

# PRABANDHAN

Volume 6, Jul-Dec, 2020

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



## 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:** Dr. Amit Gupta

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

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

## A Talk on Placements “Gearing up for the Future”

A Talk on Placements was organised for MBA students’ batch 2019-2021 by the Department of Management, MBA, Maharaja Agrasen Institute of Technology on 2nd October 2020. **The speakers for the session were six alumni of different batches of MBA** namely Ms. Garima Tripathi (2008-10), Mr. Baljit Singh (2011-13), Ms. Sapna Dahiya (2013-15), Ms. Ritika Sethi (2015-17), Mr. Divij Bajaj (2016-18) & Mr. Shubham Gupta (2016-18)

The session started with the evolution of recruitment. The speakers shared their experiences and journey starting from giving out hard copy resumes back in the 1990s to build a personal brand in the 2020s. Further, they highlighted the importance of giving positive affirmations to self and power postures to build self-confidence. Along with that, they also gave some tips for various common yet difficult questions. The session was very interactive and the students participated very enthusiastically by asking some interesting queries regarding their career options in HR, Marketing and Finance as well as Entrepreneurship.

It was such an interesting and insightful session that helped many students clear their doubts and queries regarding the future job opportunities.

**MAHARAJA AGRASEN INSTITUTE OF TECHNOLOGY**

**DEPARTMENT OF MANAGEMENT (MBA)**

**ORGANISING**

**A TALK ON PLACEMENTS- GEARING UP FOR THE FUTURE**

**October 2, 2020**  
**11 am Onwards**  
**MS TEAMS**

**Dr. Nand Kishore Garg**  
Founder and Chief Advisor  
Maharaja Agrasen Technical Education Society (MATES), Delhi

**Prof. Neelam Sharma**  
Director, Maharaja Agrasen Institute of Technology (MAIT), Delhi

**Ms. Garima Tripathi**  
MBA (2008-10)  
Manager- Fire Cure India

**Mr. Baljit Singh**  
MBA (2011-13)  
Manager- PDS American Express

**Ms. Sapna Dahiya**  
MBA (2013-15)  
Senior Associate, Sprigat Ltd.

**Ms. Ritika Sethi**  
MBA (2015-17)  
Ethos Ltd.

**Mr. Divij Bajaj**  
BBA (2016-18)  
Founder & CEO- Gemma

**Mr. Shubham Gupta**  
MBA (2016-18)  
Entrepreneur- AMPSTORE & Luxury Bags



## An Interactive Session on “how to impress the interviewer”?

An interactive session on “HOW TO IMPRESS THE INTERVIEWER? ” was organized for MBA students batch 2019-2021 by the Department of Management (MBA), Maharaja Agrasen Institute of Technology on 5th October 2020. The speaker for the session was Ms. Shraiya Jain of 2014-16 batch.

Ms. Shraiya shared that cracking an interview is a crucial step towards their dream job. Students should start focusing on the aspects like personal branding, effective communication, and good general awareness. So, to become a differentiator, they should start embracing books and newspapers in order to develop a habit of reading.

Communication plays a very important role in everybody's life today. A good communicator is always in higher demand. She shared her experiences regarding creating value at her workspace and in today's scenario such people are always noticed and appreciated and given more vital roles. Also one should negotiate the salary in the interview, freshers often feel under confident in that aspect so their initial career is adversely affected.

Respected Director Ma'am Professor Neelam Sharma also addressed the students. She discussed that companies want to hire confident people, train them for new digital technologies and allocate them new projects. She encouraged every participant to look through new emerging sectors and be prepared for the upcoming opportunities.

It was such an interesting and insightful session that helped many students clear their doubts and queries regarding the future job opportunities.



## A Session on “Overview of Advance Analytics Practice & Customer Targeting”

An interactive session on “**OVERVIEW OF ADVANCE ANALYTICS PRACTICE & CUSTOMER TARGETING?** ” was organized for MBA students batch 2019-2021 by the Department of Management (MBA), Maharaja Agrasen Institute of Technology on 7th October 2020. The speaker for the session was Ms. Deepankar Anand, alumni of MBA batch 2008-10. He is currently the Analytics Manager at Absolutdata.

The main purpose for conducting the session was to make students understand the scope of advance analytics in the business world and how by working on certain skills, students can open up job opportunities/ campus placements for themselves in such an uncertain environment.

Mr. Deepankar has more than 10 years of experience in Client Engagement, Statistical Modeling, Machine Learning, Data Science, Methodology & Consulting. And have worked with Evalueserve, EXL Inductis & eDynamic LLC in Credit risk & Marketing modelling functions. He has done his PGDPM from the University of Chicago, MBA and BTech in Electronics & Communication from GGSIPU and have hands-on experience in diverse industries like Banking, Utilities, CPG, Retail & Hospitality across US, UK & Canada.

The session by him was really interesting as he walked us down through the depths of data analytics and how crucial it is for making important decisions. He through his own experiences enlightened us on some important skills one should have to be able to have a great career. Some of the skills which he emphasized on were MS Excel, strong communication skills, great presentation skills, expertise in languages like Python, VBA, SAS etc., tools and techniques of marketing analytics and data modelling.

He also discussed that companies want to hire confident people for industries, train them for new digital technologies and allocate them new projects. He encouraged every participant to look through new emerging sectors and be prepared for upcoming opportunities.

It was such an interesting and insightful session that helped many students clear their doubts and queries regarding the future job opportunities in the data analytics domain.



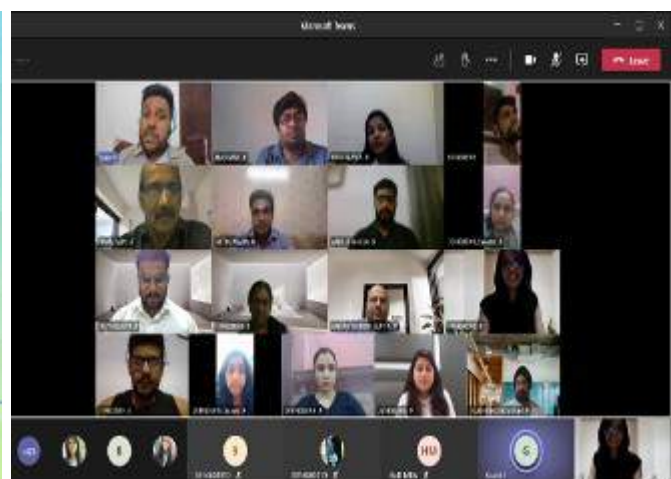
**Maharaja Agrasen Institute of Technology**  
Department of Management (MBA)

**A Session on**  
**OVERVIEW OF ADVANCE ANALYTICS PRACTICE & CUSTOMER TARGETING MODELS**

**7th OCTOBER, 2020**  
4:00 PM IST MS TEAMS

**Mr. Deepankar Anand**  
ANALYTICS MANAGER  
ABSOLUTDATA ANALYTICS  
Batch: 2008-10

Teacher Coordinators: Mr Nitin Walia, Dr. Anoop Kumar Gupta, Mr Rajiv Jain, Dr. Ritu Gupta, Mr Ankur Ahuja  
Student Coordinators: Manya Bansal, Swati Gupta, Priya Madan, Deepanshu Khurana, Ujaewi, Mukta Jain, Tamanna Mittal



## Faculty Achievements

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

<p><b>Dr. Amit Gupta</b></p>	<p><b>Editor</b></p> <ul style="list-style-type: none"> <li>• Attended Online International Webinar on ‘Entrepreneurship in Technical Start-ups (ETS-2020)’ on 7 August, 2020 conducted by Maharaja Agrasen Institute of Technology, Rohini, New Delhi.</li> <li>• Attended one week E-Faculty Development Program on ‘Stress and Health Issues due to COVID-19: Management and Technical Solutions’ from 6-10 July, 2020 conducted by Maharaja Agrasen Institute of Technology, Rohini, New Delhi.</li> </ul>
<p><b>Mr. Vivek Kuchhal</b></p>	<p><b>Workshop/Faculty Development Program</b></p> <ul style="list-style-type: none"> <li>• Attended one week E-Faculty Development Program on ‘Stress and Health Issues due to COVID-19: Management and Technical Solutions’ from 6-10 July, 2020 conducted by Maharaja Agrasen Institute of Technology, Rohini, New Delhi.</li> </ul> <p><b>International Symposium/ Webinar</b></p> <ul style="list-style-type: none"> <li>• International Conference on “Global Economic Order in the Post-COVID-19 Era: Challenges, Opportunities and Strategies” organized by MAIMS on July 25, 2020.</li> </ul>
<p><b>Dr. Sanjeev Kumar</b></p>	<p><b>Workshop/Faculty Development Program</b></p> <ul style="list-style-type: none"> <li>• Attended one week E-Faculty Development Program on ‘Stress and Health Issues due to COVID-19: Management and Technical Solutions’ from 6-10 July, 2020 conducted by Maharaja Agrasen Institute of Technology, Rohini, New Delhi.</li> <li>• Attended One Week Faculty development Programme on “Stress and Health Issues Due to COVID-19: Management and Technical Solutions” organized by Maharaja Agrasen Institute of Technology, Sector-22, Rohini, New Delhi from 6<sup>th</sup> July to 10<sup>th</sup> July 2020</li> </ul>
<p><b>Mr. Nitin Walia</b></p>	<p><b>Workshop/Faculty Development Program</b></p> <ul style="list-style-type: none"> <li>• Attended one week E-Faculty Development Program on ‘Stress and Health Issues due to COVID-19: Management and Technical Solutions’ from 6-10 July, 2020 conducted by Maharaja Agrasen Institute of Technology, Rohini, New Delhi</li> <li>• Attended Online National Level one day awareness Workshop on ‘Outcome based Education and Accreditation’ for Engineering Colleges on 11 September, 2020 conducted by G.H. Rasoni Institute of Engineering &amp; Technology, Nagpur.</li> </ul> <p><b>International Symposium/ Webinar</b></p> <ul style="list-style-type: none"> <li>• Attended Online International Webinar on ‘Entrepreneurship in Technical Start-ups (ETS-2020)’ on 7 August, 2020 conducted by Maharaja Agrasen Institute of Technology, Rohini, New Delhi.</li> </ul>

<p><b>Dr. Anju Bharti</b></p>	<p><b>Published Book</b></p> <ul style="list-style-type: none"> <li>Published book as an author on “Industrial Management” for B.Tech 5<sup>th</sup> Semester on 14 August 2020. Publisher JSR Publishing Delhi.</li> </ul> <p><b>International Webinar</b></p> <ul style="list-style-type: none"> <li>Attended International Webinar on Innovations in New education Policy at MAIT on 10th October 2020.</li> </ul> <p><b>International Conference/e-Conference</b></p> <ul style="list-style-type: none"> <li>Participated in e-International conference on ‘Global economic order in the Post-Covid-19 era: Challenges, Opportunities and strategies on 25th July, 2020 organised by MAIMS.</li> </ul>
<p><b>Dr. Anoop Kumar Gupta</b></p>	<p><b>Workshop/Faculty Development Program</b></p> <ul style="list-style-type: none"> <li>Attended one week <b>E-Faculty Development Program</b> on ‘<b>Stress and Health Issues due to COVID-19: Management and Technical Solutions</b>’ from 6-10 July, 2020 conducted by Maharaja Agrasen Institute of Technology, Rohini ,New Delhi.</li> </ul>
<p><b>Ms. Kalpana Sharma</b></p>	<p><b>Workshop/Faculty Development Program</b></p> <ul style="list-style-type: none"> <li>Attended One Week .Online Workshop organised by All India Management Association’s India Case Research Centre (ICRC)in collaboration with AICTE on Case Teaching and Writing with special focus on developing cases on Indian Ethos from 26June to 2 July 2020 July .</li> <li>Attended one week E-Faculty Development Program on ‘Stress and Health Issues due to COVID-19: Management and Technical Solutions’ from 6-10 July, 2020 conducted by Maharaja Agrasen Institute of Technology, Rohini ,New Delhi</li> </ul> <p><b>International Symposium/ Webinar</b></p> <ul style="list-style-type: none"> <li>Webinar on Talent Management organized by National Productivity Council Bhubaneswar on 22 July 2020.</li> </ul>
<p><b>Mr. Rajiv Jain</b></p>	<p><b>Workshop/Faculty Development Program</b></p> <ul style="list-style-type: none"> <li>Attended one week E-Faculty Development Program on ‘Stress and Health Issues due to COVID-19: Management and Technical Solutions’ from 6-10 July, 2020 conducted by Maharaja Agrasen Institute of Technology, Rohini, New Delhi .</li> </ul>
<p><b>Dr. Neeru Gupta</b></p>	<p><b>International Webinar/Symposium</b></p> <ul style="list-style-type: none"> <li>Attended International Webinar on Innovations in New education Policy, at MAIT on 10<sup>th</sup> October 2020.</li> </ul> <p><b>National e-FDPs/Webinar/Symposium</b></p> <ul style="list-style-type: none"> <li>Attended one week E-Faculty Development Program on ‘Stress and Health Issues due to COVID-19: Management and Technical Solutions’ from 6-10 July, 2020 conducted by Maharaja Agrasen Institute of Technology, Rohini, New Delhi.</li> </ul>

<b>Dr. Ritu Gupta</b>	<p><b>Workshop/Faculty Development Program</b></p> <ul style="list-style-type: none"> <li>• Attended one week E-Faculty Development Program on ‘Stress and Health Issues due to COVID-19: Management and Technical Solutions’ from 6-10 July, 2020 conducted by Maharaja Agrasen Institute of Technology, Rohini, New Delhi.</li> <li>• Attended Online National Level one day awareness Workshop on ‘Outcome based Education and Accreditation’ for Engineering Colleges on 11 September, 2020 conducted by G.H. Raisonni Institute of Engineering &amp; Technology, Nagpur.</li> </ul> <p><b>International Symposium/ Webinar</b></p> <ul style="list-style-type: none"> <li>• Attended Online International Webinar on ‘Entrepreneurship in Technical Start-ups (ETS-2020)’ on 7 August, 2020 conducted by Maharaja Agrasen Institute of Technology, Rohini, New Delhi .</li> </ul>
<b>Mr. Nishant Gaur</b>	<p><b>Faculty Development Program</b></p> <ul style="list-style-type: none"> <li>• Attended one week E-Faculty Development Program on ‘Stress and Health Issues due to COVID-19: Management and Technical Solutions’ from 6-10 July, 2020 conducted by Maharaja Agrasen Institute of Technology, Rohini, New Delhi.</li> </ul> <p><b>International Conference/e-Conference</b></p> <ul style="list-style-type: none"> <li>• New challenges and opportunities in wake of covid 19, from 29-30 july 2020 organised by Department of Management, Dr. Akhilesh Das Gupta Institute of Technology &amp; Management, New Delhi.</li> </ul>
<b>Dr. Sukhvinder Singh</b>	<p><b>FDP Attended</b></p> <ul style="list-style-type: none"> <li>• Attended one week E-Faculty Development Program on ‘Stress and Health Issues due to COVID-19: Management and Technical Solutions’ from 6-10 July, 2020 conducted by Maharaja Agrasen Institute of Technology, Rohini ,New Delhi.</li> </ul>



## Students Accolades

 **Maharaja Agrasen Institute of Technology**  
(Approved by AICTE & Affiliated to Guru Govind Singh Indraprastha University, Delhi)  
PSP Area, Sector-22, Rohini, Delhi-110086

Department of Management (MBA)

**7/10 UNIVERSITY TOPPERS ARE FROM MAIT**

**MBA (2019-21) BATCH**  
**GGSIP UNIVERSITY RANK HOLDERS**  
**DECEMBER, 2019 EXAMINATIONS**

*Congratulations*  
**FIRST RANK**  
**BHAWNA BANSAL**

 <b>Aarti Ramchandani</b> 3rd Rank	 <b>Anshu Gupta</b> 5th Rank	 <b>Sakshi Singhal</b> 6th Rank
 <b>Sanya Ahuja</b> 7th Rank	 <b>Himani Tyagi</b> 8th Rank	 <b>Mayank Bhatt</b> 10th Rank

 **Maharaja Agrasen Institute of Technology**  
(Approved by AICTE & Affiliated to Guru Govind Singh Indraprastha University, Delhi)  
PSP Area, Sector-22, Rohini, Delhi-110086

Department of Management (MBA)

*Congratulations*

**MBA (2018-20) BATCH**  
**GGSIP UNIVERSITY RANK HOLDERS**  
**DECEMBER, 2019 EXAMINATIONS**

 <b>Ashwani Kadyan</b> 3rd Rank	 <b>Mahika Bhatnagar</b> 6th Rank	 <b>Manya Gupta</b> 7th Rank
 <b>Rinkle Garg</b> 8th Rank	 <b>Niharika Jhulka</b> 13th Rank	 <b>Vrinda</b> 14th Rank
 <b>Garima</b> 17th Rank	 <b>Shreya</b> 19th Rank	 <b>Anisha Aggarwal</b> 20th Rank

*Excellence isn't a skill*  
*It's an Attitude*

## Placements

S.No.	Company Name	Selected
1.	IndusInd Bank	13
2.	ICICI Bank	6
3.	Extramarks Education India Pvt. Ltd.	6
4.	Shah TC Global EXIM LLP	3
5.	WNS Global Services Pvt. Ltd.	6
6.	Champu Apparel Pvt. Ltd.	2
7.	S&P Global Market Intelligence	3
8.	Info Edge (India) Ltd.	1
9.	BYJU'S	2
10.	befikr	2
11.	Protiviti	4
12.	GradeStack Learning Pvt. Ltd.	1
13.	Moody's Analytics	5
14.	Himalayan Electronics	1
15.	Araku Originals Private Limited	1
16.	POSist Technologies Pvt. Ltd.	3
17.	IHS Markit	2
18.	Laksh Human Resources India Pvt. Ltd.	3
19.	Cvent Careers	2
20.	Bain Capability Network	1
21.	Naukri.com	2
22.	Aditya Birla Health Insurance Co. Ltd.	3
23.	Infollion Research Services Pvt. Ltd.	3
24.	Nagarro Software Pvt. Ltd.	1
25.	Genpact	2
26.	ANRI Solutions HR Services Pvt. Ltd.	1
27.	Parv Communication Pvt. Ltd.	2
28.	Canara HSBC	1
29.	Square Yards	1
30.	NIIT	1
31.	APTARA	2
32.	KPMG	1
33.	HDFC ERGO Health Insurance	1
34.	THG Publishing Pvt. Ltd.	1

## Alumni Feedback



MAIT exceeds expectations with the quality of their teachings and support. It readily adopts new concepts and ideas to enhance the overall learning experience of students. At the same time the societies/clubs of this college provide an extra edge to a student's career trajectory. The students are exposed to practical learning which helps them land into their dream jobs. The faculty here also exhibits a positive outlook and takes initiatives to involve students!

**Jhankar Dhingra**  
**MBA (2017-19) Batch**



Achievements, applauds, opportunities-this is what I gained from MAIT. It gave me a platform that I will always cherish. Someday I won and some days I learned. MAIT takes me back to the time of continuous learning along with fun. MAIT has given me a lot more than experience. Due to the rigorous efforts of faculty members, their perseverance and nurturing nature, i stand here by as a tax consultant in Deloitte.

The credit goes to the faculty and their persistent action to groom us in such a manner which moulded me as a person to face corporate world. The faculty are very supportive and encourage students to push boundaries to rise above expectations. The pre-placements activities were highly effective for us to have a clear idea on facing interviews. They also guided us to perform in co curricular club activities. Infact, our batch founded quite a few clubs which are now being carried forward by the next batch. It gave me a platform to push myself and to understand the potentials that was hidden inside me. The participation in different clubs helped me gain skills such as team work and leadership. I thank the institute and the faculty for all their efforts to help us climb the ladder of success.

**Manan Chadha**  
**MBA (2017-19) Batch**