



# Manthan

ISSN 0973-7863



NEWSLETTER FROM FACULTY OF MANAGEMENT STUDIES (FMS), GURUKULA KANGRI VISHWAVIDYALAYA. VOL. 28, ISSUE 15, 2014.

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## From the Dean's Pen...

We are overwhelmed to release the sequel of newsletter Manthan. In this issue you will see the big milestone that have been achieved by the faculty and many more in a row.

International conference in the month of February proved as a bench mark, every move was planned and perfectly meshed with the next one. I was having confidence on my team as their were certain big changes that could not be mended one day before, but the team worked hand in hand and wow ! what a scene it was, amphitheater was overflowing, audience who did not find the seats were standing on toes to get the glimpse of the chief guest, Honb'le Governor of Uttarakhand and dignitaries on the dias. Three days conference put a remarkable star in the department and people went with a broad smile on their faces.

Parallely we had a series of events that touched the glory of our faculty this year, we have completed ten years of publication of our international refereed journal GBR which was released by Honb'le Governor of Uttarakhnad, Dr. Aziz Qureshi.

At last, I must thank you all for always giving good words of appreciation that really motivates us to bubble for innovative moves as usual.

Happy reading!, please do come with your valuable comments as add-on to our profile frame.

(V.K. Singh)

## Our Legacy... for Sure

Faculty of Management Studies [FMS] established in the year 1996, is running three post-graduate courses: (i) Master of Business Administration (ii) Master of Business Administration (Business Economics) and (iii) Master of Business Administration (Business Finance). The mode of selection of these courses are through CAT, MAT and CMAT entrance exam conducted by IIM's, AIMA and AICTE. Last year BBA was also added to the curriculum. Besides this, Ph.D. program is also running in different areas of management. The Faculty aims at providing quality conscious managerial manpower for the industries and for that purpose FMS aims at developing competent professional managers for ensuring competitive business environment and to infuse entrepreneurial and innovative styles in the future managers.

Besides this, there are multifaceted objectives to research, consultancy and managerial excellence. Marching ahead to the path of success, faculty is providing Wi-Fi environment and video conferencing facility to the students & faculty members. FMS, Gurukul Kangri Vishwavidyalaya, Haridwar is among the best teaching, research and consulting institutions. The Faculty has established itself as a world-class teaching and research institution and is involved in consulting & training programmes for the industry.

The alumni of the faculty hold, Inter alia, top management positions in the best of Indian as well as multinational companies. Besides the professional achievements, FMS provides the ideal setting and background conducive to learning where a student is a treasured asset.

## About FMS

FMS an ISO 9001:2008 certified faculty was established in 1996, initially it started with MBA program and in the year 2000. Two more programs were added in the course basket. Besides this Ph.D. program is also supporting the academic vibrations, 54 Ph.D. degrees have been awarded since its inception. Nearly 1600 alumnus are working in responsible and strong echelon leadership positions in various MNC's. This year BBA program too favored the academic add ons to strengthen the student fraternity.

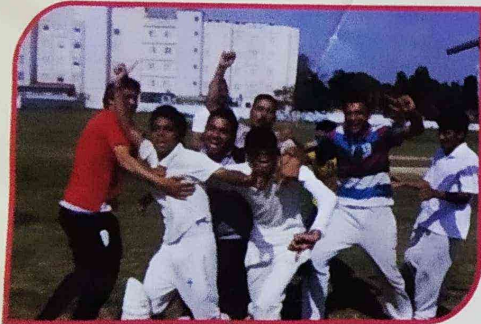
Faculty aims at developing the competent professional managers for ensuing competitive business environment and to infuse entrepreneurship style in budding managers. FMS is ranked among Indian premier B-schools for its efforts in managerial capacity building. It is also offering training, consultancy and advisory services to professionally managed companies and entrepreneurial set-ups cutting across the whole spectrum of the human resource development.

## Departmental Projects: Prof. V.K.Singh

**Minor Project :** ICSSR - 2.5 Lac

**Major Project :** UGC(e-Pathshala)- 1.22 Crores ( With 20 members)

## Events on the plaster.....



**Winners in high spirits.**

development of the students, so keeping this in mind the faculty encourages students to participate in the sporting activities . A cricket match was organised between MBA, BBA, MBA(BE,BF) & FMS staff, This year the trophy was bagged by MBA(BE,BF) Team.

## Workshop on 'Antardarshan'

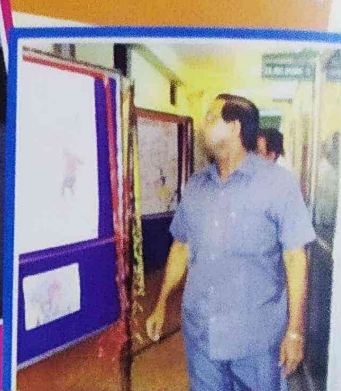


**Workshop in progress.**

"All play and no work, makes jack a dull boy" is replaced with "All work and no play makes jack a dull boy" is proved to be the omnipresent situation for all the student masses. This calls for the over all

To inculcate the value of self discipline, motivation, attitude correction, interpersonal relations and many more were taught to the students in the form of workshop conducted by Dr. Nachiketa Mishra, renowned psychologist

New Delhi on 15th April 2014, so that students are well in advance to get prepared for their corporate suites.



## **Off the campus events- my creation**



**Rangoli**

From time to time students of FMS are sent to various competitions to different parts of the country so as to build up the confidence and to gain practical knowledge. Five students were sent to participate in the Cultural fest 'Ojas-

2014', from 28-29th April 2014, where one of the student Mr. Naveen Singh Negi stood third in spot photography. Three of our students were sent to Delhi for case presentation competition in the month of October 2013 and showed their academic talent.

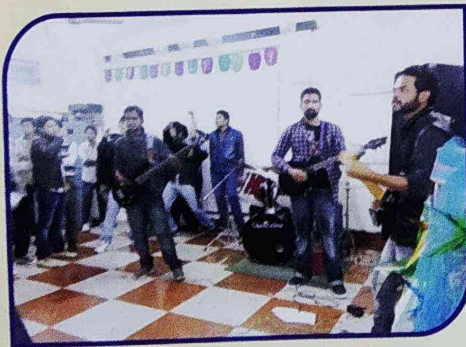
## **Mock Interview sessions**

So as to give the real picture of interview students will be facing in the coming years, FMS conducts mock interview sessions, exactly similar image of the interview room is created and then the students are told about their shortcomings. Finally best 3 students were selected and felicitated with prizes by the faculty.



**Student receiving the prize.**

## **Farewell....for movers**



**Rock band at Farewell**

A farewell party is a party you throw for someone who is leaving. You might give a farewell party to a friend who is moving far away, or to a co-worker who has found a new job. This day is marked as the way of praying for the seniors for their good future ahead and also equally bestowing the memories in the hearts of seniors.



**Best Teaching Staff**

Dr. Rajul Bhardwaj

**Best Non Teaching Staff**

Mr. Kamal Singh



## **Entrepreneurship Awareness Camps (EAC)**

A series of camps were organized to promote entrepreneurship abilities in the students so that they can in place of running from pillar to post can take the initiative of starting their own ventures and could become



**Group photograph**

bread givers in place of bread earners. The series showed a huge rally of students from different colleges. The event was governed by Dr. Anil Dangwal and Dr. Rajul Bhardwaj. The series was graced by eminent speakers from different horizons who took it as a challenge and tried to infuse the essence of entrepreneurship in the veins of participants.

## **Gurukul Business Review(GBR)**

The 10<sup>th</sup> issue of Gurukul Business Review (GBR) has already been cemented on publication space of FMS. The annual referred international journal of FMS, Gurukul Kangri Vishwavidyalaya Haridwar endeavors to promote and disseminate knowledge in the complex multi-disciplinary management field. The journal encourages theoretical and empirical research papers and article of relevance to both academicians and practitioners. To add more GBR has achieved the impact factor of 0.65 indexed by GSSR from Poland and awaits for Copus index from Copernicus international listing.



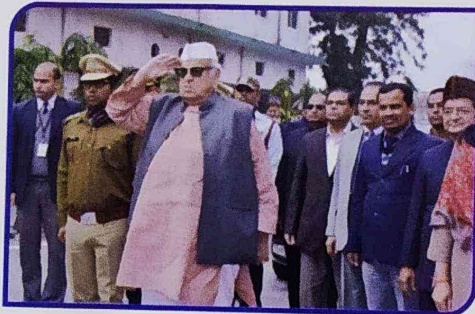
**Release of GBR by Hon'ble Governor of Uttarakhand**

## **Salute to your Dedication :**



We are really overwhelmed to state the achievement of receiving the best teachers award in Banking & Finance from North being given by Dewang Mehta Business School & Hindustan Unilever in Mumbai to Dr. Kamal Pant.

## 3<sup>rd</sup> International Conference Special - Stills



An International Conference on Management Innovations was organised by Faculty of Management Studies(FMS) from 10-12th Feb. 2014. Prof. Pankaj Madan the man behind the show made the conclave of academicians, researchers & corporates both from India & abroad, the learnings from all over the world gave a blend of the innovations that have been recently done and many new to come.

Dr. Aziz Qureshi, HE, Governor of Uttarakhand, was the center of attraction on the inaugural eve followed by Mahasay Dharampal Ji, Managing Director, MDH & Prof. Elizabeth Griffin from USA being the Guest of Honour.

The key-note speaker Prof. Yogendra Upadhyay, Vice-Chancellor ITM University Gwalior started with the full node touching every field of innovations and also stated the importance of innovation in today's world.

Dr. Surendra Kumar, Vice-Chancellor, Gurukul Kangri University, Prof. V.K. Sharma, Registrar, GKU graced the occasion with their presence.

The Conference Director Prof. V.K. Singh, Dean & Head, FMS acknowledged the participants with the introduction of the department and welcoming all the dignitaries with his alluring words.

Mr. Ashish Arya & Mr. Sanchit Dagar assisted for the conference and helped in adding one more star to the paulets of the department.

## Pinnacle Effort

### Faculty Ph.D. Progression till date

Prof. S.P.Singh	Eight Awarded
Prof. V.K.Singh	Fourteen Awarded
Prof. Pankaj Madan	Nine Awarded

## The Lionize Galaxy-Hats off to our strong alumni association



**Mr. Vimal Kumar Daksh**  
Senior Commercial Officer  
UFLEX India, Noida



**Mr. Ashutosh Ghosh**  
Territory Manager  
Pfizer



**Mr. Rakesh Kotnala**  
Zonal Business Manager  
ABBOTT Healthcare

## Industrial Visit

As a part of curriculum the students' are made to expose with the practical work setting. Students' visited Shantikunj paper recycling plant, Haridwar to get hands on experiences on Reuse of materials.



**On toe to visit.**

## Management while moving around

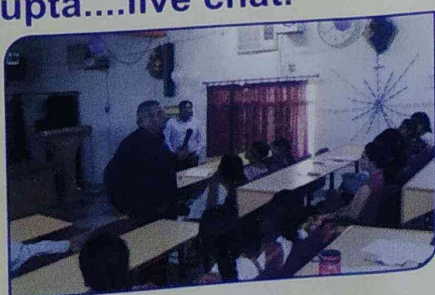


**Chal Kabaddi Kabaddi .....**

Who says that mangement can only be learnt in classroom, in every walk of life there are scope of learning management which was clearly seen in the Kabaddi match being organised in the faculty.

## Prof. Anand P. Gupta....live chat.

A talk on Indias Economic Health was conducted in the faculty by Ex. Prof. Anand P. Gupta, IIM-Ahemdabad.



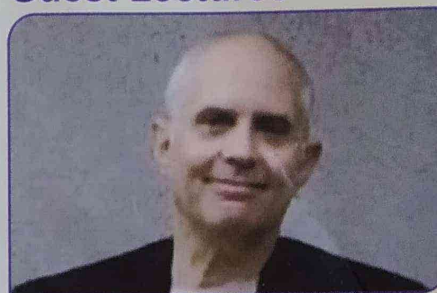
## Managing your Time

Unlike previous year this year the sequel of poster competition was organized in the faculty on 19 September 2013. This year posters were received from different colleges and schools in the district, a total of 110 posters were recieved out of which 8 posters were pinned for display .



**Inaugural by Vice-Chancellor**

## Guest Lectures



**Prof. Philip Goldberg**

A talk was conducte by Prof. Philip Goldberg, Spiritua coach, Author founder of Spiritua Wellness and Healing Associates (SWAHA) from USA on "Effect of Indian Culture on Western Countries" dated 19<sup>th</sup> Nov. 2013.

## Guest Lecture at BHEL

In these shaky and uncertain times, it is the leadership which is going to be a key factor for an organisation to tide over the turbulent seas- be it a small business house or a corporate giant , so the Annual day on the theme "LEADERSHIP IN EMERGING BUSINESS SCENARIO" at BHEL was celebrated on 5th April 2014. Dr. Pritam Singh, Lt. Gen (Dr.) Mohan Bhandari & Mr. Kamal Singh were the centers of attraction.



**Still clip with Prof. Pritam Singh**

## 6<sup>th</sup> National Conference at FMS



**Inaugural**

clocked out of which 49 papers were selected for Presentation. Every things was being sponsored by the industries which set an example in the track record of FMS.

6<sup>th</sup> national conference on business & social science was organized on 27<sup>th</sup> April 2014. Co-ordinator Dr. Anil Dangwal & Dr. Rajul Bhardwaj took the lead to manage the show. A total of 153 registration were

## Students' Reflection

### Corporate Social Responsibility (CSR)

Corporate Social Responsibility (CSR) is a form of corporate self-regulation integrated into a business model. CSR policy functions as a built-in, self-regulation mechanism whereby a business monitors and ensures its active compliance with the spirit of the law, ethical standards, and international norms. In some models, a firm's implementation of CSR goes beyond compliance and engages in actions that appear to further some social goods, beyond the interest of the firm and that which is required by law. CSR is a process with the aim to embrace responsibility for the company's actions and encourage a positive impact through its activities on the environment, consumers, employees, communities, stakeholders and all other members of the public sphere who may also be considered as stakeholders.

Under the Companies Act, 2013, any company having a net worth of ₹ 500 crore or more or a turnover of ₹ 1,000 crore or more or a net profit of ₹ 5 crore or more should mandatorily spend 2% of their net profits per fiscal on CSR activities. The rules will come into effect from 1 April 2014.

**Dhiraj Kumar**  
MBA(BE) 2<sup>nd</sup> Sem

### Change

When you change your thinking,  
You change your belief.  
When you change your belief,  
You change your expectation.  
When you change your expectation,  
You change your attitude.  
When you change your attitude,  
You change your behavior.  
When you change your behavior,  
You change your performance.  
When you change your performance,  
You change your LIFE...

**Udit Rathi**  
MBA 2<sup>nd</sup> Sem

### Hindu-What it means?

There is a word which has become very common as an application of our race and our religion. The word "Hindu" requires a little explanation in connection with what I mean with vedantism. This word "hindu" was the name that the ancient pericians used to apply to the river sindhu. Whenever in Sanskrit there is an "S", in ancient Persian it change into "H", so that "sindhu" become "hindu", and you are all aware how the Greeks found it hard to pronounce "H" & dropped it altogether, so that we become INDIANS. Now this world "HINDU" as applied to the inhabitants of the other side of the Indus, whatever might have been its meaning in ancient time, has lost all its force in modern times, for all the people that live on this side of the Indus no longer belong to one religion. There are the hindus proper, the Muhammadans, the Parsees, the Christian, the Buddhists & Jains.

The word hindu in its literal sense ought to include all these; but as signifying the religion, it would not be proper to call these hindus. It is very hard, therefore, to find any common name for our religion, seeing that this religion is a collection, so to speak, of various religions, of various ideas of various ceremonials, & forms all gattered together.

**Rajan Vats**  
MBA(BF) 2<sup>nd</sup> Sem

### Species called "Managers"

Manager: okay team, today we are going to play a game when I say fruit, you have to run right side of the court and when I say a color, you have to run to the left side of the court.

one who is wrong will not get the increment....got it?

Team members : Yes, Got it.

Manager : okay....ready....set ORANGE

Team Members.....?????@!!!!@!



Student with highest  
percentage of attendance

**Dhiraj Kumar**

MBA(BE) 2<sup>nd</sup> Sem



## Managing oneself

We live in an age of unprecedented opportunity: If you've got ambition and smarts, you can rise to the top of your chosen profession, regardless of where you started out. But with opportunity comes responsibility. Companies today aren't managing their employees' careers; knowledge workers must, effectively, be their own Chief Executive Officers. It's up to you to carve out your place, to know when to change course, and to keep yourself engaged and productive during a work life that may span some 50 years. To do those things well, you'll need to cultivate a deep understanding of yourself—not only what your strengths and weaknesses are but also how you learn, how you work with others, what your values are, and where you can make the greatest contribution. Because only when you operate from strengths can you achieve true excellence.

History's great achievers—Napoleon, have always managed themselves. That, in large measure, is what makes them great achievers. But they are rare exceptions, so unusual both in their talents and their accomplishments as to be considered outside the boundaries of ordinary human existence. Now, most of us, even those of us with modest endowments, will have to learn to manage ourselves. We will have to learn to develop ourselves. We will have to place ourselves where we can make the greatest contribution. And we will have to stay mentally alert and engaged during a 50-year working life, which means knowing how and when to change the work we do.

What are my strengths?

Most people think they know what they are good at. They are usually wrong. More often, people know what they are not good at—and even then more people are wrong than right. And yet, a person can perform only from

strength. One cannot build performance on weaknesses, let alone on something one cannot do at all.

The only way to discover your strengths is through feedback analysis. Whenever you make a key decision or take a key action, write down what you expect will happen. Nine or 12 months later, compare the actual results with your expectations. I have been practicing this method for 15 to 20 years now, and every time I do it, I am surprised. The feedback analysis showed me, for instance—and to my great surprise—that I have an intuitive understanding of technical people, whether they are engineers or accountants or market researchers. It also showed me that I don't really resonate with generalists.

**Ravi Sudan**  
B.B.A 2<sup>nd</sup> Sem

## "A Noisy Silence"

Although we aren't talking  
Everything is calm & quite  
Still there is noise somewhere  
Inside my heart there is still a fight

To put you in  
Or to throw you out  
I can't take decision  
There are lots of doubts

You are no more mine  
That I am sure  
I survived all of the pains  
If you want, can give me more

Trust lost its 'T'  
'WE' changed to 'I'  
Writing last words for you  
Goodbye! Goodbye! Goodbye!

**Saransh Thapan**  
B.B.A 2<sup>nd</sup> Sem

## 6<sup>th</sup> National Conference Skills ...



## Ph.D Scholars .... Shadow Glimpse

### Don't take! Let HIM give!

A small boy went to shop with his mother. While the mother was busy selecting the things to be purchased the boy stood quietly alongside. When the shopkeeper looked at the boy, he smiled at him. The shopkeeper extended a jar filled with sweets and said- "Lovely child, you may take sweets from the box." But to his surprise, the boy did not react to his attractive offer. The shopkeeper looked at the child's mother and offered the sweets again to the boy - "Take it, my dear boy, your mom will not scold you." The mother looked at her son and she also lovingly asked him to pick sweets from the box- "You may take few sweets, dear!" However, this time as well, the child did not take the sweets.

Strange! A small child and is not pulled by such an alluring offer! The mother also could not understand the child's unusual reaction, as she knew that her son was crazy for toffees and chocolates. The shopkeeper, then, himself took out some sweets, twice putting his hand into the jar, and gave them to the child readily and happily extended both his hands and grabbed the sweets. The mother also looked at her son in surprised. His lovely, innocent face radiated with immense joy. He was elated beyond measure.

On their way back home, she asked her child the reason for not picking the sweets himself. Do you know what did the child say? Ah! The little boy, in fact, disclosed a profound and beautiful secret. The child said, "Mom, had I picked the sweets myself, only a few sweets would have come in my little hands. But when the shopkeeper gave with his large hand, see, I have gotten so many of them! Much more than what I would have drawn for myself!"

Well, if you want to achieve more, then don't take with your little hands because, in that case, you may restrict your to a little amount. Instead, let God Himself give with His BIG hands! Of course, then the difference in the size of achievement will have no match at all! That is why, someone has rightly said- When HE gives, HE gives us manifold. . . Much beyond our expectations. . . Much more than what we can hold!!!

**Vandana Singh**  
Research Scholar  
NET-JRF

## IF YOU THINK

If you think you are beaten, you are.

If you think you dare not, you don't.

If you like to win, but you think you can't,

It's almost a cinch you won't.

If you think you'll lose, you're lost;

For out in the world we find

Success begins with the fellow's will.

It's all in the state of mind.

If you think you are outclassed, you are,

You've got to think high to rise,

You've got to be sure of yourself before

You can ever win a prize.

Life's battles don't always go

To the stronger and faster man,

But sooner or later the man who wins

Is the man who thinks he can.

## DON'T QUIT

When things go wrong,

As they sometimes will,

When the road you're trudging seems all uphill,

When the funds are low and the debts are high,

And you want to smile, but you have to sigh,

When care is pressing you down a bit

Rest if you must, but don't you quit.

Life is queer with its twists and turns,

As every one of us sometimes learns,

And many a failure turns about

When he might have won had he stuck it out.

Don't give up though the pace seems slow

You may succeed with another blow.

Success is failure turned inside out

The silver tint of the clouds of doubt,

And you never can tell how close you are,

It may be near when it seems so far;

So stick to the fight when you're hardest hit

It's when things seem worst that you mustn't quit.

**Bhanu Priya**  
Research Scholar

## Harry the Hero

Interviewer : What is your birth date?

candidate: 13 oct

Interviewer : which Year?

Harry: abey every year....

Interviewer: Can you spell the word which has more than 100 letters in it?

Harry : P-O-S-T-B-O-X

After returning from the foreign trip Harry asked his Wife, do i look like a foreigner?  
Wife : No  
Harry : In london a lady asked me are you a foreigner?

one tourist asked Harry any Great men born in this village???  
Harry : No sir, Only small Babies!!!

Interviewer : just imagine you are on the third floor and building catches fire then how will you escape.  
Harry: Its simple. I will stop imagination.!!!

Harry : My mobile is how much ?  
Call centre girl: Sir, Just dial 123 to know your current bill status.  
Harry: stupid, not CURRENT BILL my MOBILE BILL.

Harry : I think that girl is Deaf...  
Friend : How do you know?  
Harry: i told i love her but she said her chappals are new @!@!@!@!

Friend: I got a brand new ford ikon for my wife!  
Harry: WOW!! THATS AN UNBELIEVABLE EXCHANGE OFFER!!!

Teacher: What is common between JESUS, KRISHNA, RAM, GANDHI & BUDDHA?  
Harry: All are born on government holidays.....!!!!

Teacher: what is difference between APPLE & ORANGE?  
Harry: Color of ORANGE is ORANGE but color of APPLE is not APPLE

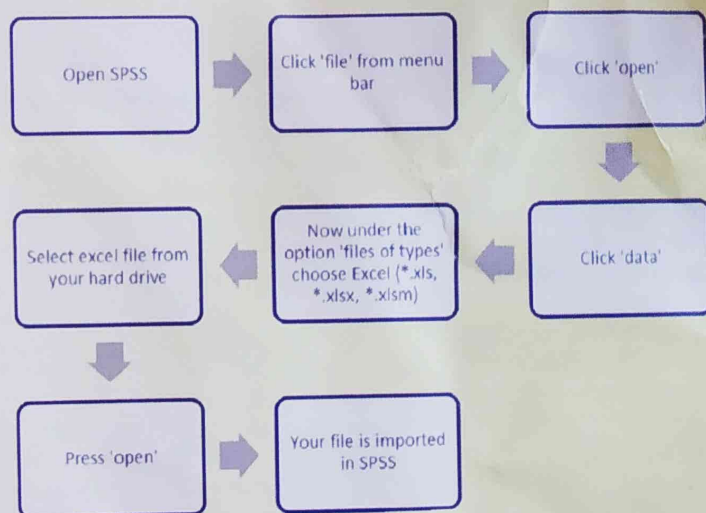
Teacher: Write a short note on Gandhi Jayanti  
Harry wrote: " Gandhi was a great man but I Don't know who is Jayanti.

Ha..... Ha.....Ha.....

## How to import Data from an Excel File into SPSS-Get This

If you are a researcher and you often collect your data through internet then in most cases the data obtained is in form of spreadsheets. Although Excel is being widely used for analytical purposes across the globe, it is always more convenient to administer advance statistical techniques with the help of statistical packages like SPSS.

Now the problem is to convert or import this data from excel to SPSS. If done manually it may take hours to do so and there is quite a possibility that errors may crept in. Fortunately, SPSS do provide us with an excellent solution in this regard. Any form of data through excel files can be imported in SPSS with the help of these 8 simple steps.



Your Data is now ready for analysis in SPSS. Just define the variable accordingly and start publishing the results.

Jugal Kishor (SRF) &  
Naman Sharma (NET)  
Research Scholar

## Publication Slot

- Vandana Singh Rana, S., & Singh V. (2014), "Job Satisfaction in Public Sector and Private Sector," Innovative Practices in Information Technology and Operations Management" ISBN: 978-81-906991-9-7.
- Bhanupriya Kumari, P., & Bhanupriya (2014), "Impact of LIPS and Managerial Practices on Library Efficiency: A Study of ULNI," Innovative Practices in Information Technology and Operations Management" ISBN: 978-81-906991-9-7.
- Naman Sharma and Jugal Kishor, "An Empirical Study on Non-Punctuality of Employees in Service Cluster" in Research Journal of Social Science & Management (RJSSM, Singapore).
- Naman Sharma "An Aerial Glimpse of Workplace Deviance in Indian Service Industry" in Gurukul Business Review (GBR).
- Jugal Kishor, Swati Sharma and Naman Sharma, "An Empirical Study on Use of Social Networking Sites (SNSs): A Case Way Dissection" in Business Vision.

## Department of Management Studies (DMS), Dehradun

### Academic Tour... 2012-13

The Department of Management Studies was established in the year 1996. At present DMS is conducting full time programs Master of Business Administration (MBA), Master of Business Finance (MBA-BF), Master of Business Economics (MBA-BE) and Bachelors in Business Administration (BBA). Besides this PhD in Management is also offered. DMS pursues a balanced approach in teaching that links theory and practical skills required for industry needs which is relevant to the development of career in the long run.

The Department of Management Studies is a pioneer in the field of Management Education. The faculty of the department has a combination of academic, research, business and teaching experience. The department having more than 500 alumni dominating the corporate scene in India has successfully created popular brand.

A global perspective in terms of course structure, teaching methods, technology integration, emphasis on leadership, human values and team skills are some of the unique features of the programs offered by the department. Exposures to practical applications and industry interaction to develop insights into contemporary industry practices are integral parts of the curriculum. Case discussions are extensively used to develop analytical and decision making skills of the managers. The objective is to develop problem-solving skills in complex business situations, apply management concepts in real life situations and exhibit leadership traits. Great emphasis is laid on presentation skills of students. Students are acclimatized to the business world on various platforms like case studies, industry reports, summer internships and dissertation projects. In order to foster all round development of the prospective managers, the department always promotes participation in competitions, cultural events, and students' publications. At the department, changes are occurring in the form of revised course structures, increased industry interaction, focus on management research, leadership applications, technology integration, student - alumni interaction and career building.



Student with highest percentage of attendance

**Zeenat Iqbal**

MBA 2<sup>nd</sup> Sem

### Departmental Activities

#### Industrial Visit:

This year the industrial visit scheduled for the students was at ONGC, Dehradun; World's No.3 Exploration and Production Company where



Get set go.

students visited the ONGC facility, Subeer Rani Oil Museum and the newly built eco-friendly Green Building.

**Fiesta Quiz:** Students participated in the annual business quiz organized by Faculty of Management Studies.

**Gyanshri Quiz:** The students of DMS also participated in the History quiz organized by Department of History, KGM Dehradun.

### Teacher's Day

The students celebrated the teacher's day with a lot of fervor and respect on 5<sup>th</sup> September.



### Student Activities:

Celebration mood



Cozy memories.

organizing a farewell party for their seniors.

There were various parties organized by the students of Department of Management Studies. The fresher's bid farewell to their seniors by



## Students' Reflection

### WHAT IS MANAGEMENT?

"The management is getting work done through people, but real management is developing people through work." The above quote is true each person should be developed through work which they are doing. Management is a process of working with and through others to achieve organizational objectives in a changing environment. Central to this purpose is the effective and efficient use of limited resources. The managers do not do the work themselves they get the work done through workers. They should not be treated like slaves. When work is given to an employee he understands the work, and does it in the best and effective way.

**Rashi Chugh**  
MBA (BF), 2<sup>nd</sup> Sem

### Difference Between Stock Market & Share Market

Stock Market and Share Market are generally considered as one however there are difference between them.

STOCK MARKET is essentially a market, which deals with buying and selling of any kind of stocks and securities. A stock is simply a set of shares, which have been put together in group. In simple words stock market is "what you are buying".

SHARE MARKET on the other hand, is essentially a market, which deals with buying and selling of particular shares not a group of various shares. A share is a unit of stock. In simple words share market is "how much of it you are buying".

**Deepshikha Yadav**  
MBA (BF), 2<sup>nd</sup> Sem

### Pinnacle Effort

#### Departmental Ph.D. Progression till date

Prof. Surekha Rana	Nine awarded
Dr. Bindu Arora	Eight awarded
Dr. Patiraj Kumari	Six awarded

## The Economics of The World Today

Once upon a time leadership mattered, nowadays dealership matters.

Once upon a time quality was the craftsman's pride, nowadays it is craftiness.

Once upon a time the mouse was unclean and untouchable, now it is a hand held pest.

Once upon a time wisdom was cultivated by wise man, nowadays it is a flesh statement on the T-shirt.

Once upon a time the teacher taught and the student learnt, nowadays the teacher trades and the student has become a consumer.

Once upon a time the population was a problem, now it is a flourishing market.

Once upon a time competition brought out the best, nowadays it brings out the worst.

Once upon a time there was a golden rule, nowadays if you have gold you rule.

Once upon a time telling truth was good for your reputation, nowadays it is bad for your promotion.

Once upon a time success meant living by the ideals, now it is about rising above all principles.

Once upon a time beauty was in the eyes of the beholder, now it is the beholder business.

**Palki Thapa**  
MBA, 2<sup>nd</sup> Sem

## The Lionize Galaxy-Hats off to our strong alumni association



**Ms. Ashima Arora**  
Manager, ITC Ltd.



**Monika Chauhan**  
Faculty  
Bijnor

**Dhanshree Sehgal**  
HR Manager  
Max Life Insurance  
Dehradun



**Astha Suji**  
Assistant Professor  
SMT, Rudrapur

**Sitting (from left):** Ms. Vijayashree, Dr. Nirupama, Prof. Patiraj Kumari, Prof. Surekha Rana, Prof. Bindu Arora, Dr. Poonam Painuly, Ms. Deeksha Sharma.

