

# Management Outlook

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

Bi Annual E- News Magazine

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## Wishes.....



Ms. Madhumita Guha  
Director  
Intertek India Pvt. Ltd

*As we are entering the unlocks of the lockdown the economic activities are also unlocking themselves. The business that came to standstill is regaining the momentum. There are lot changes post lockdown phases in comparison to the pre lockdown phase. The damage done to the business is recovering so is our economy. Here lies the path to opportunities that have to be dug out. We cannot sit back with the threats being posed. This challenging time is going to bring a brighter rising sun of the Indian Economy. Challenges are where the opportunities lie. They need to be tapped in the right way and on right time. What is needed for all students is to use their innovative and creative thinking to*

*make themselves the choice of the people. They need to sharpen their technical and aptitude skills. The recruiters are very intelligent. They prefer multitasking and soft skill enriched candidates. They not only expect technically sound employee but also one with sharp managerial skills. Soft skills would add an icing on top. With these things being your priorities even the sky is not the limit for you to excel. My best of the wishes are with every one of you.*

*I congratulate Department of Management Studies for their efforts & wish all the readers a very happy reading.*

## From the Desk of the Editor.....



Nishi Pathak  
Editor- Management  
Outlook

*Everyone is facing a difficult time these days in the time of pandemic. But positivity is the weapon for which Indians are famous for. We all have our hopes open. Looking for new opportunities is the need of the hour. We cannot change our past but definitely can build up our future. This is what will help us to create a better India. Let us all create a better version of ourselves.*

*I bring forward the issue of MANAGEMENT OUTLOOK-Management E-Magazine. This Bi Annual E - Magazine will take you through the journey of RKGIT-MBA, the way Department of Management Studies has lived its each moment.*

## INSIDE STORY:

- Council Activities
- Riddles
- Covid 19- Pandemic & Business
- Upcoming Events



## Take extra care for the ones who always cared for you



Senior citizens (above 60 years) are at a higher risk for severe illness from Coronavirus

- » Spend more time with them but keep them safe from the possibility of transmission
- » Regularly monitor them for symptoms (Cough, fever or difficulty in breathing)
- » Do not allow visitors at home
- » Do not shake hands or hug as a matter of greeting

Together we will fight COVID-19

For further information:

Call the State helpline numbers or Ministry of Health and Family Welfare, Government of India's 24x7 helpline numbers 1075 (Toll Free) or 011-23978046. Email at [ncov2019@gov.in](mailto:ncov2019@gov.in), [ncov2019@gmail.com](mailto:ncov2019@gmail.com)



# Kriyakalap at Department of Management

## INDUSTRIAL VISIT TO PARLE NEEMRANA, RAJASTHAN

Department of Management Studies at RGIT organized one day trip to Parle Neemrana Rajasthan for the students of management MBA I & II on 09/02/2020.

The visit to Parle biscuit nicely depicted the entire process of the whole view of the Parle Neemrana plant. The students were made aware about making of various types of Parle biscuits. Ms. Shikha (HR, Manager) presented with the stages through which the making of a biscuit the overall experience was highly interactive where students got the live exposure of actual working environment of the corporate and factory.



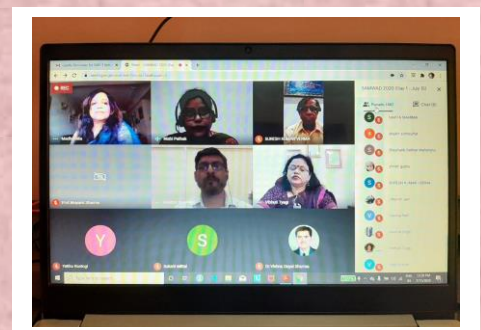
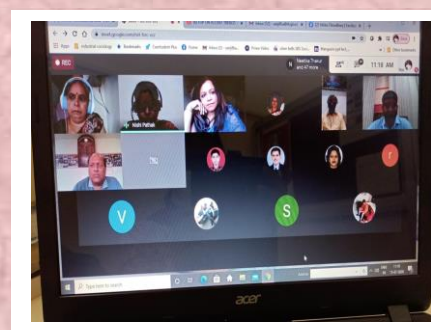
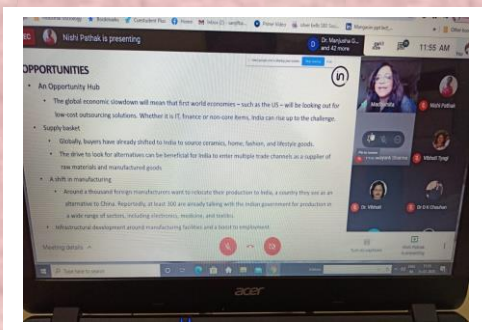
## INDSUTRY-INSTITUTE INTERACTION TALK SERIES (SAMWAD 2020)

In order to look ahead for the upcoming challenges and opportunities in the corporate world, Department of management studies organized an "Industry- Institute interaction talk series SAMWAD 2020 "titled "Business Scenario-Opportunities & Challenges Looking Ahead 2021" from 15<sup>th</sup> July 2020 to 20<sup>th</sup> July 2020 for the future managers and peoples from all over the country.

During the session practical/corporate experiences were shared with the participants. Highlight of the session were Industry professionals interaction with the participants about upcoming challenges and opportunities in corporate world post pandemic. About 300+ participants from academic, industry & students actively participated in the talk series on Google meet, YouTube & Facebook.

Following industrial professionals shared their views and experiences in the talk series.

S.N O	NAME	ORGANISATION	DESIGNATION	DATE OF INTERACTION
1	Ms. Madhumita Guha	Intertek India Private Limited	Director	15 July, 2020
2	Mr. Anil Awasthi	Tata Consultancy Services	Delivery Leader	16 July, 2020
3	Dr. Hari Narain Singh	VHPS Enterprise	CEO	17 July, 2020
4	Mr. Parag Gupta	Edelweiss Capital	Assistant Vice President	18 July, 2020
5	Ms. Pritee Agarwal	IDBI Bank	Assistant General Manager	19 July, 2020
6	Mr. Roopesh Tiwari	Penna Cement	Vice President (HR)	20 July, 2020



*"The two most powerful warriors are patience and time."*

**Leo Tolstoy**

# RKG BUSINESS QUIZ MANTHAN 2020

Department of Management Studies –RKGIT in association with Ghaziabad Management Association organized a national level business quiz competition “MANTHAN 2020” on 14<sup>th</sup> Feb ‘2020 at RKGIT Campus.

“MANTHAN 2020”, was graced by the esteemed presence of Shri Pankaj Narain Saksena- Manager & Head, NTPC-Dadri as Guest of Honour, Dr. Laxman Prasad- Director (R&D) RKG group of institutions, Dr. D R Somashekar Director –RKGIT, Shri Vinay Gupta-Executive Director GMA, Shri H G Garg Dean Student welfare and Dr. Vibhuti- Head Department of Management Studies, principals and heads of various departments. There was an overwhelming response from various colleges throughout various regions across the country. In all 52 teams from 23 colleges turned up on the final day. The quiz took place in three phases. First phase was a written round out of which 25 teams got selected out of which eight team had the direct entry into the Second phase the semi-finals. The prelims for such teams for conducted in their respective colleges.

Second phase the semi-finals was a business question answer round and seven teams were selected. These seven teams competed for the grand finale. Two rounds were the elimination round and finally five teams appeared for being the winners for MANTHAN 2020. This phase consisted of questions related to round the economy, brands, audio-visual recognition. 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’2020. They were:

POSITION	NAME OF WINNERS	College	Course
WINNER	1. Gaurav Sharma 2. Vikash Tyagi	IMS, EC	MBA 1 <sup>st</sup> year
Ist Runner Up	1. Shaurya Singhal 2. Alok Singh	Sunderdeep grp of Instt.	BBA 1 <sup>st</sup> year
IInd Runner Up	1. Amit Kr. Kashyap 2. Ganesh Gupta	IMS, EC	MBA 1 <sup>st</sup> year



The prizes for the winners were as follows:

- 1) Winners – Cash prize of Five Thousand rupees
- 2) Ist runner up – Cash prize of Three Thousand rupees
- 3) IInd runner up- Cash prize of Two Thousand rupees

The winners were also presented with the winner trophies. All the participants were also presented with a participating certificate.



# DOODLING 2020 -- E- ART COMPETITION

*“CREATIVITY IS CONTAGIOUS, PASS IT ON” – ALBERT EINSTEIN.*

With this thought in mind, Department of Management Studies –RKGIT Ghaziabad organized a “DOODLING 2020 - ART COMPETITION” held from 20<sup>th</sup> May to 30<sup>th</sup> May 2020. The theme of the competition was Covid 19. This event was judged by our esteemed and experienced faculty members Dr. Manjusha Goel, and Mr. Ashish Kumar Singh, Assistant professor RKGIT. There was an overwhelming response from various colleges throughout various regions. In all, 113 students from 45 different colleges turned up for the event. We got some of the most beautiful pieces of art from our participants. The result was declared in two categories i.e., Internal and external.

The final winners for DOODLING 2020 - ART COMPETITION were:

## EXTERNAL CATEGORY

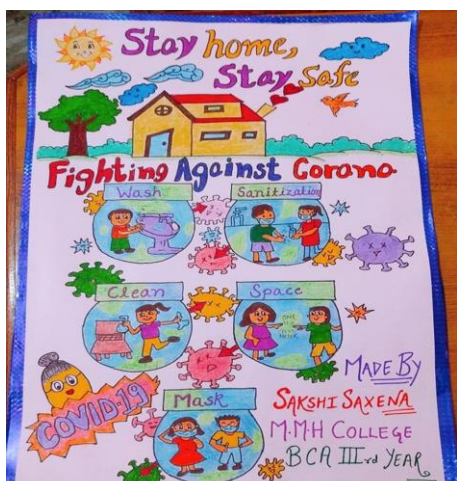
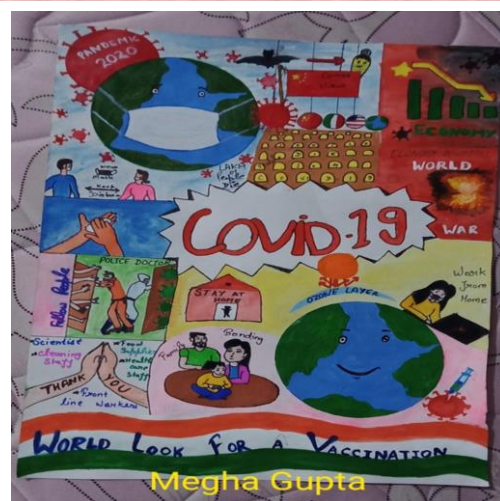
POSITION WINNER	NAME OF WINNERS	College	Course
	Anshika Verma	Mewar Institute	BBA
Ist Runner Up	1. Megha Gupta 2. Anushka Goyal	Open University of Delhi Meerut College	B.Com B.Com
IInd Runner Up	1. Sakshi Saxena	MMH College	BCA

## INTERNAL CATEGORY

POSITION WINNER	NAME OF WINNERS	College	Course
	Farhat Fatma	RKGIT	PHARMACY
Ist Runner Up	Ishika Choudhary	RKGIT	B-Tech
IInd Runner Up	Hera Sumbul	RKGIT	MBA



**Let's fight together – Covid 19**



**Some Beautiful Pieces Of Artwork**



# E-BIZ QUIZ- 2020

Department of Management Studies –RKGIT organized a business quiz competition “BIZQUIZ 2020” from 12 June to 20 June’2020 through a digital platform.

There was an overwhelming response from various colleges throughout various regions across the country. In all 620 students participated enthusiastically in the quiz from more than 90 different colleges. The quiz consists of 15 questions related to the business, industry and economy. Participants who scored above 40% were presented with the e-certificate.



## WORKSHOP ON “DATA VISUALIZATION AND DISCOVERING FOR BETTER BUSINESS DECISIONS WITH TABLEAU”



Research & Development (R&D) council organized workshop on Data Visualization and discovering for better business decisions with Tableau and the workshop focused on how the students can enable and enrich their business decisions making by using the data visualization features of Tableau in any business of any background and industry. Students were trained to empower their business by using the continuously evolving technology and outperform against their competition through an innovative means of visualizing their data. Student’s in workshop learned special features of Tableau which provides an end to end insight by transforming data in to visually engaging, interactive views in dashboards. With easy to use drag- and-drop interface, they can come up with insights in few moments, rather than months or years to respond to Competitive Dynamics.

## WEBINAR ON “HOW TO WRITE A RESEARCH PAPER FOR REPUTED INDEXED JOURNALS”

Department of management studies at Raj Kumar Goel Institute of Technology organized a Webinar on “How to write a research paper for reputed indexed journals” on 6th June 2020. A total of 350 participants from different states, across India, registered for the webinar including Research Scholars, Academicians, Industry People and Students. The invited resource person was Dr Sunil Atulkar, Associate Professor, Department of MBA, Lakshmi Narain College of Technology, Bhopal. Research papers are of utmost importance as they provide an insight into the research areas ranging from previous researches to the current state of the art tools and techniques. Further, it is essential to select a good and reputed journal for research publication as a good journal will ensure a broad target audience. In this webinar,

Dr Atulkar stated the importance and criteria of a good research paper and how to publish articles in good and reputed journals. He focused on several aspects of writing a good research paper, including the technique to approach research.



## WEBINAR ON "RESEARCH PAPER QUESTIONNAIRE



Department of management studies at Raj Kumar Goel Institute of Technology organized a Webinar on "Research Paper Questionnaire Development" on 27 June 2020. A total of 1651 participants from different states, across India, registered for the webinar including Research Scholars, Academicians, Industry people and Students. The invited resource person was Dr Sunil Atulkar, Associate Professor, Department of MBA, Lakshmi Narain College of Technology, Bhopal. A questionnaire is an essential tool for doing the survey and collecting the required information from the respondents, which leads to an accurate analysis of a field. He focused on the purpose of creating a good questionnaire, design development, selecting types of questions that should be included, scale development and selecting the appropriate length of the questionnaire.



*Let us all take a moment to salute all the corona warriors who have been working 24x7 to save our lives risking their lives*



## Covid 19- the Pandemic and Business

Coronavirus disease (COVID-19) is an infectious disease caused by severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2). It was first identified in China. Later on, World Health Organization declared COVID-19 as pandemic on March 11, 2020 which is the focus of global concern. As no specific medicine or vaccine is available, more than 7.03 million people have become infected and 3.15 million people have been recovered across 188 countries since Nov 2019. Social distancing, wearing masks, work from home, online learning, cashless payments, online marketing and businesses is new normal. There is also a huge change in the buying pattern of customers.

Amid the coronavirus pandemic, several countries have turned to lockdown to combat the infection. This lockdown means people are confined to their homes, no movement on roads, work is restricted to laptops, Schools and colleges using e-learning platforms, industries shut and economy is experiencing its worst ever depression. According to International Monetary Fund, the global economies will shrink by approximate 3%.

The implications of this outbreak are far more resilient than we think off. Still the biggest challenge companies are facing is to resume the operations. With the fast moving and unexpected variables, we have to be preparing with some survival strategies. Also, keep the check on the customers' demand, variations in the current product if any according to the social sentiment trend (forbes.com), price, place of selling the product as well as promotion strategies of doing business. This outbreak led to impacting consumer mobility in choosing as well as in consumption of the products. From zero contact delivery to virtual product display and pay per click advertising are the smart moves to gain competitive advantage. With more people working from home and technology dependence created a new demand for technological awareness and advancement. In these difficult times, different online platforms enable us to organize group meetings, webinars and workshops. Zoom, an online platform has soared an increase in its shares by 50%. Demand for religious TV Shows, Netflix, Amazon prime has risen rapidly. A vast increase in the demand of Sanitizes, liquid soaps, masks, alcohol-based wipes have overpowered the FMCG market. On one side there is a boom but on the other, there is closed business, increasing rate of unemployment, suicides, malnutrition, poverty, social mobility to hometowns and loss of labor and work can be seen.

So, the marketers' have to plan for out of the box marketing moves on screen as well as off screen to capture the market in this extraordinary situation.

What goes up but never comes back down??

I am an odd number. Take away a letter and I become even. What number am I??

Riddle Corner.....



Upcoming  
EVENTS  
MARK YOUR CALENDAR

- Extempore 2020
- Management Fest Alacrity 2020
- Collage Competition 2020
- Shodh 2020

Put forward your comment & Feedback on:

[npmba@rkgit.edu.in](mailto:npmba@rkgit.edu.in)



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