

Management Outlook

Department of Management Studies
Raj Kumar Goel Institute of Technology

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WISHES.....



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Time is the most indispensable asset. For personal and professional growth it is essential for an individual to understand importance of 'time'. Time wasted is time lost. Herein lies the importance of time management. Time will bring a lot of opportunities, but opportunities once lost will never come back. As a management student make the most from every minute moment that brings hope for you to come out with flying colors. I wish coming year to be prosperous for all, especially dear students who have blank endless canvas for filling their choicest colors.

A very **Happy New Year 2020** to all the readers of Management Outlook.

FROM THE DESK OF EDITOR IN CHIEF....



Dr. Vibhuti
Professor & Head
Department of
Management
Studies

For every discipline effort there is a multiple reward and recognition. But, no one can come across success just by hoping for it. To achieve success, one needs the strength of mind and body to struggle and work hard to reach the fullest potential. Ingredients of success are the right attitude, self-discipline and capability to put ones goal before his or her needs, if a person is really driven towards success. I wish this year to bring a lot of good opportunities for everyone. This edition will cover all events and developmental activities and industry interaction at all phases for better grooming of students. **A VERY HAPPY NEW YEAR 2020.**

INSIDE STORY:

- Council Activities
- Economy
- MBA in News
- Events to Come
- Riddle Corner



Department of Management Studies at RKGIT wishes everyone a lively, delighted, adventurous year ahead

full of new opportunities.

Happy New Year 2020



Kriyakalap at Department of Management Studies

Guest lecture on Digital Marketing

Considering the emerging trends of digital media, Department of management studies in association with QA Lab tech has organized a “**Guest lecture on digital marketing**” on 9th Sep 2019 for MBA 1st & 2nd year students. The main objective of the workshop was 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.



Guest lecture on Enhancing individual excellence & make outstanding things happen



Department Of Management Studies organized a guest lecture on the topic “Enhancing individual excellence & make outstanding things happen” on 13/9/2019. The Honorable guest for the day was “Mr. Ajaya Gupta” He is highly an innovative & technical leader. Recently he is working as internal executive Director in Cognizant over 2, 80,000 +employees operating in 70 countries.



He focused on how to grasp the opportunities & gain the maximum benefit from it, And how to have faith & believe in yourself. The lecture would have surely changed the thinking process of the students.



Industrial Visit Bisleri Plant, Sahibabad

Department of Management Studies organized an industrial visit to BISLERI PLANT located in Sahibabad for the students of management MBA I & II year on 17/9/2019.

The quality control manager detailed about the process of the production bottling, packaging and the process of outbound logistics.

The visit to Bisleri elaborates the manufacturing process of the Bisleri Plant that includes the processing of water and making of the bottles.

The overall experience was highly interactive where students got the live exposure of actual working environment of the corporate.



Workshop on Placement Awareness Session

Considering the importance of placement for the management students , Department of management studies organized a “Workshop on Placement Awareness Session” on 24th Sep 2019 for MBA II year students. The main objective of the workshop was to give an insight to the students regarding various job sectors and to make them aware about the expectations of the Organizations from the prospective Candidates for the job.





Industrial Visit Tej Shoe Factory, Agra

Department of Management Studies organized one day trip to TSF PLANT (100% export oriented unit of leather shoes) located in Sikandra, Agra for the students of management MBA I & II year on 10/10/2019. The visit to TSF, Agra nicely depicted the whole view of the shoe plant, the student were made aware about making of various kinds of shoes. They showed us the working of how the leather is passed through many stages to convert it into a shoe. The entire process included shoe manufacturing, shoe packaging, dispatching to various export houses. The overall experience was highly interactive where students get the live exposure of actual working environment of the corporate.

Shodh '19- An Inter Institutional Paper Presentation Competition

Department of Management Studies at RKGIT organised SHODH 19 –An Inter Institutional Paper Presentation Competition on 19th November 2019. The theme of Shodh 19 was “Innovation & Sustainability in changing Business Era”. Around 14 teams of 20 esteemed colleges of NCR participated in the competition. Each team posed a tough competition to the other participants. There were various topics covered very effectively by the participants. Themes like gender discrimination, crypto currency, Analysis of NPAs, innovation and entrepreneurship, innovation and education etc. were discussed. The winners were as follows:

Position	Name	College	Course	Topic of presentation
I	Mohit Bhardwaj Astitv Upadhyay	IPEM, Gzb	BBA	Gender Discrimination.
II	Akansha Rai Shivani Singh	ITS, Gzb	PGDBM	Financial Inclusion



Welcome Party 2019

A welcome party was organised by the MBA II Year student managers for the new faces of MBA I year on 17th August 2019. The party began with the welcome and the cake cutting ceremony. Dr. D R Somashekar-Director RKGIT welcomed and motivated the new faces in the form of a short address. A number of events and games were a part of the party. All enjoyed thoroughly. Dr. Vibhuti – Head MBA assured the MBA 1st year for a healthy and enriching journey of MBA in her address.



Debate competition- 'Artificial Intelligence vs Human Intelligence'

A debate competition was organized on 4th Sept. 2019 on the topic 'Artificial Intelligence vs Human Intelligence'. The students from various departments have participated in this event. Main objective of the completion was to provide experience to the students that are conducive to life-changing, cognitive, and presentational skills. In addition, through debate debaters acquire unique educational benefits as they learn and polish skills of researching, organizing, and presenting information in a compelling fashion.

Following were the winners:

	NAME OF THE WINNER	COURSE	BRANCH
I	Nishant Srivastava	Btech	EC 2
II	Rishabh Iadhani	Btech	EC
III	Divyansh P Sharma	MBA	CS 2



Blood Donation Camp 2019

Department of Management Studies, RKGIT in association with Rotary Club, organized a blood donation Camp on 18th Sept. 2019. The camp was inaugurated by RKG Group Chairman Shri Dinesh Goel Ji and his son Mr. Akshat Goel, Prof. Laxman Prasad- Director R&D RKG Group of Institutions. Prof. D R Somashekar Director-RKGIT, Dr. Vibhuti –Head MBA along with various representatives of Rotary Club. Around 100 donors donated blood from all courses that included the students, faculty and staff. Blood donation is the highest type of humanitarian service one can give, because it saves life and you need not be a doctor to save life, just donate blood. A lot of many representatives from the Rotary motivated the donors by their presence. Each donor was provided with a memento and a Certificate.



Alacrity- Management Fest 2019



Department of Management Studies at RKGIT organised ALACRITY 2019- Management Fest on 3rd & 4th October 2019. More than 15 colleges participated in the fest. The fest was for management students. The fest was organised in three different heads; *Shades of Life*, *Brain waves* and *Expressions*. In all there were 14 events organised under the three heads that included dance, singing, dramatics, food without fire, Mehndika, scribble, tech mind, movies quiz and many more. The participants enjoyed their stay at RKGIT while participating in the various events. More than 80 students of various colleges participated. The winners were felicitated with winners' trophy and certificate.



Sales Anand 2019

Department of Management Studies at RKGIT organized Sales Anand 2019 on 4th October 2019. The objective of organizing Sales Anand is to enhance the marketing and sales skills of the management students. Around 15 stalls were organized that consisted of various items. The participants were from all the courses of the institute. 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.



MBA in News.....

20 कॉलेजों के छात्रों ने रिसर्च पेपर किए प्रस्तुत



गाजियाबाद, 25 नवम्बर (संवाद) - मेरठ रोड स्थित राज कुमार गोपाल इंस्टिट्यूट ऑफ टेक्नोलॉजी के एमबीए डिपार्टमेंट ने सोम-201 का आयोजन किया। इसमें विभिन्न स्तरों के 20 कॉलेजों के 30 विद्यार्थियों ने अपने रिसर्च पेपर प्रस्तुत किए। कार्यक्रम का शुभारंभ संस्था के निदेशक लक्ष्मण प्रसाद, डॉन एकेडमिक डॉ. अनिल खन्ना, डॉन स्टूडेंट वेलफेयर एचबी गण व प्रबंधन संकाय की विभागाध्यक्ष विभूति ने दी। प्रस्तावित का किया। इस अवसर पर मुख्य अतिथि प्रॉफेसर स्मिथ एचडी एसोसिएट प्रॉफेसर डॉ. अशोक कुमार, डॉन स्टूडेंट वेलफेयर एचबी गण व प्रबंधन संकाय की विभागाध्यक्ष विभूति ने दी। प्रस्तावित का किया। इस अवसर पर मुख्य अतिथि प्रॉफेसर स्मिथ एचडी एसोसिएट प्रॉफेसर डॉ. अशोक कुमार, डॉन स्टूडेंट वेलफेयर एचबी गण व प्रबंधन संकाय की विभागाध्यक्ष विभूति ने दी। प्रस्तावित का किया।

कॉलेज में प्लेसमेंट प्रक्रिया शुरू



गाजियाबाद, 27 सितम्बर (संवाद) - मेरठ रोड स्थित आरकेजीआईटी कॉलेज में प्लेसमेंट प्रक्रिया शुरू की गई। विभिन्न विभागों के प्रतिनिधियों द्वारा छात्रों को विभिन्न चरणों के लिए जानकारी प्रदान की गई।

आरकेजीआईटी में बिजनेस विजय मंथन का आयोजन



गाजियाबाद, 27 सितम्बर (संवाद) - मेरठ रोड स्थित आरकेजीआईटी कॉलेज में बिजनेस विजय मंथन का आयोजन किया गया। इस अवसर पर मुख्य अतिथि प्रॉफेसर स्मिथ एचडी एसोसिएट प्रॉफेसर डॉ. अशोक कुमार, डॉन स्टूडेंट वेलफेयर एचबी गण व प्रबंधन संकाय की विभागाध्यक्ष विभूति ने दी। प्रस्तावित का किया। इस अवसर पर मुख्य अतिथि प्रॉफेसर स्मिथ एचडी एसोसिएट प्रॉफेसर डॉ. अशोक कुमार, डॉन स्टूडेंट वेलफेयर एचबी गण व प्रबंधन संकाय की विभागाध्यक्ष विभूति ने दी। प्रस्तावित का किया।

बिजनेस विजय मंथन 2019 में दिखाया हुनर



आरकेजीआईटी में आयोजित बिजनेस विजय मंथन का आयोजन किया गया। इस अवसर पर मुख्य अतिथि प्रॉफेसर स्मिथ एचडी एसोसिएट प्रॉफेसर डॉ. अशोक कुमार, डॉन स्टूडेंट वेलफेयर एचबी गण व प्रबंधन संकाय की विभागाध्यक्ष विभूति ने दी। प्रस्तावित का किया। इस अवसर पर मुख्य अतिथि प्रॉफेसर स्मिथ एचडी एसोसिएट प्रॉफेसर डॉ. अशोक कुमार, डॉन स्टूडेंट वेलफेयर एचबी गण व प्रबंधन संकाय की विभागाध्यक्ष विभूति ने दी। प्रस्तावित का किया।

आरकेजीआईटी में शोध 2019 का आयोजन



गाजियाबाद, 27 सितम्बर (संवाद) - मेरठ रोड स्थित आरकेजीआईटी कॉलेज में शोध 2019 का आयोजन किया गया। इस अवसर पर मुख्य अतिथि प्रॉफेसर स्मिथ एचडी एसोसिएट प्रॉफेसर डॉ. अशोक कुमार, डॉन स्टूडेंट वेलफेयर एचबी गण व प्रबंधन संकाय की विभागाध्यक्ष विभूति ने दी। प्रस्तावित का किया। इस अवसर पर मुख्य अतिथि प्रॉफेसर स्मिथ एचडी एसोसिएट प्रॉफेसर डॉ. अशोक कुमार, डॉन स्टूडेंट वेलफेयर एचबी गण व प्रबंधन संकाय की विभागाध्यक्ष विभूति ने दी। प्रस्तावित का किया।

मानव मशीन के इस्तेमाल पर छात्रों ने रखे विचार



गाजियाबाद, 4 सितम्बर (संवाद) - मेरठ रोड स्थित आरकेजीआईटी कॉलेज में मानव मशीन के इस्तेमाल पर छात्रों ने रखे विचार का आयोजन किया गया। इस अवसर पर मुख्य अतिथि प्रॉफेसर स्मिथ एचडी एसोसिएट प्रॉफेसर डॉ. अशोक कुमार, डॉन स्टूडेंट वेलफेयर एचबी गण व प्रबंधन संकाय की विभागाध्यक्ष विभूति ने दी। प्रस्तावित का किया। इस अवसर पर मुख्य अतिथि प्रॉफेसर स्मिथ एचडी एसोसिएट प्रॉफेसर डॉ. अशोक कुमार, डॉन स्टूडेंट वेलफेयर एचबी गण व प्रबंधन संकाय की विभागाध्यक्ष विभूति ने दी। प्रस्तावित का किया।

आर.के.जी.आई.टी. की एम.बी.ए. छात्रा को मिला गोल्ड मेडल



गाजियाबाद, आर.के.जी.आई.टी., मिश्रा ने दसवां स्थान प्राप्त किया। इस अवसर पर मुख्य अतिथि प्रॉफेसर स्मिथ एचडी एसोसिएट प्रॉफेसर डॉ. अशोक कुमार, डॉन स्टूडेंट वेलफेयर एचबी गण व प्रबंधन संकाय की विभागाध्यक्ष विभूति ने दी। प्रस्तावित का किया। इस अवसर पर मुख्य अतिथि प्रॉफेसर स्मिथ एचडी एसोसिएट प्रॉफेसर डॉ. अशोक कुमार, डॉन स्टूडेंट वेलफेयर एचबी गण व प्रबंधन संकाय की विभागाध्यक्ष विभूति ने दी। प्रस्तावित का किया।

25 कॉलेजों की 80 टीमों ने दिखाया दम



आरकेजीआईटी में हुए कार्यक्रम में 80 टीमों ने दिखाया दम। इस अवसर पर मुख्य अतिथि प्रॉफेसर स्मिथ एचडी एसोसिएट प्रॉफेसर डॉ. अशोक कुमार, डॉन स्टूडेंट वेलफेयर एचबी गण व प्रबंधन संकाय की विभागाध्यक्ष विभूति ने दी। प्रस्तावित का किया। इस अवसर पर मुख्य अतिथि प्रॉफेसर स्मिथ एचडी एसोसिएट प्रॉफेसर डॉ. अशोक कुमार, डॉन स्टूडेंट वेलफेयर एचबी गण व प्रबंधन संकाय की विभागाध्यक्ष विभूति ने दी। प्रस्तावित का किया।

वाद विवाद प्रतियोगिता का आयोजन



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UPCOMING EVENTS

MARK YOUR CALENDAR!

- MANTHAN 2020 – 14th Feb 2020
- SALES ANAND 2020- 29th Feb 2020
- BLOOD DONATION CAMP- 14th March 2020
- LAMHE 2020- 9th May 2020

During which month do people sleep the least?

Riddle Corner

What has hands but cannot clap?

Imagine you are in a dark room. How do you get out?

What kind of tree can you carry in your hand?

What can travel around the world while staying in a corner?

Citizenship (Amendment) Bill, 2019: Myths and Facts

Myth: CAB is discriminatory against Muslims

Fact: Any foreigner of any religion from any country can apply for Indian citizenship if he/she is eligible to do so as per the existing provisions of the Citizenship Act, 1955. The CAB does not change these provisions at all. It only enables migrants of six minority communities from three countries to apply for Indian citizenship if they meet the given criteria.

Myth: CAB is against the interest of indigenous people of Assam

Fact: CAB is not Assam-centric. It is applicable to the whole country. CAB is definitely not against National Register of Citizens (NRC), which is being updated to protect indigenous communities from illegal immigrants.

Myth: CAB dilutes 'Assam Accord'

Fact: CAB does not dilute the sanctity of Assam Accord as far as the cut—off date of March 24, 1971, stipulated for detection/deportation of illegal immigrants is concerned.

Myth: CAB will lead to domination of Bengali speaking people

Fact: Most of the Hindu Bengali population is settled in Barak Valley of Assam, where Bengali is declared the 2nd State Language. In Brahmaputra Valley, Hindu Bengalis are settled in isolated pockets and have adapted themselves to Assamese language.

Myth: Bengali Hindus will become a burden for Assam

Fact: CAB is applicable to the whole country. Persons facing religious persecution are not settled only in Assam. They are staying in other parts of the country as well.

Myth: CAB will trigger fresh migration of Hindus from Bangladesh

Fact: Most of the minorities have already migrated from Bangladesh. Moreover, the scale of atrocities on them in Bangladesh has been coming down in recent years. In the changed scenario, large-scale migration on account of religious persecution is now a remote possibility. Further there is a cut—off date of December 31, 2014 and benefits under CAB will not be available for members of the religious minorities who migrate to India after the cut—off date.

Myth: CAB is a ploy to grab tribal land by accommodating Hindu Bengalis

Fact: Hindu Bengalis are mostly settled in Barak Valley, away from Tribal Belts and Blocks. Further, CAB does not contradict laws and regulations for the protection of tribal lands. CAB is not applicable in areas where provisions of ILP & sixth schedule to constitution apply.

Myth: CAB will provide citizenship to Bengali Hindus

Fact: CAB does not automatically confer Indian citizenship to Bengali Hindus. It is just an enabling legislation for persons belonging to six minority communities of Afghanistan, Pakistan and Bangladesh. It has been proposed on extremely humanitarian grounds as these minorities had fled from these three countries due to persecution on grounds of their religion.

<https://timesofindia.indiatimes.com/india/citizenship-amendment-bill-2019-myths-and-facts/articleshow/>

Answers to riddles:

1. Clock
2. Stop imagining
3. Palm
4. Stamp
5. February (there are fewer nights in February).



Raj Kumar Goel Institute of Technology			
Department of Management Studies			
Departmental Councils			
Chairperson: Dr. Vibhuti			
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