

# Management Outlook



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



Bi Annual E- News Magazine

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## Corporate Wishes.....



Mr. Sushil Kr Aggarwal  
Chairman and whole  
time Director  
AVRO INDIA  
LIMITED

It gives me immense pleasure to be addressing the new world post Covid, which is full of VUCA- Volatile, Uncertain, Complex and Ambiguous situation with lots of anxiety, hope, despair and frustration but at the same time it is immensely filled with newer opportunities and abundant possibilities, that never existed before and is offering a HYBRID model of LIFE itself, where you are able to plan and live life as per your comforts, goals, aspirations and new order challenges but still able to cruise comfortably.

We, as a country are well poised and are at the center stage of the world to become intellectual capital by offering a mix of manufacturing, technology, services, startups, leadership in all sphere of activities, thus becoming the most preferred destination due to great eco-system that exists in the history of Modern India now. I would urge our technical brains to go for a big bang and create furore by having interventions, which will become guiding principle for global companies, countries to adopt and assimilate, follow our long cherished cultural heritage, value system, which is fueled by our aspirations to become global leader. Create your mark. Jai hind

All the best to the Department of Management Studies at Raj Kumar Goel Institute of Technology for bringing this magazine and looking forward to being part of it in times to come.

## Wishes from Alumni.....



Rajeev Panchal  
HR & Compliance  
Tata Projects Limited.

Greetings to all the readers of Management Outlook. It gives me immense pleasure to find a place in the columns of this E Magazine. As it is rightly said "Time and tide waits for none", this is the basic fact of life I believe on. So hit the iron when it is hot, opportunities wait for none. I convey my heartiest wishes to the Department of Management Studies with a promise to be available when ever required for the development and upliftment of the department.

Alumni  
MBA Batch – 2005-07

## Inside Story

- Council Activities
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## From Desk of the Editor.....



Nishi Pathak  
Editor  
Management  
Outlook

In the times of today, the thought processing has evolved new horizons. Today we have found options to do our work sitting at our own comfortable zones. The work culture has changed drastically. All thanks to the pandemic and its impact on each one of us. Surely there have been the positive aspects of the changing working culture. Let us all remain positive and be the best versions of ourselves.

The E Magazine Management Outlook will take you through the journey of RKGIT-MBA, the way the Department of Management Studies has lived it's each moment.

Wishing everyone a happy reading.

### 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.



Details  
Inside

## Research and Development Council

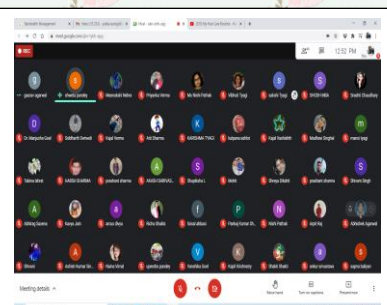
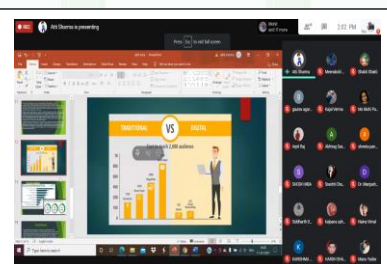
### SHODH 2020-21

The Department of Management studies of Raj Kumar Goel Institute of Technology, Ghaziabad organised the SHODH-2020-2021 an online Inter Institute student Research Paper Presentation Competition on 11<sup>th</sup> January 2021. In this program, 25 students from different cities presented their research papers. The inauguration of the competition was presided by Executive Director Dr. D. K Chauhan, Group Advisor Dr. Laxman Prasad, Director Dr. D R Somashekar, Director Academics Dr. Vikesh Chaudhary and MBA Head, Dr. Vibhuti.

On this occasion, the Chief Guest Dr. Bikrant Kesari, Professor, Department of Mgt. Studies, Maulana Azad National Institute of Technology, Bhopal (MP), India, was invited as a chief guest, who gave some important information related to new research to the students. Professor Dr. Laxman Prasad, Advisor, RKGIT also encouraged the students to do research.

Director Dr. D R Somashekar welcomed the chief guest and all the participants from all over India.

Students from all over India took part in the competition, in which Islamia College, Srinagar, PA College of Engineering, Pollachi, Tamil Naidu, IPEM, Sunderdeep College, KIET, ABESEC Ghaziabad etc. participated. Through this competition, students came to know the usefulness of research and they showed interest towards research and were excited to do more and more research in future.

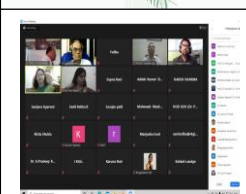
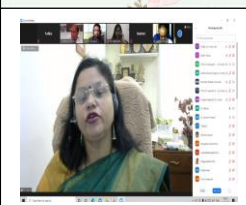
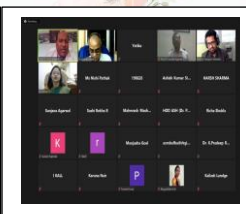


### Faculty Development Program

The Department of Management Studies, Raj Kumar Goel Institute of Technology, organized a Faculty Development Program from 22<sup>nd</sup> to 27<sup>th</sup> March 2021. The Faculty Development Program was titled "**Writing Quality Research Paper and Publishing in High Impact Journals - Tips and Techniques**". Around 47 faculty members and research scholars from various cities participated in the FDP.

Through this FDP, participants learned to write research papers, write a literature review, identify a research gap, design an accurate research design, statistical analysis, result preparation and discussion, and writing conclusions. They were taught to use more and more research methods and publish their work in high impact quality journals and contribute in developing industries and societies. The Chief Guest of this program, Dr. Mangesh Prasad Kasbekar, Professor & Program Head, Global MBA, NL Dalmia, Institute of Management Studies and Research, Mumbai, encouraged participants to conduct research.

Faculty members and research scholars from all over India participated in FDP, including Guru Ghasidas University, Central University, Jagran Lake City Business University, P.G. Department of Industrial Relations & Personnel Management, Berhampur University, Himachal Pradesh National Law University, Shimla, Vidya School of Business Meerut, University of Allahabad, Providence College for Women, Coonoor, Alankar PG College Rajasthan, M.L.Dhankar College of Commerce Maharashtra, Department of Statistics, University and Higher Education, Manipur, Acharya Pathshala College of Commerce, Bangalore, Thumbal Marik College, Oinam, Imphal, MMPG College, Kankhal, Haridwar, Thumbal Marik College, Oinam, Manipur, etc. Through this FDP the participants came to know the usefulness of research, and they showed a tendency towards research and were excited to do more and more research in the future.





## Outcome-Based Education - Faculty Training

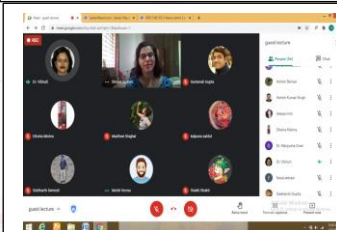
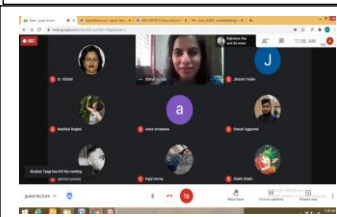
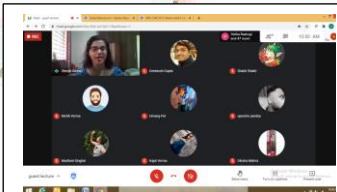
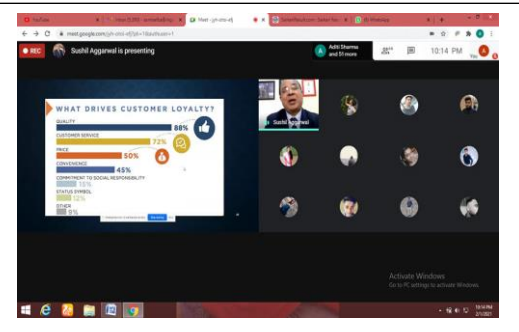
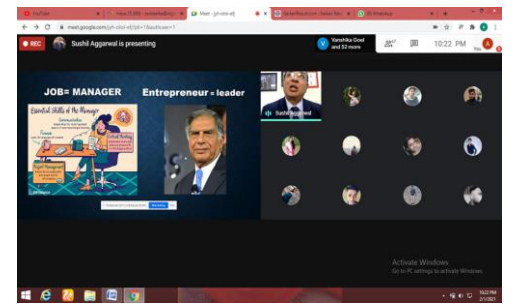
Department of Management Studies at RKGIT organised a faculty training on 7<sup>th</sup> April 2021 on the topic **Outcome-Based Education**. The trainer was Mr Gaurav Agarwal, Asst. Prof. CSE & NBA Co-coordinator; RKGIT. He trained the MBA faculty members to map Course Outcomes of their respective subjects with justifications to MBA program outcomes (PO) and methods to calculate PO attainments. He handled all the queries of faculty members effectively. The program was highly informative and valuable for all.

## Corporate Resource Management Council

### Guest Lecture

Guest Lecture on **“Building Future Ethically, A Life Engineering Process”** was organized by Department of Management Studies (MBA) RKGIT, GZB on 2<sup>nd</sup> Feb'21. Mr. Sushil Kumar Aggarwal, Chairman of Avro India Ltd 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 creation of new knowledge-based innovative ventures, industries and more avenues of employment opportunities thus turning job seekers into job creators and in the process, leading the nation towards industrial excellence and self-reliance. Various entrepreneurial activities were discussed by the speaker:-

- In order to create commercial opportunities for the students.
- To promote, nurture and advance the culture of design and innovation in the country leading to significant contributions and breakthroughs impacting quality of human life.
- To create an ecosystem facilitating students to take their innovative ideas from classrooms/labs to market/people.



### Guest Lecture

Guest lecture on **“Corporate Hiring-Challenges & Opportunities”** was organized by Department of Management Studies (MBA) RKGIT, GZB on 06<sup>th</sup> Feb'21. Ms. Shreya Suman a global business HR with 5+ years' experience in corporate was the speaker of the day. She has initiated ikusei-HR which focuses on training of behavioural skills, personality development and transformation. She is also the co-founder of Dr Suman Singh charity foundation who specifically works for skill development for underprivileged students. Participants were introduced to the requirement of the corporate from the candidate during hiring process.

Broadly following topics were covered during the lecture:

- 1) Basic understanding of HR-Requirements and its importance.
- 2) Understanding of different HR-process.
- 3) Skill set required for job.
- 4) Importance of nonverbal communication.
- 5) Skill sets required for negotiating during interview.

## LET'S SAVE OUR ENVIRONMENT BY SAVING OUR CREATURES

### Extinct Birds

- Found in Maharashtra, Madhya Pradesh and Gujarat, the *Forest Owlet* is nearly an endangered bird in India. According to various forest and wildlife conservation sources in India, only about 25 to 30 pairs of these owls exist in India.
- Initially, Forest Owlet was deemed extinct. Indian ornithologists, however, spotted this bird in forests in Madhya Pradesh and later in Maharashtra.
- These birds are widely hunted because villagers and multiple tribes wrongly consider them as a harbinger of misfortune

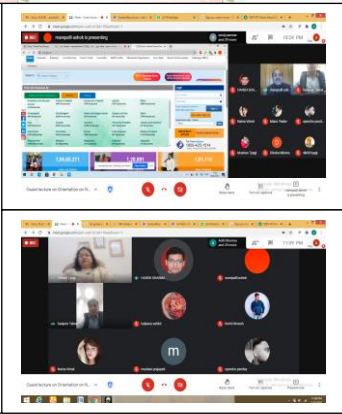


## Guest Lecture

Guest Lecture on “Orientation on National Career Services” was organized by Department of Management Studies (MBA) RKGIT, GZB on 16<sup>th</sup> Feb’21.

Mr. M.S Ashok Kumar, Joint Director, National Institute for Career Services, Ministry of Labour and Employment was the speaker of the day. Participants were introduced to the NCS Portal and its various features.

Speaker introduced participants to the creation of new knowledge-based innovative ventures, industries and more avenues of employment opportunities and how the students can be benefited by registering on the NCS Portal.



## Industrial Visit - Yakult

The virtual industrial visit to **Yakult** was organized by Department of Management Studies (MBA), RKGIT Ghaziabad on 29<sup>th</sup> April’2021 from 12:00 pm to 1:30 pm, for 1<sup>st</sup> & 2nd Year students of MBA. The flow of this Virtual tour to industry was as follows:

- Presentation Given by Mr. Aadish

In this presentation participants were introduced to the Product Range, Technology Partners for different product, Benefits of the product, Domestic Market, Global Market, Product special features, Multi operation equipment used to manufacture Yakult.

- Virtual tour of production area of Yakult

In this participants were introduced to the live production process of Yakult, starting from manufacturing, filling & packaging, quality control and other factory operations.



## E- Workshop on Product Selling

Selling skills are critical in organizations that rely on ongoing buying from customers or clients. Selling is generally one of the most persuasive forms of promotion a company has. Persuading prospects to make purchases is a common objective of sales.

Keeping in mind the importance of Selling for an organisation, RKGIT (MBA) organized **E- Workshop on product selling** on 12<sup>th</sup> June’21 for MBA 2nd Year students. The session was taken up by Mr. Harsh Mohan Sharma and Mr. Ashish Kumar Singh.

The main objective of the workshop was to familiarize the students with the product selling techniques and give them indepth understanding of various other important parameters like product promotion, importance of customer relationship and customer retention.

During the Workshop a product selling competition was organized for the student managers where 6 teams participated. It was a fun filled activity where all the students participated and learned the basic techniques related to selling.

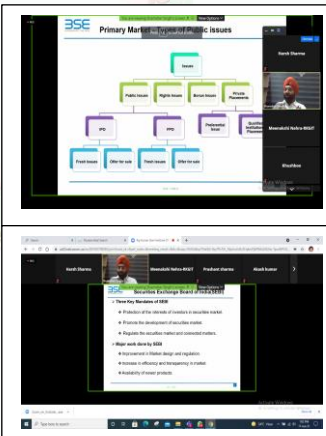


## Workshop on Financial Markets

Workshop on Financial Markets (Investor Awareness Programme) was organized by Department of Management Studies (MBA) RKGIT, GZB for 1<sup>st</sup> & 2<sup>nd</sup> year students on 17th June ’21.

Mr. Samsher Singh-Trainer & Consultant was the speaker for the day. He is currently empanelled to conduct Investor Awareness Sessions for NSE & BSE and formerly empanelled trainer with Securities Exchange Board of India (SEBI).

The expert spoke on various issues and aspects related to financial market and investing. This was conducted as part of the initiative taken by the SEBI for spreading the message of “Lessons of financial planning for young investors”. The experts also dealt with the aspect of risk-return where an individual’s level of risk tolerance is assessed.



**Thinking: the talking of the soul with itself - Plato**

# Student Activity Council

## E-Poster Making Competition

Department of Management Studies at RKGIT organized an E-Poster making Competition on the Theme "Saving Environment" on 10th April 2021 for MBA 1st and 2nd year Students.

The purpose of this competition was to recognize and enhance the creativity of students using modern tools and techniques. Many students had shown their interest and participated in the competition. The result for E-Poster Making Competition was as follows:

Winner: Shakti

Runner Up: Vanshika Goel



## Environmental Quiz

Department of Management Studies at RKGIT organized GREEN ALLIANCE: ENVIRONMENTAL QUIZ on the theme "Our Earth, Our Habitat, Our Home" for the students of almost every courses such as BBA, BCA, B. Com, B.Sc, BA, BPharm, B. Tech, B.E., BDS, B.Ed., LLB, MBA. The event was held from 24th May to 30th May 2021. Near about 600 candidates had participated in the competition & scored very well. Purpose of the event was to find out up to what extent we are aware of our environment and to create awareness about the environment. Some of the top colleges and universities that participated enthusiastically were:

Madan Mohan Malviya University of Technology, Gorakhpur, U.P.

All India Institute of Medical Science (AIIMS), New Delhi

Magadh University, Bodh Gaya

Himalayan Garhwal University, Uttarakhand

Govt. P.G. College of Excellence, Morena, M.P.

Shree H.N. Shukla Pharmaceuticals Education and Research, Gujarat

Mahatma Gandhi University, Kottayam

Dreams College, Odisha

Electronic Media Department, Bangalore University and many more.



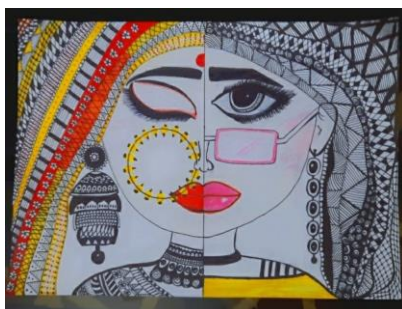
## Doodling Art Competition

Department of Management Studies at RKGIT organized a Doodling Art Competition on the Theme "Traditional India vs Modern India" from 19th April - 25th April for BA, BBA, BCA, Bcom, BSc, Btech students. The purpose of this competition was to bring out the inner talent of students on a piece of paper. All the backbenchers, all the last page artists were invited to participate and dig out the doodlers inside them. More than 50 students from different colleges had shown their interest and participated in the competition. The winners for the Doodling Art Making Competition were:

\*Winner: Shruti Goel (Vidyawati Mukund Lal Girls Degree College)

\*1st Runner Up: Payal Chaudhary (Vidya School of Business)

\*2nd Runner Up: Jatin Sangwan (Vidya Institute of Creative Teaching)



*Tell me and I forget.  
Teach me and I remember.  
Involve me and I learn.  
-Benjamin Franklin*

**Extinct Birds - The Baer's Pochard in India is listed as 'Critically Endangered' by IUCN. The main reason for their near extinction is rampant hunting and poaching of their eggs for food.**



# Student Corner

## COVID-19's Influence on Economy and how to cope up with this pandemic effects

This article is based on the recent pandemic that has occurred and is still prevailing worldwide, i.e., "COVID-19's influence on Economic condition and how we have to cope up with its effects".

As we all know that with sudden attack of this pandemic, people have suffered or should say, we, people are still suffering a lot whether it could be in terms of health issues or even loss of lives as well as economical degradation of industries or companies. Some of the economic downfalls have been discussed in the article.

In small scale industries, demand and supply both got drastically affected due to which revenue generated and profit gained by the industries started getting declined. The same problem was faced by large-scale industries as well but they gradually coped up with this as they have more economical support. Many people lost their jobs as they got fired without any prior reasons. Basically, the start-up companies were not able to run its business at the time and clients' demands were fluctuating so they couldn't afford to pay their employees or were paying very less.

If I talk about economical weaker section, they were the one who faced and suffered more as compared to others, in terms of lack of wages; not able to earn and feed their family at the time; couldn't travel here & there for daily basis wages or sometimes salary. Also, the farmers, who are known as the 'God's helping hands on earth' got highly affected by this. They produced very less and serving very less during COVID-19 pandemic. Almost every sector whether upper or lower; govt. or Pvt., has tried to cope up with this menace directly or indirectly. After highlighting most of the aspects of COVID-19 influence, now it's time to brief about some of the economy recovery measures.

In order to recover the economic situation, it will be highly recommendable to increase the rate of employability. If employability will get improved, the economic development definitely gets enhanced day by day. Secondly, the industries should start its production at much higher speed with fixed tenure. And most importantly, govt. must also provide some relaxation in monetary terms to economic weaker section so that they can cope up with their losses.

So, at last, I only want to mention that this menace of COVID-19 needs to be significantly & thoroughly analysed with an aim to cater best possible solutions & services to the needy, depending on certain measurable factors.

Shakti  
MBA 1<sup>st</sup> Year

## Business Corner

### Corporate Culture Fascination

#### Meesho declares company-wide break from November 4 for rest and recharge

Online marketplace Meesho has declared a companywide break from November 4 to November 14 for employees to completely unplug from work to help them rest and rejuvenate. The 10-day company-wide work break is a move by the startup to prioritize employee well-being and mental health support. The company has also introduced a Reset & Recharge policy. "The pandemic reflected the need to go back to the basics, be understanding and empathetic to each other. This holds true for companies as well. For Meesho, the well-being of its employees and their families have been its top priorities," the company said in a statement.

The company says its new policy aims to highlight the need for Indian corporate world to normalize mental health support.

Source - <https://retail.economictimes.indiatimes.com/news/e-commerce/e-tailing/meesho-declares-company-wide-break-from-november-4-for-rest-and-recharge/85863199>



#### Lyrebird – Superb Mimicry Skills

The lyrebird is **capable of imitating almost any sound**. Lyrebirds have been recorded mimicking human sounds such as a mill whistle, a cross-cut saw, chainsaws, car engines and car alarms, fire alarms, rifle-shots, camera shutters, dogs barking, crying babies, music, mobile phone ring tones, and even the human voice.

## Olympics

Game	Athlete	Medal
Javelin throw	Neeraj Chopra	Gold
Wrestling (57 KG)	Ravi Kumar Dahiya	Silver
Weight Lifting (49 Kg Women)	Mirabai Chanu	Silver
Women's Singles Badminton	PV Sindhu	Bronze
Women's Welterweight Boxing	Lovlina Borgohain	Bronze
Hockey	Indian Hockey Team	Bronze
Wrestling (65 Kg)	Bajrang Punia	Bronze

## Paralympics

Game	Athlete	Medal
Women's 10m Air Rifle Shooting Standing SH1	Avani Lekhara	Gold
Men's Javelin Throw F64	Sumit Antil	Gold
P4 Mixed 50m Pistol SH1	Manish Narwal	Gold
Badminton Men's Singles SL3	Pramod Bhagat	Gold
Badminton Men's Singles SH6	Krishna Nagar	Gold
Women's Singles Table Tennis - Class 4	Bhavinaben Patel	Silver
Men's High Jump T47	Nishad Kumar	Silver
Men's Javelin Throw F46	Devendra Jhajharia	Silver
Men's Discus Throw F56	Yogesh Kathuniya	Silver
P4 Mixed 50m Pistol SH1	Singhraj Adhana	Silver
Men's High Jump T63	Mariyappan Thangavelu	Silver
Men's High Jump T64	Praveen Kumar	Silver
Badminton Men's Singles SL4	Suhas L. Yathiraj	Silver
Men's Javelin Throw F46	Sundar Singh Gurjar	Bronze
Men's 10m Air Pistol Shooting SH1	Singhraj Adhana	Bronze
Men's High Jump T63	Sharad Kumar	Bronze
Women's 50m Rifle 3 Positions Shooting SH1	Avani Lekhara	Bronze
Men's Individual Recurves Archery	Harvinder Singh	Bronze
Badminton Men's Singles SL3	Manoj Sarkar	Bronze

## Upcoming EVENTS

- Shodh 2021
- Manthan 2021
- Extempore Competition 2021
- Lamhe 2021
- International Conference 2021
- Parichay 2021
- Alacrity 2021

## Wonder Smiles

\*\*All Birds information mentioned in the edition sources from Wikipedia



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"The Achievements Of An Organization Are The Results Of The Combined Effort Of 'Each Individual'".