

# Manthan

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## From the Dean's Pen...

In Faculty of Management Studies (FMS, GKV), we nurture the overall personality of future intelligentsia and make them good human beings. I am glad to offer the various courses in management to different sections of society with a mission to make this world more peaceful and meaningful place to live. Over the last couple of years, FMS has differentiated itself as a leading B-school through continuous improvement in its business teaching pedagogies and sincere efforts to groom students. The role of a good educational institution is to bring out the latent abilities of students so as to ensure their overall development. FMS has always believed in the new concept of all work and play without learning makes jack a dull boy, so we lay emphasis on learning propelled teaching instead of traditional teaching pedagogy. Believing that the young minds of today will become the policy makers of tomorrow, FMS tries to provide its young intellectuals, the opportunities to explore new tools and techniques to hone their skills. Today, in the intellectual, technical and competitive era, it is essential to be intuitive, creative and communicative to survive. FMS provides platform to the young minds by conducting conferences, symposiums, business quizzes, poster making and many other outreach programs regularly to so that they can pioneer out of box thinking and tackle future challenges intelligently and calmly.

It is our alumni that makes us an intrinsically interfaced industry-academic body. Wherever they go, whatever they achieve, one thing remains unchanged and that is the relationship with FMS, faculties and students that give FMSians the linkage with the industry for better placement record every year.

## Our Legacy...

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 Finance) (iii) Master of Business Administration (Business Economics) and BBA as under Graduate Course. The mode of selection of these courses are through CAT, MAT, CMAT, GMAT entrance exams. 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 and faculty members. FMS, Gurukula 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 and 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.

Production &  
Operations  
Management



V.K. Singh



## Aaghaz 2019- The stepping stone of Freshers

The session began with the most cherished event after welcoming of the new budding managers in the department on 5<sup>th</sup> Nov. 2019 marked as the birth anniversary of Dr. Sarvapalli Radhakrishnan celebrated as 'Teachers Day' and 'Freshers day'. Students enjoyed the event, Ms. Kirti Sharma received award of the best Research Scholar in this session and Prof. V.K. Singh received the Lifetime Achievement Award.



## Poster Competition 2019

National level poster making competition was organised by FMS on 1<sup>st</sup> Nov. 2019. A total of 250 entries from around the country were received out of which 150 posters were pinned for display at FMS Galleria for both school and college categories.

Dr. Sanchit Dagar and Dr. Amit Agarwal were the showmasters. The results were

**School Category :** **First-** Rajneesh Kumar, Jawahar Navodaya Vidyalaya, Roshanabad; **Second-** Tanishk Gupta, Mount-Litera Zee School, Haridwar; **Third** Yuvraj Singh, Angels Academy, Bhadrabad.

**College/University Category:** **First-** Ritu Chauhan, Vidya Vihar PG College, Saharanpur; **Second** Jyotsna, EC PG College, Haridwar; **Third** Faisal Quereshi, Gurukula Kangri Vishwavidyalaya, Haridwar. ▼

1<sup>st</sup> November  
2019



## Tree Plantation Drive

FMS celebrated the plantation drive on 11<sup>th</sup> August 2019 as instructed by AICTE. Thanks to Hon'ble Vice-Chancellor Prof. R. K. Shastri for being with the team and torching stakeholders for motivating to this noble cause and would be managers for cementing on this auspicious moment. Courtesy - Dr. Amit Agarwal.





### Pot Making Competition

on 28<sup>th</sup> August FMS conducted Pot Decoration Competition under able hands of Dr. Dangwal and Dr. Rajul in chained hooked with all teaching and non teaching staff. Prof. Dinesh Bhatt, Registrar, who was Chief Guest during inaugural session and Hob'le VC Prof. R.K.Shastri as Chief Guest at Prize Distribution Ceremony at Conference hall. The entire program was sponsored by one of our alumni right from pot purchase to cash prize. Thanks to one and all. Love to see the creative on-hand move by the students and special thanks to our research scholars who judged the show.



### Award Ceremony

Prof. V.K. Singh Dean & Head, Faculty of Management Studies recieved the 'Haridwar Gaurav' award in the 'Virat Gita Mahotsav' 2019.



### Talk Show 2019

A talk on India 2050: Vishwa Guru Bharat was conducted on 30<sup>th</sup> Sept. 2019 under able guidance of prof. Dinesh Bhatt. The eminent speaker Mr. Shaurya Doval managed the audiance with his vibrant contents .

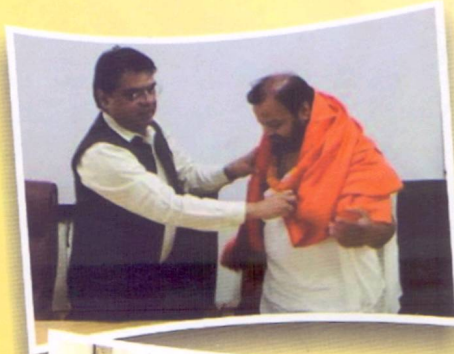






### Guest Lecture

Guest Lecture by Mr. Hariom Jindal a well known Social Activist conducted the lecture on "Social service and importance of educating every neglected child" and "Empowerment through Knowledge", on 24<sup>th</sup> October 2019 was conducted for the students of FMS.



Prof. Pankaj Madan has been given the charge of Deanship of FET which added a feather to the FMS cap.

### R-Studio

A Three day workshop from 23- 25<sup>th</sup> November 2018 on 'Introduction to R and Statistical Analysis using R-Studio' was conducted by Dr. Ashish Arya & Dr. Mihir Joshi designed for both the academia and the corporates, considering their needs and wants in performing statistical analysis. The workshop covered two core areas of quantitative or mixed method research work. One, performing statistical analysis and significance testing using different quantitative tools, and two, performing that statistical analysis using a software R studio (A graphic user interface of R software) to handle the large data sets. The Workshop Pitcher Dr. Neeraj Kaushik is Associate Professor in Department of Business Administration, National Institute of Technology, Kurukshetra.

### Spiritual Learning

When expert is a spiritual master and the follower of Bhagavad-Gita, the stage becomes the battle field of Kurukshetra, and the audience becomes Arjuna. On 16<sup>th</sup> Nov. 2019, the students and teachers of FMS learned the principles of Bhagavad-Gita for improving business from the master Shri Yogi Anand ji, USA. What a great learning and question answer session it was.





## Students & Research Scholars Reflections

### The Dream

I don't know what's the dream is that you have  
But it's hard changing your life with that it requires on  
the process of your working towards your dream.

You are going to incur a lot of disappointment.

A lot of failures, a lot of pain. There are moments when  
you are going to doubt yourself. But, Don't give up on  
your dream. It's very important for you to believe that  
you're the only one. Challenge yourself to define your  
value. Invest in yourself Chase your Dream But, Don't  
give up on your Dream.

**Varank BBA II Year**

### Home , near the office- A good place to work

Do you ever wonder about the productive man hours that  
employees end up wasting every day, while travelling to their  
work place?

Employees are spending more hours on wheels rather than  
at their homes or place of work .The commute time is the  
biggest buzz kill in India. According to economic survey  
report 2019 an average Indian office-goer spends over two  
hours in commute everyday-accounting for 7%of their day,  
the worst day being Monday for commute which consumes  
the longest commute time, while Thursdays adjudged as the  
best day to commute according to survey by Move In Sync.  
Where time is the important factor in everybody's life,  
employees are forced to spend much more time in  
commuting. Saving time will not only benefit private life, but  
will also boost a quality social life. Recently, Microsoft  
experimented with four-day work and witnessed a 40%  
surge in their productivity.

Will four-day work make sense? If this itself is brought down  
by a day, the level of motivation will increase. Employees  
may even be willing to put in additional hours in four days  
rather than travel the additional day.

Many companies are offering different incentive for  
employees to move within 5-10 kms of its workplace.  
Because employees commuting from far distant places will  
focus more on how to reach home as early as possible rather  
than focusing on their work. It has also been observed that  
employees who live in the neighborhood often work late and  
stay with the company longer. Residential properties are  
now coming in close proximity to the commercial hubs, as  
more and more working population are now showing the  
interest in opting for housing options close to the work place.  
Living near the office has it's own benefits which can help you  
to escape from the daily hassle of commute and claim  
greater control over time which contribute to better work-life-  
balance, reaping better productivity ,sound mental and  
physical health which will naturally lead to greater satisfied  
and quality life.

**Prachi Pachauri**

**Research Scholar- KGM Dehradun**

### Evolution of the Web

"www" stands for the World Wide Web which is a part of the  
internet. It links and connects documents and websites  
together which can be searched on web browsers like  
Google Chrome or Internet Explorer through a search engine  
like Google or Bing. World wide web was first developed in

1989-1990 by a scientist named Tim Berners-Lee and people  
were able to see the first web page on internet by the end of  
1990. Web 1.0 (1990-2000) - Read Only Web

Web 1.0 was the first stage of the World Wide Web and it was  
mainly read-only and static. It means that users could read  
the websites and its contents but could not add or interact  
with most of the websites. This generation of web was also  
known as the information. Web 1.0 was mainly used by  
companies and personal websites to show their information.

Web 2.0 (2000-2010) - Read and Write Web

This stage or generation was also known as the "The Social  
Web" as the users were not only able to read the websites but  
they could also interact and connect with other users. Most  
of the social media like Blogs, Facebook, YouTube etc. were  
emerged in Web 2.0 and now the companies have started  
realizing the benefits of community interaction with business  
websites. Now most of the people also started to collaborate  
on ideas, could share information and could generate or  
create information which was available to the whole world.

Web 3.0 (2010-2020) - The Semantic Web

Web 3.0 was first mentioned by J.Markoff in the New York  
Times in 2006 as a generation of web that defines organised  
or structured data to simplify automation, integration and  
discovery across multiple applications. Web 3.0 is also  
known as "The Semantic Web" because it tries to represent  
knowledge in a way which allows computers to automatically  
reach to conclusions and decisions using some reasoning or  
data.

Web 3.0 is not only a read and write web but also a web that  
focusses on the individual user and machine. Users retrieve  
and share information through personalized searches; and  
results are based on user's behavior learned by browser.  
Hence, Web 3.0 has upgraded the traditional internet in a  
more open, connected and intelligent internet.

Web 3.0 has made the Internet artificially intelligent, which  
means, unlike web 2.0 internet doesn't give search results  
what a business wants to showcase to the customers but its  
shows results what customer wants from a business. The  
best example is Google search, earlier, based on our  
keywords Google used to show the best relevant results.  
However, now Google considers our - past keywords, clicked  
on search results, preferences, field of interest, influencers,  
online connections, how we connect with others and more.  
And based on the complied information, Google shows the  
most accurate results.

Web 4.0 (2020-2030) - Artificial Intelligence and Virtual  
Realities

Artificial Intelligence is the technology which makes the  
computer capable enough to communicate, think, reason,  
respond and behave just like a human being. Web 4.0 or the  
intelligent web will remain between the years 2020 and 2030  
and it can reach upto the level of human intelligence and  
human brain. Computers will turn into personal assistants  
using virtual realities, all house appliances will be connected  
to the internet using IoT with chip implants in human brains, it  
looks like highly intelligent interactions will take place  
between machines and humans.

Web 5.0 (Beyond 2030) - The Telepathic Web or Symbionet  
Web

Highly intelligent Web 5.0 or "The Telepathic Web" will come



after the year 2030 and in this highly advanced and complex web generation, things such as brain implants will be highly popular. These Brain implants will give people the power and ability to communicate with the internet through thoughts. For example, the human will think of a question and the web page will open. All kinds of payments will be made by using a microchip in the brain or on the hand and all of the devices will be connected to the internet and will be controlled by the humans either through mobile apps or through their thoughts.

**Aditya Dhiman**

Research Scholar, FMS, GKV, Haridwar

### Overpopulation in India – Causes, Effects and How to Control it?

Every corner of India is a clear display of increasing population. Whether you are in a metro station, airport, railway station, road, highway, bus stop, hospital, shopping mall, market, temple, or even in a social/ religious gathering, we see all these places are overcrowded at any time of the day. This is a clear indication of overpopulation in the country.

According to the Indian census, carried out in 2011, the population of India was exactly 1,210,193,422, which means India has crossed the 1-Billion mark. This is the second most populous country of the world after China and the various studies have projected that India will be world's number-1 populous country, surpassing China, by 2025. Despite the fact that the population policies, family planning and welfare programmes undertaken by the Govt. of India have led to a continuous decrease in the fertility rate, yet the actual stabilisation of population can take place only by 2050.

#### Causes of Over Population

The main common causes leading to over population in India are:

- The birth rate is still higher than the death rate. We have been successful in declining the death rates but the same cannot be said for birth rates.
- The fertility rate due to the population policies and other measures has been falling but even then, it is much higher compared to other countries.
- Even though legally the marriageable age of a girl is 18 years, the concept of early marriage still prevails and getting married at a young age prolongs the child bearing age. Also, in India, marriage is a sacred obligation and a universal practice, where almost every woman is married at the reproductive age.
- Another factor for the rapid growth of population is poverty. Impoverished families have this notion that more the number of members in the family, more will be the numbers to earn income. Some feel that more children are needed to look after them in their old age.
- Last but not the least, we cannot ignore the fact that illegal migration is continuously taking place from Bangladesh, Nepal leading to increased population density.

#### Effects of Over Population

- **Unemployment:** Generating employment for a huge population in a country like India is very difficult. The

number of illiterate persons increases every year. Unemployment rate is thus showing an increasing trend.

- **Pressure on infrastructure:** Development of infrastructural facilities is unfortunately not keeping pace with the growth of population. The result is lack of transportation, communication, housing, education, healthcare etc. There has been an increase in the number of slums, overcrowded houses, traffic congestion etc.
- **Resource utilization:** Land areas, water resources, forests are over exploited. There is also scarcity of resources.
- **Decreased production and increased costs:** Food production and distribution have not been able to catch up with the increasing population and hence the costs of production have increased. Inflation is the major consequence of over population.
- **Inequitable income distribution:** In the face of an increasing population, there is an unequal distribution of income and inequalities within the country widen.

### Steps to Control Population in India

The Government of India, politicians, policy makers should initiate a bold population policy so that the economic growth of the country can keep pace with the demands of a growing population. Major steps which have been already implemented but still need to be emphasised more to control population. Increasing the welfare and status of women and girls, spread of education, increasing awareness for the use of contraceptives and family planning methods, sex education, encouraging male sterilisation and spacing births, free distribution of contraceptives and condoms among the poor, encouraging female empowerment, more health care centres for the poor, to name a few, can play a major role in controlling population.

India's strengths in the global world in various fields cannot be ignored, whether in science & technology, medicine and health care, business and industry, military, communication, entertainment, literature and many more. Experts are hopeful that by increasing public awareness and enlisting strict population control norms by the Government will definitely lead the way for the country's economic prosperity and control of population.

**Yashraj Sharma**

Research Scholar, GKV, Haridwar

#### Dear Future!

Future replied, smiling,  
Dear being, when will you be with me?  
Never, in the time to come.  
I cannot be created.  
I am just a thought that passes your mind.  
Let me tell you a secret,  
What can be created is Present.

Talking to the future, I asked,  
What does it look like there?  
I am fascinated at your thought.  
I think about you all the time,  
All the innumerable possibilities  
That I can have, when I will be with you.

**Apoorva Bhatnagar**  
(Research Scholar, FMS, GKV)



### Kanya Gurukula Campus, Dehradun

The campus was established in the year 1996. At present KGC is conducting full time programs in Master of Business Administration(MBA)and Bachelor of Business Administration(BBA). Besides this Ph.D. in management is also offered.

### Brain Drain

India is a developing country and is on its way to shape a niche for itself as a super power in the world map. The citizens are the backbone of nations, so it is their duty to fulfil the aspiration of its motherland. In order to achieve this goal some ground work has to be done. Here comes the necessity of a very strong educational background. The institutions are churning out brilliant minds every year that are ready to face the challenges at every level like social, economic, scientific, technical and moral. Unfortunately things take a different turn from this point. These highly qualified youth instead of strengthening the backbone of their nation are turning their faces west ward in search of great opportunities and they are not to be blamed. After all everybody dreams of spending a quality life and having a secure future. This is a huge loss to India.

The best brains that India produces are utilised elsewhere, leaving a vacuum behind them. Proper timely measures taken by the government can prevent further loss and brain drain in future. More job opportunities have to be created with profitable salaries

and proper recognitions to be given, so as to stop the brain drain.

History is witness to our great people who have gone abroad to settle and work for foreign land due to lack of recognitions and amenities in our own motherland. Many jokes are also circulated which tells us how the foreign countries boast of their achievements thanks to all our Indian brains. e.g. Sundar Pichai (CEO of Google LLC), Satya Nadella (CEO of Microsoft), Abhijeet Benerjee (Indo-American Economist) and K.C. Sreedharan Pillai (Statistician) etc.

There is nothing impossible on this earth, Napoleon had rightly said the word "Impossible" exists in the dictionary of fools. So it is never late to mend the past mistakes so that the practice of "Brain-Drain" can be eliminated. Everybody must put his/her efforts to overcome this evil of our nation and to preserve these shining stars of India.

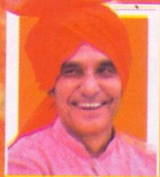
The government at the centre has to some extent tried to curb this menace and recognised its youth power and its capabilities, it has tried to encourage its youth by floating many programmes and capacity building programmes like "Make in India" and "VAJRA Scheme" which has boosted the start-ups thus encouraging these young minds financially, emotionally and morally.

**Kolluru Laxmi Goutam**

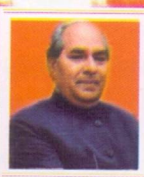
Research Scholar, KGM Dehradun







**Dr. Satya Pal Singh**  
Hon'ble Chancellor



**Dr. Roop Kishor Shastri**  
Hon'ble Vice-Chancellor

*FMS Family wishes both the dignitaries  
of Gurukula Kangri Vishwavidyalaya, Haridwar.*

## Congratulations

*Ms. Swati Chaudhary for clearing JRF/NET  
&*

*Ms. Tania Mittal for NET  
FMS Convey wishes to them*



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From Left: Dr. Ashutosh Sheel, Dr. Mihir Joshi, Dr. Vageesh Paliwal, Prof. V.K. Singh, Prof. Pankaj Madan  
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