



## DEPARTMENT OF MANAGEMENT

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The Department of Management Studies at GITS was established in 2006 to impart top-class management and business education embodying the principles of entrepreneurship, leadership and professionalism by adopting the best methods from the corporate world and internationally acclaimed business schools.

The MBA programme, approved by All India Council of Technical Education (AICTE), Directorate of Technical Education, and Government of Rajasthan and affiliated to Rajasthan Technical University Kota, is designed to reach out to management aspirants and provide a wider spectrum of managerial and administrative programmes. It offers the flexibility specialize in one's area of interest through dual specialization in Marketing, Finance, Human Resources, Operations and Information Technology.

The regular academic programme supplemented by seminars, workshops, aptitude and communication sessions are designed to enhance the employability and confidence of the students. The department has an ideal infrastructure for running this programme which includes a seminar hall, Internet Lab and a well-stocked Library.

## DIRECTOR'S DESK

**Dr. Vikas Mishra**



Welcome to the second edition of online newsletter from Department of Management, GITS . Featured in this issue of the newsletter is the International Conference organized by the department on “CORPORATE GOVERNANCE IN GLOBAL CONTEXT: PROSPECTS & CHALLENGES”. I congratulate all the faculty members and students for this successful event.

Dr. Vikas Mishra

(Director GITS)

## PROGRAM DIRECTOR'S DESK

PROF. P K JAIN



Dear Reader

At the very outset let me congratulate all the students and faculty for the smooth conduct of international conference on “CORPORATE GOVERNANCE IN GLOBAL CONTEXT: PROSPECTS & CHALLENGES”. Any activity of such magnitude can be successful only with the active support of faculty. I am pretty sure that in future also our faculty and students will prove their worth.

Prof. P K Jain

(Director MBA)

## EDITOR'S DESK

DR. KIRAN SONI



Stop Criticizing  
Yourself For Your  
Failures. Start  
Appreciating  
Yourself For Your  
Achievements.

Dear Readers we are glad to bring out the second edition of our newsletter "PARISAR". It would be a snapshot of the various activities and advancement for all associated with GITS, Management Department. This newsletter will increase awareness, improved interaction and integration among all of us. PARISAR is thankful to all the students, faculty members and non teaching staff for their contribution.

Dr. Kiran Soni

(Associate Professor)

(Department of Management)

## CELEBRATION OF MATRABHASHA DIWAS

**21<sup>st</sup> February 2019**

The UNESCO has declared 21st February every year as International Mother Language Day to promote the dissemination of mother languages and further awareness of linguistic and cultural traditions throughout the world and to inspire solidarity based on understanding. In regard to this as directed by UGC, Geetanjali Institute celebrated Matribhasha Diwas on 21st February, 2019. Debate & Poetry competition were conducted for the students of B.Tech., M.Tech., MCA and MBA. The theme for the Debate was “Social Media: Boon or Curse for Youth” and 2. Poetry Recitation was done on “Indian Culture & Value System. The top three winners of debate competition were GovindaTak, Himanshi Rathore and Mariya MH. In the poetry recitation the first, second and third prizes were grabbed by Yashwant Lohar, Manoj Dadheech and Mariya MH respectively.



# **NATIONAL CERTIFICATE PROGRAM ON BASICS OF RESEARCH**

**BY: Dr. Dharmesh Motwani , GITS**

**1<sup>st</sup> March 2019**

The objective of this program was to spread knowledge about ways of conducting research to produce new knowledge and understanding any topic in depth. This program dealt with the fundamental concepts of the research which will give participants a right direction to initiate any research. In total 87 students & 9 faculty members attended the program. The Session was taken by Dr. Dharmesh Motwani and program was well appreciated by the participants.



# **INTERNATIONAL CONFERENCE ON CORPORATE GOVERNANCE IN GLOBAL CONTEXT: PROSPECTS & CHALLENGES**

**29th March, 2019**

International Conference on Corporate Governance in Global Context: Prospects & Challenges aimed at capturing emerging trends in corporate governance. This event endeavored to bring all academicians, researchers, practicing managers and students together to share their ideas and research findings, discuss prospects & challenges of corporate governance, and above all, nurture and consolidate a culture of research in various domains of management as well as interdisciplinary studies in India. In the conference in total 62 full length papers from various parts of India were received out of which 27 selected papers were presented on the day of conference. Two best papers were awarded in the valediction ceremony





## **FACULTY'S ARTICLE**

**Dr Lokesh Mali**

**Assistant Professor**

**Geetanjali Institute of Technical Studies, Udaipur**

### **AGRICULTURE IS THE MILE STONE FOR THE SELF SUSTAINING OF INDIAN ECONOMY**

An independent economy would not deal among foreign nations since its products and services could be manufactured using its reserves, economically viable agriculture and renewable power.

Self-sufficiency allows a nation to be financially autonomous and live alone. In a self-reliant economic system, productivity forces are using the natural resources and labour of the nation to manufacture products and services capable of fulfilling the requirements of customers and raising the standard of living. In fact, an independent country's economy which is self - sufficient maintains equity in global relations, prosperity and secure foreign relations (dictionary / self-sufficient economics).

Currently, India has gone through food shortages to food adequacy, materializing food dominance. Most of those are became partly thanks to the implementation of progressive science, especially coupled with powerful government assistance, as well as the dedication of both agricultural research intellectuals and Indian farm workers. The function of progressive administrations national and state governments in the context of numerous financial products and proposals, research and development, and other facets has enhanced agriculture productivity and regional development. Green Revolution innovations and liberalization strategies also contributed massively to the Indian economies by providing food self-sustaining and increasing rural well being. The function of Agricultural scientists' has proven essential in the above relation.



Food development was among India's primary political problems. In India, significant agriculture reforms and initiatives were introduced to offer more agricultural output. The Union Government also discusses this topic in its five-year plans for further development in the farming industry. However the consequence appears to be weaker agricultural production, lacking adequate direction and execution. Significant areas of focus such as water supply, inadequate water supply by water channels, water contamination, land contamination, population increases, rural population relocation to city life, attractiveness to industry and manufacturing, and growing extreme poverty are influential here.

## **STUDENT'S ARTICLE**

**Sachin Sharma**

**MBA I Sem**

### **STRATEGIC INTELLIGENCE**

Strategic intelligence is a mechanism by which the operating environment is developed, including rivals, customers and markets (Pourkiyani & Nazarian, 1991). Strategic intelligence will provide Marchand and Hykes (2007) with use us knowledge on the business environment required for companies to predict changes and plan suitable strategies that generate value and develop potential rent ability growth in the emerging markets within or in other industries.

Strategic intelligence seems to have the same significance in the growth of a company in intelligent armed services processes, but it is important to stress how business strategies can improve control over the future, challenges and opportunities that significantly raise the achievement of the company (Pourkiyani & Nazarian, 1991).

"The realistic approach to problems can also be defined as strategic intelligence that is used to establish effective strategies and adjust the workplace according to various circumstances (Pirttimaki, 2007). Strategic intelligence is integrated to create value added information and expertise in line with the strategic decisions of the company"(Pourkiyani & Nazarian, 1991).

“Competitive intelligence (CI) is often described as experience and awareness of the organization's external operating environment. The aim of CI is to promote strategic decision-making by making the required business information accessible and in operational form at the right moment. The direction and use of CI is tactical and also strategic. The CI time frame focuses on current affairs as well as, to a degree, historical and future affairs. Many CI systems are structured to support the strategic level and others focus on organizational supervision or even both”.

“Strategic Intelligence is a type of Competitive Intelligence produced for strategic purposes. Customers of SI include individuals involved in strategic decision-making.”

Through the viewpoint of the method, Strategic intelligence could often be viewed as a aspect of strategic intelligence, because it is also a systemic and ongoing mechanism aimed at allowing decision-making to be taken in an efficient and timely way.

SI users are mainly individual people interested in the production of strategies. The SI time period is also wide-ranging and focuses on all major events: past, present and future events (Figure 2). In short, the concept of strategic intelligence may be:

“A systematic and continuous process of producing needed intelligence of strategic value in an actionable form to facilitate long-term decision-making”.

## **STUDENTS' VIEWS:**

1. Faculties at Geetanjali Institute of Management not only teach students but with the aid of their industrial experience along with expert lectures exposes them to the world outside the institute.

Shabnam Banu  
(MBA II Sem)

2. Apart from workshops and seminars during lecture series industry experts regular visit the campus to impart the current market trends and guide students for better placement preparations.

Abhishek Vaishnav  
(MBA IV Sem)