



Management Outlook



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

Bi Annual E- News Magazine

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Corporate Wishes

While welcoming the New Year 2023 let's gear up ourselves with new ideas and planning to face the new challenges in our various streams. We should make best use of excellent infrastructure, facilities, technology and faculties of our esteemed institution to develop ourselves the best professional talent.

The focus should be on self-development, Management & leadership qualities, new learnings, communication skills, enrich yourself with Management, knowledge & confidence and further develop multi- tasking abilities with blend of theory and practical knowledge.

In New Year 2023 let's commit for an all-round grooming of budding Managers and future leaders with great professional knowledge & skills to win over the challenges to achieve success.

With Best Wishes for a very Happy, Bright and prosperous New Year-2023.



Dr. B C Sharma
Director
RKGIT

Wishes from the Desk of Director RKGIT

New Year ushers' new rays of positivity, enthusiasm and resolutions. It changes the month in calendar and also our approach towards life. The first ray of new year's sun rising; raises our hopes, our energy, our thinking. To succeed big, we need to think big. The time is right here. This new year let's pledge to spread happiness and joy. Let us all enjoy every bit of our lives, put our best efforts to make everyone proud and more importantly make ourselves proud. I congratulate Department of Management Studies for the efforts put in for the development of our future managers.

Cheers to the New Beginning, New Opportunities. Happy New Year 2023.



Dr. Vibhuti Tyagi
Prof. & Head
RKGIT MBA

From the Desk of Editor in Chief

New Year 2023 – a new beginning, a new start – chance to look back and reflect on our past and plan the future. Here is yet another canvas to embark the efforts. Let us all together redream & rediscover our strengths and tap the new opportunities. It is time to resolute to face new challenges with all courage and confidence to have glorious year ahead. No stone should be left unturned for the development of self and the Nation. I bring forward the issue of Management Outlook – Management 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.

A very energetic and thriving New Beginning 2023. Happy New Year.

Happy New Year 2023

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.

Student Activity Council

Food Without Fire Competition 2022

Department of Management Studies (MBA) RKGIT Ghaziabad, under the Picture-Perfect Club of SAC organized FOOD WITHOUT FIRE competition for MBA Students on 06th December 2022. 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:

- 1st Position- Ritika, Shivani Negi, Nikita Negi, Rajeev
- 2nd Position –Ayesha Praveen, Naina Tyagi, Ayush Sharma, Ashish Pundir

Winners MBA Second Year:

- 1st Position- Sheetal, Chavi Tyagi, Nikita, Nidhi Shishodia
- 2nd Position – Shalu, Shivangi Agarwal, Nancy Tiwari, and Tannu Sharma



Sales Anand 2022 - Sales & Marketing Competition

Department of Management Studies (MBA) RKGIT Ghaziabad, organized "SALES ANAND" Competition on 16th December 2022 for various courses like MBA, B. Tech, BBA, and B.Pharm. The competition was organized with the objective to evaluate and enhance the marketing and sales skills of the students. Twenty teams of participated in this competition. The atmosphere at the Sales Anand was high spirited and each team competed with each other and tried to persuade customers to buy unique products from their stalls. Team making the highest sales was selected as the winner. Winners were felicitated with winning trophies and certificates. The winner of the competition was team no.11 from Pharmacy; participants were Aman Kumar, Yachna Dorbi, Nidhi Dorbi, Priyank Chaudhary, Kashish Verma, Kunal Gupta, Piyush Goel, Ritik Rawat.

Rubaroo 2022 - Welcome Party

Department of Management Studies (MBA) RKGIT Ghaziabad along with the students of MBA 2nd year organized Rubaroo 2022 Welcome Party for MBA 1st year students on 26th November'22. 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.



Box Of Kindness 2022-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 9th – 23rd December 2022. 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 in the slum area behind RKGIT premises in association with Light De Literacy RKGIT-camp.



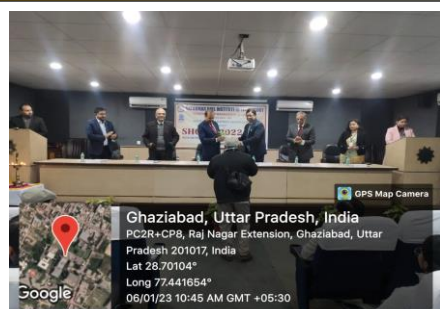
Research and Development Council

Business Plan Competition 2022

The Upskills Club of R & D Council organized a Business Plan Competition on 13th December, 2022 for students of MBA. Business plan competition aims to encourage entrepreneurship among students. Teams are challenged to conceive an idea of a new product or service and then create a business plan for the same. It helps students in developing innovative ideas, creative thinking and sharpen their organizational and communication skills. Total 6 teams participated in business plan competition. Various Business Plan topics like Hindustan Electric vehicles Ltd., the nutrition station, petals of blossom, the coffee cravings (love at first sip) and Family tea shop etc. were presented by the students. Winners were felicitated with prizes and certificates. Winners were as follows:

Winner – Gaurav Bhardwaj & Yanshu Arya

Runner up – Tulika Tiwari & Neha Kamal



SHODH 2022-23

The Department of Management Studies of Raj Kumar Goel Institute of Technology, Ghaziabad organized SHODH 2022-23 an Inter Institute Student Paper Presentation Competition in association with Ghaziabad Management Association on 6th January 2023. Dr. K.K. Goyal, Director MSME & Start-ups Govt. of India was the Guest of honor for the event. The program was also presided by Mr. Akshat Goel- Vice-Chairman RKG Group, Dr. D.K. Chauhan- Executive Director RKG Group, Dr. Laxman Prasad- Group Advisor RKG Group, Dr. B.C. Sharma- Director RKGIT, Dr. Vibhuti Tyagi- Head MBA RKGIT and Mr. Vinay Gupta- Executive Director, GMA.

The key note speaker Dr. K.K. Goyal gave important information related to new schemes in MSME and scope of start-ups for young generation. Students from PAN India took part in the competition. A total of 30 teams participated in the competition. Participating teams were from Sheat college Banaras, Agricultural university Bihar, KIET Ghaziabad, G.L. Bajaj Greater Noida, Jaipuria Institute of Management Ghaziabad, AKGIM Ghaziabad etc.

Through this competition students understood the importance & usefulness of research and they showed interest in research and were excited to do more research in the future.

The winners of Shodh 2022-23 were:

EXTERNAL CATEGORY

1. Tanisha Agarwal, Garima Varshney (G.L Bajaj, Greater Noida)
2. Utkarsh Chauhan, Praful Mathur (Jaipuria Institute of Management, Ghaziabad)
3. Kanishk Aggarwal, Neeraj Mehndiratta (IPEM, Ghaziabad)

INTERNAL CATEGORY

1. Gaurav Bhardwaj, Yanshu (RKGIT, Ghaziabad)
2. Simran Dev Arora, Rashi Tyagi (RKGIT, Ghaziabad)
3. Neha Kamal (RKGIT, Ghaziabad)

Academic Council

PARICHEY'2022-MBA I Year Orientation Programme

Department of Management Studies –RKGIT organized PARICHEY 2022"- Orientation Programme to welcome the 20th batch of MBA at RKGIT from 7thOct – 21stOct'2022.It was a twelve days Programme. The first day of inauguration was graced by the esteemed presence of Key note Speaker Mr. Sushil Agarwal-Chairman Avro India Ltd., Mr Akshat Goel Vice-Chairman-RKGIT, Dr. D.K. Chauhan- Executive Director - RKG group of institutions, Dr. D R Somashekar Director –RKGIT, Dr. Vibhuti- Head Department of Management Studies, Heads of various departments. Various activities are conducted during 12 days of orientation programme like Alumni Talk, Tree Plantation, Corporate Connect, Guest lecture, soft skill development programme by Rubicon, Sports Activities, Talent Hunt, Spiritual Talk, Industrial Visit & other Club activities to enhance their knowledge & skill. On the Valedictory of the Orientation Programme all the participants were presented with a participating certificate and prizes for various event conducted.



Corporate Resource Management Council

Industrial Visit-Yakult Danone India pvt ltd Sonipat (Haryana)

Department of Management Studies (MBA), RKGIT Ghaziabad organized an industrial visit to Yakult on 20th October'2022 for students of MBA.

Ms. Swati from Yakult introduced 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.

Next the students were introduced to the live production process of Yakult, starting from manufacturing, filling &Packaging, Quality control and other factory operations through a visit to the manufacturing area. The overall experience was highly interactive where students got the live exposure of actual working environment of the corporate.



Placement Awareness Session

Department of Management Studies (MBA), RKGIT Ghaziabad organized a session on Placement Awareness on 11th November'2022 for MBA 2nd Year students. The session focussed on the key points that need to be kept in mind, while going through the interview process. Through this session the students were sensitized about; RKGIT Placement policy, importance of Resume, important parameters for placement, importance of soft skills, according to current industry requirement, importance of 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.



Mock Interviews

Department of Management Studies (MBA), RKGIT Ghaziabad, in association with Image boosterz organized a 6 hours value-added workshop on 'Mock Interview' for the students of MBA 2nd Year. The objective of the workshop was to reduce their stress and anxiety during interview, boost the confidence of students and provide them feedback of their current status on interview preparedness.



Guest Lecture- "Journey of a student from Classroom to Boardroom"

Markovic Club of Department of Management Studies (MBA) RKGIT, GZB organised Guest Lecture on "Journey of a student from classroom to boardroom" for MBA students on 22nd November'2022.

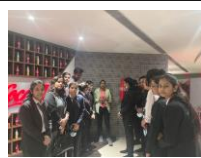
Mr. Harsh Raj Jain, HR-Manager from EBIX Inc was the speaker of the day.

Participants were introduced to the current corporate challenges and how to convert those challenges into opportunities. Speaker introduced students to the importance of time management, multitasking and being organised, 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.



Industrial Visit to Moon Beverages Ltd (Coca-Cola) Greater Noida

Department of Management Studies (MBA), RKGIT Ghaziabad organized industrial visit to Coca-Cola on 8th December'2022 for students of MBA. The flow of this visit to industry began with the presentation by Company Representative, in which the participants were introduced to the Product Range, Technology Partners for different product, Domestic Market, Global Market, Product special features, Multi operation equipment used to manufacture Coke. Next the participants had a tour of the production area of Coke. During the tour the participants were introduced to the live production process of Coke, starting from manufacturing, filling &Packaging, Quality control and other factory operations. The overall experience was highly interactive where students got the live exposure of actual working environment of the corporate.



Alumni Talk

Markovic Club of Department of Management Studies (MBA) RKGIT, GZB organised an Alumni Talk for MBA students on 28th December'2022. Mr. Krishna Sharma an Alumnus of (MBA) 2018-2020 Batch and currently working as Digital Marketing and Branding Manager in Manipal Group of Hospital. He shared his experiences about college days and importance of having practical exposure to Industry along with studies. He discussed about building of Industry contacts and also the need to strengthen individual portfolio through various value-added courses. Participants were also introduced to various branding techniques used by organisations to promote themselves. He also introduced participants to the importance of time management, multitasking and being organised.



Student Corner

Life ~
Life is a pleasure
Sometimes life is a mountain of
sorrow!
Sometimes if there is a cold
spray,
Life is ever a fire shower!
Sometimes it's autumn,
sometimes it's spring,
This is the colour of life!
Change is the law of nature!
And who keeps smiling in
every situation,
That is the real battle!
Don't worry hang on
It will be good tomorrow!
Hope not despair!
Keep smiling my sweet dear!
Neha Kamal MBA 1st Year

Andar bikhra hai
Bahar muskura raha hai
Baap hai Sahab
Farz nibha raha hai
Ghar chala raha hai
Kharcha utha raha hai
Khud tuta hua hai
Hume bana raha hai
Baap haina sahab farz nibha raha hai
Ek din aeyga
Vo farz nibhate nibhate chala jayega
Jo kuch nahi tha usko kuch banake ja
raha h
Baap haina sahab apna farz nibha raha
hai...
Shubham – MBA 1st Year

I need somebody mine
Who will ask
Am I fine
I have no one at my side
Since I'm nine
I'm just chasing relations
To call them mine
But no one come
To find
Where am I hide
I just need a ride
On the back of my dad
But he was long dead
Not for me
I'm for him
It's not the misery
It's the life
It's the way how I survive
I'm just a child with knife who thinks he has
sword in his pocket
And I barely handle that knife
I don't want any more weight on my back
Nothing matters to me
Everything shatters in front of me
And I don't want to collect those pieces
I want all those glitters
Don't want those golds
I want to live again the days
When I'm 6 years old
Every smile got fold
In the roll of lonely world
Now I'm all alone
And have no one to scold
Vibhor MBA 1st Year

I fly without wings, I cry
without eyes.
What am I?

हालात की बंजर जमीन फाड़कर निकला हूँ,
में शोहरत की धूप में नहीं जलूंगा।
आप बस साथ निभाए रखियेगा,
अभी तो मैं लंबा चलूंगा ॥
**Anuj Kumar
MBA 1st Year**



**RAJ KUMAR GOEL
INSTITUTE OF TECHNOLOGY**
Estd : 2000 College Code : 033


**UNIVERSITY
RANK HOLDER**

**MBA
2021-22**

**9th Position
in
AKTU Lucknow**

DIKSHA MISHRA

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*Congratulations
on your
Success.*

Pride of MBA

Ms. Diksha Mishra

Batch – 2020-22



**Artist of
MBA
Simran
Arora
1st Year**

Business Corner - Edited excerpts of Interview

Did not enter fashion business to justify our valuation: Nykaa CEO Falguni Nayar...

Omnichannel beauty retailer is working to turn in profits for Nykaa Fashion and its B2B distribution platform Superstore

A year after taking her company public, Falguni Nayar, the founder and CEO of omnichannel beauty retailer Nykaa, says the next big focus is to hit profitability in its fashion and business-to-business (B2B) units with reasonable growth rates, even as the Mumbai-based company's shares have undergone a correction amid a broader rout in technology stocks, both globally and in India. Nayar, who has been adjudged 'CEO of the year' at the Economic Times Startup Awards 2022, had raised ecommerce sector before going in for a bumper Initial Public Offering. She spoke to ET's Samidha Sharma about the company's journey towards a market listing, the massive swing from euphoria to caution for new-age tech stocks and Nykaa's focus on its fashion and B2B businesses. Edited excerpts:



From being a privately held firm to a listed public entity, how has the past year been for Nykaa?

You, as CEO, have seen shares swing from buoyancy to a rout now, especially for tech firms... Markets have changed in the last one year after our IPO, and investors are asking for more accountability on near-term numbers, but we have always focussed on our unit economics and path to profitability. So, for us to explain what's going on is not difficult. Investors tell us that Nykaa has been great about transparency and for information we share on unit economics, gross merchandise value (GMV), and Ebitda levels for beauty, fashion, and our new upcoming businesses. The last four quarters have been spent on explaining how we are investing in the future.

What is it that these investors have been telling you?

They are broadly happy with our unit economics in terms of gross margins, and costs on fulfilment and marketing are very much under control. But they want all of that to go to the bottom line which has not happened as we are investing in a postCovid-19 environment which showed in this quarter's results

You had told us last year that Nykaa was built to be a public company. Do you feel the same one year after listing?

We had a large non-promoter base – above 45% -- so we had to either sell to a private equity player or list. And going for an IPO was always better. However, if you can build a company without raising much capital with 100% ownership, obviously there are advantages to that... Being public does put you under quarterly pressures. It is like running a marathon in the long run with a sprint every quarter; makes it very hard.

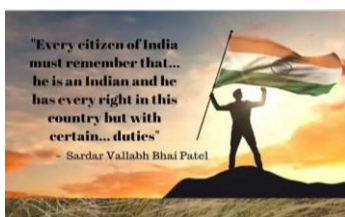
Has it been stressful?

We have to go backwards in terms of delivering the right performance, explain and communicate cogently what we are doing to investors...

What do you make of the stock price, which has fallen significantly since the listing?

I think that the listing price is not what we should focus on. I get that advice from seasoned promoters and even investors. They always say that Rs 2,200 was not your doing, and if it goes to Rs 850 (pre-bonus) also it won't be because of you. So, all we can do as a company is to keep delivering performance and build for the long run.

Source: <https://retail.economicstimes.indiatimes.com/news/health-and-beauty/cosmetics-and-fragrances/did-not-enter-fashion-business-to-justify-our-valuation-nykaa-ceo-falguni-nayar/95568276>



Mark Your CALENDAR

1. Manthan 2023
2. Alacrity 2023
3. Lamhe 2023



Suggestions and comment please: npmbafba@rkgit.edu.in

Raj Kumar Goel Institute of Technology

Department of Management Studies

Departmental Councils

Chairperson: Dr. Vibhuti Tyagi

Academic Council	Student Activity Council	Corporate Resource Management Council	Research & Development Council
Dr. Manjusha Goel	Ms. Nishi Pathak	Mr. Harsh Mohan	Dr. Shivani Tyagi
Mr. Pradeep Kumar	Ms. Monika Nagar Mr. Akshay Singh	Mr. Deepak Tomar	Dr. Richa Shukla Dr. Shikha Mittal