








## 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**



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I am very happy that Department of Management is releasing last edition of “Parisar” for the Year 2019-20 as a forerunner of department activities.

We have arranged several webinars; expert lectures during the time of pandemic as well as provided the facility of mobile library to the students for making their study easier.

The GITS family is an ever increasing family and I feel proud to be a part of it. Congratulations to mall the students who have excelled in various fields and good luck to those who are on their way to achieve success.

**Dr. Vikas Mishra**

**(Director GITS)**

## PROGRAM DIRECTOR'S DESK

PROF. P K JAIN



Dear Reader

It we are witnessing very crucial and high time this year. The Covid has created fear and terror in the minds of every individual. I request you all to be highly vigilant and be active on on-line mode of teachings this is the only way out till the vaccine rolled out . I wish all the readers a safe and secure future.

Prof. P K Jain

(Director MBA)

## EDITOR'S DESK

DR. ARCHANA SINGH



Be strong now  
because things  
will get better.

It may be  
stormy now,  
but it can't  
forever.

It gives me an immense pleasure to introduce this Newsletter of Department of Management, Named PARISAR, means campus life. By presenting this Newsletter, wish to provide you the same. I am thankful to our honorable Director Sir who gave me this opportunity. This edition of Parisar brings before you the changed form of Indian education. Still we are trying to overcome Covid-19. This difficult situation made us techno friendly. In this quarter we have conducted four webinars. Students did online courses and internship also.

Dr. Archana Singh  
(Assistant Professor)

## **An Expert Talk on HR Trends in COVID – 19**

**BY: Ms. Megha Gupta, HR Director, Fiserv**

Geetanjali Institute of Technical Studies has organized an An ExpertTalk on HR Trends in COVID - 19 with Ms. Megha Gupta, Human Resources Director, Fiserv on 7th Aug 2020 at 11 AM.

Ms. Megha Gupta is the Human Resources Director at Fiserv where she leads the team of business partners and culture and change management supporting the transformation across the company.

Ms. Gupta in her interaction with students emphasised over flexibility of institutions and employees. She also suggested students for regular updating and enhancing their employability skills.

E- Certificate were given to all the participants.



The banner features the Geetanjali Institute of Technical Studies logo at the top left, with the text 'GEETANJALI INSTITUTE OF TECHNICAL STUDIES, UDAIPUR' and 'Your Pathway To Bright Future...'. Below this, it reads 'AN EXPERT TALK ON HR TRENDS IN COVID - 19'. A calendar icon shows '07 AUGUST 2020' and a clock icon shows '11:00 AM'. A QR code is located at the bottom left. On the right side, there is a portrait of Ms. Megha Gupta, HR Director at Fiserv. The Fiserv logo is at the bottom right, and the website 'www.gits.ac.in' is at the bottom center.

## MOBILE LIBRARY

Geetanjali Institute of Technical Studies, in these challenging times of #COVID19 pandemic, has initiated an unprecedented Innova facility of Mobile Library, This Mobile Technical Library is first of its kind in #Rajasthan where Bus will visit various locations in #Udaipur from 27th July 2020 to facilitate its Students to take benefits of Library.

The students through this unique drive can access the library, submit and /or issue books as well as purchase essential stationery items while maintaining social distancing protocol and fulfil their academic pursuits.

We at GITS are continuously committed to initiate many such innovative solutions for the benefit of its students.



## EXPERT WEBINA

on

### Are you ready? "Roadmap for Increasing Personal Effectiveness"

**BY: PROF. Karunesh Saxena, Ex Director FMS, Director CDC & IQAC, MLSU**

Geetanjali Institute of Technical Studies (Department of Management Studies) has organized an ExpertWebinar with a Well Known Personality in the Field of Management & a Great Orator Prof. Karunesh Saxena, Ex Director FMS, Director CDC & IQAC, ML Sukhadia University Udaipur, Rajasthan on Topic :- Are you ready? "Roadmap for Increasing Personal Effectiveness" on 14th July 2020 at 11:00 AM.

PROF.(Dr.) Karunesh Saxena has more than 35 years of Corporate and Academic experience. He has served Dr. H. S. Gour University Sagar(M.P.), Vikram University Ujjain (M.P.), Jammu University, Jammu, IGNOU New Delhi. He has so far guided 41 Research scholars for their PhD work.

Prof. Saxena in his address to students and professionals mentioned about day to day steps that they can take to excel in our personal as well as professional life. The session was highly interactive and thought provoking. E- Certificate were given to all the participants.

The poster is for a webinar titled "Are you ready? Roadmap for Increasing Personal Effectiveness" featuring Prof. Karunesh Saxena. It is organized by the Department of Management Studies at Geetanjali Institute of Technical Studies. The event is scheduled for 14 July 2020 at 11:00 AM. The poster includes a QR code for registration and the website address www.gits.ac.in.

**Department of MANAGEMENT STUDIES**  
**AN EXPERT WEBINAR ON**  
**ARE YOU READY?**  
**“Roadmap for Increasing Personal Effectiveness,”**  
**Prof. KARUNESH SAXENA**  
Ex Director FMS,  
Director IQAC & Director CDC,  
ML Sukhadia University Udaipur  
**14 JULY 2020**  
**11:00 AM**  
www.gits.ac.in

## EXPERT WEBINAR

On

### Academic Excellence for Future Career

**BY: PROF. B. S. Sahay, Founder Director, IIM Jammu & Former Director IIM Raipur,  
MDI Gurgaon & IMT Ghaziabad**

Geetanjali Institute of Technical Studies (Department of Management Studies) has organized an Expert Webinar with the Popular Name in the field of Management in our Country Prof. B. S. Sahay, Founder Director, Indian Institute of Management, Jammu & Former Director of IIM Raipur, MDI Gurgaon & IMT Ghaziabad on Academic Excellence For Future Career on 9th July 2020 at 3:00 PM.

Dr. Vikas Mishr while introducing Prof. Sahay has explained about the importance of dedicated faculties. Teaching staff and their linkages with students and industry is the key to success for any academic institution. Prof. Sahay emphasized on engaging faculty members in academic pursuits. Thanks note to Prof. Sahay was conveyed by the coordinator of the webinar Mr. Arvind Pemawat. More than 160 students attended the webinar.

E- Certificate were given to all the participants.

The poster is for an expert webinar. It features a portrait of Prof. B.S. Sahay on the left. The text on the right reads: 'Department of MANAGEMENT STUDIES', 'EXPERT WEBINAR ON', 'ACADEMIC EXCELLENCE FOR FUTURE CAREER', 'Prof. B.S. SAHAY', 'Founder Director', 'Indian Institute of Management, Jammu (Former Director of IIM Raipur, MDI Gurgaon & IMT Ghaziabad)', '09 JULY 2020', '3:00 PM', and 'www.gits.ac.in'. Logos for Geetanjali Institute of Technical Studies and IIM Jammu are also present.



## EXPERT WEBINAR

On

### "An Inspiring Story from Airman to Chairman"

**BY: Shri Ramesh Agarwal, Chairman Agarwal Packers and Movers Ltd.**

Geetanjali Institute of Technical Studies has organized an Expert Webinar with Shri Ramesh Agarwal, Chairman, Agarwal Packers and Movers Ltd. on "Motivation & Vision - "An Inspiring Story from Airman to Chairman" on 7th July 2020 at 12:00 Noon.

Shri Ramesh Agarwal is the person who is not only contributing through Logistics & Transport industry in the #national economic growth but also ensuring the growth of Logistics & Transport industry with his contribution, dedication, innovation and vision. E- Certificate were given to all the participants.

The banner features a dark blue background with a starry sky. At the top left, it says 'EXPERT WEBINAR ON' with a play button icon. The top right shows the Geetanjali Institute of Technical Studies logo with the motto 'Darkness to Light'. The central text reads 'LEARN FROM THE LEGEND MOTIVATION & VISION - "AN INSPIRING STORY FROM AIRMAN TO CHAIRMAN"'. Below this, it specifies the date and time: '7th JULY 2020 TUESDAY 12:00 NOON' and includes a QR code. At the bottom left, there are logos for 'WORLD BOOK OF RECORDS' and 'APML AGARWAL PACKERS AND MOVERS LTD.' along with the website 'www.gifs.ac.in'. On the right side, a portrait of Shri Ramesh Agarwal in a black uniform with a cap is shown, with the text 'SPEAKER SHRI RAMESH AGARWAL CHAIRMAN AGARWAL PACKERS & MOVERS LTD.' overlaid on it.

## EXPERT WEBINAR

On

### "Entrepreneurship 101: Zero to Startup"

**BY: Mr. Rohit Kashyap Founder Maytree School of Entrepreneurship**

Geetanjali Institute of Technical Studies (Department of Management Studies) is organizing an Expert Webinar with Mr. Rohit Kashyap, Founder, Maytree School of Entrepreneurship on "Entrepreneurship 101: Zero to Startup" on 30th June 2020 from 11:00 AM onwards.

Mr. Rohit Kashyap is a 18-year-old who chose the Larger Cause! Long list of awards of Mr. Rohit is as follows-

Karmaveer Chakra Awardee By United Nations | Entrepreneur! Startup Advisor | Mentor | Social Media Strategist | Top 5 Youngest Entrepreneurs of India 2020 According to Yourstory & Times of India| Best Young Entrepreneur of 2019 According to Google (Top Featured Article)| Startup Mentor (Science & Tech Department, Govt of India) | Chief Of Tech Kreedha Bharti Bihar (A sports wing of RSS) | Chief of Tech Friends for Patna (A non for Profit Organization).

Department of  
**MANAGEMENT STUDIES**  
ORGANIZES AN EXPERT  
**WEBINAR**   
ON  
**ENTREPRENEURSHIP  
101 ZERO TO  
STARTUP**

**SPEAKER**  
**MR. ROHIT KASHYAP**  
Founder, Maytree School of Entrepreneurship

**ENTREPRENEUR** | **KARMAVEER CHAKRA AWARDEE**  
**TOP 5 YOUNG ENTREPRENEUR 2020 - YOURSTORY & TOI**  
**BYE'19 - GOOGLE** | **YOUTH ICON AWARDEE**

**GEETANJALI**  
Institute of Technical Studies

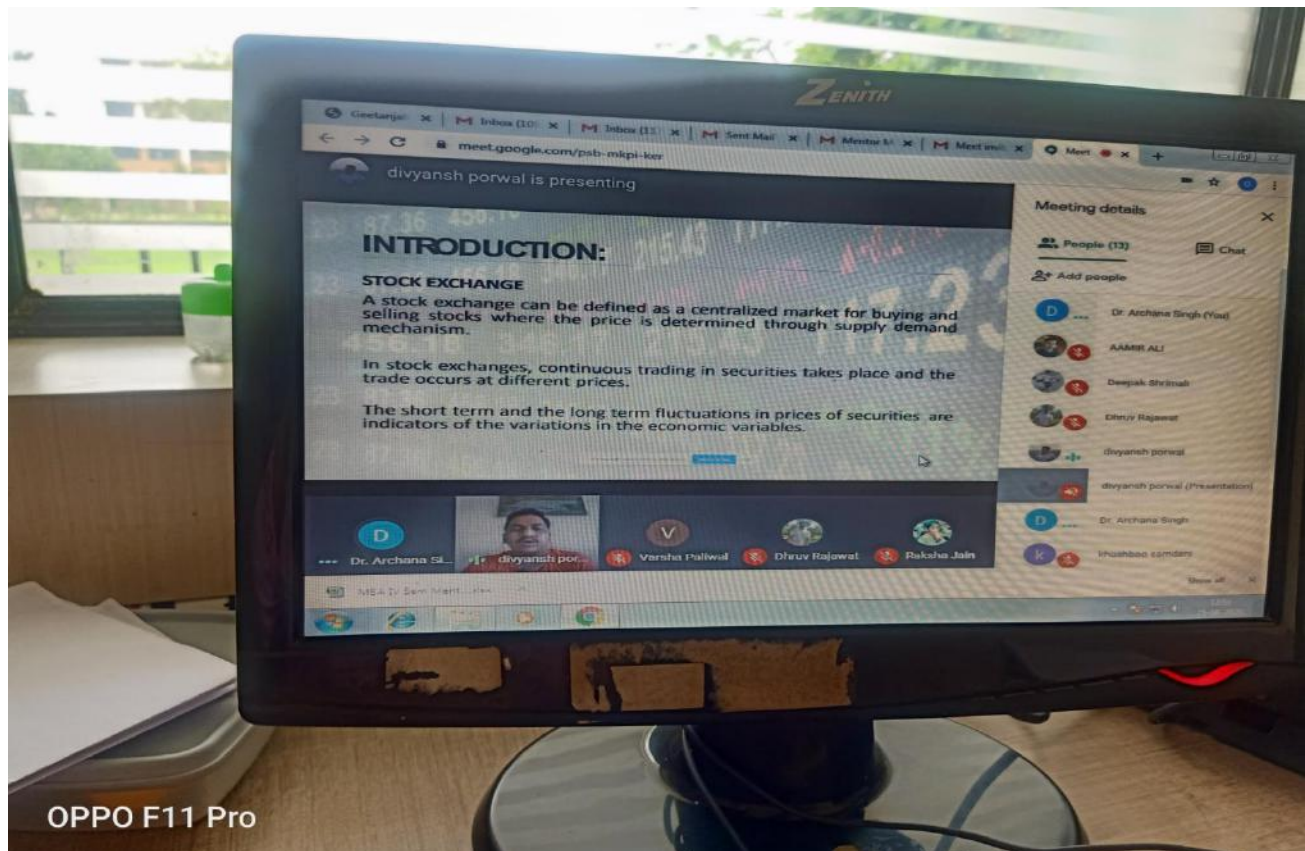
**www.gits.ac.in** | **30<sup>th</sup> JUNE 2020** | **11 AM**



## FINANCE CLUB ACTIVITY

Finance Club of Department of Management Studies GITS organized a Presentation Competition on 25-08-2020. There were total 10 teams with 2 students in each team and got 10 minutes for their presentation.

Students opted Finance related topics such as: Primary Market, Secondary Market, Trading and Settlement Process, Stock Market Indices, Mutual funds etc. They covered why mutual fund are better to invest, one should prefer which type of stocks, working of stock exchanges, etc. In which the students participated extensively and also added current situation in their presentation like investors' behavior and movement of stock Indices etc. This competition boosted up their confidence level.



## **FACULTY'S ARTICLE**

**Dr Kiran Soni**

**Associate Professor**

**Geetanjali Institute of Technical Studies, Udaipur**

### **EDUCATION DURING THE ACUTE PHASE OF COVID-19**

The COVID-19 Pandemic is a relatively essential adaptive and impactful challenge for educators, something for which there is no preconfigured game plan that can direct accurate approaches. Leaders in education must plan responses quickly – and with particular contexts in mind – as the pandemic progresses. This overview addresses the second section of a series that describes the findings of a comparative study of emerging educational needs and responses as the pandemic progresses through countries worldwide. The overarching purpose of this sequence is to promote the accelerated development process and introduction of effective solutions to emerging educational issues, and to secure the opportunities for education of young people during and after the disease outbreak.

The magnitude of the effect of the COVID-19 disease outbreak on the education systems and on the health and well-being of children and young people is rising daily. This is currently a global crisis which prevents children and adolescents from fulfilling their right to quality, healthy and inclusive education in every country, including those affected by conflict and displacement. Through Sustainable Development Goal 4 (SDG4), by 2030 the global community agreed to recognize the right of all children and youth to higher education. Now than ever, the COVID-19 crisis placed the pledge at risk.

By early April, most countries introduced early childhood education, school and college shutdowns countrywide impacting almost 91 percent of the world's student population – more than 1.5 billion students.

As the crisis evolves, needs unique to the nature of living in the pandemic continue to arise and require responses. Thankfully, innovative means of reaching the majority of learners who are out of school and their parents / caregivers who might be expected to function as their teachers or as teaching partners are also emerging. Flexibility is key to meet learners and their educators where they are during the evolution of this unprecedented global experience. Crises often provide opportunities for positive change, and innovations developed for the pandemic response might prove useful in reaching marginalized communities in the future.

## **FACULTY'S ARTICLE**

**Dr. Manish Sharma**

**Associate Professor**

**Geetanjali Institute of Technical Studies, Udaipur**

### **IMPACT OF COVID-19 ON INDIAN ECONOMY**

The COVID-19 pandemic has changed the course of our lives. Its impact is felt in all spheres of our life. As the pandemic calls for unprecedented steps such as lockdown, economic activities have declined. The Indian economy was inching towards a slowdown even before the pandemic, with plummeting growth rates, effective demand was low. Indian economy has some inherent problems which further go aggravated by the pandemic. Every sector of our economy has felt the impact of COVID-19.

#### **The challenges**

Around 93% of the workers are engaged in unorganised sector. The unorganised sector includes street vendors, domestic workers and daily wage earners with no social security net. This group felt the most devastating effect of the pandemic. With lockdown measures to control the spread of infection, people in this group lost their livelihood which pushed them into penury. The plight of migrant workers was witnessed by all of us which shook the conscience of the nation. With industries being shut, migrant workers were forced to return home. With uncertainties regarding resumption of normal activities, these people lost their jobs and their future remains uncertain.

The pandemic has started a chain reaction, where one problem gives rise to new problems. Due to the lockdown measures people are staying at home, all normal activities are halted, due to this people are spending less. This has reduced the effective demand of goods. People engaged in services sector are facing problems due to lack of demand

This reduced demands translates to less production. The MSME sector forms the backbone of our manufacturing sector. It provides employment to millions of Indians. Due to pandemic, production cuts led to less profit and as a result workers were laid off. The MSME sector is also struggling to honour their existing production targets due to unavailability of capital. Though moratorium on loans provides interim relief, the MSME sector would have to be revived. Our banks are already burdened with the problem of nonperforming assets. Due to the disruptions caused by the pandemic, businesses would find it difficult to honour their repayment commitments; this would lead to more NPAs putting stress on the banking sector. Similarly Non-banking financial companies are also facing capital crunch, which is crucial to ensure credit accessibility. Supply chains have been disrupted this further adds to the problem of getting raw materials and essential goods.

The revenue collection has also taken a dip with states facing financial crunch. The government spending would result in fiscal deficit, constraining government's fiscal space. To solve these problems we need to go ahead with a holistic approach. Reviving the economy: Government's measures The government has announced the Atmnirbhar Bharat Abhiyan to revive the economy. The immediate relief measures consist of direct benefit transfers and free food grains to BPL families. The long term focus is on making India self-reliant. Hon'ble PM Narendra Modi highlighted 5 pillars of self-reliant India viz economy, infrastructure, system, demography and demand. These five pillars will govern the course of our economy in the post COVID world. The government has addressed the needs of all the sectors to revive the economy.

MSMEs have been provided 3 lakh crore collateral free loan facility. This will help the MSME sector to increase production and resume activities. Partial credit guarantee scheme for the NBFCs would ensure credit accessibility and ensure stability. The government has also announced 90,000 crore liquidity for power distribution companies. The government would also roll out the one nation one ration card scheme to ensure an availability of ration to migrant workers. The government has also made changes to the essential commodities act and the Agricultural produce market committee's act. This will bring private investment in agriculture. The market access for farmers would also increase through contract farming.

## **COVID-19: An opportunity in crisis**

To bring an overhaul in the Indian economy we need to harness our own resources. Rebuild our economy with emphasis on strengthening the base of our economy and use this crisis as an opportunity to bring reforms. We have shown our intent by stepping up the production of PPE kits and essential medicines in matter of few weeks and we are also exporting them to countries around the world This is the time where we can crumble under stress or rise from the ashes as a resilient country. The choices we make now would decide the course of our economy in the post COVID world.

## **STUDENT'S ARTICLE**

**Urvashi Purohit**

**MBA III Sem**

### **IMPACT OF SOCIAL MEDIA ON POLITICAL ISSUES**

The last few years have seen a phenomenal rise in the use of “social media” in the context of public discourse and communication in society. This can be attributed to the beginning of the Internet as it introduced people or the general population to digital platforms, counting “social media” that is impacting the political sphere of the nation. Thus, today we can see a large number of studies on how “social media” and politics are related to each other from different perspectives. “Social media” is being used in a political context increasingly. Different digital platforms like Twitter, Facebook, Instagram, Whatsapp, etc. are held to increase the political participation of the general population progressively. Using these, people, as well as political groups, can disseminate a large amount of information, political opinions, etc. publicly with merely a click. These platforms encourage political discussion and give the opportunity of towards the inside into direct dialogs with populations and encouraging more political discussions. From the previous studies we already know that from the viewpoint of political institutions, there is an evolving requirement to persistently “collect, monitor, analyze, summarize, and visualize” politically important data from social media.



## **STUDENTS' VIEWS:**

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

Sachin Sharma

( MBA IV Sem)

2. It is a very good Institute for MBA in Udaipur . The faculties in this college are very helpful and supportive . They take us out of our comfort zone and make us a strong leader , giving us an insight into the world of business.

Manasvi Dave

(MBA IV Sem)