



Govindram Seksaria Institute Of Management & Research  
(Approved By AICTE & Affiliated to DAVV, INDORE)

# THE GSIMR TIMES

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## Editorial

It is a pleasure to present the issue on, Human Resource management and Information technology comprising new avenues and scope for MBA students, together with how to cope with the pandemic and the initiatives taken by GSIMR and its students to encash and manage the situation.

We all know that deadly Covid-19 virus has been mutating itself and causing mass massacre. Although, the world has Headed towards vaccination but there is an equal need to know the do's and don'ts



Post vaccination that should be adopted. First, you don't start to develop antibodies right after vaccination, so avoid outside exposure and take proper rest. Vaccination only boosts your immunity; it is not that you are no more prone to virus. Maintain social distancing, wear mask and wash your hands often. Second, increase your intake of Vitamin-C (fresh fruits, vegetables, nuts). Make sure you are taking proper diet. Drink a lot of water, keep your body hydrated. Vaccine might leave short-term effects like fever and body pain. Don't panic, take proper rest and if needed seek proper medication.

Third, it is a myth that vaccine is causing infection. It is the carelessness that is leading to infection. It is advised to stay at home and take proper rest but people step outside much before their body is properly prepared to fight back. Lastly, it is totally false that if you don't develop significant number of antibodies then you should avoid the booster dose. In-fact it is the whole idea behind it. The booster dose is the key that reinitiates the function and help body to further improve the immune system.

It is important to follow covid precautions in general but it is of immense importance to follow them post vaccination. Make this free time your "Me Time", do what you like, work on your hobbies, develop your skills and fill your mind with positivity. Follow trusted and reliable information, do not circulate misleading information with bizarre logic. Stay safe. Stay healthy!!!!

### EDITORIAL TEAM

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Editor:  
Dr.Neha Modi  
Dr. Shameen Warsi

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Ms.Arпита Saxena  
Ms. Rashi Sharma

## INFORMATION TECHNOLOGY

The twenty-first century begins with unprecedented opportunities to use information technology (IT) to meet a growing number of societal needs. IT has moved from the laboratory to the office, store,

It is also transforming countless aspects of business, and home and has been incorporated into personal belongings of all types. Government, and social interaction from education to health care to commerce, and as the potential of IT grows, so, too, do users' expectations for it.



More people want IT to do more things, more easily, with more trustworthiness, and with more reach into society. IT sector can be said as a pot of chances that give one many opportunities to reach top in his/her life.

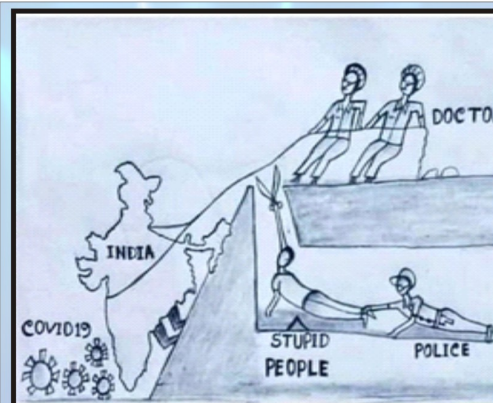
The stupendous role of **Information Technology** is well reflected in multi-national corporations, large-cap, mid-cap and small-cap businesses that involves and in a plethora of works like management of data, inventory, customer relationship, Information Systems, etc. Since the technologies and IT sectors are increasing day by day, the need of employers is also increasing.

But just reaching IT field for the sake of a degree and a job won't give success. Because in coming future the IT industries do not adopt employers having degrees for a short-term course, they need talented and well experienced employers to do their job. information technology now has a stronghold in all the sectors of India including Education, Manufacturing, Mass Media, Finance, Communication, Marketing, Entertainment, Environment, etc. Progress in any field without the assistance of IT is almost impossible as the dependence on IT courses to communicate services and products have been increasing.

By Dr. Shweta Sharma

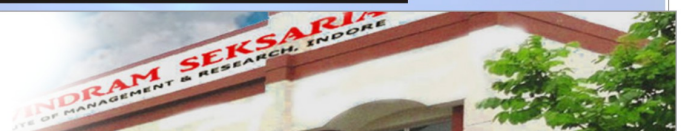
### Lessons from corona warriors

1. Resilience
2. Self-care
3. Compassion
4. Having a purpose and a meaningful life
5. Confronting mortality



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## Much Needed HR Skills



The Human Resources Department is taking a shift. In this dynamic era, the HR professionals need to be highly armed with the weapons of future oriented key skills. Those who are going to kick start their career in HR should be aware that handling the diverse duties of HR is not a cakewalk and it requires effective skills and competencies to keep their game on. Let's take a look at few most crucial skills for budding HR professionals:

### Effective Communication

HR professionals must have impeccable communication skills. When the job is to deal with people, it becomes paramount for any HR professional to have strong communication skills. They are constantly dealing with people over the phone or email, drafting company policies and conducting interviews.

Therefore, any HR professional must have excellent writing skills to avoid any miscommunication. They must actively listen to understand others' perspectives and bring a more honest discussion between the staff and the managers.

### Adaptability Skills

The world of business is changing every day. And you cannot get too comfortable but adapt yourself with the changing times. These will allow HR managers to rethink their current company policies and also curate new ones that are more relevant and effective.

### Social Media Skills

Social media tools such as Facebook, Twitter, and LinkedIn have become essential to business networking, especially in HR. As such, it is essential to know how to use them for various purposes:

- Posting information about job openings on the company's pages and encouraging employees to share them helps you reach more candidates.
- Checking out potential candidates' social media profiles and public posts can help you determine whether they will be a good fit for the company.
- Using social media platforms to communicate with employees and public about upcoming company events improves employer brand visibility.

### Human Resources Information Software

Familiarity with an HRIS solution can help streamline several HR tasks and processes, and reduce manual error as well. Filling out forms online and storing documents electronically minimizes the amount of physical paperwork.

### Talent Acquisition Software

Knowing how to use an Applicant Tracking System or ATS can be incredibly helpful for HR recruitment and hiring. Automated resume parsing, candidate screening, and interview scheduling features can significantly reduce the manual workload for recruiters. By automating job postings, communications, interview reminders and other tasks, an ATS cuts down both administrative and personnel-related costs.

By Dr. Shameen Warsi

## Word of Alumni

I remember being recommended by a close family friend to choose GSIMR in counselling if it was available. Now looking back I do think of this great advice as start of an interesting journey. The institute was young and ours can still be counted as one of initial few batches.

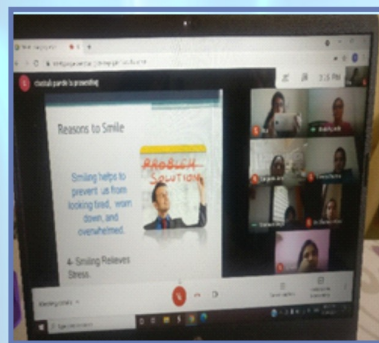
What I found in GSIMR is a campus life full of real world learnings, practical concepts, & such friends & seniors who are still like a family. Teachers were passionate about sharing knowledge and really created an open environment for learning.



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I count my years at GSIMR as best of my student life and they are still fresh in my mind like yesterday.

## Quality Improvement Program(QIP)



As a part of regular faculty development program, in the month of April two faculty members shared their views on different topics.

- On 19<sup>th</sup> April 2021 Dr. Shweta Sharma presented her view on the topic "Data Is the new Currency".

She discussed that how today ample of data is available to everyone, now it up to us how we can use this data. She explained various tools of data generation, data collection and implementation of it.

- On 23<sup>rd</sup> April Prof. Chaitali Pande took a session on "Smile". She discussed various aspects of smile in depth. Together with it she also explained the reasons for Smile and the various types of smile.



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## Paper Review: Impact of Quality of Work Life of Employees on Employee Turnover in Engineering Sector

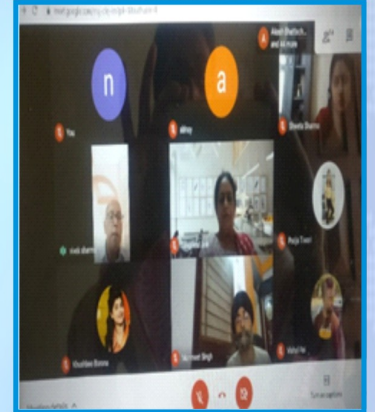


**Abstract:** Current business environment has numerous challenges in front of employers due to high employee turnover when workers working in various sectors such as IT, textile, telecommunications or manufacturing sector leave the current employer and join another organization. Important

When these experienced staff or people holding Roles in the organization leave the organization it creates an adverse effect on the ongoing projects, meeting the requirements of clients, fulfilling the demands of regular customers, delivering of various goods and services on time, even sometimes it can reduce the total units produced, total sales or the overall revenue generated in that particular year, reduce effective customer service, reduce quality control of an organization's products or services. The industry again has to incur various cost and their time in the recruitment and training process of employees, it often leads to decreased morale of present employees within the organization. It creates a negative impact on the organization as the organization performance, productivity and the overall profitability of the industry is reduced. There are various reasons causing the employee turnover such as job dissatisfaction, improper working environment or working conditions, less salary or benefits, more working hours. All these work dimensions are associated with the concept of QWL. The paper focuses on the QWL, their attributes and their effect on the rate of employee turnover in various engineering sector. The results of the present study revealed that marital status, age, occupation and experience had a significant effect on QWL whereas education had no significant effect on QWL. It was found that there is a significant impact of QWL on turnover as a negative correlation was found between QWL and turnover. That means if QWL of employees will be high then employee turnover in that industry will be low. The results of this study suggests that the most important factors influencing to leave the job was found to be low career growth opportunities followed by relationship with supervisors and peers along with family issues.

**By: Dr. Shweta Sharma**

## Academics



GSIMR operates both on online and offline platform for teaching. Online Internal Examination for MBA III semester students conducted from 27<sup>th</sup> April to 30<sup>th</sup> April 2021.

- Webinar on Stock market was organized on 19<sup>th</sup> April 2021 By Shri Harsha, MD Shine projects. Students gained in- depth knowledge on stock markets.

- Webinar on "Concepts and Significance of research methodology was Conducted on 24<sup>th</sup> April 2021 by Dr.Vivek Sharma, IMS DAVV. He explained various aspects of research and its application to students.

## वर्तमान समय के दोहे

प्राचीन काल में कोरोना आता तो  
कवि कैसे दोहे रचते।

रहिमन घर से जब चले रखियों मास्क लगाये  
ना जाने हिस वेश महमले

'रहीम दास'

कबीरा कादा पीजिए, काली गिरिन मिलाए  
रात दूध हल्दी पियो, सुबह पीजिए चाय।

'कबीर दास'

छोटा सेनिटाइजर तुलसी रखिए जेब,  
न काहूँ सो मागिहो, न काहूँ को देब।

'तुलसीदास'

सूरदास घर में रहो, से है सबसे बेस्ट,  
जर, जुखाम, सर्दी लगे, तुरंत करलो टेस्ट।

'सूरदास'

By HIMANSHU NIGAM  
MBA SEM 2

RANKED

50

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## Life Style with Positivity: Win Covid Battle



My family was found positive and we know the situation around us is horrible. I have a joint family of 9 members, out of which 5 members were found positive in the mid of March. My mother and my aunt went outside, When they came back,

They had acquired the symptoms of corona virus. Most of their symptoms were similar, extreme fatigue for 4 weeks, fever (99-103 degree) in the first two weeks, loss of smell/taste in the second week, fluctuating oxygen (94-96) and pulse. After a month, we would get phone call from government. A question arose Were we supposed to isolate ourselves from each other or could we all live happily together? A big no from father. The doctor recommended a multitude of multivitamins and paracetamol only when fever touched 100 degrees Fahrenheit.

Also, he told that if Oxygen comes below 94 immediately go to the hospital but thanks to God and beloved ones, the situation was under control.

As far as the kadhas and home remedies are concerned, we all know how it is in India, we got massive spam of recipes of different kinds from our relatives, friends, and acquaintances, but all with good and highly appreciated intentions. We usually stuck to the following home-remedies routine. Morning: Hot water with lemon juice and gargle, one cup tea with biscuits. Breakfast: Coconut water and a bowl of fruits, especially those rich in vitamin C (oranges and kiwi). Lunch: A cup of hot water with five drops of Tulsi ark and a heavy diet. Evening: One cup of tea with biscuits and some snacks. Dinner: Heavy diet with salad. And lastly steam before sleeping.

Heavy diet, multivitamins, medicines recommended by doctors and home remedies like kadha and steam helped and they were reported negative after 14 days of home isolation. Also, it is better if you go to hospital early and get yourself tested.

My Recommendations: Heavy diet and proper care can easily help you in recovery.

**Muskan Pancholi**  
MBA 2nd SEM

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