

Management Outlook

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

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Wishes.....



Jyoti Singh
Head HR& Planning
Honda Car India Ltd.

I could not expect a better timing for this message. As the whole economy is going through a optimization phase. You must be reading lot of data and developing your insights about what future holds for you. The future holds what you want to see and it is promising that I can sense of course, the data & maths can be used to prove this statically. While the whole world is looking at us hopefully. We need to be ready for big leap; decade 2010 has helped us in getting experiences to lead big corporates, Sundar Pichai, Satya Nadella, Ajit Jain, Indra Nooyi, Ajay Banga & many more. 2020 decade will be decade of establishing big corporates in India. To achieve this we need to have agile Mindset, break the old ways of thinking, Learn Unlearn and then learn. Trust me the skills you have gained will be redundant by the time you become productive.

You need to have the capability to acquire newer skills, invest in your skill development. That's what will differentiate you. You need to create value for the organization/ institution you work for, as we say in Honda **You need to hold your torch** and lead the way. Remember, ability to take initiatives and converting problems into opportunities will be the mantra. The model of hiring and job cycle will not be the same as you might have seen in past. Traditional Jobs will have less hiring but new jobs in new fields will open vast opportunities. So be ready for the world of new thinking & new avenues.

I congratulate Department of Management Studies for their efforts & wish all the readers a very happy reading.

From the Desk of Editor.....



Nishi Pathak
Editor- Management
Outlook

Time runs and it does not wait. Start where you stand and work with the best of your ability with all the resources at your disposal. You will discover better tools and methods as you proceed during the path of success Prepare yourself to get celebrated and not merely tolerated. If the opportunity does not knock, build a door. It is possible only when you gain command over your domain.

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

-Student Corner

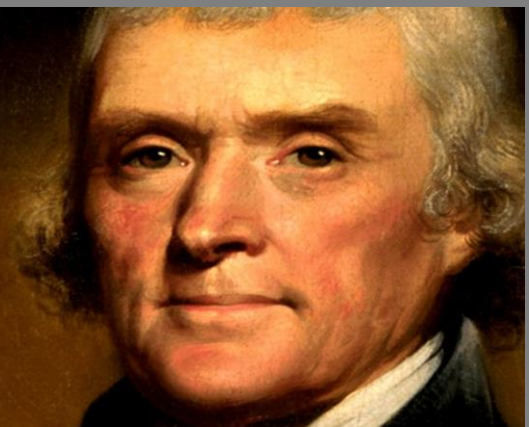
- Events to Come

- story of young entrepreneur

“

To penetrate and dissipate these clouds of darkness, the general mind must be strengthened by education.

Thomas Jefferson



Kriyakalap at Department of Management

GUEST LECTURE ON TRADING AND COMMODITY DERIVATIVES

Keeping in mind the importance of awareness related to investment, RKGIT (Department of Management Studies) organized a one day guest lecture on Trading and commodity Derivatives (21/03/18) on 09 April 2019

Mr. Sumit Sharma (Branch manager) and Mr. Gufran Ali from Sharekhan Ltd introduced the students to trading and commodity derivatives. The Workshop was intended to aware the students about various options available for investment in current scenario.

VISIT TO Centre for e-Governance (CeG, NEW DELHI)

RAJKUMAR GOEL INSTITUTE OF TECHNOLOGY had organized 1 day (18th April 2019) visit to Centre for e-Governance (CeG, NEW DELHI) for the students of MBA.(1st year and IIInd year)

Electronic governance or e-governance is the application of information and communication technology (ICT) for delivering government services, exchange of information, communication transactions, integration of various stand-alone systems and services between government-to-citizen (G2C), government-to-business (G2B), government-to-government (G2G), government-to-employees (G2E) as well as back office processes and interactions within the entire government framework

The students were made aware about the applications, demonstrations and presentations that reflect the progress achieved in the implementation and usage of e-Governance. It covers successful and high impact e-Gov applications and content based on improved citizen service delivery, innovativeness, cost effectiveness and overall impact in fulfilling developmental objectives of the government.

LIVE PROJECT WITH FUTURE GROUP (BIG BAZAAR)

RKGIT (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).

Students were selected for this project, they were sent on a live project to Future group Bazaar in EDM Mall, DELHI from 23rd Jan'19 to 27th Jan'2018 to gain insights on various functional areas like Marketing, H.R. 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 BLIND FOLD COMPETITION

Understanding the importance of team spirit in any business as well as among the various colleagues in any organization, RAJ KUMAR GOEL INSTITUTE OF TECHNOLOGY (DEPARTMENT OF MANAGEMENT STUDIES) organized a workshop on Blind fold session for MBA Ist year students on 09 March 2019 The main objective of the workshop was to inculcate Team spirit and togetherness among the students.

SESSION ON EFFECTIVE USAGE OF SOCIAL MEDIA IN MARKETING

In order to build awareness, momentum and understanding of additional skills required to succeed in corporate world, an interactive session on effective usage of social media in marketing was organized by Raj Kumar Goel Institute of Technology (Department of Management Studies) in association with QA Labtech for MBA Ist & IInd year students on 15th April 2019.



INDUSTRIAL VISIT TO MOTHER DAIRY

RAJKUMAR GOEL INSTITUTE OF TECHNOLOGY had organized one day (20 Feb 2019) industrial visit to MOTHER DAIRY PLANT located in Delhi for the students of MBA. (1st yr and IInd yr. 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



MARKET RESEARCH ACTIVITY

In order to give the students practical /live exposure regarding market research /Survey, RKGIT (Department of Management Studies) organized a market survey for MBA 1st year students on 2nd and 3rd march 2019.

The activity was performed in a group of 6-8 members. The survey was performed on Mobile handset where student managers gathered information regarding various objectives from mobile dealers of various catchments.

WORKSHOP ON DIGITAL MARKETING

Considering the emerging trends of digital media , Department of management studies has organized a “**Workshop on digital marketing**” on 5th April 2019.The workshop was conducted by Croma centre in Association with E-cell IIT Jodhpur for MBA 1st year and IInd year students. The main objective of the workshop, to make the students aware and update about the various Digital Marketing technologies available for marketing of product and services in today’s competitive world.

WORKSHOP ON TALLY GST

In order to empower the students with relevant industry skills and increasing chances of employability, RKGIT (Department of Management Studies) organized a one workshop on Tally GST on 22nd Feb 2019 for MBA 1st and IInd Yr Student managers. Mr. Ajay Gupta Manager Training, Tally Education introduced the students to various practical concepts related to Tally GST.

LAMHE '19- FAREWELL PARTY

The Department of Management Studies with its student managers organized a farewell party on 3rd May'19 to bid farewell to thirteenth batch of RKGIT. The program started with lightening of lamp and wishing best of luck to the passing batch in their future endeavor by Dr. Vibhuti- Head MBA. Games and many entertaining events including giving titles to the students were the part of Party. An interactive session of MBA 2nd year was arranged where students share their experiences at RKGIT. The program ended with a nostalgic mode with a movie of their 2 years journey at RKGIT was shown by first year students.

Mr. Varun and Ms. Priya were declared as Mr. and Ms. Farewell 2019.



MANTHAN'19-RKG BUSINESS QUIZ

Department of Management Studies –RKGIT in association with Ghaziabad Management Association organized a national level business quiz competition "MANTHAN 19" on 8thFeb '19 at RKGIT Campus.

"MANTHAN 19", was graced by the esteemed presence of Shri Mukesh Ahlawat- Head HR, Varroc Polymer as 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, Dr. Arvind Singh-Dean Academics, 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 throughout various regions across the country. In all 56 teams from 21 colleges turned up on the final day. The quiz took place in three phases. First phase was a written round out of which 25 teams got selected out of which eight team had the direct entry into the Second phase the semi-finals. The prelims for such teams for conducted in their respective colleges.

Second phase the semi-finals was a question answer round and seven teams were selected. These seven teams competed for the grand finale. Two rounds were the elimination round and finally five teams appeared for being the winners for MANTHAN'19. This phase consisted of questions related to round the world, 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'19. They were:

POSITON	NAME OF WINNERS	College	Course
WINNER	1. Hardik Goel 2. Shewta Kaushik	AKGIM	MBA 1st year
1st Runner Up	1. Akhilesh 2. Anand	Mewar Instt. Of Mngt, Vasundhara Gzb	BBA 1st year Bcom IIIrd year
IInd Runner Up	1. Nitin Kumar 2. Rishu Kapoor	L.R. College, Ghaziabad	BSc IIIrd Year BSc 1st Year



Man needs his difficulties because they are necessary to enjoy success.

Story of a Young Entrepreneur



Meet **Tilak** Mehta (Young Indian Entrepreneur), a 13-year-old boy, who launched his company Papers N Parcels in 2018, to ease courier services in Mumbai. Known as “**Papers N Parcels**”,

His startup is dedicated to carrying small parcels and papers within Mumbai for an assured intra-day delivery. Tilak Mehta is like any other Mumbai teenager. The 13-year-old attends a suburban school studying in Class VIII, and rues about his father coming home from work late and tired. But the similarities stop there. Tilak is a budding entrepreneur who has founded a logistics start-up, sold the idea to a banker and convinced him to quit the job and join him as the Chief Executive, and also roped in the famed Dabbawalas to help him with the last-mile distribution.

Source: yourstory.com/mystory/top-10-young-indian-entrepreneurs-2019

Student Corner

अखिर उसको क्या मिलता है।

जो फुटपाथों पर सोता है, जो सुख और दुख को सहता है,
जो ऋतुये सभी झेलता है, अखिर उसको क्या मिलता है।
सीमा पर जान गवांता है, वह अपना फर्ज निभाता है,
जाड़ा गर्मी वह सहता रहता है, अखिर उसको क्या मिलता है।
खेतों में दिन भर रहता है, भूखे प्यासे वह चलता है,
तनिक हवा के झोंकों से मेहनत बेकार चला जाता है,
अखिर उसको क्या मिलता है।
शिक्षक के चरण में जहां सारा अपना शीश झुकाता है,
उसकी छाया में रहकर भविष्य अपना चमकाता है,
सभी परिस्थितियों को वो यूँ हँसकर झेलता है,
अखिर उसको क्या मिलता है।

आदर्श श्रीवास्तव

एम. बी. ए.

**The Sun bakes them,
The hand breaks them,
The foot treads them,
The mouth tastes them,
What are they?**



- Debate Competition 4th Sept. 2019
- Management Fest 3rd & 4th Oct. 2019
- Sales Anand 4th October 2019
- Blood Donation Camp 7th Nov. 2019

For Suggestions: npmba@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
	Ms. Yatika Rastogi	Mr. Ashish K. Singh	Ms. Disha Rahal



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