 15 teams got selected for the 2<sup>nd</sup> Phase. Second phase the semi-finals was a business question answer round and seven teams were selected. These seven teams competed for the grand finale. This phase also had various rounds related to different aspects of business. It consisted of questions related to round the economy, brands, audio-visual recognition, product related questions. After a very tough competition, the last round i.e., ‘RAPID FIRE ROUND’ changed the whole scenario. which gave us the final winners for MANTHAN’2023. The winners were presented with cash prizes, winning trophies and certificates.



# Research and Development Council

## Collage Making Competition 2023

The Upskills Club of R & D Council organized a collage making Competition on 5<sup>th</sup> October 2023, Thursday for MBA-1<sup>st</sup> year students. The focus of this event was on experimenting imaginatively with collage to both help generate ideas and to also produce some 'complete' works of art. It will help students in developing innovative ideas, creative thinking and sharpen their organizational and communication skills. Total 14 teams participated in collage making competition. Winners were felicitated by certificates and gifts. Bulbul Dagar and Nikita Chauhan were winners; Shivee Mishra and Priya were the 1<sup>st</sup> runner up.



## Business Plan Competition 2023

The Upskills Club of R & D Council has organized a Business Plan Competition on 15<sup>th</sup> December, 2023 for MBA-1<sup>st</sup> and 2<sup>nd</sup> Year students. Business plan competition aims to encourage entrepreneurship among Students. Teams are challenged to conceive of a new service or product offering and then create a business plan. It will help Students in developing innovative ideas, creative thinking and sharpen their organizational and communication skills. Total 17 teams participated in business plan competition. Winners were felicitated by certificates and gifts. Ankush & Aakash Sharma MBA 1<sup>st</sup> year secured 1<sup>st</sup> position and Gaurav Bhardwaj & Yanshu Arya 2<sup>nd</sup> year secured 2<sup>nd</sup> position.

# Corporate Resource Management Council

## Guest Lecture

Guest Lecture on “Excelling the corporate expectations by acquiring the 21<sup>st</sup> century skills”, was organized by Markovic Club of Department of Management Studies (MBA) RKGIT, GZB for MBA students on 4<sup>th</sup> October’2023. Mr. Ashish Kumar, Service Delivery Manager-TCS was the speaker of the day. Participants were introduced to the current corporate challenges and how to convert those challenges into opportunities. Speaker introduced participants to the current industry trends and job opportunity streams that are in demand. He also advised students to do various certification courses that are available at various platforms. Session was very interactive and informative for all the participants. It ended with Question-and-Answer session followed by vote of thanks.



Markovic Club of Department of Management Studies (MBA) RKGIT, GZB organised an Alumni Talk Series by following Alumni for Management students on 6<sup>th</sup> October’2023:

- 1) Mr. Varun Rawat: TSM-Phone Pay (Batch 2017-19)
- 2) Ms. Meenakshi Nehra: Project Management Officer (Batch 2019-21)
- 3) Mr. Mohit Verma: CPI, Icubeswire Tech.pvt ltd (Batch 2019-21)

Alumni shared his experiences about college days and importance of having practical exposure to Industry along with studies. They also gave important tips to the budding managers regarding time management, multitasking and being organised.

## Alumni Talk

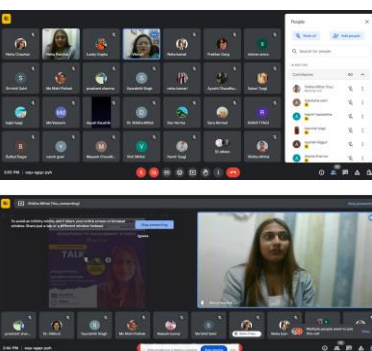
## Industrial Visit to Yakult Danone India Pvt. Ltd. Sonipat, Haryana

The industrial visit to Yakult Danone India Pvt. Ltd. Sonipat, Haryana was organized by department of management studies (MBA), RKGIT Ghaziabad on 27<sup>th</sup> October, 2023 for Management students.

The flow of this visit to industry was as follows:

- 1- Presentation Given by Company Representative  
In this presentation participants were introduced to the Product Range, Domestic Market, Global Market & Product special features.
- 2- Tour of production area  
In this participant were introduced to the live production process of Yakult, starting from manufacturing, filling, packaging, quality control and other factory operations.

The overall experience was highly interactive where students get the live exposure of actual working environment of the corporate.



## International Expert Talk

International Expert talk on “Role of women in top management positions & its impact on company leadership “was organized by Department of Management Studies (MBA) RKGIT, GZB for 1<sup>st</sup>&2<sup>nd</sup> year students on 18<sup>th</sup> Nov’23.

Speaker for the day was Ms. Neha Panchal- HR Manager, Location Solutions (Dubai). She discussed in detail about various competitive strategies that can give an edge to the organisation over the competitors in business and are crucial for success of any organisation.

Apart from familiarising the students with various competitive strategies, Participants were introduced to the current corporate challenges and how to convert those challenges into opportunities.

Lecture was very interactive and informative for all the participants. It ended with Question-and-Answer session followed by vote of thanks.

## Guest Lecture

Guest Lecture on “Transformation Journey from Campus to Corporate”, was organized by Markovic Club of Department of Management Studies (MBA) RKGIT, GZB for MBA students on 20<sup>th</sup> November’2023. Mr. Kapil Sharma Kush, a motivational speaker and a consultant having a vast experience of 15 Years working with top MNC’s was the speaker of the day. In his talk he focused on the corporate culture and how to deal with it. Mr. Kapil talked about the professional requirements for a fresher. The lecture focused on life skills and various aspects of working life. Speaker talked about importance of setting the goals for the success. It was a healing & motivating lecture for the students that talked about the much-needed ethics, values & virtues.



## Industrial Visit to Parle Biscuits Pvt. Ltd. Neemrana, Rajasthan

The industrial visit to Parle Biscuits Pvt. Ltd. Neemrana, Rajasthan was organized by department of Management Studies (MBA), RKGIT Ghaziabad on 21<sup>st</sup> November, 2023 for the management students.

The students were able to understand the concept of manufacturing, packaging and distribution. Students were introduced to the product range, domestic market, global market and special features of the product range. The industry representative explained the students about the working of the manufacturing units and the various departments. The overall experience was highly interactive where students get the live exposure of actual working environment of the corporate.

## Value Added Certification Course-Digital Marketing

To impart new technological skills among students Department of Management Studies (MBA), RKGIT Ghaziabad, in association with “School of Technology & Graphics” has organized a value-added workshop on ‘Digital marketing’ for 32hrs from 22.11.2023 to 01.12.2023. Mr. Himanshu (Trainer of School of Technology & Graphics) has designed this workshop to make participants more effective in developing and executing digital marketing strategies. Total 44 students of MBA 2nd Year (Batch: 2022-24) participated in the workshop. Students experienced the practical usage of various Digital marketing tools. During workshop he explained how to optimize website’s pages to achieve the best position possible on search engine result pages (SERPs) and how to design a Facebook Marketing Campaign to increase website traffic, engagement, brand awareness etc



## Workshop on Placement Awareness

Workshop on placement awareness session was organized by Department of Management Studies (MBA), RKGIT Ghaziabad on 28<sup>th</sup> November’2023 from 4:00 pm onwards for 2<sup>nd</sup> Year Management students.

The key points that need to be kept in mind, while going through the interview process were discussed. Through this workshop the students were sensitized about:

- 1) RKGIT Placement policy.
- 2) Importance of Resume
- 3) Important parameters for placement.
- 4) Importance of soft skills, according to current industry requirement.
- 5) Importance of mentioning various summer projects and other projects undertaken by students during the course in the resume.

This session helped students understand Industry requirements, in order to prepare well and make themselves placement ready. Through this session the students understood the various phases of the campus recruitment process by leading companies offering challenging job profiles.



## Alumni Talk

Markovic Club of Department of Management Studies (MBA) RKGIT, GZB organised an Alumni Talk Series by following Alumni for Management students on 7<sup>th</sup> December’2023

- 1) Mr. Rajendra: Senior Sales Executive, Aditya Birla Fashion & Retail (Batch 2011-13)
- 2) Mr. Vijay Pal: Sales Officer, Zydus Lifesciences Ltd. (Batch 2011-13)

Alumni shared his experiences about college days and importance of having practical exposure to Industry along with studies. They discussed about building of Industry contacts and also the need to strengthen individual portfolio through various value-added courses. Discussion also highlighted the importance of time management, multitasking and being organised.



## IBM Skills Build Program

Workshop on “IBM Skill Build program”, was organized by Markovic Club of Department of Management Studies (MBA) RKGIT, GZB for MBA students on 13<sup>th</sup> December’2023. Mr. Ashish Jain, (Company Secretary) and Professor Rajneesh Verma were the speaker of the day. Participants were introduced to the current employment situation of the industry and about various courses available through IBM portal that can help them in their future career growth.

**“Life is an opportunity, benefit from it. Life is beauty, admire it. Life is a dream, realise it.”**

**Mother Teresa**

## Workshop on “Preparing for Interview”

Workshop on “Preparing for an Interview”, was organized by Markovic Club of Department of Management Studies (MBA) RKGIT, GZB for MBA students on 12<sup>th</sup> January’2024. Mr. Satish Kumar- (International Facilitator, Consultant & Leadership Coach), was the speaker of the day. He talked on various aspects of interview process and questions asked normally in the interviews. He gave deep insights of mistakes which candidates make while attending interviews and explained about overcoming from those mistakes. Mr. Satish Kumar explained all the scenarios of interview environment. He also elaborated the ways of explaining and justifying the answers of various questions. He concluded the workshop by motivating everyone to stay calm and positive during the interview process.



International Expert talk on “Time Management-Tools &Techniques” was organized by Department of Management Studies (MBA) RKGIT, GZB for 1<sup>st</sup>&2<sup>nd</sup> year students on 18<sup>th</sup> Nov’23. Speaker for the day was Mr. Ajaya Gupta, Director-NextGen, IT Aditi Consulting, USA. He discussed in detail about the concept as per his perspective supporting it with his own experiences and his own ways of managing time. He explained the various ways to enhance time-management skills at personal level and how doing so can help an individual be successful in managing routine tasks and projects. In due course of her presentation, Mr. Ajaya Gupta threw light on the importance of making weekly calendar and how activities can be scheduled and prioritized. He also explained the importance of tips like breaking larger tasks into smaller ones, and maintaining a ‘things to do’ list in managing time successfully and efficiently.

## International Expert Talk

## Industrial Visit – AVRO India Ltd.

The industrial visit to Avro India Ltd., Ghaziabad was organized by Department of Management Studies (MBA), RKGIT Ghaziabad on 23<sup>rd</sup> January, 2024 for the management students. AVRO INDIA LIMITED (formerly known as Avon Moldplast Limited) is a plastic molded furniture manufacturing unit based at Ghaziabad since 2002 with PAN INDIA presence manufacturing in the brand name of AVRO & AVON. The students were given a Tour of production area to show the live production process of plastic furniture, starting from manufacturing, Packaging, and various other factory operations.



## Student Corner

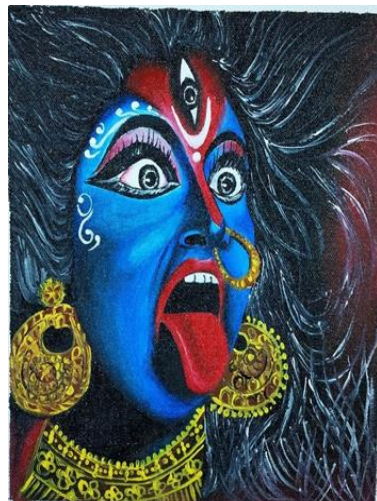
रात्-रात् प्रणाम  
 जो मातृभूमि पर चढ़ा गये अपने प्राणों का मधुर जाम।  
 उन वीरों को रात्-रात् प्रणाम, सब वीरों को रात्-रात् प्रणाम॥  
 जब चले तो माँ की ममता ने, हीरे से सूत को बतल दिया,  
 बेताब बलि का दीना है...॥ माँ के मन्दिर में चढ़ा दिया।  
 मैंने दुस्मानी को जन्म दिया, वह तभी सफल हो पायेगा,  
 जब भीजराजी को लक्ष्मणा, मेल सूत खुद पहनायेगा।  
 या सीमा पर जो मुकुल नड़े, बलिवेदी पर जो कुसुम चढ़े,  
 उस महाकाल की गोला में तैरा पर भी जड़ जायेगा...॥  
 सर जड़ा गया कुब माला में इसका तो कुछ भी जान नहीं,  
 चारों ओर तो देखा क्या है, पुर मगर अब प्राण नहीं।  
 शिसकी से सिहर गई सारी, पर बिखरे नहीं अहार तल से॥  
 माता की ममता कम न हो, रख लिये इसी से ओचल से,  
 हँस कर जिसने यह शूल चुने, उस माता को रात्-रात् प्रणाम,  
 सब वीरों को रात्-रात् प्रणाम, सब वीरों को रात्-रात् प्रणाम॥

मेरी पर जब सिंहर चढ़ा, इसका तो कुछ भी जान नहीं,  
 पर झालिंगन को हाथ बढ़ा, तो देखा पति है प्राण नहीं...॥  
 आँसों में आँसू भर आये, पर बिखरे नहीं अहार तल से,  
 नारी की ममता कम न हो, रख लिये इसी से प्राण से...॥  
 हँस कर जिसने यह शूल चुने, उस नारी को रात्-रात् प्रणाम,  
 सब वीरों को रात्-रात् प्रणाम...॥

एकू - कर में पत्नी का खत था, पुत्रों में तोप पुनाली थी।  
 शाये पर माँ का चुपका था, आँसू में जय की जाली थी।  
 देखा शत्रु-दल बंदूकें लिये, स्त्रीमा के पथ जब दूत गयी...॥  
 अरि के अस्तक को भेद-भेद, स्त्रीमा के पथ जब दूत गयी...॥

गिरते-गिरते भी जिस मुख से, जब भारत माँ का गान हुआ...  
 जिसकी अर्थों के कण्ठों को, गर्व और अभिमान हुआ,  
 उस स्त्रीमा की रात्-रात् प्रणाम,  
 सब वीरों को रात्-रात् प्रणाम, सब वीरों को रात्-रात् प्रणाम...॥

सपनी कुमार श्रीवास्तव  
 [MBA 1<sup>st</sup> SEM]



Artist of MBA  
 Simran Arora  
 2<sup>nd</sup> Year



## Publications and Paper Presentations

### Ms. Lucky Gupta – Assistant Professor MBA

1. Presented her paper titled “Risk Assessment and Management in Stock Trading Using Artificial Intelligence” at the 5th International Conference on Computer Networks, Big Data, and IoT (ICCB I 2023) scheduled to be held on December 14-15, 2023, at Care College of Engineering in Trichy, Tamil Nadu, India, published by IEEE Computer Society.
2. Text Book Publication, entitled “Digital Marketing Strategies and Analysis” by Alpha International Publication (AIP), ISBN No: 978-93-5762-371-1, year of allotment: 2023

### Dr. Shikha Mittal – Associate Professor MBA

1. Published a Chapter entitled " Use of Influencers in Different Sectors of the Economy" with a book titled " Using Influencer Marketing as a Digital Business Strategy " in IGI GLOBAL DOI: 10.4018/979-8-3693-0551-5.ch002.

## Patents Published

Name of the participant	Patent Title	Application Number
Dr Vibhuti Tyagi	"Optimizing supply chain operations with IOT & Data Analytics"	Application No-202441000107
Dr. Manjusha Goel	"Accounting & Analytical model for the risk management of the economic security of the poultry enterprises	Application No-202441001281
Dr. Shivani Tyagi	The impact of Entrepreneurial skills on the development of Product Portfolios	Application No-202341064704
Dr. Shikha Mittal	The investigation aims to nalyse the service quality gap and customer satisfaction in private banks in India	Application No-202341064002
Mr. Deepak Tomar	The impact of micro finance banks have on improving women's Entrepreneurship	Application No-202341064003
Mr. Akshay Kumar	The impact of incorporating ethical principles and embracing social responsibility into management practice on the achievement of business objectives	Application No-202341074940
Mr. Akshay Kumar	Robotic Device for Human Resource Management(UK Design Patent)	Application No-6309910
Ms. Lucky Gupta	Role of commerce education challenges,Impact & Role in the economic Development of India	Application No-202341058287
Ms. Lucky Gupta	"Environmentally Green Management and sustainable Business practices in Micro,small &Medium Enterprise Business	Application No-202341041438

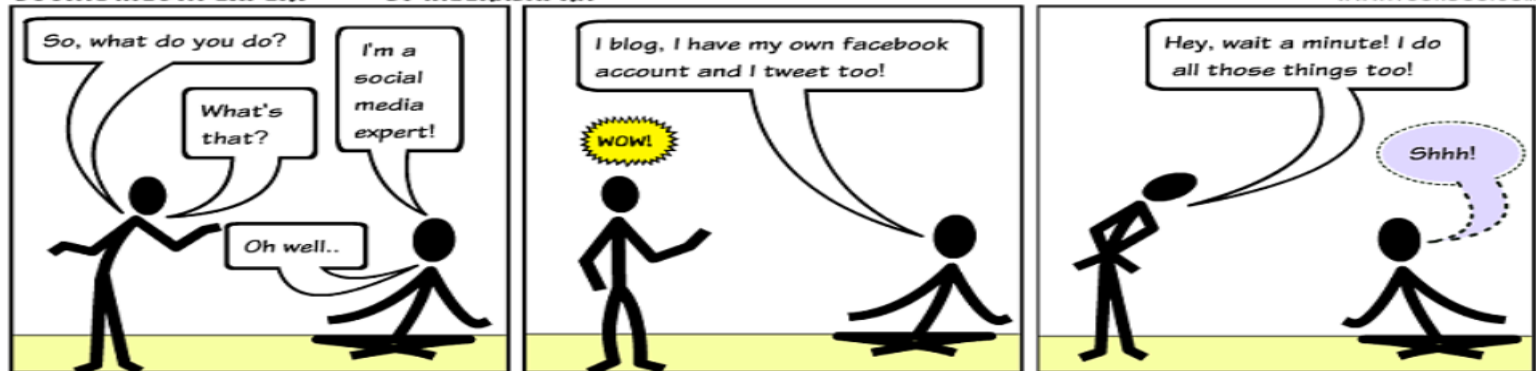


- MDP 2024
- FDP 2024
- Sales Anand 2024
- Alacrity 2024
- Alumni Meet 2024



Suggestions and comment please: [npmfba@rkgit.edu.in](mailto:npmfba@rkgit.edu.in)

### SOCIAL MEDIA EXPERT - BY MEERASAPRA



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Fintech Club	Picture Perfect Club CSR Club Humanoid Club	Markovic Club	Upskill Club
<b>Dr. Manjusha Goel</b>	<b>Ms. Nishi Pathak</b>	<b>Mr. Harsh Mohan</b>	<b>Dr. Shivani Tyagi</b>
Ms. Deepti Kapoor Mr. Pradeep Kumar	Mr. Akshay Kumar Ms. Lucky Gupta	Mr. Deepak Tomar	Dr. Shikha Mittal