

Management Outlook



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



Bi Annual E- News Magazine

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Learning Routes

With 2021 saying us a Goodbye, I hope that you begin your YEAR 2022 with contentment and joy. Each new year begins another chapter of life for all of us. Wishing you a lesson full of success, enthusiasm and happiness. It has been a pleasure; I got to know and build a Business Relationship with your esteemed organization. Thanking the Placement Team of RKGIT, it was a wonderful experience throughout the interaction. The outlook on education today has been entirely changed. Gone are the days when degree was enough to get a career. The hands-on understanding of real-life application of a subject is of immense importance. RKGIT must be appreciated for taking one step ahead, I would appreciate the efforts, Modified Strategies and the Guiding Methodology that your team has been creating for students. I am glad to observe, the way students are trained, guided at every step of their course curriculum and at Placement Drives. It has been enriching for me to meet Experienced Professionals and as I would like to quote "Mentors".
May the New Year fill your heart with love. Have a great new year 2022

Wishes from Vice Chairman.....



Shri Akshat Goel
Vice Chairman
RKG Group

New Year Entering our lives is opening new horizons. Past two years have no doubt been full of ups and downs, but they have paved new paths for us. The two years have taught us to be strong and to survive in toughest situations, this is what life lesson is. It keeps on reminding us "You Can do Anything, Just Believe in Yourself". Let us all be courageous & confident for all the upcoming challenges. Let us be the best versions of ourselves.
Cheers to more success to come this New Year

From the Desk of Editor in Chief.....



Dr. Vibhuti Tyagi
Head
Deptt. Of Mgt.
Studies

New Year, New Resolutions, New Opportunities & New Efforts. Success is a blend of thoughts and efforts put together. To do anything big, we need to think big. And then put in our best efforts to reach our goals. Spread happiness, spread joy, because something new is going to happen.
Wishing Everyone a Prosperous, Healthy and Safe New Year.
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.

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.

Inside Story

Council Activities
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Student Corner
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Upcoming Events



Kriyakalap at Department of Management Studies

Student Activity Council

Lamhe'21

The Department of Management Studies (MBA) with its student managers of MBA 1st year organized "LAMHE'21" - Farewell Party to bid farewell to 17th batch (2019-21) on 23th October'21. The party began with the heart-warming welcome of the seniors. Various events of entertainment, title giving, Mr. and Ms. Farewell competition etc. were the part of the Farewell Party. Movie of memories created by MBA 1st year created cherishable and emotional moments for the senior students. Many senior students shared their experiences at RKGIT. Around six students bagged the Best Event Manager trophy. Mr. Akash Kumar and Ms. Tabina Ishrat won the Mr. and Ms. Farewell'21



Department of Management Studies along with the students of MBA 2nd year organized Welcome Party for MBA 1st year students on 7th December'21. 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 one with lots of joy, laughter, excitement and celebrations.

Welcome Party

Mad Over Ad'21

Department of Management Studies organized a **Poster Making Competition, 'MAD OVER AD' on 13th November'21** for MBA 1st and 2nd year students. The competition helped the students to unleash their creativity and carve out the best advertisement poster. Many students enthusiastically participated in the competition. Winners were:

- Winner - Kavya, Diksha, Kajal (2nd Year)
- 1st Runner Up - Muskan Kashyap, Radha & Shivam (1st Year)
- 2nd Runner Up - Prachi & Nidhi (1st Year)



I-Manthan'21

Department of Management Studies organized "I-MANTHAN"- Business Quiz on 17th December 2021 for the students of MBA 1st & 2nd year. The purpose of Business Quiz was to test the Business Knowledge of the students in a fun and educative way. The quiz was conducted in two phases: Preliminary Phase- (Written Round) and Grand Finale. Top 7 seven teams were selected for Grand Finale. Winners of the I-MANTHAN were:

- Winner: Faisal, Shivam Singh (MBA 2nd year)
- 1st Runner Up: Tanya Tyagi, Abhishek Mishra (MBA 1st year)
- 2nd Runner Up: Shivam Singh, Shivam Singh (MBA 1st year)



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Corporate Resource Management Council

Guest lecture on “Government Schemes to Boost Entrepreneurship”

Department of Management Studies organized a Guest lecture on “Government schemes to Boost Entrepreneurship” on 1st July’21 for MBA 1st and 2nd Year students.

Smt. Anila Choraria, Assistant Director at O/o DC-MSME, Ministry of Micro & Medium Enterprise was the speaker for the day.

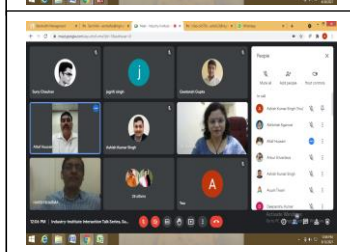
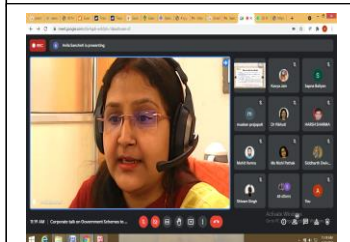
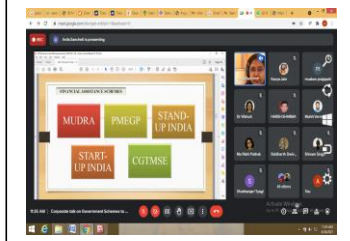
The main objective of the guest lecture was to familiarize the student with the various government promotional schemes for the existing and upcoming entrepreneurs.

Apart from familiarizing the students with various government entrepreneurship boosting schemes 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 discussed by the speaker were: -

- Creating commercial opportunities for the students.
- Promoting, nurturing and advancing the culture of design and innovation in the country leading to significant contributions and breakthroughs impacting quality of human life.



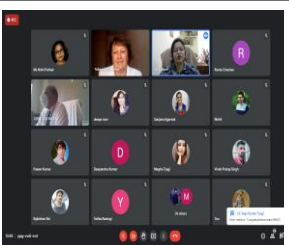
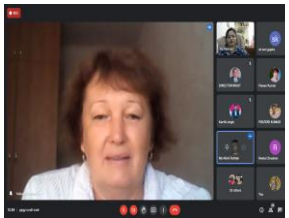
International Expert Talk - “Developing Competitive Strategy”

Department of Management Studies at RKGIT organized an International Expert Talk on “Developing Competitive Strategy” for 1st&2nd year students on 6th July’21.

Dr. (Prof.) Yelina Prokhorova (Associate Professor, Dy. Head Management Department) SHEE “Kyiv National Economic University, UKRAINE was the orator for the expert talk.

The talk focused on competitive strategies that can give an edge to the organization over the competitors in business and are crucial for success of any organization. Participants were introduced to various marketing strategies like: Cost Leadership, Differentiation and Market segmentation.

Apart from familiarizing the students with various Competitive strategies, participants were introduced to the present competitive challenges and the way to overcome them.



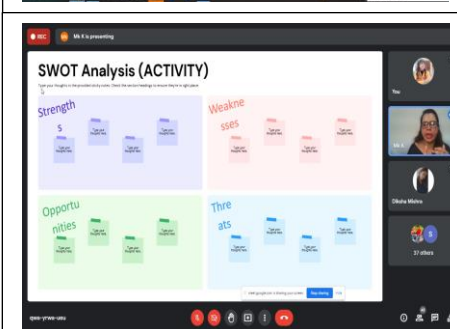
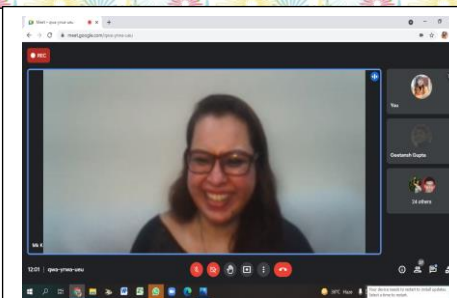
Workshop On Intrapersonal Skill Enhancement

Department of Management Studies at RKGIT organized a Workshop on “Intrapersonal Skill Enhancement” for 1st&2nd year MBA students on 10th July’21.

Ms. Michelle Khanna, Corporate Trainer- “Ladders to Success” was the speaker for the workshop.

She discussed in detail about the importance of Intrapersonal skills in the career of an individual, and how sharpening those skills can give an edge to the individual over the competitors in Business and are crucial for success of any organization. Participants were introduced to various Intrapersonal skill (Soft skill) sets like, Active listening, Leadership, Flexibility, Motivation, Conflict resolution and Negotiation.

Apart from familiarizing the students with various soft skills, participants were introduced to the SWOT Analysis.



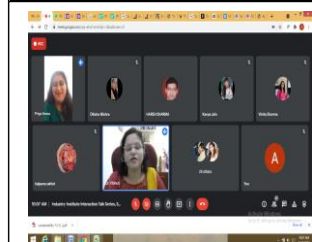
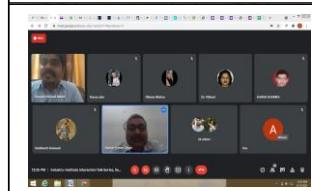
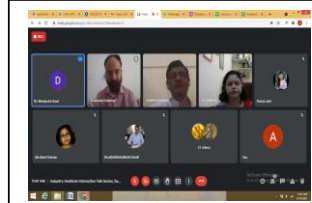
When something is important enough, you do it even if the odds are not in your favor.

Elon Musk

Industry-Institute Interaction E -Talk Series (Samwad 2021)

Department of Management Studies at RKGIT organized an “Industry- Institute Interaction E-Talk Series SAMWAD 2021 “on the theme "**Resilience and Reinvention in Managerial Practices: Overcoming Hardship and Challenge** from 9th -13th August 2021 for the future managers from all over the country. During the session practical/corporate experiences were shared with the participants. Highlight of the session was 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 this E- Talk Series. Following industrial professionals shared their views and experiences in the talk series:

S.NO	NAME	ORGANISATION	DESIGNATION
1	Mr.Taranjeet Singh	Innvocon Learning Solutions Pvt. ltd	Co-Founder & CEO
2	Mr. Shashank Shekhar Mishra	AON Cocubes	Lead-Strategic Partnerships (India)
3	Mr.Vaseem Ahmad Baksh	G.K.Burman Herbal (India) Pvt ltd	Zonal Sales Manager (South India)
4	Mr.Altaf Hussain	ITC ltd	Head-HR (Haridwar)
5	Ms. Priya Arora	Big Bazaar (Future Group)	Assistant Manager-HR



Placement Awareness Session

Department of Management Studies at RKGIT organized a session on Placement Awareness on 25th September’2021 for 2nd Year students. The session was conducted by Mr.H.M. Sharma & Mr. Ashish Kumar Singh. The key points that need to be kept in mind, while going through the interview process were discussed. 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.

Food Without Fire Activity

Department of Management Studies at RKGIT organized a Food without Fire activity for MBA 1st and 2nd year students on 21st October’ 21.

Innovation, Team Spirit and creativity are a crucial part of business, as it is often necessary for colleagues to work well together, trying their best in any circumstances. The main objective of the activity was to make students understand the importance of coordination and cooperation and how to effectively work in the groups in spite of personality differences. It was a fun filled activity where total 15 teams participated.



Industrial Visit to Mother Dairy Plant, Delhi

Department of Management Studies at RKGIT organized one day Industrial Visit to Mother Dairy Plant located in Delhi for the students of MBA 1st Year on 9th November 2021.

Mr. Pillai (Factory Operation Manager) gave a presentation related to the history of Mother Dairy plant. He told the students about the white revolution and primitive and newer modes of milk collection and distribution. He explained in detail the steps involved in milk processing. Further a small documentary film of mother dairy plant was shown, which depicted the process of milk production.



Industrial Visit to Avro India Ltd, Gzb

Department of Management Studies at RKGIT organized an industrial visit to Avro India Ltd located in Vijay Nagar, Ghaziabad for the students MBA 1st year on 15th November 2021. The visit to AVRO India Ltd, Ghaziabad nicely depicted the whole view of the furniture plant, the students were made aware about making of various kinds of furniture. They showed the working of how the plastic is passed through many stages to convert it into furniture. The entire process included chair manufacturing, packaging, and then dispatching to various customers. The overall experience was highly interactive where students got the live exposure of actual working environment of the corporate.



Guest Lecture on BFSI Industry & Banking System

Department of Management Studies at RKGIT organized a Guest lecture on Banking System (BFSI Industry Banking system) on 25th Nov'21. Mr. Anuj Mathur & Mr. Pulkit Arora from Shriram Insurance conducted the session and were the speakers for the day. The experts spoke on various issues and aspects related to financial market and investing. Main aim of conducting the lecture was 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.



Research and Development Council

Business Plan Competition 2021

Department of Management Studies at RKGIT organized a Business Plan Competition on 14th December, 2021 for MBA students. The purpose of Business plan competition is to encourage entrepreneurship among students and to create a marketing roadmap. It also helped in developing innovative ideas, creative thinking and sharpening their organizational and communication skills. Various teams were asked to prepare a business plan of a new service or product. The Winners were:

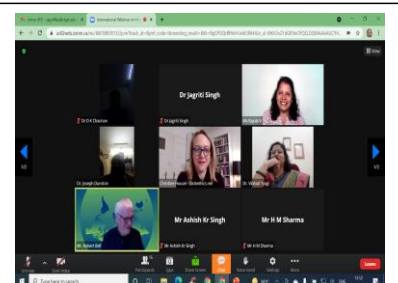
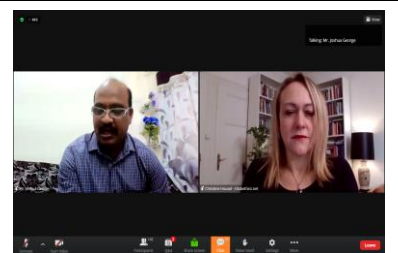
- Winner – Shivangi & Anshika Tomar
- 1st Runner Up – Radha Goyal & Muskan Kashyap
- 2nd Runner Up – Chavi Tyagi & Sheetal



International Conference on "Higher Education as the Gateway to an Ethical and Peaceful world"

The Department of Management Studies of Raj Kumar Goel Institute of Technology, Ghaziabad organized a two days International Conference on "Higher Education as the Gateway to an Ethical and Peaceful world" in association with Globethics.net India headquartered in Geneva, Switzerland on 25th-26th Nov 2021.

This conference aimed to discuss fundamental issues, importance and challenges of ethics & peace, which can be included in higher studies. Focusing on these critical areas, *International/National Resource persons Mr. Robert Bell, Rev. Dr. Jose Nandhikkara, Dr. Joseph Dunston, Dr. Githa Heggde, Dr. Mr. Joshua George, Prof. Dr. Zoher Ghadijally and Ms. Christine Housel* presented their views to develop insight for the inculcation of ethics & peace in teachers, students, participants, etc. for the well-being of society. About 550 participants took part in the conference globally.



Faculty Achievement

- Copyright Published – Copyright registered in the name of **Dr. Vibhuti Tyagi, Dr. Ashish K Singh, Ms. Nishi Pathak** on the topic “Logistic Supply Chain Management Using Multiple User Collaboration Platform”.
- Rani, L., **Tyagi, V.** and Arora, M. (2021) “Employee Motivation: An Indian Perspective”, Transnational Marketing Journal. London, UK, 9(3), pp. 597 –. Doi: 10.33182/tmj. v9i3.1318.(Scopus Indexed)
- **Singh, Ashish Kumar** & Sunil Atulkar (2021), "Role of psychological and technological attributes on customer conversion to use food ordering apps", in Journal of Retail & Distribution Management, ISSN: 0959-0552, Vol. 49 No. 10, pp. 1430-1446. With Scopus index, Publishing with Emerald Publishing Limited, ABDC- A Category, SSCI listed journal. ABDC-A, Impact factor 4.17(2021), H SCORE-73.
- **Dr. Jagriti Singh** successfully completed NPTEL Course on Design Thinking.

Student Achievement

- Anshika Tomar and Shivangi Agarwal, won 3rd prize in Debate Competition organised by GMA (STUGMA) at AKG College on the topic “Covid is a Boon in Disguise on 18th November 2021.
- Prashant Singh MBA 2nd Year won Bronze Medal in high jump in AKTU Zonal Sports Fest on 22nd & 23rd Nov. 2021.



बचपन

बचपन के भी क्या दिन थे ना ?
ना कोई जरूर था, ना कोई जरूरत
न किसिकी खामिया थी न किसी के वादे
न सपने देखते थे, ओर न सपने टूटते थे
न झूठे वादे थे, ओर न झूठे लोग
एक छोटे से एक रूपीय की टॉफी में भी बहुत खुश होते थे हम
नन्हे सपने थे, नन्हे ख्वाब थे
उन नन्ही सी आंखों में खुशियां साफ थी
न कोई कसमें थी, न कोई वादे
बस साफ थे सारे इरादे
दिन भर खेल कूद कर थक जाते थे
नींद भी मां की गोद के आशियानों में ही आती थी
मां भी हमे दिनभर ढूँढ ढूँढ कर थक जाती
बाबा के तो लाडले थे हम पूरा जहां बस्ता था बाबा में
चला गया बचपन रह गई बस यादें
बस अब वो बचपन का २ रुपए आगे भाग रहा है और हम सब
उसके पीछे।

*कितनी हसीन थी ना ?

यादें बचपन की



Shivam
MBA 1st Year

बड़ा कदम लक्ष्य की ओर

चल बड़ा कदम
रहा होगी थोड़ी मुश्किल
लेकिन तू रुक मत, चलता चल
होगी सफर में थोड़ी धुप
लेकिन तू चलता चल, चलता चल।।।
जवान कि तोप सा सद,
मरूस्थल से भी जल निकलेगा.
मेहनत कर, पौधों को पानी दे
बंजर जमीन से भी फल निकलेगा.
ताकत जुटा, हिम्मत को आग दे
फ़ौलाद का भी बल निकलेगा।।।
जब तक न सफल हो, नींद-चैन को त्यागो तुम
संघर्षों का मैदान छोड़ मत भागो तुम
याद रखो अपना लक्ष्य
फल अवश्य मिलेगा
बस करते जाओ मेहनत तुम।।।
बस करते जाओ मेहनत तुम।।।



Aniket Bansal
MBA 1st Year

Glimpse 2021 – Cheerful Faces.....



Even Santa was Masked this Year too

RIDDLE

I am a bird, I am a fruit and I am a person. What am I?

Mail your valuable Suggestions and Comments
npmbafba@rkgit.edu.in

UPCOMING EVENTS

- Shodh 2022*
- Manthan 2022*
- Doodling Competition 2022*
- Alacrity 2022*
- Lamhe 2022*



Raj Kumar Goel Institute of Technology			
Department of Management Studies			
Departmental Councils			
Chairperson: Dr. Vibhuti			
Academic Council	Student Activity Council	Corporate Resource Management Council	Research & Development Council
Dr. Manjusha Goel	Ms. Nishi Pathak	Mr. Harsh Mohan	Dr. Ashish K. Singh
Mr. Pradeep Kumar	Ms. Yatika Rastogi Ms. Monika Nagar	Mr. Ashish K. Singh	Ms. Richa Shukla Dr. Jagriti Singh