

Management Outlook



Bi Annual E- News Magazine

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

Issue January – June 2022, Vol. 6 No. 1

Chief Patron

Shri Dinesh Kr Goel
Shri Akshat Goel

Patron

Dr. Laxman Prasad
Dr. D K Chauhan

Advisory Board

Dr. D R Somashekar
Dr. R K Yadav
Shri H G Garg

Editor in Chief

Dr. Vibhuti Tyagi

Editor

Ms. Nishi Pathak

Student Editors

Kavya Jain
Anshika Tomar
Siddharth Dwivedi
Shivam

Inside Story

-Council Activities

-Interview
Highlights

-75th Amrit
Mahotsav Themes

Corporate Wishes.....



Mr. Chirag Kansal
Founder & CEO
RICH Lifestyle

It has always been a pleasure to be surrounded with energy full of youth and enthusiasm. The energy which I felt with the students of RKGIT is tremendous. As I always say Learning doesn't come from merely knowing things, it comes when you step out, take actions and change your results in life. The feedback of those results is what we call Learning. The kind of learning environment which RKGIT provides to its students is completely differentiated and results oriented. I take this opportunity to congratulate both the organisation and its students for marvellous successes they had and convey my Best Wishes for their future endeavours.

From the Desk of the Editor.....



Nishi Pathak
Editor -
Management
Outlook
E Magazine

So here, we celebrate the 75th year of our Independence – a proud moment for all of us. I salute our Mother Nation and the brave sons whose efforts and sacrifices gave all of us the space to breath free and feel free. Let us now focus on the independence of thoughts, independence of wellbeing, independence of appreciating, independence of equality. These independence are the effort of the individual from within; and every effort counts in building a Nation. Let us all add to the glory of our Nation, appreciate everything we have and celebrate our freedom. **Jai Hind. Jai Bharat!!!!**

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.

**May the flag of our country fly higher and
higher each year!**



Kriyakalap at Department of Management Studies

Student Activity Council

Doodling Art Competition

Department of Management Studies at RKGIT organized a “**Doodling Art Competition**” for the students of BBA, B. Com, B.A, B.Sc., B. Tech, B, Pharm, MBA, M. Com. on the theme “**Science & Technology for Sustainable Future**” from **6th -11th May 2022**. The objective of this competition was to explore creativity and innovative ideas through art. It helped the students in enhancing creative problem-solving skills. Students enthusiastically participated and showcased their best talent. Results were in the following manner:

Winner: Nikita Rawat- BBA, Uttaranchal Institute of Management, Dehradun

Runner Up: Muskan Kashyap –MBA, RKGIT



RKG-Business Quiz - Manthan' 22

Department of Management Studies at RKGIT in association with Ghaziabad Management Association organized a national-level Business Quiz competition” **MANTHAN 2022**” on **21st May '2022**

“**MANTHAN 2022**”, was graced by the esteemed presence of Dr. Sunaina Dutta, Corporate Head-HR, Hettich India Pvt, Ltd. as the 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. The quiz took place in three phases. The first phase was a written round in which 20 teams got selected.

The second phase the semi-finals was a business question-answer round and seven teams were selected. These seven teams competed for the grand finale. Out of seven; two rounds were the elimination round. This phase consisted of questions related to the economy, brands, and 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'2022**. They were:

POSITON	NAME OF WINNERS	College
WINNER	1. Shaikh Ubaid 2. Ashish	LPU, Punjab HRIT
I Runner Up	1. Akshat 2. Aryan Sharma	INMANTEC
II Runner Up	1. Suraj Kr. Tiwari 2. Monika Rajput	Lloyd Business School

Lamhe' 22

Department of Management Studies at RKGIT along with the student managers of MBA 1st year organized “**LAMHE'22**” - Farewell Party to bid farewell to the 18th batch (2020-22) on **4th June'22**. The farewell party began with the heart-warming welcome of the seniors. A memory movie was created by MBA 1st year students which showcased their entire journey at RKGIT creating cherishable and emotional moments for the students. Mr. And Ms. Farewell were selected on the basis of three rounds on various parameters. Exciting titles with gifts were given to the passing out students which made them ecstatic and nostalgic at the same time. Best event Managers and supporting managers throughout their two-year journey were given to Siddharth, Mohit, Rahul, Kavya, Sunny, Kajal, Sharad, Ankur, and Shivam. A special award was given to Ms. Naina for her outright support in all the events at the department.

Mr. Mohit Singh and Ms. Naina won the titles of Mr. and Ms, Farewell'22.



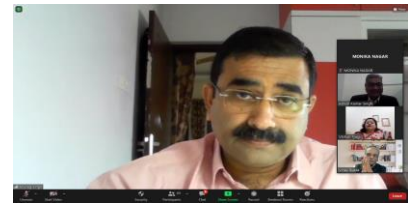
Research and Development Council

Shodh-2021-22

The Department of Management Studies at RKGIT, in association with Ghaziabad Management Association conducted Shodh-2021-2022- an online Inter Institute research paper presentation competition on 25th February 2022. In this competition, 45 students from different cities presented their research papers. The program was presided by Dr. D. K Chauhan, Executive Director- RKG Group, Dr. D R Somashekar Director-RKGIT, Shri Vinay Gupta, Executive Director Ghaziabad Management Association, and Dr. Vibhuti, Head-MBA.

On this occasion, Dr. Anurag Singh, Professor, Institute of Management Studies, Banaras Hindu University, India, was invited as a chief guest, who gave some vital information related to current trends in research to the participants.

Students from pan India took part in the competition. Some were from Flame University, Pune, Muthayammal College of arts and science, Tamilnadu, Suresh Gyanvihar University, Jaipur, KIET Ghaziabad, Jaipuria Institute of Management Ghaziabad, ABES Ghaziabad, AKGIM Ghaziabad, etc. were available.



Faculty Lecture - Introduction to Research and its Scope

The Upskills club of Department of Management Studies, RKGIT organized a lecture on **Introduction to Research and its scope** on 18th April'2022, for MBA 1st and 2nd Year students. The purpose was *to make students aware & update on the importance of Business research to students*. Undertaking *research in business management* aids a business plan & strategies for the future, based on the past. It helps business organization to design & implement effective plan for more viable in its field.

Collage Making Competition -Scope of Green Marketing in Business

The Upskills club of Department of Management Studies, RKGIT organized a collage making competition on "Scope of Green Marketing in Business" on 25th April'2022, MBA 1st and 2nd Year students. The purpose of collage making competition was to make students aware & update on the importance of Green Marketing Practices in Business. It gave students opportunities to explore green marketing practices implemented by business organizations. Total 13 teams, consisting of 2 members each participated in the competition.

The Winners Were:

- 1st Position – Radha Goyal & Muskan Kashyap
- 2nd Position – Shivam Bhardwaj & Kuldeep
- 3rd Position – Shivangi Agarwal & Nidhi Singh



"I showed up early for my job interview to show you that I'm a man ahead of his time."



I want to withdraw my resignation. The company which hired me is hiring my boss too.



"Never say, 'I can't do it.' Say, 'It may be possible.' Sounds less negative and more like the author of a self-help book."

Corporate Resource Management Council

Alumni Talk

Alumni are the backbone of any institute and are torchbearers for younger generation. In order to guide current batch MBA students and give them a Glimpse of the Corporate World, Alumni Talk had been organized for MBA students by Corporate Club of Department of Management Studies, RKGIT on 12th May'2022.

Department invited 2008 batch Alumni, Mr. Vijay Agarwal, who is currently working as Assistant Manager in Finance dept. with Motherson Automotive Elastomers Technology. He delivered his talk on "Fundamentals of Financials", and interacted with the students about requirement of corporate world from MBA professionals. Students felt a lot wiser apart from having dual benefits of getting reconnected with the alumni as well as learning from their experiences.



Industrial Visit – Parle, Neemrana

Department of Management Studies, RKGIT organized one day visit to Parle Neemrana, Rajasthan for the students of MBA 1st & 2nd year on 19th April 2022. The visit to Parle biscuit nicely depicts the entire process of the whole view of the Parle Neemrana plant, where the students were made aware about making of various types of Parle biscuits. Mr. Mahendra (HR, Manager) showed us the presentation of how the biscuit and cookies are passed through many stages to give it proper design and baking. The overall experience was highly interactive where students got the live exposure of actual working environment of the corporate.

Market Survey – Patanjali Products

In order to give the students practical /live exposure regarding market research /Survey, Department of Management Studies, RKGIT organized a market survey for MBA 1st year students from 21st -23rd May'2022. The activity was performed in a group of 5-6 members. The survey was performed on Patanjali products where student managers gathered information regarding various Patanjali products from dealers of various locations.

The objective of the project was to conduct research on Patanjali Products in the market, and to study the behaviour of Patanjali retailers and also to find out customer preferences about Patanjali.

It was a fun filled activity where all the students participated and learned the basic techniques related to Product Survey. Areas covered were Ghaziabad, Hapur, Meerut, Modinagar and nearby areas.



Workshop on Product Selling

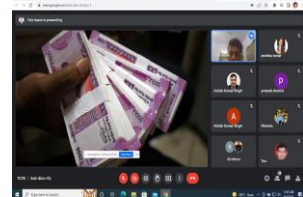
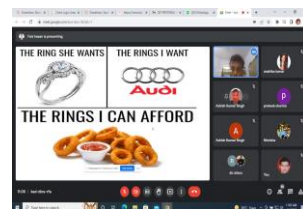
Selling skills are critical in organizations that rely on ongoing buying from customers or clients. Selling is generally one of the most persuasive forms of promotion a company has. Persuading prospects to make purchases is a common objective of sales. Keeping in mind the importance of Selling for an organization, Department of Management Studies, RKGIT organized a Workshop on product selling on 09th May'2022 for MBA 1st Year students. The main objective of the workshop was to familiarize the student with the product selling techniques and give them in depth 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.

Guest Lecture -Various Pricing Strategies in Marketing

Department of Management Studies, RKGIT organized a guest Lecture on “Various pricing strategies in Marketing” for MBA 1st year students on 9th June’2022.

Mr. Faiz Hasan (Former Academic Associate) from Indian Institute of Management (IIM, Indore) was the speaker of the day. Participants were introduced to the current corporate challenges related to product pricing and how to convert those challenges into opportunities.

Speaker introduced participants to the existing various pricing models and strategies that are used by the corporates to tap the customers and creation of new information based innovative pricing strategies, and in the process, leading the organization towards sales maximization and profitability.



Workshop – Specialisation Selection

For most management students, choosing a specialization is often a tough decision. And it is rightly so, because it plays a key role in determining the career path of the students. Keeping it in mind Department of Management Studies, RKGIT organized a workshop for MBA-1st Year students related to their Specialization selection on 17th June’2022. During the interactive workshop students query related to selection of specialization were answered and they were made aware of the parameters on the basis of which they can take a decision of selecting their specialization subject. The session was taken by following CRMC Council members; Mr. Harsh Mohan Sharma and Mr. Ashish Kumar Singh.

“SUPER INVESTOR” Mock - Stock Trading Challenge

Department Of Management Studies, RKGIT organized “SUPER INVESTOR” Mock - Stock Trading Challenge from 28th April-2nd May, 2022 for students of MBA 1st year. This event allowed the students to get acquainted with basics of share trading. It also helped the students to feel the excitement and taking instant decision involved while making a stock trade. 1st Year students participated in the event with full enthusiasm making it a grand success.

Participants who stood out and were declared as winners are:

1st Position - GOVIL NARESH (1st Year)

2nd Position - AAKASH RAGHUVANSHI (1st Year)

3rd Position - PRIYANSHU MALIK (1st Year)



Kalpana Sehlot

Process Associate

Hinduja Finance

Batch – 2020-22

Our Proud Alumnus

There is a time and place that remains forever in your heart and mind- the college and the college life. I cherish memories of every moment I spent at RKGIT. It holds a great importance in my life. When I first stepped in the campus of MBA, I was totally confused about my growth, my career, my future; but everyone in the department extended full support in my development. And today here I stand as a proud alumnus of RKGIT-MBA. I convey my best wishes to everyone associated as students of MBA, just trust the faculty members and the curriculum; you will surely come out with flying colours.

Retail Corner

Interview Highlights

20-25% of businesses in India are run by women but less than 2% are able to raise capital.

“As women, we struggle with equity as well as debt fund raising and the number of women founders should go to 30-40% over the next decade. Hopefully we will have a similar ratio in terms of the number of women getting funded as well because without access to capital, it is hard to scale and build large enterprises.”

“The kind of founders that VCs want to invest in are a specific type of ambitious characters which sometimes women are not”



- **Vineeta Singh, CEO, Sugar Cosmetics**

Ques. A lot of women entrepreneurs are still struggling to find the right framework, the right support system to grow and sustain businesses. Why do you think that is the case?

You are right. While about 20-25% of businesses in India are run by women, less than 2% of them actually are able to raise any capital and the participation of women in work forces has been declining. All these factors are related to the whole conditioning while growing up as well as support that women are able to get at their homes. I myself have faced biases in my entire fundraising journey. In the last three-four years, things have improved and come a long way. Firstly, a lot of the decision making is still controlled by men and that means companies which want to invest are more related to categories that they can relate to. Also the kind of founders that VCs want to invest in are a specific type of ambitious characters which sometimes women are not. I do feel that it all boils down to the bias in the decision making process. Apart from that, there is definitely a structural lack of access and while there are certain policies and amazing initiatives like the SIDBI Fund of Funds which is of several thousands of crore, do not have a clear mandate of supporting more women entrepreneurs. So, as women, we struggle with equity as well as debt fundraising and the number of women founders should go to about a 30% to 40% over the next decade.

Hopefully we will have a similar ratio in terms of the number of women getting funded as well because without access to capital, it is hard to scale and build large enterprises.

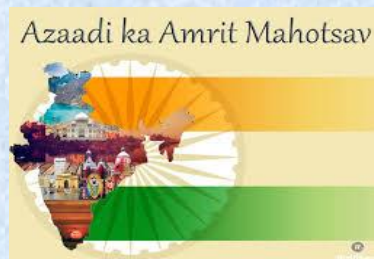
Ques. How difficult was it on that count?

I am a mother of two but I am one of the privileged ones who had a lot of support but the data says that in India, the domestic participation is so skewed that women put in six times more hours in a day than man in doing domestic chores and the surprising part is this includes educated women, women who are working as well as women entrepreneurs.

If there is a certain bandwidth that one has in a day and if you are putting in six hours compared to one hour that your better half is putting in, you just have so much physical and mental bandwidth available to invest in your business or in your career. So the starting point is at home. I have been very lucky because I think my spouse puts in 50% and without that load sharing, it would have been impossible to come this far.

That is why I feel that the biggest partnership that is required to solve this in the long run is of men not just in decision making positions but at home because without that, all other stuff we are doing in our organizations or in the government is not going to change anything because we will still be doing a heavy lifting at home.

Source: <https://retail.economictimes.indiatimes.com/IndustrySpeak/Interviews>



75th Azaadi ka Amrit Mahotsav – Themes



Freedom Struggle

Commemorating milestones in history, unsung heroes etc.

This theme anchors commemoration initiatives under Azadi Ka Amrit Mahotsav. It helps bring alive stories of unsung heroes whose sacrifices have made freedom a reality for us and also revisits the milestones, freedom movements etc. in the historical journey to 15 August, 1947.



Ideas@75

Celebrating ideas and ideals that have shaped India

This theme focuses on programmes and events inspired by ideas and ideals that have shaped us and will guide us as we navigate through this period of Amrit Kaal (25 years between India@75 and India@100). The world as we knew it is changing and a new world is unfolding. The strength of our convictions will determine the longevity of our ideas.



Resolve@75

Reinforcing commitments to specific goals and targets

This theme focuses on our collective resolve and determination to shape the destiny of our motherland. The journey to 2047 requires each one of us to rise up and play our part as individuals, groups, civil society, institutions of governance etc.



Actions@75

Highlighting steps being taken to implement policies and actualise commitments.

This theme focuses on all the efforts that are being undertaken to help India take its rightful position in the new world order emerging in a post covid world by highlighting the steps being taken to implement policies and actualise commitments.



Achievements@75

Showcasing evolution and progress across different sectors

This theme focuses on marking the passage of time and all our milestones along the way. It is intended to grow into a public account of our collective achievements as a 75-year-old independent country with a legacy of 5000+ years of ancient history.

Source : <https://amritmahotsav.nic.in/themes.htm>

Solve it if you can

If you have me, you want to share me. If you share me, you don't have me. What am I?

Mail your valuable Suggestions and comments:

npmbafba@rkgit.edu.in



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