



PRABANDHAN



Bi - Newsletter of Department of Management

Maharaja Agrasen Institute of Technology

Sector – 22, Rohini, Delhi

About the Department

The Department of Management was established in the year 2004 under GGSIP University. The Department is running both UG and PG course of Management i.e. BBA & MBA. The Department works with a Mission “To develop higher academic learning known for its total commitment to excellence in management education and research with a holistic concern for quality of life, environment, society & ethics”. The department is committed to achieve excellence in management education & research and assesses the success of its programme 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

International Business

Information Technology

Operations & Analytics

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.

HOD's Message



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”.

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: Prof. Ravi Kumar Gupta, Dr. Anju Bharti & Dr. Rajiv Jain

Technical Officer: Mr. Pankaj Sikarwar

Orientation Programme (The Connect' 2024)

Date: 20th August 2024

Venue: Block 7, MAIT Campus

Organized by: Department of Management, MAIT

Guidance: Prof. (Dr.) Amit Gupta, HOD, Department of Management, MAIT

Faculty Coordinators:

MBA 1A (2024-26) – Dr. Nitin Walia, Dr. Anju Bharti

MBA 1B (2024-26) – Dr. Sanjeev Kumar, Dr. Anoop Kumar Gupta

MBA 1C (2024-26) – Dr. Neeru Gupta, Dr. Ritu Gupta

BBA 1A (2024-27) – Dr. Jyotsna

BBA 1B (2024-27) – Ms. Radhika Aggarwal

The Orientation, 'The Connect'24' of MBA (2024-26) & BBA (2024-27) was conducted on 20th August 2024 at Department of Management, Block -7, MAIT Campus. It was a vibrant and interactive event & was designed to welcome the new cohort of students and set the tone for their journey ahead. The day was filled with insightful presentations and motivational talks from faculty and class coordinators of specific classes. The class coordinators welcomed the students in their classes.



Visited the Triveni Devi Old Age Home

Date: 30th August, 2024

Venue: Triveni Devi Old Age Home

Organized by : Khushi Club, Department of Management, MAIT

Faculty Coordinators: Dr. Sangeeta Rawal, Dr. Anju Bharti, Dr. Neeru Gupta, Dr. Rajeev Jain

No. of students Visited: 24 (List attached)

On 30th August, 2024, 24 students from MBA final year (batch 2023-25) and Faculty from department of management, MAIT visited the Triveni Devi Old Age Home under the initiative taken by Khushi Club of the department. The visit aimed to bring joy and engagement to the elderly residents, celebrate Janmashtami, and foster intergenerational learning.

Activities and Celebrations:

1. Gift Distribution:

- Prior to the visit, faculty and students collected and brought various items for the residents. These included essentials and small gifts to brighten their day.

2. Janmashtami Celebration: Janmashtami festival was celebrated with elderly old age home residents commemorating the birth of Lord Krishna. The day's activities included:

- Quiz on Janmashtami: Participants engaged in a quiz just for their fun and knowledge about the festival and Lord Krishna's life.
- Dandiya Dance: Students and residents joined in traditional dandiya, dances, enhancing the festive atmosphere.
- Hanuman Chalisa Chanting: The group chanted the Hanuman Chalisa, adding a spiritual touch to the celebration.
- Matki Breaking: In a symbolic re-enactment of Lord Krishna's antics, a matki (pot) was broken, creating a lively and joyous scene.

The visit to Triveni Devi Old Age Home was a fulfilling and educational experience. The faculty and students left with a deeper appreciation for the wisdom and experiences of the elderly residents. The activities were organized not only to celebrate Janmashtami but also to foster a sense of community and mutual respect. The residents expressed their gratitude and enjoyment, making the event a memorable and impactful experience for all involved.





Session on Capital Market in association with BSE

Date: 09th September, 2024

Faculty Coordinators: Dr. Ritu Gupta & Dr. Neeru Gupta

A Session on “Capital Market in association with BSE” was organized for MBA Students batch 2024-26 by the department (MBA), Maharaja Agrasen Institute of Technology on 09th September, 2024. The objective of the session was to educate the students on diverse aspects of capital market such as directive of market and instruments of capital market. The department had invited guest speakers from “Bombay Stock Exchange” and “Central Depository Services Limited”.

Guest Speaker 1---Mr. Jasdeep Singh Kohli (BSE)

Guest Speaker 2---Ms. Veena Yadav (CDSL)

The session started at 10:00 a.m. with the welcome of our guest speakers with sapling and followed by a welcome speech by Prof. Dr. Amit Gupta, Head of the Department. The session started with first presentation by Ms. Veena Yadav CDSL. She shared the mechanism of depository and its overall role in securities market in very communicating way.

After the first presentation, Mr. Jasdeep Singh Kohli from BSE IPF covered all essential elements of stock trading and mutual fund strategy. He also describes the process that how to execute it. He also explained about the regulatory role of Securities Exchange Board of India and different initiatives taken by SEBI to bring awareness about securities market, in an interesting yet simple manner. The talk delivered by Sir, was very informative and provides valuable insights about securities market. A highly interactive query session was held towards the end of session. The session was concluded by Vote of thanks by Dr. Ritu Gupta. 86 students participants attended the session. Overall, it was a great learning and valuable experience for all the students.



Visited to BSE Limited, Rajendra Place

Date: September 10, 2024

A Visit to BSE limited, Rajendra place was organised to acquaint students with Capital market. Students were taught the basics of Capital markets, the terminology used in the markets, various investment avenues, and its working from Indian markets scenarios. Students also got some fundamental and technical analysis tips.

This Visit enriched students with the knowledge of capital market and various career opportunities. Students learned some trading skills and got tips for choosing security for investment. The students got insights about various job profiles available in the securities market. It also fleshes light on different certification that can help students in capacity building and getting the job. Overall it was a great learning for students.



Industrial Visit to Parle Biscuits Private Ltd.

Date: September 11, 2024

Timings : 8:00 am – 5:00 pm

Venue : Parle Biscuits Private Ltd., Bahadurgarh, Haryana, India

No of students Visited :45

Faculty Coordinator : Dr Sukhvinder Singh & Dr. Anoop Kumar Gupta

Maharaja Agrasen Institute of Technology, Department of Management organized one day industrial visit on 11th September 2024 to Parle Biscuits Private Limited, Bahadurgarh Haryana India. The visit was organized for first year MBA students. Students learned about the efficiency of large scale production, rigorous quality control, robust supply chain management and the importance of innovation and brand legacy. The students were accompanied by two faculty members Dr. Sukhvinder Singh and Dr Anoop Kumar Gupta from the Department of Management.

Parle Products, established in 1929, is India's leading manufacturer of biscuits and confectionery. With a presence spanning over 90 years, Parle has grown from a small factory in Mumbai to a global brand with manufacturing units in 7 countries outside India.

Key Observations

- **Manufacturing Process:** Students witnessed the biscuit-making process, from raw materials to packaging, and saw the machinery used in production.
- **Quality Control:** The company's quality control measures, including human and automated testing, ensure high-quality products.
- **Sustainability:** Parle emphasized its commitment to sustainability through initiatives like solar energy and rainwater harvesting.
- **Product Range:** Students learned about Parle's diverse product portfolio, including Parle-G, Monaco, Krackjack, and Hide & Seek biscuits.

The industrial visit to Parle Biscuits provided valuable insights into the manufacturing process, quality control, and sustainability practices of a leading FMCG company. Students gained practical knowledge and appreciation for the industry's operations.



Session on Financial Literacy in association with CDSL

Date: 12th September, 2024

Timings: 11:00 AM Venue: Room No 713

Faculty Coordinators: Dr. Ritu Gupta & Ms. Anjali Gupta

A Session on “**Financial Literacy in association with CDSL**” was organized for BBA Students batch 2024-27 by the department (MBA), Maharaja Agrasen Institute of Technology on 12th September, 2024. The objective of the session was to educate the students on various aspects of financial market such as types of instruments and various risk associated to it.

The session started at 11:00 a.m. with the welcome of our guest speaker with sapling and Memento and followed by a welcome speech by Dr. Ritu Gupta. The session started, After the welcome speech, Mr. Harbinder Singh Sokhi from CDSL covered all essential elements of financial market and various type of instruments. He also describes the process to understand the risk of any security. He also explained about the regulatory role of Securities Exchange Board of India and different initiatives taken by SEBI to bring awareness about securities market. The talk delivered by Sir, was very informative and provides valuable insights about securities market.

A highly interactive query session was held towards the end of session. The session was concluded by Vote of thanks by Dr. Ritu Gupta. Overall, it was a great learning and valuable experience for all the students.



Visited to Dilli Haat – INA

Date: September 26, 2024 (Thursday)

Venue: DILLI HAAT- INA

Organized by: Department of Management, MAIT

No. of students: 97 BBA 1st Semester (Batch 2024-27), Section A & B

Faculty Coordinators: Dr. Anju Bharti, Dr. Kiran Garg, Ms. Jyotsna

Mentor: Prof. (Dr.) Amit Gupta, Head of Department, Department of Management

Details of the Visit:

The visit to Dilli Haat, INA, Exhibition and Trade Centre, New Delhi was organized on 26th September, 2024 for BBA students, first Semester (Batch 2024-27), Section A & B by the Department of Management, Maharaja Agrasen Institute of Technology.

This visit for BBA students was organized as part of their academic requirements and involving them to develop intellectual capacities and skills, to enhance academic achievements, progress in learning, and to enhance their overall personal growth.

The students were divided in group for the tasks they were provided by the faculty. They had to take the interviews of artisan/retailers at various stalls of handicrafts from different states of India. They took the introduction of the handicraft stall's history. They also discussed about the entrepreneur's journey— their initial struggles, overcoming challenges, and scaling etc.

Students tried to understand following Marketing Strategies:

- How the artisan markets their products to a specific audience.
- Use of digital platforms, word of mouth, and exhibitions to attract customers.
- Pricing strategies and the economics of the handicraft business.



International Conference on “Emerging Trends in Technology and Management” (ICETTM-2024)

Date: October 15-16, 2024

General Chair ICETTM

Prof. (Dr.) Amit Gupta, Head, Department of Management

Conference Chair ICETTM

Prof. (Dr.) Ravi Gupta, Department of Management

Conveners: Dr. Sanjeev Kumar & Dr. Sukhvinder Singh

Organising Chair: Dr. Anju Bharti, Dr. Neeru Gupta and Dr. Ratika Sikand

The International Conference on Emerging Trends in Technology and Management (ICETTM-2024) successfully took place on October 15-16, 2024 organised by Department of Management, Maharaja Agrasen Institute of Technology (MAIT), affiliated with Guru Gobind Singh Indraprastha University, Delhi. The conference was organized under the chief patronage of Dr. Nand Kishore Garg, Hon'ble Founder & Chief Advisor, MATES and Patronage of Shri Vineet Kr. Lohia, Chairman MATES, Prof. M.L. Goyal, Vice Chairman, Academics MATES, Prof. (Dr.) J.V. Desai, Director General, MAIT, Prof. (Dr.) Neelam Sharma, Director MAIT, Prof. (Dr.) S.S. Deswal, Dean MAIT and Prof. (Dr.) Sachin Gupta, Dean (R& I), MAIT. The event was organized under the leadership of Prof. (Dr.) Amit Gupta, who served as the Organizing Chair and played a pivotal role in its execution with the invaluable contributions from Prof. (Dr.) Ravi Gupta, Dr. Sanjeev Kumar, Dr. Sukhvinder Singh, Dr. Anju Bharti, Dr. Neeru Gupta and Dr. Ratika Sikand as team members.

The inaugural ceremony of the conference commenced with a Saraswati Vandana and the ceremonial lighting of the lamp, symbolizing the pursuit of knowledge, followed by introduction of the conference theme by Prof. (Dr.) Ravi Gupta. Thereafter, Prof. (Dr.) Neelam Sharma, Director of MAIT, delivered an inspiring welcome address, setting a positive tone for the two days of insightful discussions. ICETTM-2024 aims to foster dialogue and collaboration among academicians, industry leaders, and researchers, providing a platform to share knowledge and explore innovative solutions in technology and management. The event witnessed an impressive turnout with 150 registrations and featured 80 research articles, highlighting the vibrant engagement of the academic community.

The conference also featured addresses from notable speakers, including Dr. Nand Kishore Garg, Founder Chairman of MATES, Shri Ganpati Ji, RSS Pracharak, Mr. Shankar Gakhar, Regional Head North at MCX and Prof. Prasannashu, Dean of NLU and Mr. Sachin Kumar, Senior Vice President at Syndigo, UK, joined the conference online.

The valedictory session started with the guest lecture in online mode by Mr. Ranveer Kumar, AVP, Engineering (Digital Banking) IndusInd Bank Limited, Gurugram, on the topic “Generative AI in FinTech” from 2.00pm to 3.00pm. There was an impressive interaction of speaker with the students who were watching the session in offline mode.



Visit to India International Trade Fair 2024

Date : November 19, 2024

Timings : 10:00 am – 2:00 pm

Venue : MCX and SEBI stall at IITF 2024

Faculty Coordinator : Dr Sukhvinder Singh, Dr Nitin Walia & Dr Anju Bharti

The visit to IITF, New Delhi was organized for MBA students (Batch 2024-26) on 19th November, 2024 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, business interactions, 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.

28 students along with the faculty coordinators (Dr Sukhvinder Singh, Dr Nitin Walia & Dr Anju Bharti) visited the stall of MCX and SEBI, of IITF. The event comprises of guest lectures, awareness quizzes, management games, competitions etc.

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

The students learnt a lot about the financial markets 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- MCX for arranging such a wonderful visit.



Faculty Achievements

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

Faculty Name	Achievements/Publications
Dr. Anju Bharti	1. Paper's abstract titled 'Exploring the Role of Psychological Capital in Entrepreneurial Resilience during Crisis Events' published in Book of abstracts of 5th International Conference on Multidisciplinary Industry and Academic Research (ICMIAR) held at Malaysia (Hybrid mode), ISSN 3028-1636 (print), July, 2024. 2. Paper published in Emerald Publishing Limited, UK, journal - Marketing Intelligence & Planning, ABDC 'A' Category, UGC care & Scopus indexed, on topic 'Systematic literature review on retail agglomeration marketing', Emerald Publishing Limited, e-ISSN: 1758-8049, p-ISSN: 0263-4503, DOI 10.1108/MIP-11-2023-0593. November 2024. https://www.emerald.com/insight/0263-4503.htm
Dr. Rajiv Jain	1. A Study on Impact of Artificial Intelligence on Social Media Marketing Int. Jr. of Contemp. Res. in Multi. (IJCRM) [Sep- Oct] 2024. Volume 3 Issue 5 ISSN No: 2583-7397.
Dr. Neeru Gupta	1. Chapter titled 'Fintech: Evolution, Trends, and Directions' published in book 'Utilizing Technology for Sustainable Resource Management Solutions: An Introduction, International academic publisher, Member of COPE, IGI Global. DOI: 10.4018/979-8-3693-2346-5

Placements

S.No.	Name	Profile	Company	Package (LPA)
1	Arushi Saxena	Business Development Manager	Intellipaart	9
2	Tanishq Rawat	Business Development Manager	Intellipaart	9
3	Aryan Rawat	Business Development Manager	Intellipaart	9
4	Nishant Verma	Google Head Executive	Teleperformance	7
5	Rizul Handa	BDA	Corizo	6.5
6	Parichay Sharma	BDA	Corizo	6.5
7	Aayushi Tyagi	BDA	Corizo	6.5
8	Hemant Singhvi	BDA	Corizo	6.5
9	Rishabh Jain	BDA	Corizo	6.5
10	Shikha	Management Trainee	Protiviti	6
11	Yash Shokeen	Customer Success Intern	Advantage Club	6
12	Dikshansh	Customer Success Intern	Advantage Club	6
13	Aayush Chadha	Business Development Associate	Academor	6
14	Aman Sharma	Business Development Associate	Academor	6
15	Harsh Gaur	Business Development Associate	Academor	6
16	Muskan	Business Development Associate	Academor	6
17	Ravi Kumar	Business Development Associate	Academor	6
18	Rittik Gupta	Business Development Associate	Academor	6
19	Yamini Gupta	Business Development Manager	Activity Beds	5.5
20	Tanya Raizada	Financial Analyst	Acuity Knowledge Partners	5.5
21	Purvi Ahluwalia	Financial Analyst	Acuity Knowledge Partners	5.5
22	Harsh Gudral	Financial Analyst	Acuity Knowledge Partners	5.5
23	Komal Jain	Internal Audit	Grant Thornton	5.5

24	Ayushi Tandon	Management Trainee	Sapient	5.5
25	Nikhil Pandey	Customer Service	ICICI Securities	5
26	Devika Dubey	Management Trainee	Shoperty	5
27	Divyansh Singhal	Management Trainee	Shoperty	5
28	Sakshi Kapoor	Relationship Manager	ICICI Prudential AMC	5
29	Deepan Singh Chauhan	Inside Sales Executive	Innovirtuz	5
30	Nikhil Sharma	Senior Benefits Analyst	AON	4.8
31	Rahul Giri	Senior Executive-RBP	Swiggy	4.8
32	Anshika Mangla	Advisor I	NAB	4.5
33	Alpika Verma	Advisor I	NAB	4.5
34	Ankita Joshi	Trainee	Nagarro	4
35	Bhoomika Gupta	HR Recruiter	Acent High Soft Technologies	4
36	Ashu	Financial Analyst	Ekamya	4
37	Dhruv Chauhan	Trainee	Nagarro	4
38	Ajay Mittal	Marketing Officer	Quality Asia	3.5
39	Nivedi Choithani	Marketing Officer	Quality Asia	3.5
40	Kinjal Rohilla	Certification Officer	Quality Asia	3.5
41	Mishthi Chauhan	Quality Assurance Officer	Quality Asia	3.5
42	Yash Sharma	Certification Officer	Quality Asia	3.5
43	Riya Bhatia	Finance Officer	Quality Asia	3.5
44	Rohini Jain	HR & Admin Officer	Quality Asia	3.5
45	Harshita Beri	Quality Assurance Officer	Quality Asia	3.5
46	Laksh Kaushik	Marketing Officer	Quality Asia	3.5
47	Pranjal Tiwari	Key Account Associate	MachanX	3.5
48	Avni Garg	Trainee	Cars 24	3.5
49	Ishika Goel	Key Account Associate	MachanX	3.5

Alumni Meet



MAIT gave me an opportunity to broaden my knowledge beyond studies. Faculties helped me in improving my communication skills, time management, confidence and prepared me for the corporate world. The faculty's ability to engage students through interactive discussions and real-world case studies has been particularly impressive. I really want to thank Mr. Rajiv Sir and Mr. Ankur Sir for their support throughout my college journey.

Ms. Manvi Anand
MBA 2021-23 Batch



I believe choosing MAIT as my MBA college is one of the best decisions of my career. The MBA department in MAIT has a comprehensive curriculum aligned with current industry trends along with highly experienced faculty members who brought real-world insights into the classroom through their creative approach of using Case studies to understand complex business scenarios. The campus infrastructure was well equipped with the latest technological classrooms, well-stocked library, computer labs, etc. Extracurricular activities such as Finance Clubs, Entrepreneurship clubs and various other competitions provided a lot of opportunities to explore and grow into different fields. The highly active placement cell always keeps on organizing workshops and counseling sessions. MBA programme from MAIT has significantly contributed to my personal growth and professional development.

Ms. Aditi Bansal
MBA 2021-23 Batch



It's great to share my experience at MAIT's MBA program! The curriculum has been challenging yet rewarding, with knowledgeable faculty and engaging peers I've gained valuable insights and skills in business management. With experience faculty member I have got excellent guidance and a roadmap to work onto it, the program has not only enhanced my academic knowledge but also helped me grow professionally and personally. In the times of covid period we still manage to got great companies to work with and I'm grateful for the opportunity to be part of the vibrant MAIT's community!"

Mr. Ashish Gupta
MBA 2021-23 Batch