

Management Outlook

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

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Wishes.....



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Academic qualifications are important and so is financial education. They're both important and people are forgetting one of them. In this era of fast growing development and aspirations to be fulfilled the awareness and exposure to financial planning becomes the most vital component of human nature. The lack of awareness not only brings dissatisfaction but also brings mechanism of exploitation for an individual therefore an educated investor is the utmost necessity of our society.

With these words I would like to convey my best wishes to the entire editorial board of the E news magazine – Management Outlook for bringing out all information in a well refined manner.

From the Desk of Editor.....



Editor-
Management
Outlook

We need to Welcome every morning with a smile; look on the new days as another golden opportunity to complete what we were unable to finish yesterday. And therefore we need to be a self starter. Our first hour sets the theme of success and positive action that is certain to echo through the entire day. Today will never happen again. Don't waste it with a false start or no start at all. We were not born to fail.

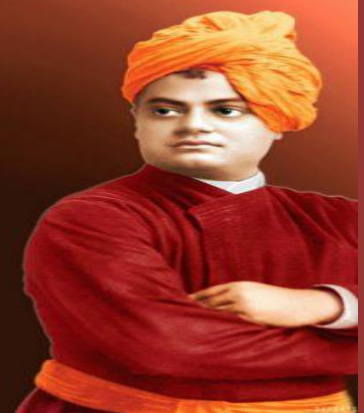
I bring forward the issue of MANAGEMENT OUTLOOK-Management E-Magazine. This quarterly E – Magazine will take you through the journey of RKGIT-MBA, the way Department of Management Studies has lived its each moment.

INSIDE STORY:

- Council Activities
- In News
- Soul Bytes
- Alumni Talk
- Alumni Meet at glimpse
- Events to Come
- Last white rhino leaves the world for ever

Fill the brain with high thoughts, highest ideals, place them day and night before you, and out of that will come great work.

Swami Vivekananda



Kriyakalap at Department of Management

GUEST LECTURE ON HR-PRACTICES

The Industry is witnessing revolution at a pace that it has become imperative to stay updated with the latest HR-trends in the Corporate World.

Keeping in mind the importance of Human Resource, Department of management studies organized a Guest Lecture on Best HR-Practices in Corporate World on 14th March'2018 for MBA students.

The session was taken up by Mr.Asis Dass-CEO AKD InfoTech pvt ltd.

Mr.Asis Dass talked about the role human resource department plays in making a profitable and successful Organization He also discussed about importance of dress code in the organization, recruiting and retaining top employees, developing successful leaders, ensuring newly hired employees succeed and keeping up company morale. Following habits and policies that are considered in the industry to be best practices can ensure that the HR department is doing its part to create a successful organization



LIVE PROJECT WITH FUTURE GROUP (BIG BAZAAR)

Department of management studies organized a live project for MBA 1ST Year students with India's leading Retail Group i.e FUTURE GROUP (BIG BAZAAR).

Four students were selected for this project, they were sent on a live project to Future group Bazaar in Mahagun Mall, Vaishali-Ghaziabad from 21st Jan'18 to 26th Jan'2018 to gain insights on various functional areas like Marketing, Finance, H.R, Business operations.

Students underwent rigorous on the job training and gained exposure in the retailing environment.

Future Group has a number of businesses across the retail, financial and service industries. It is one of the leading business houses that is present in more than 93 cities and has more than 1000 stores with about 17 million sq. ft of retail space.

Students learned about Indianess, leadership, humility, leadership, valuing and nurturing relationship and adaptability apart from associating theories of their respective subjects.



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, RKGIT (MBA) organized a Workshop on product selling on 28th March'18 for MBA 1st 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 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.



INDUSTRIAL VISIT TO MOTHER DAIRY PLANT, DELHI

Department of management studies had organized 1 day (22 Feb 2018) industrial visit to MOTHER DAIRY PLANT located in Delhi for the students of MBA.(Ist yr and IInd yr)The visit was organized by CRMC council. Mr. Ashish Kumar Singh , coordinated the industrial visit.

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.

Overall the activity was highly interactive where the students got the live exposure of actual working environment of the corporate



INDUSTRIAL VISIT TOYO INK PVT LTD, GREATER NOIDA

Department of management studies organized 1 day (19 march 2018) industrial visit to TOYO INK PVT LTD located in GREATER NOIDA for the students of MBA.(Ist yr and IInd yr)The visit was organized and coordinated by CRMC council members. Mr. Harsh Mohan Sharma and Mr. Ashish Kumar Singh. Toyo Ink Pvt Ltd is the third largest manufacturer of ink and a leading producer of pigments, polymer chemicals and graphic arts Manufacturer. During the visit students were given a brief introduction about the firm by the company representative were they have been explained the manufacturing procedure of printing ink adopted at Toyo Ink Pvt ltd as per following details: The production procedure of Toyo Inks ltd. Various process conducted to manufacture the printing ink:

- Production process
- Glittering and glossing process
- Quality control process
- Packaging process

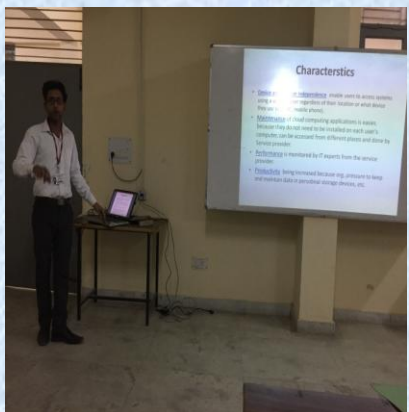
After theoretical explanation , the students were taken to visit the production area. Future managers had also been given a first hand exposure of various processes and mode of operations at Toyo Ink Pvt Ltd. Snacks were offered to the students. Knowledge and fun was the ingredient of the day



ARTICLE PRESENTATION

Article presentation was organized in the Department of management studies on 9th March, 2018. Main aim of this event was to improve communication skills and to train students to talk to a group of people. Student managers actively participated in the event and exchanged their views on different topics. They gave a well-organized presentation & the enjoyable content. In this event five groups' participated and top three groups were awarded with the certificates. Name of the winners are as follows.

- 1- Varun & Harshita (MBA 1st yr)-----1st position
- 2- Anurag Singhal (MBA 1st yr)-----2nd position
- 3- Sushil & Himanshu (MBA 1st yr)-----3rd position



SALES ANAND

A Marketing initiative to make students learn the strategies of buying and selling was organised by department of management studies on 31st March 2017. Various teams from MBA, Btech, BPharm participated in the competition. Each team comprises of 7-8 members who have join hands together to sell the products which they have either prepared by their own or allocated from various sources. The team which has earned highest profit is declared as the winning team. Gifts, mementos and certificates were distributed to the students in prize distribution ceremony.



ALUMNI MEET

During the 2years MBA Program at RKGIT, there are many networking opportunities which may change from year to year. One of such opportunity is Alumni Meet, where pass out students come and share their experiences about the time they had spent in RKGIT. Also they share about how it is about working in office. A souvenir was launched by eminent personalities on 14th April through which the program was started with enthusiasm among students.



In News

WALMART TRUMPS AMAZON TO ACQUIRE 75% STAKE IN FLIPKART

After months of negotiations, it appears that Walmart may have finally trumped Amazon in the race to buy Flipkart. The brick-and-mortar retailer has reportedly outrivalled the global online retail behemoth to acquire around 75 per cent stake in India's largest e-commerce platform. According to a Bloomberg report, the board of Flipkart Online Services Pvt has given its nod to an agreement to sell about 75 percent of the company to a Walmart Inc.-led group for roughly \$15 billion. The sale values Indian e-commerce market leader at around \$20 billion. As part of the deal, Flipkart's largest shareholder, SoftBank, will sell all of its stake through an investment fund. SoftBank owns more than 20 per cent stake in e-tailer. Google's parent Alphabet is reportedly in talks with Bentonville, Arkansas-based retail major to acquire a minority stake in India's largest online marketplace.

According to reports, the tech giant is likely to invest \$1-2 billion. Alphabet and Walmart already have a partnership in the US since last year. In US, Walmart products are sold on Google Express, its online shopping mall. Google also sells Walmart products through Google Assistant on Google Home, its voice-controlled speaker which competes with Amazon's Echo. Walmart customers also have the option of linking their accounts to Google.

The coming together of world's two biggest corporations is being viewed as an attempt to challenge Amazon's booming retail business across the world. The partnership is also meant to leap into the voice-based shopping experience in future.

Walmart's acquisition of Flipkart will help the world's largest retailer in challenging the dominance of Amazon which has been eating up its market share in the US. The deal will also give a fillip to Walmart's online ambitions in a significantly huge market like India.

Earlier in the day, The Economic Times reported that Flipkart's Executive Chairman Sachin Bansal may quit if the acquisition by Walmart comes to fruition. Bansal has been at the helm of the company he co-founded for over a decade.

Bansal, who holds about 5.5 per cent stake in the Indian e-commerce bellwether, is likely to take home more than \$1 billion as the estimated valuation of Flipkart has been pegged around \$20 billion for the Walmart buyout. In 2007, former Amazon executive, Sachin Bansal, teamed up with his IIT-Delhi batch mate Binny Bansal, to start Flipkart as an online books seller. Bansals began operations out of their Bengaluru apartment. While Sachin Bansal has serving as the CEO of the company from 2007 to 2016, Binny Bansal took care of the logistics section as the chief operating officer (COO). Binny was later elevated to Group CEO.

Flipkart's early investors like New York-based Tiger Global, Accel and South African internet conglomerate Naspers are likely to sell their entire stakes in Flipkart to Walmart if a deal is reached. Last year, Japan's SoftBank bought a 20 per cent stake in the country's leading e-tailer for \$2.5 billion through its \$100 billion technology-focused Vision Fund. It was the biggest ever private investment in an Indian tech firm at the time. Walmart had earlier completed its due diligence for the Flipkart deal. Both Walmart and India's homegrown e-commerce leader stand to gain much if this long-speculated deal goes through. To begin with, they get to pool resources to compete against a common enemy, Amazon, in online as well as offline retail channels. Walmart also gets to grab a foothold in India's booming e-commerce industry. Meanwhile, Flipkart stands to not only add financial muscle but also strengthen its supply chain and enhance efficiency in procurement, product assortment and retailing. India's leading e-tailer, besides, has been looking to open retail stores in India for a long time now but has been waiting for the right investment partner. As such, the partnership between Walmart and Flipkart already seems like a match made in heaven.

Source: www.businesstoday.in/current/corporate/flipkart-walmart-deal-amazon-acquire-75-stake-sachin-bansal-google/story

SOUL BYTES : THE BOY AND THE APPLE TREE

Long time ago, there was a huge apple tree. A little boy loved to come and play around it every day. He climbed to the treetop, ate the apples, and took a nap under the shadow. He loved the tree and the tree loved to play with him. Time went by, the little boy had grown up and he no longer played around the tree every day.

One day, the boy came back to the tree and he looked sad. "Come and play with me", the tree asked the boy. "I am no longer a kid, I do not play around trees anymore" the boy replied.

"I want toys. I need money to buy them." "Sorry, but I do not have money, but you can pick all my apples and sell them. So, you will have money." The boy was so excited. He grabbed all the apples on the tree and left happily. The boy never came back after he picked the apples. The tree was sad.

One day, the boy who now turned into a man returned and the tree was excited. "Come and play with me" the tree said. "I do not have time to play. I have to work for my family. We need a house for shelter. Can you help me?" "Sorry, but I do not have any house. But you can chop off my branches to build your house." So the man cut all the branches of the tree and left happily. The tree was glad to see him happy but the man never came back since then. The tree was again lonely and sad.

One hot summer day, the man returned and the tree was delighted. "Come and play with me!" the tree said. "I am getting old. I want to go sailing to relax myself. Can you give me a boat?" said the man. "Use my trunk to build your boat. You can sail far away and be happy."

So the man cut the tree trunk to make a boat. He went sailing and never showed up for a long time.

Finally, the man returned after many years. "Sorry, my boy. But I do not have anything for you anymore. No more apples for you", the tree said. "No problem, I do not have any teeth to bite" the man replied.

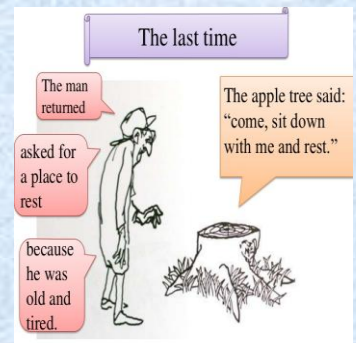
"No more trunk for you to climb on." "I am too old for that now" the man said.

"I really cannot give you anything, the only thing left is my dying roots," the tree said with tears.

"I do not need much now, just a place to rest. I am tired after all these years," the man replied.

"Good! Old tree roots are the best place to lean on and rest, come sit down with me and rest."

The man sat down and the tree was glad and smiled with tears.



Wisdom Words:

This is a story of everyone. The tree is like our parents. When we were young, we loved to play with our Mum and Dad. When we grow up, we leave them; only come to them when we need something or when we are in trouble. No matter what, parents will always be there and give everything they could just to make you happy. You may think the boy is cruel to the tree, but that is how all of us treat our parents. We take them for granted; we don't appreciate all they do for us, until it's too late. O GOD!! May you forgive us of our shortcomings and may guide us.



"RKGIT is like a temple and teacher's are the representatives of god there, who always blessed me and guided me the best in all my ups and downs, MBA at RKGIT gave me multidimensional exposure and build in me the confidence to face the corporate world. Here I learnt how to dream and fulfill that dream... thank you RKGIT for everything.

Hriday Prakash Tripathi
RMM Comio India.



"I feel very honored and privileged to mention the one of the best college of mine that is RKGIT , which has given endless support in making my bright future ..the professional guidance not only shown me the successful destiny but also provided me the map to move on , that has made me excel in the FMCG world with one of the best company like HUL, with full of motivation and dedication .

Himanshu Tyagi
HUL, Haridwar

It is during our darkest moments that we must focus to see the light.

GLIMPSE OF ALUMNI MEET 2018



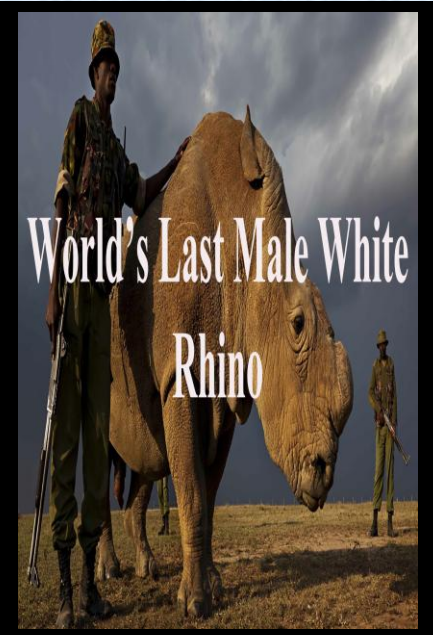
WHO ARE WE?



- Hints**
1. US president
 2. Amazon
 3. Google
 4. Apple

World's last white Rhino leaves forever

Sudan was 45 years old and the last male northern white rhino when he died in a wildlife reserve in Kenya. The last hope for his species is in vitro fertilization. Sudan was the last specimen of male northern white rhino (*Ceratotherium simum cottoni*), one of the two subspecies of white rhinoceros in the world. Sudan's death on the 19th of March, was caused by an infection in his back and paw; he probably welcomed death as a liberation. The animal was living alongside two old females, Fatu and Najin, in the Ol Pejeta Conservancy reserve in Kenya, guarded 24 hours a day by two armed rangers. The images of the solitary animal wandering the fields surrounded by rangers are truly desolating as his species used to dominate the savannah in Uganda, Chad, Sudan, The Central African Republic and the Democratic Republic of Congo. No males are left after Sudan's death, only two females, Fatu and Najin, remain. The northern white rhino can be officially considered an extinct species. But there is still a glimmer of hope for these ancient giants: in vitro fertilization. Samples of the animal's sperm were stored in order to artificially inseminate the two remaining females. This is no easy task because of Fatu and Naji's old age. Scientists have considered the possibility of using female southern white rhinos as surrogate mothers, or to cross breed northern females with a southern male



Upcoming Event: FDP on "Multivariate" from 9th -14th July 2018

Put forward your comment & Feedback on: npmba@rkgit.edu.in



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The achievements of an organisation are the results of the combined effort of every individual