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## EDITOR'S NOTE

As Editor-in-Chief of Management College Magazine, I am pleased to welcome you to this issue. This magazine provides a platform for students, faculty, and staff to share their ideas, experiences, and knowledge, and is designed to give our readers valuable insights into the world of business administration and related fields. We aim to allow our readers to explore new perspectives on various management topics and help them develop their skills as future business leaders. Through this magazine, we hope to create a vibrant community of knowledge seekers who enjoy learning from the

experiences and ideas of others. We invite all of our readers to contribute content in the form of articles, essays, or any other form they see fit so that together we can create a dynamic environment where everyone can benefit from each other's knowledge.

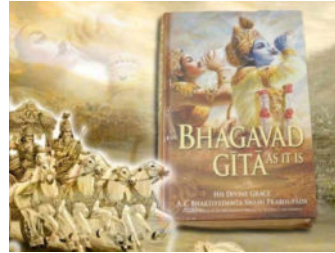


**Dr. Shishir Gupta**

Assistant Professor & Head of Department  
Department of Business Administration

## WHY BHAGAVAD GITA IS ESSENTIAL FOR TODAY'S YOUTH?

India is very rich in its literature. It has many ancient scriptures such as the Vedas, Puranas, Upanishads, and so on that are very important for humans, and among those ancient Indian Vedic scriptures is the Bhagavad Gita, which shows us the path to inner peace and assists us in gaining self-knowledge. Many of our great leaders from history, like Swami Vivekananda, Mahatma Gandhi, Lokmanya Tilak, and Dr. Sarvapalli Radhakrishnan, to the leaders of the present day, like our honorable Prime Minister Shri Narendra Modi, are very much influenced by the learnings and lessons of the "Bhagavad Gita." The biggest problem of today's era is our youth is very stressed and busy for nothing. The current young generation is losing its focus and even they don't have any vision for their future.



To overcome the problems of today's materialistic world, people are moving towards spirituality but they are in dilemma about the effectiveness of teaching and learning the spiritual content such as

'Bhagavad Gita'. The biggest misconception among the general public is if it is actually applicable to modern life or if it is only intended for chanting. Today many do not recall that the 'Bhagavad Gita' signifies the 'Song of God'.

As a result, it is discovered to be an eternally rebellious remark. The Heavenly, Bhagavad Gita, pulsates with our divinely bestowed human life and energy; and it is enormously alive for everyone who wishes to turn to the divine Gita for inspiration and assistance. There are people who swear that when they open the recital to read it after having faced a particular problem in their personal life, they always find that they have turned to a page of the divine Bhagavad Gita that holds an answer or solution to that particular question or problem they are facing in their life.

**Mr. Saurabh Shukla**

Assistant Professor  
Department of Business Administration

## GIG ECONOMY: AN EMERGENT ECONOMIC MODEL

In the current scenario, the gig economy is an emerging economic model which has been the focus of discussion in the last few years. It is based on the idea of creating flexible job opportunities for workers, allowing them to work on short-term projects or tasks, often through digital platforms. This model has enabled workers to have a higher degree of control over their schedules and incomes, while businesses may benefit from increased agility and cost savings. Before the Covid-19 pandemic, the gig economy employed about 57.3 million people in a developed country like the United States, or about 36% of the country's total workforce. It is projected to employ 73.3 million independent contractors in the United States by the end of 2023. In 2024, there

will be 76.4 million people. Boston Consulting Group says in a report that 15 million gig workers are employed in India. The workforce of the gig worker economy is likely to cultivate three-fold from 77 lacks in the year 2021 to 2 crore 35 lakhs in the year 2030. The mounting gig economy has the potential to change the way we work in the future by influencing a paradigm shift in the workforce, workplace, and work models. As the gig economy continues to expand and develop, It will significantly affect how businesses operate and how people find employment.

**Dr. Prashant Dwivedi**

Assistant Professor  
Department of Business Administration

**MUKTI “EK CHAH (THE DESIRE)”**

A question was asked to 90 years old man what is his last desire? He said that he wants to live his life again. On the other hand, there are many peoples who suicide because some of their desires have been not fulfilled. Here the question arises that what is desire or “CHAH” and what is the way to get the feel of peace or MUKTI “EK CHAH (The Desire)”?

Different persons have different definitions for this desire or “CHAH” –

- Ÿ The poor people want money.
- Ÿ The rich peoples want power & prestige.
- Ÿ The people who have above all want to feel peace or mental satisfaction.

The ultimate goal is the same i.e. to get the feel of peace or MUKTI “EK CHAH (The Desire)”.

Which is very difficult to achieve?

Because most of us are living in this confusion that money, power, and prestige are our ultimate destination and we spent our whole life accumulating these and we lost



ourselves in such type of RAT RACE.

At the end of life, we want to die with the feeling of peace and at that time we find that there is no such type of feeling i.e. peace/ satisfaction/ prosperity that we want.

Because in our past life, we have not fulfilled our actual desires because we were not able to give us money, power & prestige and we die with these unfulfilled desires and we become failed to get a feeling of peace.

So recognize your desires and set your own goals and fulfill them in the right way.

We take good and bad things from society and also want to return them. But when such functionality does not happen then we become disturbed in our life.

There is no limit to returning badness but if we return anyone's goodness then it gives us satisfaction and the feeling of peace.

“Your one good work is enough to give you feelings of peace or MUKTI “EK CHAH (The Desire)”.

**Mr. Manish Jain**

Assistant Professor

Department of Computer Application

**GREEN HRM**

The concept of Green HRM is emerging in organizations today. It is also referred to as sustainable human resource management. The Green movement across the world developed the concept of Green HRM. It is an approach that integrates environmental sustainability considerations into all aspects and practices of HRM. The main goal is to reduce costs and improve corporate social responsibility. Now it has become the responsibility of HR managers to incorporate the HR practices in organizations. HR Departments are taking initiatives such as green building, paperless offices, energy conservation, and waste recycling. To this end, companies are using electronic mail, teleconferencing, online interviews, online training, and many other initiatives. The HRM has taken many steps to go green which includes green printing, reducing commuting, creating an eco-friendly talent, green auditing, recycling products, reduction in Business travels for various business deals, creating green policies and finally giving out a green award for the one who has exceedingly performed well in the

society. Green HRM is not just about environmental sustainability, it's also about fair wages and benefits, a good work-life balance, equal opportunities, and fostering a culture of diversity. So by integrating sustainability into HRM practices, companies are looking after the well-being of their employees. The Green HRM plays a significant role in industry to encourage the environmental associated problems by accepting it, in management philosophy, HR guidelines, and practices, educating people, and applying regulations linked to Environment Protection.



**Dr. Sudha Dhawan**

Associate Professor

Department of Business Administration

**TRANSFORMATION OF HUMAN ANALYTICS AND TECHNOLOGY**

Human resource technology has multiple ways to turn human resource analytics into a machine that makes decisions. Let's examine a few of them:

**Data collection and analysis:** HR technology enables the collection of Human Resource data on employee performance, engagement, and behavior from various systems. The patterns, trends, and insights that emerge from the analysis of this data can then be used to guide executive and Human Resource decision-making.

**Predictive Analytics:** Using sophisticated algorithms, Human Resource technology can identify potential employee turnover, forecast future workforce trends, and even identify which

employees are most likely to be promoted.

**Employee Self-Service:** Using Human Resource technology, employees can access and handle their information, such as updating personal information or making time off requests. This can increase employee engagement and empowerment while easing the workload for Human Resource professionals.

**Dashboards:** Human Resource professionals can easily understand and communicate complex data to management thanks to Human Resource technology's user-friendly dashboards and visualization tools.



**Ms. Venus Madan**

Assistant Professor

Department of Business Administration

### A WAKE-UP CALL! :ENTREPRENEURSHIP

We often say, 'It all begins with an idea.' Initiation of the 'The Perfect Business Plan' often contains us to just an old school idea with minor variations. The million-dollar question is, 'HOW TO GO WITH IT?' It's when we start worrying about the success of the business in the process of drafting its blueprint. I strongly oppose this approach. When you sit back to assess, throw light on the minor variations, keep aside the technicalities, take a piece of paper, and sketch what hits your mind first. Believe me; you'll come with the most exceptional plan. Even the bulb seemed impossible before its invention. Once you can convince yourself, there won't be any obstacle you can't face. The bitter truth is unless you bring something out of the box, you cannot survive in the business world and the doors of growth will be closed forever. Once you have a clear picture of the business on the canvas of your mind, jot down the key resources you will need for your business. Next comes the most time-consuming task, Legal Formalities. These are the building blocks of your business. The more time you give to them, the more you protect your business. You choose the fate of your enterprise yourself the day you knock about your workforce. With the advent of time, things have



changed and so needs man. In addition to business remuneration, you have to offer them enhanced working conditions. Having a say in the policymaking of business and sharing in the prosperity gives them a better reason to take your firm to new heights. Business is like a radio indeed. Let your employees change tracks themselves, but keep the remote in your hands.

No organization can make a name for itself in the business world unless there is a maintained Advertisement and Marketing setup for backup. A business without a planned market will be lost in the world and lead the way to shut down. Finally comes the part which has made even the social life of people commercial on this date. You guessed it right; it's MONEY! Planning financial resources is a very crucial part of the business and a vital function for the entrepreneur. I began by saying 'It all begins with an idea' and would like to complete by saying, 'It's all about that initial risk'. Only if you gather the courage for making that one decision, do you deserve the success which awaits you. In BUSINESS the letter 'B' stands for BIG, and the two 'S' signifies that you either SUCCEED or SINK. The choice is yours. That's what entrepreneurship is all about!

**Ms. Vanshika Bhuraria**  
BBA (I-E)

### LEADERSHIP & WOMEN

Leadership is a style that combines the best models of both 'masculine' and 'feminine'. It is believed by some that efficient leaders are simply born while some think effective leadership can be learned.

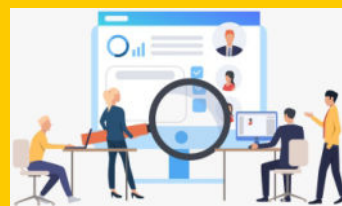
The gender distinctions on several issues in the corporate world like promotion fairness, fair salary system, etc. In the 1800s it used to be considered even if women begin going into the workplace they have specific fields like teacher, nurses, etc. But it changed and still changing women stepped up to the plate and field positions in every career after the second world war. Females continue to work and years to year have set professional goals that led

Women on Top as it is seen now that the organizational theories are evolving. Organizations are not structured on centralized authority anymore. So the controlling management styles

### HR'S CONTRIBUTION TOWARDS PERSONNEL'S PERFORMANCE

An HR's primary duty is to enhance employee performance. If, the HR, know how to develop the necessary strategies, that foster an environment where workers give their best effort. Performance within a company or department can be improved in ways other than just making the workplace pleasant.

The HR must also promote teamwork, good leadership, & long-lasting relationships. The duties of the HR department now go beyond just managing personnel and following rules & regulations, as they've in recent years. Today's HR executives must uphold a positive employer brand, create initiatives that increase productivity and employee engagement, cultivate relationships with each employee, etc.



The HR goes over corporate goals. In any other case, employees won't be able to meet their performance goals. Employers clearly define expectations because it's common for workers to be too afraid to follow up on unanswered questions when they're uncertain of what is expected of them.

A good way to define specific performance if possible to summarize milestones and ultimate goals using visuals.

The relationship between motivation & improved individual performance must be understood by HR. This is how you can leverage your strategic work on this aspect to get the results the organization wants. To improve performance, HR employs additional strategies. As an HR, you are required to gather & distribute employee feedback. Employees will grow professionally & maintain a positive work environment when they receive constructive performance feedback. For tasks to be completed and performance goals to be met, it's essential that the HR, schedule time to speak with staff members. Different times will be set aside for these meetings depending on the company. It could be every week, month, or even day, depending on the type of work. Keep in mind that teams should never get together just for the sake of getting together. For your members to adjust and, ideally, improve between meetings, real feedback must be provided during these sessions.

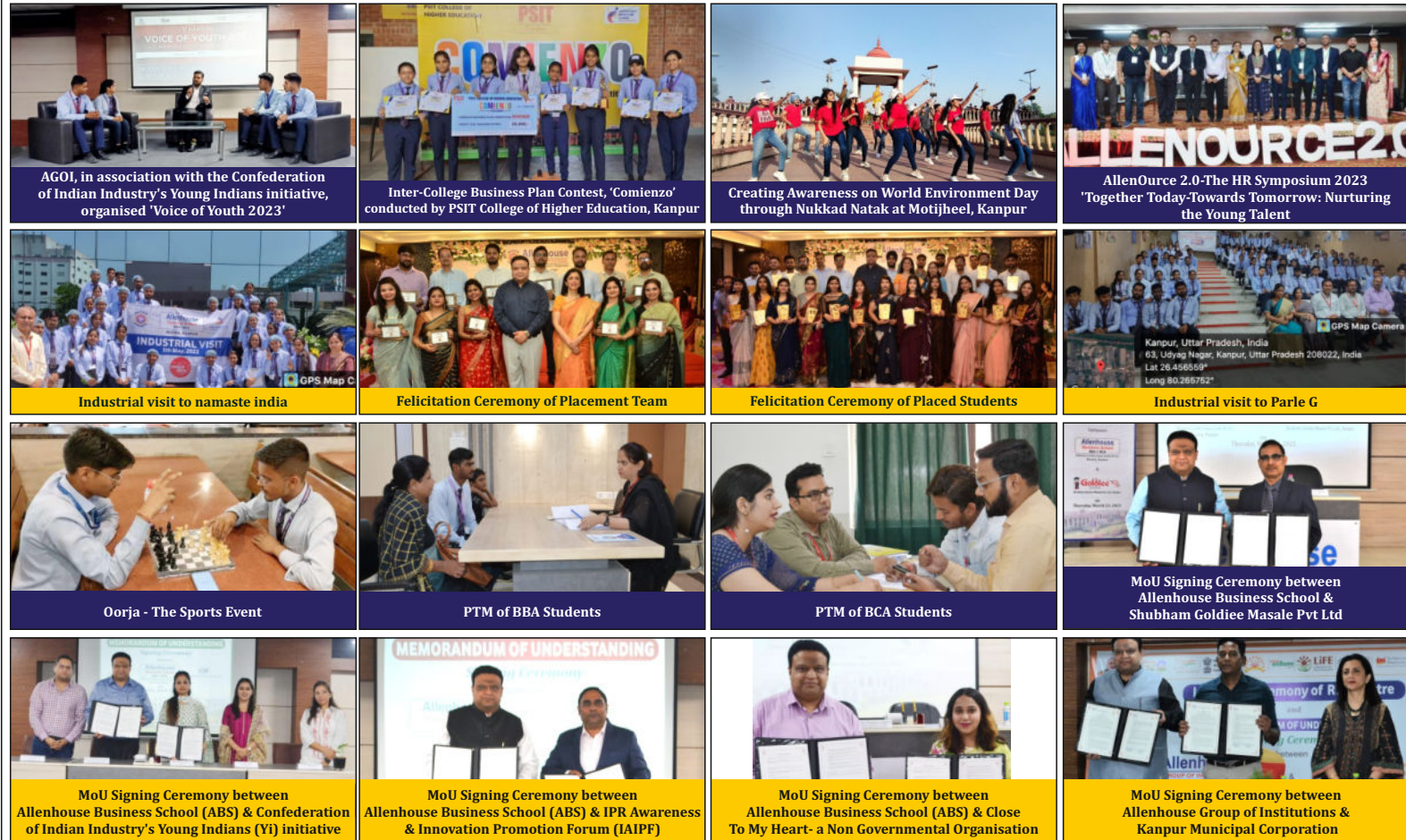
Without an HR it's difficult for an organization to flourish. The organization is like a ship whereas the HR is radar. Where Human resource act as a guiding force for a company. Therefore, HR aids a lot in improving the performance of personnel in the company.

**Ms. Neelakshi Mishra**  
BBA - II D

became less of use which removed the 'Age of masculine leadership' and the 'Womanly method' became popular for leading. From the 1900s onwards it's seen organizations become more womanly nature and focused on concepts like delegation of authority, Corporations, etc. It all letter feminization of leadership and also focus on interpersonal relationships such as trust, and

openness. And for empowering women in 1963 the equal pay Act was passed regards for gender fairness. New research shows that on average women to better than men in leadership qualities in workplace the females are leading in the 'corporate world' because they have leadership qualities by birth and even know how to learn them.

**Ms. Aishwarya Nigam**  
BBA-IA



**Allen Achievers**

 Yashika Dwivedi	 Akash Singh, Gaurav Singh, Bhumika Joshi, Mahek Mehrotra, Yuvraj Gupta	 Shikhar Singh, Arshiya Kidwai	 Anshika Verma, Lokesh Joshi	 Arshiya Kidwai	 Gaurav Dwivedi, Aditya Pratap Singh, Atin Mehra	 Samridhi Gupta		
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