

# PRABANDHAN

Volume 11, Jan-Jun, 2023

## Annual Newsletter of Department of Management Maharaja Agrasen Institute of Technology

**GUEST LECTURE**  
on  
**"Mitigating Cyber Risks in ever Increasing Online Exposure of the Users"**  
April 11, 2023 (11:00 AM) Block - 7  
**Resource Person**  
**MR. ASHUTOSH RAHUGUNA**  
(Scientist E, CERT-In, Delhi)  
Organized by  
**DEPARTMENT OF MANAGEMENT**  
Maharaja Agrasen Institute of Technology  
Approved by AICTE and Affiliated to GGS Indraprastha University, Delhi



**Department of Management (MBA)**  
**PLACEMENT MBA (2020-2022)**  
why do an MBA from MAIT?  
Highest Package - 12 LPA  
100% Student Placed  
Package (In LPA)  
Lowest Package - 5 LPA  
Payback period: 3Months/6Months  
Prominent Recruiters: Amazon, Admit-Kard, Genpact, Innovaccer, Infosys, TCS, Accenture, PwC

**Maharaja Agrasen Institute of Technology**  
Approved by AICTE & Affiliated to GGS Indraprastha University, Delhi  
**Industrial Visit**  
to  
**Mother Dairy Plant**  
Pandav Nagar, New Delhi - 110092  
Faculty Coordinators: Dr. Sukhvinder Singh & Mr. Nishant Gaur  
Organized By  
Department of Management



## About the Department

The Department of Management was established in the year 2004 under GGSIP University with an intake of 60 students. The intake was subsequently increased to 120 in 2011 and has intake of 180 students since 2012. The Department is committed to achieve excellence in management education & research and assesses the success of its programs using the highest standards of quality. A group of well qualified, experienced and highly motivated faculty is engaged in providing quality education to the future managers and prepare the students in wider field of management to take up challenging jobs in the area of :-

### Finance

### Marketing

### Human Resource Management

Since its inception, the Department has been the first choice of the students seeking admission in the private management institutes under GGSIP University. The students from the Department are heavily recruited by both academia and industry. Many of the ex-students of the Department occupy top positions in both academia and industry.

The Department works with a vision “To develop institute of higher academic learning known for its total commitment to excellence in technical and management education and research with a holistic concern for quality of life, environment, society & ethics”.

## HOD's Message



Department of Management is committed to develop excellence in management education thereby providing managers with a rich blend of managerial, entrepreneurial, technical and social skills. Our endeavour is to provide well qualified and well-equipped management personnel to the Industries on a continuous basis. To achieve this purpose, the department takes initiative to develop not only the academic knowledge on different business subjects but also develop various soft skills such as communication skills, problem-solving and decision making skills and critical judgment skills of our students. Along with this, we also focus on inculcating social, cultural, ethical & human values in our students. A team of well qualified and experienced faculty members ensures provision of quality education through interactive teaching –learning process. Emphasis is placed on learner-centric education wherein students are encouraged to take initiative in planning and organizing various curricular, co-curricular & extra-curricular activities. This learner-centric education is augmented by the practical experience during six weeks industrial training which equips our students to handle various challenges in the industry as well as society. There is a regular interaction with industry experts on various management issues along with Industrial Visits to leading Industrial Organizations. Our students are placed with the top national and multi-national companies in India. With excellent infrastructure, dedicated faculty members and high-quality students, we are constantly moving our department towards ever increasing success and growth.

**Chief Editor:** Prof. (Dr.) Amit Gupta

**Editors:** Mr. Rajiv Jain, Dr. Ritu Gupta, Dr. Vivek Kuchhal

**Technical Officer:** Mr. Pankaj Sikarwar, Mr. Rajkumar Yadav

## Alumni Meet (7th January 2023)

Alumni Meet was organized on 7<sup>th</sup> January 2023 at Maharaja Agrasen Institute of Technology, Rohini, Delhi. The meet was organised to facilitate, consolidate and coordinate Alumni Activities. The alumni meet was organized to reconnect with the Alumni and celebrate their success and various achievements.

The Alumni started arriving in college by 10.00 a.m. and they were received by the registration team. They have been asked to fill the registration form and student volunteers helped them to fill forms. They were provided with a souvenir in form of a cup embossed with MAIT logo.

Our founder chairman and Chancellor Maharaja Agrasen University, Baddi, Dr. Nand Kishore Garg, Director MAIT Prof (Dr.) Neelam Sharma, Prof (Dr.) M.L. Goyal, VC Academics, Prof. S.S Deswal, Dean (Academics), MAIT along with other dignitaries welcomed chief guest for the day Mr. Naresh Bansal who is an Indian politician and Member of Parliament from Uttarakhand in the Rajya Sabha. He is a member of the Bharatiya Janata Party.

The event started with lighting of lamp by all dignitaries with Saraswati Vandana sung by students. The chief guest felicitated by our founder chairman as an honour with flower saplings on the stage. The welcome speech was given by president of the alumni association, Mr. Sanjeev. He mentioned the achievements of alumni and their role in the MAIT alumni association. It was followed by the speech by founder chairman Shri Nand Kishore Garg and the chief guest. He emphasized the role of students in our society.

The ppt presentation regarding various achievements in academics, co-curricular activities, placements, industrial visits etc. were shown during the event. The students performed in the cultural events too. The institute provided the lunch to all. After lunch, there was a group photo session department wise with alumni. The programme continued post lunch. All alumni and member of alumni association were felicitated for their efforts. The programme ended with AGM of alumni association. The objective of the Alumni association is to move ahead, with selfless intentions for the growth and development of the students of MAIT and society around.

MAHARAJA AGRASEN  
MAIT  
उद्यमेन हि सिद्ध्यन्ति  
कार्याणि न मनोरथैः

MAIT ALUMNI ASSOCIATION® & CDC  
OF  
MAHARAJA AGRASEN INSTITUTE OF TECHNOLOGY  
UNDER THE AEGIS OF  
MAHARAJA AGRASEN TECHNICAL EDUCATION SOCIETY

PRESENTS  
**MAIT SMRITI 2023**  
ABHINANDAN AGRASEN 2022 BATCH

JAN SATURDAY  
7<sup>TH</sup> JANUARY, 2023  
10:00 AM

MAIN AUDITORIUM  
MAIT

makeintern.com

SCAN TO REGISTER



## CASE STUDY COMPETITION SUSTAINABLE DEVELOPMENT: ONE EARTH, ONE FAMILY, ONE FUTURE

An inter college Case Study competition on “**Sustainable Development : One Earth, One Family, One Future**” was organised by The Department of Management, Maharaja Agrasen Institute of Technology on 24<sup>th</sup> March,2023.

The event started at 1:00p.m. with the inaugural session chaired by Prof.(Dr.)Neelam Sharma, Director (MAIT), Prof. S.S. Deswal , Dean (MAIT) , Prof.(Dr.)Amit Gupta, HOD(Management) and Prof.(Dr.)Namita Gupta, HOD(CSE). The session is proceededby Saraswati Vandana with prayers and lamp lighting. Further welcome of dignitaries by the event coordinators with the sapling keeping a sustainable approach. This was followed by motivational speech of our respected Director and Prof. (Dr.) Neelam Sharma and inspirational words by Prof. (Dr.) Amit Gupta, HOD (MBA).

The theme for the case study was “**Green washing**”. Students from various departments participated in the competition. The event received an overwhelming response. For round 1 93 teams registered with us from different colleges. 55 Teams.

turned up for the participation in Round 1 and top 10 teams were selected for Round 2 of Case Study Competition. Students presented their ideas and solutions through presentations within a time limit of 10 mins followed by a 5 min Q&A round with the judges.

The event was concluded with announcement of winners by Dr. Ritu Gupta. Prof.(Dr.) Namita Gupta and Prof.(Dr.)Amit Gupta awarded the winners with their certificates of appreciation and cash rewards.

The event was informative and insightful that helped the students with their communication skills and also to develop cognitive skills.



## Guest Lecture on “Mitigating Cyber Risks in Ever Increasing Online Exposure of the Users”

A Guest Lecture on “Mitigating Cyber Risks In Ever Increasing Online Exposure Of The Users” was organised for the students of MBA by The Department of Management, MBA, Maharaja Agrasen Institute Of Technology on 11th April, 2023. The resource person for the event was **Mr. Ashutosh Bahuguna (Scientist E), CERT- In, Delhi**. The event started at 11:00 a.m. The Guest Speaker was welcomed by Prof. (Dr.) Amit Gupta with a Memento as a token of appreciation.

Cyber-attacks hit businesses and private systems (used by individuals) every day, and the variety of attacks is ever increasing. According to former Cisco CEO John Chambers, “There are two types of companies: those that have been hacked, and those who don’t yet know they have been hacked.”

The motives for cyber attacks are many. One is money. Cyber attackers may take a system offline and demand payment to restore its functionality. Ransomware, an attack that requires payment to restore services, is now more sophisticated than ever.

Corporations are vulnerable to cyber-attacks, but individuals are targets too, often because they store personal information on their mobile phones and use insecure public networks. So, it is important to understand the emergent cyber risks involved in poor cyber hygiene.

The speaker started by discussing the various risks that individuals and organisations face in today’s online environment. He highlighted that with the increase in online exposure, individuals and organisations are more vulnerable to cyber-attacks, such as double extortion, triple extortion, and ransom ware attacks.

The speaker walked the students through a series of slide and discussed the importance of mitigating cyber risks and emphasized the need for individuals and organisations to adopt a proactive approach to cyber security. He highlighted that individuals and organisations should be aware of the various cyber threats and should take necessary precautions to safeguard themselves against these threats.

The event was highly informative and engaging. The speaker provided valuable insights into the topic. The lecture provided the students with a better understanding of cyber security and ways to mitigate it. The lecture was fruitful to spread the awareness among students about the topic.



The poster is for a guest lecture titled "Mitigating Cyber Risks in ever Increasing Online Exposure of the Users". It is organized by the Department of Management at Maharaja Agrasen Institute of Technology. The event is scheduled for April 11, 2023, at 11:00 AM in Block - 7. The resource person is Mr. Ashutosh Bahuguna, Scientist E, CERT-In, Delhi. The event is supported by various institutions and organizations, including MAIT, G20, Azadi Ka Amrit Mahotsav, and the Institution's Innovation Council. The poster also lists the names of the Dean, Chairman, and Convener of the Department of Management.



## Five-day Certification Course on “Overviews of Capital Market: Series2”

The visit to IITF, New Delhi was organized for MBA students (Batch 2022-24) on 17<sup>th</sup> November, 2022 by Department of Management, Maharaja Agrasen Institute of Technology, Delhi. The objective of this visit was to provide a great opportunity for students to learn that how the businesses find platforms for trade and industry for sourcing, finding buyers, businessinteractions, technology transfer opportunities, test marketing, and market access.

IITF is the largest integrated trade fair with both B2B and B2C components. It is one of the largest trade fairs in the world both in terms of exhibitors and visitor participation and has evolved its unique character as an iconic international event.

The students with the faculty coordinators visited the stall no. 4A, the stall of SEBI, of IITF. We were informed more on CPAI, Commodity Participants Association of India (CPAI) which is an all India body of members of the major commodity exchanges of India viz Multi Commodity Exchange Ltd. (MCX), National Commodity Exchanges of India Ltd. (NCDEX) and National Multi Commodity Exchange of India (NMCE).

The specific day was dedicated to enlightening sessions by senior professionals from IIFL Security and SMC global securities. Mr. Anuj Gupta, Vice President IIFL Security delivered a knowledgeable session on commodity market and disseminated knowledge related to commodity market and investment in commodity market, SMC Global Securities. Ms. Vandana, Assistant Vice President, commodity reserves SMC Global securities had a interactive session with students on world trade in commodities and enlightened the student with her vast knowledge and experience. ‘

The association also organised a quiz programme for the students where many students of MBA first year won prizes in the quiz programme. Some of the students who won prizes in quiz are Raja Maheshwari, Risabh Sharma, Anurag Hembrom, Dipanshu Tyagi and Kartik Marwah They also provided healthy refreshments to all students . All the student received participation certificate at the event. The students were also given MCX Bags at the event.

The students learnt a lot about the financial industries and the role of SEBI. The visit proved to be fruitful under the guidance of faculty coordinators. Also, we extend our heartfelt thanks to Prof. (Dr.) Amit Gupta, HoD, MBA, MAIT. We extend our deep gratitude to association of SEBI- CPAI for arranging such a wonderful visit.

**MAHARAJA AGRASEN INSTITUTE OF TECHNOLOGY**  
(Approved by AICTE & Affiliated to GGSIP University)

**DEPARTMENT OF MANAGEMENT (MBA)**

Under the Aegis of IQAC Presents  
**Five days Certification Course**  
on  
**“Overviews of Capital Market - Series 2”**  
in collaboration with  
**Bombay Stock Exchange Brokers' Forum**

**10<sup>th</sup> April - 15<sup>th</sup> April, 2023 (Time : 5:00 pm to 5:45 pm)**

Resource Person

**Dr. V. Aditya Srinivas**  
Chief Operating Officer and Chief Economist  
Bombay Stock Exchange Brokers Forum

Faculty Coordinator  
**Dr. Ritu Gupta**  
**Mr. Ankur Ahuja**

Registration Link  
<https://forms.gle/UVWRGjXsP9yYBCm3z86>

Platform  
Google Meet

**Prof. Neelam Sharma**  
Director  
MAIT, Delhi

**Prof. S.S. Deswal**  
Dean Academics  
MAIT, Delhi

**Prof. Amit Gupta**  
Head of Department, MBA  
MAIT, Delhi



## Industrial Visit to Coca-Cola Moon Beverages Happiness

The Department of Management, MAIT organized an industrial visit to Coca-Cola Moon Beverages Happiness Factory Museum on May 31st, 2023, for the BBA first-year students (Batch 2022-25). Faculty Members Dr. Ratika Sikand & Ms. Anjali Gupta accompanied 40 students to the visit.

Moon Beverages is the authorized manufacturer for bottling various Coca-Cola products, with a current installed capacity of 10 million cases per annum.

The objective of the visit was to provide students with insights into the state-of-the-art manufacturing and bottling processes of Coca-Cola and its variants. The aim was to bridge the gap between theory and practical application in management concepts, highlighting the importance of practical implications.

When the students arrived at the Coca-Cola plant, they were given some rules to follow. They were split into two groups and each group had a guide to show them around. The visit started with presenting a memento to Mr. Saurabh, the marketing manager then the plant guide welcomed the students and gave them some information about Coca-Cola through a video. The video was about the history of Coca-Cola, the different products they make, and the company's efforts to help the community. The video also addressed some misconceptions about Coca-Cola.

After the video, the students were taken to a place called "The Vault." Here, the plant guides explained the process of making Coca-Cola. They showed the students how the ingredients are mixed, how the drink is pasteurized and bottled, and how the bottles are packaged. They also showed the students some artifacts and talked about the history of Coca-Cola bottles.

During the visit, the students learned about things like quality control, the different steps involved in making Coca-Cola, operations carried out by the plant, and how the plant is maintained to ensure safety. They also learned about the water treatment process, the company's social responsibility initiatives, and how the workers are taken care of.

The plant guides answered the students' questions and at the end of the visit, the students were given Coca-Cola cans to treat themselves and they took some group photos with the guides. The visit ended at 3:30 pm.

Overall, the visit was a great learning experience for the students. It helped them see how what they learn in their classes is applied in the real world. The students were very excited and enjoyed the event as it was highly informative.

This educational undertaking, aimed at facilitating student learning, received substantial support from Prof. (Dr.) Amit Gupta is an esteemed academician and the Head of the Department of Management, at Maharaja Agrasen Institute of Technology.





## Industrial Visit to Mother Dairy Plant

Maharaja Agrasen Institute of Technology Department of Management organize visit to Mother Dairy on 02<sup>nd</sup> May 2023 for MBA – IV semester students.

Faculty members Dr Sukhvinder Singh and Mr Nishant Gaur accompanied 36 students on the visit to Mother Dairy Plant , Vinod Nagar New Delhi.

Upon arrival students were give welcome drink as flavored milk. The event started with the presentation on the Mother Dairy as an organisation. Later ,Plant Manager engaged students in conversation and gave a brief explanation of the importance of milk , its components, white revolution in India and various advantages.

Through the presentation that was both informative and fascinating, the operations of the Mother Dairy plant were also explained to the students of MBA. Students were also shown Mother Dairy's processing facility and were given live demonstrations of many test used to determine the purity of milk. The students were also explained about the supply chain and logistics involved in collecting and distributing milk.

At the end of the visit students were given ice creams to treat themselves. The visit was a great source of learning as the operations of Mother Dairy covers various practical aspects of management such supply chain , logistics , sales , marketing and customer relations.



## Guest Lecture on How to become a Successful Entrepreneur

A Guest Lecture on “**How to become a Successful Entrepreneur**” was organised for the students of MBA by The Department of Management, MBA, Maharaja Agrasen Institute Of Technology on 29<sup>th</sup> May, 2023. The resource person for the event was **Mr. Amit Kaul, Founder, Schoofi, Delhi**. The event started at 11:00 a.m. The Guest Speaker was welcomed by Dr Anoop Kumar Gupta with a Memento as a token of appreciation.

A brief introduction about the topic of the lecture:

The importance of Entrepreneurship can hardly be over-emphasized in today's competitive world as India wants more job creators than job seekers. It becomes even more intense when it comes to current situation in the world today, where most developed economies are going through recession and startups are doing layoffs in large numbers.

To unlock the secrets of successful entrepreneurship for MBA students of MAIT, session was organized with inputs from a real startup veteran from the industry. The resource person is Mr. Amit Kaul, Founder for a number of startups for last 15 years.

The speaker started by discussing the various risks that startup founders take in doing a startup. He highlighted that with the increase in online exposure, individuals and organisations are more vulnerable to various risks to which startups are more vulnerable.

The speaker walked the students through a series of steps which are taken by successful entrepreneurs which were as under:

- ⇒ Finding a worth while IDEA, which affects a large number of people or customers in fulfilling their need
- ⇒ Explore the Idea in detail in various aspects and its requirements
- ⇒ Plan for Scaling up the idea to a level where it becomes profitable
- ⇒ Do a pilot run of the scaling model
- ⇒ Implement the scaling model

He further highlighted that individuals and organisations should be aware of the various risks associated with startup funding and take necessary expert help at appropriate time in their startup journey. He took student queries and answered them with detailed examples from live startup scenario today.

The speaker provided valuable insights into the topic. The lecture provided the students with a better understanding of how to do a successful startup. The lecture was fruitful to spread the awareness among students about the topic.

The poster features logos for MAIT, G20 India 2023, 75th Azadi Ka Amrit Mahotsav, and MAIT's 25th anniversary. The text reads: MAHARAJA AGRASEN INSTITUTE OF TECHNOLOGY, DEPARTMENT OF MANAGEMENT, SESSION on "How to become a Successful Entrepreneur" on May 29, 2023 (11:00 AM). The Resource Person is MR. AMIT KAUL, Founder of Several Startups and Successful Entrepreneur. Other faculty members listed include Dr. Nand Kishore Garg (Founder Chairman, MATES), Sh. Vineet Kumar Lohia (Chairman, MATES), Prof. (Dr.) Neelam Sharma (Director, MAIT), Prof. (Dr.) S.S. Deswal (Dean, MAIT), and Prof. (Dr.) Ankit Gupta (HOD, Dept. of Management, MAIT). Faculty Coordinators are Dr. Vivek Kuchhal & Dr. Sanjeev Kumar.



## Industrial Visit to Securities and Exchange Board of India

Maharaja Agrasen Institute of Technology Department of Management organized visit to Securities and Exchange Board of India on 03<sup>rd</sup> May 2023 for MBA – IV semester students.

Faculty members Dr Sukhvinder Singh and Mr Nishant Gaur accompanied 35 students on the visit to SEBI premises at SEBI's Northern Regional Office at Kidwai Nagar New Delhi.

The event started with basic introduction about SEBI followed by Demat and trading account opening guidelines and procedure. This session was conducted by senior officials from SEBI. The speaker emphasized on various frauds to which the investors are exposed while investing through different channels. The particular section of the presentation focused on DO's and Don'ts while investing in securities market. They also deliberated on reading all the guidelines and instructions thoroughly before signing any documents or undertakings. Also to make session interactive, speaker asked various questions during presentation. Later students were shown videos and documentary made by SEBI for investor awareness. Students were served with light refreshment at the end of the program.

The visit was a great source of learning for students as the speakers shared their expertise. Students also got an great opportunity to clear several doubts regarding Demat and trading accounts, functioning of SEBI and IPO listing, Malpractices in stock trading, Career opportunities at SEBI etc. The visit ended with light refreshment and group photo session.



**4th NATIONAL SEMINAR on  
“EMERGING PARADIGMS IN MANAGEMENT: TRENDS, CHALLENGES &  
OPPORTUNITIES” [Building Sustainable Roadmap for Future]**

The Department of Management, Maharaja Agrasen Institute of Technology organized ‘4<sup>th</sup> National Seminar On Emerging Paradigms In Management: Trends, Challenges & Opportunities (Building Sustainable Roadmap for Future)’ on May 26<sup>th</sup>, 2023. The MBA (1<sup>st</sup> yr and 2<sup>nd</sup> yr) and BBA (1<sup>st</sup> yr) students as well as faculty and HoDs of different departments of the institute participated enthusiastically. There were few research scholars from different universities to participate and learn from the eminent speakers of the seminar through out the day. There were 330 students in totality from the department who participated in the seminar. The seminar was organised in 3 parts namely: Inaugural Session, Technical Session 1 & Technical Session 2 (Valedictory Session). The seminar was sponsored by GAURS, PS Jewellers and Osrik.

The inaugural session started with welcoming the dignitaries by the Convener, Prof (Dr.) Amit Gupta along with the faculty Coordinators Dr. Anju Bharti, Dr. Neeru Gupta & Dr. Ritu Gupta. It was followed by lighting of lamp by Shri S P Aggarwal (Executive Chairman of MATES) & Dr. Neelam Sharma and by Guest of Honour, Mr. Ranveer Kumar (Assistant Vice President, (Digital & IT solutions), IndusInd Bank. All dignitaries were felicitated with mementos & saplings.

The first technical speaker in this session was Mr. Sumit Gupta, Director of McDonald Petz Global Commodities India Pvt. Ltd. He started with the story of Greek Mythology & was talking about how to fly! He specifically discussed that people should have big ambitions and strong value system. He has also shared some figures of graduate Doctors and an MBA graduate who were involved in jobs showing strong morals. He emphasized on entrepreneurship, technology change in the current world, and gave emphasis on updating themselves.

The Second speaker was Mr. Sanjeev Raina, Chief General Manager, Bharat Petroleum Corp. Ltd., Mumbai who interacted on sustainability and emissions of pollutant and their data from all India which was an eye opener. It was followed by taking a pledge for conserving the electricity and for making the best use of available natural resources. The session 1 was followed by lunch break.

Technical Session 2 had two session chairs and two speakers.

Mr. Vishal Khanna, Deputy Director, FICCI, Center for Innovation, Science and Technology Commercialization, the first speaker post lunch elaborated on the topic “Sustainable Development through Strategy & Skills”. He shared that there are 96,753 DPIIT registered startups in India. He also emphasized on five pillars (demographic dividend, infrastructure, demand, technology and Socio-economic growth) through lens of innovation and entrepreneurship and shared that 18% of women entrepreneurs are still below the poverty line. And with such facts & figures Mr. Vishal concluded his session.

## 4th NATIONAL SEMINAR on “EMERGING PARADIGMS IN MANAGEMENT: TRENDS, CHALLENGES & OPPORTUNITIES” [Building Sustainable Roadmap for Future]

Mr. Ashok Kumar Gupta, Director, Shalimar Paints, Delhi, the second speaker, talked about “Emerging Paradigm for a Sustainable Business and importance of human resources in an organization”. He also emphasized on the climate change and the need to save the earth today, so that we can see a better future. He took examples of Uber and BlinkIt to explain how they are providing the solutions to problems & not the product itself.

The seminar was concluded with a brief “Valedictory Session”, reiterating the learnings from the seminar. Professor Dr. Amit Gupta with the Coordinators (Dr. Anju Bharti, Dr. Neeru Gupta & Dr. Ritu Gupta) awarded the certificates to all the students who attended the seminar & then the photograph session with the guests was done.

The students attended the seminar with full enthusiasm and enhanced their knowledge pertaining to various aspects of sustainability. Overall, it was an enriching session for one and all. The seminar was successful.



## Farewell Party MBA (2021-23)

Maharaja Agrasen Institute of Technology (MAIT), Department of Management organized a grand farewell party “adios amigos” on June 08, 2023 at MBA Block 7 under the guidance of Prof. (Dr.) Neelam Sharma, Director, MAIT; Prof. (Dr.) S.S. Deswal, Dean, MAIT and Prof. (Dr.) Amit Gupta, HOD- Management. The program was successfully organised by teachers and students of MBA first year for the outgoing students of MBA final year with great enthusiasm.

The program began with the words of wisdom and encouragement by Prof. (Dr.) Neelam Sharma, Director, MAIT and Prof. (Dr.) S.S. Deswal, Dean, MAIT.

Thereafter, Prof. (Dr.) Amit Gupta, HOD- Management inspired students by his thought provoking speech and wished good luck for future endeavours, appreciated their efforts and shared some memories. He inspired young minds with his eloquent speech and expressed his hope that students will continue holding top positions in the university and corporate.

After the formal function, fun began with exciting activities organised by the juniors. The main attraction of the event was title (tags) distribution to the individual final year students based on their actions, practices and perceived traits in the last two years on the campus. Some of the exciting titles were Ms. Style Icon, Mr. Fitness Freak, Ms. Mastmaula, Ms. Sweet & Chilly, Mr. Silent King, Ms. Follow me, etc. Thereafter, mementos were also distributed to the individual final year students as a token of love and blessings from the department. The most interesting part of the event was the selection of Mr. & Ms. Farewell. Luv Marwah and Tanya Shrivastav were felicitated with the title Mr. Farewell and Ms. Farewell respectively. The program continued with the mesmerising and electrifying performances in the form of dance, poetry recitation, singing by the juniors enjoyed by all. During the program, students continued to take selfie at the Selfie Booth, specially created for them and citing their memories on the memory board sharing the feeling of nostalgia. It was an incredible day hosted and organized by juniors.

The farewell party concluded with the vote of thanks and blessings from teachers to the outgoing MBA batch followed by the refreshments arranged by the department. The party ended by capturing memories with photo sessions. Thus, an environment geared with enthusiasm, high energies, immense pleasure and stamps of amazing memories was experienced and it was a memorable event for all in the department.



## Faculty Achievements

(Paper presented, published, attended conferences, seminars and workshops)

<b>Dr. Ravi Kumar Gupta</b>	<p><b><u>Books Authored</u></b></p> <p>Title of book is Total Quality Management: Concept &amp; Practices, April 2023, ISBN-9788195432691, Wisdom Publications, Delhi.</p> <p><b><u>Research Paper Publication (Book Chapters)</u></b></p> <ul style="list-style-type: none"> <li>● A Theoretical Study on Government Schemes and Initiatives for Financial Inclusion in India in the Book titled Sustainable Business Practices: Trends and Challenges, (ISBN 978-93-91385-32-3), Corvette Press, Ghaziabad, UP, India, March 2023, 57-64.</li> <li>● Impact Analysis of Socio Economic Public Policies during the COVID 19 Crisis : A Cross Country Analysis in the Book titled Emerging Business Practices for Sustainability, (ISBN 978-93-91385-34-7), Corvette Press, Ghaziabad, UP, India, March 2023, 113-130.</li> </ul>
<b>Dr. Anju Bharti</b>	<ul style="list-style-type: none"> <li>● Book chapter (National)- published on ‘Media as a Key Driving Force of Global Economy: A Conceptual Paper Focusing on Advertising and Brand Management’ Book - CONTEMPORARY INDIA: Issues and Challenges Published by-CORVETTE PRESS Ghaziabad, Uttar Pradesh-201012, ISBN: 978-93-91385-26-2. January 2023.</li> <li>● Conf. Proceedings of National conference held at DIAS on ‘Sustainable Development through Strategy, Skills and Innovation’ held on 15th April 2023.</li> </ul>
<b>Dr. Nitin Walia</b>	<ul style="list-style-type: none"> <li>● Ph.D degree awarded on A Study of Effectiveness of Distribution Channels in Brown Goods Industry in India from Baba Mastnath University, Rohtak, Haryana, 3rd April 2023.</li> </ul>
<b>Dr. Neeru Gupta</b>	<ul style="list-style-type: none"> <li>● Paper titled “Crowd funding: A sustainable Finance Tool for Economic Growth”, Accepted and to be published in last week of Aug 2023 in Conference Proceedings of National conference held at DIAS on ‘Sustainable Development through strategy, skills and innovation’, held on 15th April 2023.’ ISBN No.: 978-81-965028-0-5.</li> </ul>
<b>Dr. Rajiv Jain</b>	<ul style="list-style-type: none"> <li>● Ph.D degree awarded on A Study on Impact of Celebrity Endorsement on Purchase Intention of Consumers Towards FMCG In Delhi City from Maharaja Agrasen University, Baddi (HP) , 19th June, 2023.</li> </ul>
<b>Mr. Nishant Gaur</b>	<ul style="list-style-type: none"> <li>● Published a paper titled “Analyzing the Ethical Impact on Knowledge Management Approach of Organization” in European Economics Letters, March 2023, Vol. 13 Issue 1, Page No. 17-30, ISSN 2323 -5233.</li> </ul>
<b>Dr. Ratika Sikand</b>	<ul style="list-style-type: none"> <li>● Published a paper titled “An Empirical Investigation of the Mediating Role of Job Involvement on Job Satisfaction and Employee Optimism Relationship” in SCMS Journal of Indian Management, Apr-Jun 2023, Vol. 20 Issue 2, p107-123. 17p.</li> </ul>
<b>Dr. Sukhvinder Singh</b>	<ul style="list-style-type: none"> <li>● A Case Study on Denim Expert Ltd In Bangladesh – Emerged As New Champion And Leader In Adopting Sustainable Development Practices. International Journal of Research and Analytical Reviews ISSN -2349-5138 February 2023.</li> <li>● Healthy Choice Selection: Role of Nutritional Labeling on Consumer Purchase Decisions Contemporary issues in Business and Economics Volume 2 ISBN 978-1-312-59259-9. March 2023</li> </ul>

## Students Accolades



**MAHARAJA AGRASEN INSTITUTE OF TECHNOLOGY, DELHI**

**GGSIPO Result Highlights**  
(MBA 1st Year 2021-23 Batch)

**Heartiest Congratulations !**

For Securing all Top 20 University Positions

 <b>HIMANKIT ARYA</b> RANK - 1	 <b>KHYATI SHARMA</b> RANK - 2	 <b>RAGINI ARORA</b> RANK - 3	 <b>AYUSHI GOEL</b> RANK - 4	 <b>PAIWAN ARORA</b> RANK - 5	 <b>MANSI GUPTA</b> RANK - 6	 <b>KRITIKA GUPTA</b> RANK - 7
 <b>MANVI ANAND</b> RANK - 8	 <b>ROHIT VERMA</b> RANK - 9	 <b>SAHIBBA MEHTA</b> RANK - 10	 <b>LUV MARWAH</b> RANK - 11	 <b>MEENU</b> RANK - 12	 <b>PRENA</b> RANK - 13	 <b>RAHUL BANSAL</b> RANK - 14
 <b>HIMANSHI SHARMA</b> RANK - 15	 <b>MOHINI BHATIA</b> RANK - 16	 <b>ADITI BANSAL</b> RANK - 17	 <b>PRACHI JAIN</b> RANK - 18	 <b>SHRUTI ARORA</b> RANK - 19	 <b>TINA BANSAL</b> RANK - 20	

<b>Dr. Nand Kishore Garg</b> Founder & Chief Advisor MATES	<b>Shri. Vineet Kumar Lohia</b> Chairman MATES	<b>Shri S.P. Aggarwal (IAS)</b> Executive Chairman MATES	<b>Er. T.R. Garg</b> General Secretary MATES	<b>Prof. (Dr.) Neelam Sharma</b> Director MAIT	<b>Prof. (Dr.) S.S. Deswal</b> Dean Academics MAIT	<b>Prof. (Dr.) Amit Gupta</b> HOD (MBA) MAIT
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## Placements



### MAHARAJA AGRASEN INSTITUTE OF TECHNOLOGY, DELHI DEPARTMENT OF MANAGEMENT (MBA)

**CONGRATULATIONS !!**

**2021-2023 BATCH**

 <b>KARANDEEP SINGH</b> 14014803921 Package: 10.0 LPA 	 <b>TUSHAR CHAWLA</b> 03314803921 Package: 10.0 LPA 	 <b>PARTEEK MAAN</b> 04214803921 Package: 10.0 LPA 	 <b>STANZIN CHOSLDAN</b> 09814803921 Package: 10.0 LPA 	 <b>AYUSHI GOEL</b> 01314803921 Package: 8.0 LPA 	 <b>PAWAN ARORA</b> 10014803921 Package: 8.0 LPA 	 <b>PRAJJWAL JAIN</b> 08514803921 Package: 8.0 LPA 	 <b>TANYA SHRIVASTAV</b> 02514803921 Package: 8.0 LPA 	 <b>SOMAY GUPTA</b> 08414803921 Package: 8.0 LPA 
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 <b>AMAN JAISWAL</b> 10514803921 Package: 7.5 LPA 	 <b>ISHIKA GUPTA</b> 03714803921 Package: 7.02 LPA 	 <b>SAUMYA GHAI</b> 35814803921 Package: 7.02 LPA 	 <b>BHAVYA CHOPRA</b> 02314803921 Package: 7.02 LPA 	 <b>RAGINI ARORA</b> 04014803921 Package: 7.0 LPA 	 <b>POOJA VERMA</b> 02414803921 Package: 6.0 LPA 	 <b>YASH GUPTA</b> 00614803921 Package: 6.0 LPA 	 <b>GAURANG BHATIA</b> 09614803921 Package: 6.0 LPA 	 <b>AKANKSHA TANWAR</b> 10214803921 Package: 6.0 LPA 
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 <b>SHIVANSH BHARTI</b> 10814803921 Package: 5.37 LPA 	 <b>PRIYALI</b> 01914803921 Package: 5.37 LPA 	 <b>RIYA SONY</b> 05614803921 Package: 5.0 LPA 	 <b>SHRUTI ARORA</b> 05114803921 Package: 5.0 LPA 	 <b>VINAY BASOYA</b> 09314803921 Package: 5.0 LPA 	 <b>KHYATI SHARMA</b> 06314803921 Package: 5.0 LPA 	 <b>ASHISH KUMAR</b> 05514803921 Package: 5.0 LPA 	 <b>SONAM BHATT</b> 05414803921 Package: 5.0 LPA 	 <b>TANISHA AGGARWAL</b> 02914803921 Package: 5.0 LPA 
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<b>Dr. Nand Kishore Garg</b> Founder & Chief Advisor MATES	<b>Shri Vineet Kumar Gupta</b> Chairman MATES	<b>Shri S.P. Aggarwal (IAS)</b> Executive Chairman MATES	<b>Er. T.R. Garg</b> General Secretary MATES	<b>Shri Mohan Kumar Garg</b> Joint General Secretary MATES	<b>Shri Rajnish Gupta</b> Secretary MATES	<b>Shri Anand Gupta</b> Treasurer MATES
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<b>Prof. (Dr.) Neelam Sharma</b> Director MAIT	<b>Brig. S.K. Kakkar</b> Director Training & Placements, MAIT	<b>Prof. (Dr.) S.S. Deswal</b> Dean Academics MAIT	<b>Prof. (Dr.) Amit Gupta</b> HOD Dept. of Management, MAIT	<b>Ms. Nisha Aggarwal</b> Training & Placements Officer Dept. of Management, MAIT
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## Alumni Feedback



During my under- graduation, one of my dreams was to get into a renowned MBA college within India, preferably in Delhi- NCR that could fulfil my criteria of a good college, which were:

1. Good placements (stream wise) with high ROI.
2. Industry oriented and Case study oriented teaching pedagogy.
3. Experienced professional faculties
4. Affordable fee structure
5. Extracurricular activities

And to my surprise, MAIT is one of the few colleges in Delhi- NCR that had fulfilled almost all of my criteria and it's also a top ranked college affiliated to GGSIP University, Delhi.

So, I chose MAIT for my master's.

I'm a kind of person who is forever ready to be on stage to present myself and I'm blessed that I had been provided with uncountable number of opportunities of public speaking, personality development, I even conducted self-designed workshops on it, apart from this, case study presentation etc. in front of the entire MBA department in MAIT. The exposure I had got was mind blowing. It just boosted my confidence for the most awaited placement session. My hard work and dedication was forever appreciated by all the faculties and friends.

I'm always thankful to MAIT. It has made my personality, it has given me my 1st job, my godly teachers and quality friends, all under one roof.

Words would always be less to justify the mesmerizing experience and innumerable memories that I have of MAIT. It's like, a part of me will forever be there in my college. I had always wanted to mark my name wherever I had been. And I feel very lucky to say that Madhvi will always be remembered!

**Ms. Madhvi Arora**  
**MBA (2020-22) Batch**



During my time at MAIT, pursuing MBA was a transformative journey. The institute's dynamic curriculum combined with its world-class faculty nurtured a comprehensive learning environment for me.

Engaging case studies and interactive discussions honed my strategic thinking and problem-solving skills.

Overall, my MBA experience at MAIT empowered me with the knowledge and confidence to excel in the dynamic realm of business management.

**Mr. Amrit Walia**  
**MBA (2020-22) Batch**

## Alumni Feedback



Completing my post-graduation from MAIT played a critical role in developing my professional career. Apart from academics the approach of the faculty to develop student's aptitude, for out of the box thinking, through discussions and events was exceptional. The institute helped me in further refining the skills developed during my association with KPMG as audit associate prior to pursuing MBA.

Currently, I am part of EY infrastructure advisory team and can confidently say that the learning exposure I got during post-graduation played a critical role in my professional and personal advancement.

I sincerely appreciate and am thankful to the entire faculty's efforts in guiding and developing the soft skills required to stand out in today's competitive environment.

**Mr. Mayank Aggarwal**  
**MBA (2020-22) Batch**



I am incredibly grateful to Maharaja Agrasen Institute of Technology for providing me with abundant opportunities to learn, grow, and excel in life. The unwavering support and guidance from the faculty have been invaluable at every step. The department's commendable efforts in grooming us for our professional journey deserve special mention. Additionally, the various activities, webinars, and sessions have broadened our perspectives. I am truly thankful to my alma mater and I feel proud and blessed to be part of such an institution.

**Ms. Shonima Jaswal**  
**MBA (2020-22) Batch**