

# *AMBALIKA INSTITUTE OF MANAGEMENT & TECHNOLOGY*



## *MINDBUZZ*

*MBA DEPARTMENT (July-2022)*



## ***From Editors Pen:***

*Putting a magazine together was no cake walk. I along with my editorial team members have spent sleepless nights to make this magazine stand out. So here you have "MINDBUZZ", the long awaited magazine of RSET for the year 2015-2016. The name of the magazine, "MINDBUZZ" may seem difficult, but it just means "Brainstorming by great brains", a clear vision. This magazine gives an insight into the' way of life, their creativity and activities. This magazine is a platform that exhibits the literary skills and innovative ideas of teachers and students. "MINDBUZZ" presents the hard work and dedication of students and contributions of teachers. I would like to thank all my editorial team members for helping me pull this through. I express my considerable appreciation to all the authors of the articles in this magazine. These contributions have required a generous amount of time and effort. It is this willingness to share knowledge, concerns and special insights with fellow beings that has made this magazine possible. Thank you all!!*

# HR Challenges in the Retail Sector

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The Indian retail is known as the fourth most attractive destination for investors in global market as per the GDRI report 2011. But compared to other sectors that have turned capital intensive, the retail industry still stands on the pillars of its labour intensive approach. Where this industry is flourishing, the human resource is also playing a vital role in growth and development of this sector. Where retail advocates for right product at right price at right place at right time to the right customer, at the same point it calls for the right person (employee) who actually delivers the right service to the customer acting as the face of organization. In retail it is actually the right person that enhances strong customer satisfaction building healthy customer relationship management. Research studies have proved that 5% increase in customer satisfaction leads to 1.5% increase in employee morale that further increases sale by 0.5%. This paper highlights the emerging role of human resource in retail and a strong bonding of HR without which the retail industry stands incomplete. But to strengthen the picture of Indian retail, we need to overcome the challenges faced by both the employers and employees in retail by implementing strategic and innovative human resource practices in organizations and thus grab the opportunities of the competitive retail market.

Human resource involves the strategic planning and management of employees to create a productive and motivated workforce. The retail industry poses particular HR challenges because employees deal directly with your customers. You must consider both short-term and long-term HR objectives when addressing these challenges.

## High Turnover

Retail is notorious for having a high rate of employee turnover. This means employees routinely come and go, which poses several challenges. Training and developing

are difficult, time consuming and constant if you constantly have to recruit and hire new people. It's also more difficult to build customer loyalty if customers keep seeing a new face every time they enter your store. You can address these problems by recruiting the right people and building a rapport with your employees. When you interview people, make sure you ask specific questions that relate to the type of work your employees do. Informal social outings and fun games at work can help build rapport.

## Diversity

A diverse workforce is typically regarded as a good thing. It helps a retailer better connect with its marketplace and usually leads to more and better ideas and results. However, a staff of people from widely varying demographic backgrounds might have trouble developing cohesiveness. From an HR vantage point, your challenge is to manage diversity to avoid major conflicts and promote a spirit of tolerance, teamwork and collaboration. Include diversity discussions in store meetings and encourage employees to discuss their differences. These techniques can go a long way toward building a more cohesive team.

## Misconceptions

To build a staff of competent, committed and motivated employees, retailers must overcome a number of common challenges and misconceptions about the work environment. Common concerns include long hours, no full-time jobs or benefits, low pay and no growth opportunities. You can overcome these challenges by going against the industry grain. Offer regular eight-hour work shifts at your retail business. Provide competitive pay and benefits to full-time employees. Even if your starting pay is modest, do your best to offer fast tracks to higher salaries and management positions when an employee has established a good track record with your business.

## Seasonal Demand

Retailers often experience seasonal demand fluctuations. The holiday buying season, from "Black Friday" through Christmas, is well-known as the busiest shopping season of the year. Retailers often try to add temporary staff during these times. They often wind up with fewer skilled and trained workers who might not have the tools to best serve your customers. These workers can also alienate regular staff that must pick up the slack. Develop a plan to assimilate temporary workers during these seasonal periods. A store meeting at the start of the busy season is a good way to help

temporary workers learn the system and get to know the regular staff.

The right people in the right places have never been as important as it is now, [even from the top down](#). Great management is key to creating and retaining great employees. In these trying times, a good HR department should focus on leadership as it is on recruiting and new hires. A great employee can be easily driven away by a manager who won't lead by example.

## Personality-An Integral part to build positive attitude

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**Personality development helps you develop a positive attitude in life.** An individual with a negative attitude finds a problem in every situation. Rather than cribbing and criticizing people around, analyze the whole situation and try to find an appropriate solution for the same. Remember, if there is a problem, there has to be a solution as well. Never lose your cool. It would make the situation worse.

It is essential for individuals to behave well with people around. Being polite with others will not only make you popular among other people but also earn you respect and pride. You can't demand respect by being rude with people around. Personality development plays an important role in developing not only your outer but also inner self. Human being is a social animal. One needs people around. An individual needs to have that magnetic power which attracts people towards him. You need to have that charisma of yours. Personality development helps you gain recognition and acceptance from the society as well as people around.

Personality development plays an essential role not only in an individual's professional but also personal lives. It makes an individual disciplined, punctual and an asset

for his/her organization. An in-disciplined individual finds it difficult to survive in the long run. Personality development teaches you to respect not only your Boss and fellow workers but also family members, friends, neighbours, relatives and so on. Never make fun of anyone at the workplace. Avoid criticizing and making fun of your fellow workers.

One should never carry his/her attitude or personal grudges to work. Personality development sessions help you differentiate between your personal as well as professional life. It is really essential to keep a balance between both the lives to lead a peaceful and stress free life.

**Personality development helps an individual to inculcate positive qualities like punctuality, flexible attitude, willingness to learn, friendly nature, eagerness to help others and so on.** Never hesitate to share information with others. Always reach office on time. Some people have a tendency to work till late. Late sittings not only increase your stress levels but also spoil your personal life. Sitting till late at the office indicates that an individual is extremely poor in time management skills.

Personality development helps you develop an impressive personality and makes you stand apart from the rest. Personality development also plays an essential role in improving one's communication skills. Individuals ought to master the art of expressing their

thoughts and feelings in the most desired way. Personality development makes you a confident individual who is appreciated and respected wherever he goes.

## THE THREAT OF COVID-19 ON ACADEMICS

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The COVID-19 pandemic has suddenly and deeply modified our lives in a way comparable with the most traumatic events in history, such as World War. It has affected people regardless of nationality, level of education, income or gender. Education system is amongst the foremost affected region because of corona virus as it has created havoc within the lives of students as schools and colleges' closure has shifted the entire education system online. This crisis has exposed the various inadequacies and inequities in our education systems- from access to the broadband, mobile phones and computers required for online education, and the supportive environments required to concentrate on learning, up to the misalignment between resources and desires.

According to UNESCO, by the end of April 2020, 186 countries enforced nationwide closures, affecting about 73.8% of the full registered learners. Social distancing has become the foremost essential preventive measure in curbing community transmission and thence practical-physical schooling has, as a result, been shut. All students as well as the teachers have been affected. Online learning cannot substitute the immersive experience of school education. The general development consists of challenging environments, engagement, communication, cluster works and plenty of additional. Students are currently feeling demotivated and insecure and a few are oblivious of what they are losing on. We are witnessing the biggest wave of disappointment, confusion and anxiety amongst our youth and as many battling their moods and fears.

Teachers who are all experts in Blackboard, chalk, books, and classroom teaching are very new to this digital teaching, however they are adopting the new ways and handling it professionally to assist the students in current position. However, on the opposite aspect, many teachers are looking for an alternative job to support their families. Educated parents are supporting their children throughout the pandemic, however, we require to understand that there are some illiterate parents and their feeling of helplessness to assist their children in their education. There are students in India who come to school just to have midday meal, but due to pandemic many are suffering from not having enough food to survive. There is always a delay or cancellation of exams, which ends up in confusion for many students.

There are both positive and negative matters happening around us. Technology paves us the way for education, thus helping the students and teachers to connect virtually through online classrooms, webinars, digital exams, and so on. But the unhappy truth is that it is not available to several students. Everything is occurring for well-being of students so that they can stay safe at home without getting affected by the life threatening virus.

We were never ready for this sort of venturesome scenario, but all of us have managed to come this far. More modifications ought to be created within the education system to provide students and teachers with the safest atmosphere making certain that all young people have the opportunity to succeed at school, college and develop the knowledge, skills and values that may permit them to contribute to the society. This can be the dawn before a brighter future, it all depends on when do we want to wake up? This crisis has tested

our ability to deal with giant scale disruptions. It is now

up us to build as its legacy a more resilient society.

## Running Effective Meetings

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*So much time and effort is wasted at every workplace all over the world because very few people know how to run effective meetings. Learn how to run effective meetings differently.*

Every meeting needs to have proper agenda with timings, agenda items and ownership. You would think that this is no brainer, but you would be surprised to know how many people send out meeting invitations without a proper agenda. If you use outlook for your meeting invitations make sure to include the agenda in the body of the meeting request. When you began the meeting, run through the agenda so that everyone knows what to expect.

There is nothing more frustrating than meetings that run over time, and if you start late, you run a larger chance of finishing late, so no matter what – start the meeting on time. Make sure that you are in a room ahead of time and that you are well prepared so that you can begin the meeting when it is set to start. Don't wait for the people who are late-start the meeting anyway I know this can be quite difficult sometimes but you need to send a message that your meeting starts and end on time no matter what. People feel awkward walking in to a meeting that has already started so next time you invite to a meeting they are more inclined to be prompt.

Don't kid yourself into believing that you will remember what has been said and what action items have been agreed upon during the meeting you won't. It is necessary that someone is assigned to take notes during the meeting and that person shares the notes after meeting. Typing notes on laptops is not recommended – the typing sound is disturbing and the person taking notes won't be able to have eye contact with other

people. Personally I prefer taking meeting notes one note using Tablet PC – use pen and paper.

Taking good meeting notes takes some practice. Notes are taken to capture, remember and most importantly to act. It's important that you are selective in what you write down. Focus on writing down deadlines, specific dates for deliverables, ownerships, actions being taken, etc. to speed up your writing use abbreviations and symbols; arrows, boxes, circles, clouds-whatever helps you remember.

At the end of meeting there is usually a list of action items that have been agreed upon. Make sure that everyone is clear on who is responsible for the task, and when it should be completed. It is important to get a verbal commitment from the person who is assigned the task in order to increase the chance of the action being completed. Again, the person taking notes need to make sure to capture all the action items in the meetings notes that are later shared with all meeting delegates. If a follow up meeting is scheduled you should start the meeting by reviewing the action items from the previous meetings and review the status of the action items.

In order to stay on time and to stick to the agenda you need to be able to control discussions so that you don't go off topic. At Intel they referred to this as catching rat holes. Another way to park discussions that don't have an allocated slot during the meeting is by using a "parking lot"

Park any topic that has gone off topic and say that this is very important , we need to dedicate more time to discuss this issue and we do that another time. You can use a white board as your parking lot and just list all of the items that you need to follow up on at another time include these items in the meeting notes and make sure to take the appropriate follow up actions.

Time is money, if you aren't present and participating in meeting you are wasting your own and everybody else's

time. When you are in a meeting you should be mentally present in the meeting,-not checking your email, chatting with other people outside the meeting or surfing the web. I'm used to an organizational culture where everyone always brought their laptops to meetings. If you do bring your laptop, you need to be even more disciplined to make sure that you are only using your laptop to write down notes.

## NEW YEAR- NEW OPPUTUNITIES AND CHALLENGES

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The leaf that withers and falls,  
The sun that sets as the day falls,  
The rainbow that fades into nothing,  
Leaving reminiscences of everything.  
Yet another year bids adieu,  
Time ticks by as life looks anew,  
The yester year gliding away,  
The new year gently making its way.

Each new day and each new year,  
Like the cry of a newborn babe I hear,  
Like the sun that brightens every morn,  
And the new blooms that adorn.  
Brimming with hopes and aspirations,  
Bringing us close to our destinations,  
A chance for a new beginning,  
Or maybe to finish what is left undone.

## Impact of Covid-19 on education

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No one would have guessed that a virus-like Covid-19 would come and without differentiating, it will alter the lifestyle of people. Due to Covid-19, many changes came to our world and it took some time for everyone to adopt the new normal. The Covid-19 impact was everywhere, which resulted in the closure of schools and other educational institutions.

Initially, most governments have decided to temporarily close the schools to reduce the impact of Covid-19. Later it was reopened for a few grades, which increased the number of infection rates and then closed again.

Though schools are closed, students are attending their classes through various education initiatives like online classrooms, radio programs. Though it is a good thing happening on the other side, there are lots of students who didn't own the resources to attend the online classes suffer a lot. Many students are struggling to obtain the gadgets required for online classes.

Teachers who are all experts in Blackboard, Chalk, books, and classroom teaching are really new to this digital teaching, but they are adopting the new methods and handling it like a pro to aid the students in the current position.

But on the negative side, many teachers are looking for an alternative job to support their families.

Educated parents are supporting their children throughout the pandemic, but we require to understand that there are some illiterate parents and their feeling of helplessness to help their children in their education.

There are students in India who came to school just because they can get food. The great midday meal scheme has helped many children who couldn't bring their food from the home to get their nutrition.

Because of the closure of the schools, many students were suffering from not having enough food for their survival.

There is always a delay or cancellation of exams, which leads to confusion for many students and there is no room for curriculum.

Most of the school-going children are involved in child labour to support their families.

There is a lot of chance that the education of female children and transgender children will affect, as their parents may see, the financial and opportunity costs of doing so.

This pandemic has not only affected the students but also the low-budget institutions and schools, resulting in close-down the same.

There are both positive and negative matters happening around us amid the Covid-19.

Technology paves the way for education, thus helping the students and teachers to connect virtually through online classrooms, webinars, digital exams, and so on.

But the sad truth is that it is not available to many students all over the nation.

Everything is happening for the well-being of the students so that they can stay safe at home without getting affected by the life-threatening virus.

We are not ready for this, but it came, so we have to go through this together, but we have to update the infrastructure and should think of ways to undertake the situation and providing education to every child amid the pandemic if we face something precisely like this in the future to aid the forthcoming generation. Stay home. Stay safe.



# The living Mahabharata

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## Immorality, sexism, politics, and war: the polychromatic Indian epic pulses with relevance to the present day

The *Mahabharata* is a tale for our times. The plot of the ancient Indian epic centres around corrupt politics, ill-behaved men and warfare. In this dark tale, things get worse and worse, until an era of unprecedented depravity, the Kali Yuga, dawns. According to the *Mahabharata*, we're still living in the horrific Kali era, which will unleash new horrors on us until the world ends.

The *Mahabharata* was first written down in Sanskrit, ancient India's premier literary language, and ascribed to a poet named Vyasa about 2,000 years ago, give or take a few hundred years. The epic sought to catalogue and thereby criticise a new type of vicious politics enabled by the transition from a clan-based to a state-based society in northern India.

The work concerns two sets of cousins – the Pandavas and the Kauravas – who each claim the throne of Hastinapura as their own. In the first third of the epic, the splintered family dynasty tries to resolve their succession conflict in various ways, including gambling, trickery, murder and negotiation. But they fail. So, war breaks out, and the middle part of the *Mahabharata* tells of a near-total world conflict in which all the rules of battle are broken as each new atrocity exceeds the last. Among a battlefield of corpses,

the Pandavas are the last ones left standing. In the final third of the epic, the Pandavas rule in a post-apocalyptic world until, years later, they too die.

From the moment that the *Mahabharata* was first written two millennia ago, people began to rework the epic to add new ideas that spoke to new circumstances. No two manuscripts are identical (there are thousands of handwritten Sanskrit copies), and the tale was recited as much or more often than it was read. Some of the most beloved parts of the *Mahabharata* today – such as that the elephant-headed Hindu god Ganesha wrote the epic with his broken tusk as he heard Vyasa's narration – were added centuries after the story was first compiled.

The *Mahabharata* is long. It is roughly seven times the length of the *Iliad* and *Odyssey* combined, and 15 times the length of the Christian Bible. The plot covers multiple generations, and the text sometimes follows side stories for the length of a modern novel. But for all its narrative breadth and manifold asides, the *Mahabharata* can be accurately characterised as a set of narratives about vice.

Inequality and human suffering are facts of life in the *Mahabharata*. The work offers valuable perspectives and vantage points for reflecting on how various injustices play out in today's world too.

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**“Artificial Intelligence – one of the most fascinating and futuristic concepts”.** The robots and humanoids you see in the movies like Superintelligence, Iron Man’s Jarvis, Transformers are all based on AI’s imagination. Artificial intelligence is a concept that focuses on replicating human-like behavior, perception, reasoning, learning and performing a wide range of complex processing challenges through man-made machines.

Artificial Intelligence is still an evolving industry where the work is going on particular areas independently. The prominent examples you can see around yourself of Artificial intelligence are – The Alexa, Siri and Google voice assistants. They utilize the NLP (Natural Language Processing) technology to recognize, understand and respond accordingly with the advanced algorithms and models they are trained on.

### **Advantages**

Medical and Healthcare:

The health care industry enjoys the significant benefits of AI technology. Now, doctors can analyse large patient’s dataset. The Imaging and Radiology department reaps benefits by the machine learning models trained on high-quality images to identify the disease up to high accuracy. The devices are developed to monitor and alert doctors and patients on account of irregularities in body parameters.

Daily Life:

Artificial Intelligence has elevated our way of living to greater standards. We don’t realise how frequently we

use AI applications. The Google search engine can be said to be the greatest AI application of all times. Everything you want is just a search away. The voice assistant switching off your lights of command, playing music, is no less than a dream come true. Google maps for navigation, YouTube for video streaming, Tinder and many more applications that make your life easier, all credit to all.

### **Disadvantage**

Unemployment

The automation industry has been on surge after the second Industrial Revolution. Mechanical robots can finish the job of 10 men in lesser time and at a cheaper cost. The automobile industry, packaging industry and manufacturing industry heavily depend on machinery nowadays. These are narrow artificial intelligence applications. The deployment of such robots and machines has affected employment on a large scale. Robots have now replaced the jobs that were previously done by men. Thus, automation poses a serious threat to the employment of humans.

Human Performance:

AI is yet to achieve the details of human-level abilities. Some tasks still cannot be handled by an AI. It can learn from data, follow instructions and algorithms, but it cannot develop something consciously. Research, inventions, creative, original works can still not incorporate AI.

**Role of technology in current scenario:**

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Technology affects people all over the world. Advances in technology have made our countries safer and our lives easier, they have also negatively affected our lives. Technology has brought us online banking, smart cars, smart TVs, lightning-fast computers, and virtual reality. Also, there include cyber warfare, hackers, identity theft, and a host of other bad things. Society has been changed with the evolution of technology. Life was burdensome and everyday chores consumed too much of our time, before the advent of modern-day technology. Access to education, medicine, industry,

transportation, etc. has been simplified due to development in modern-day technology. Due to the convenience and efficiency provided by technology, our lives have improved. Information technology gives a new face to traditional libraries that include both digital collections and traditional, fixed media collections. We know that traditional libraries are limited by its storage space, but digital information requires little space to contain information, so digital libraries have the potential to store more documents. It can negatively affected our lives.

## **Impact of technology on human beings**

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Technology is the most important for everyone. It's the part of new generation in which generation we are living. During whole day we need help of technology. It is something that is gaining increasing importance in the whole world today. Information Technology is specially based on Computer Science. It is a wonderful invention of modern science. Besides computers, it also includes telephone, television, radio, wireless, e-mail, fax, Internet etc. It is useful in all fields of life including education, health, economy, governance etc.

The Internet is a giant member of Information Technology. It is the source of news and information. There is no information but is available in the Internet. Thus, Internet fulfils the demand of every individual. Technology has connected whole world and have made world a global village. Creative technology which includes art, designing and advertising through some software applications has helped a lot to promote art and designing.

In old generation if we want to contact anyone we have to write a letter and it goes too late but now we

can contact anyone with video from our home, all are the gift of technology.

But Information Technology is not free from demerits. Social and anti-social movement, hacking, fraud and many other cyber crimes can take place for the misuse of Information Technology. Just a notice for everyone, please don't use technology for any bad works, use the innovation for good works and help to grow the human civilization. The excessive use of technological equipment and inventions has created different sorts of pollution. Technology borne diseases like visual impairments and obesity are on the rise. The labor class is suffering due to advancement in technology because it has decreased employment opportunities. Using technology the world has made nuclear weapons and atomic bombs which are a silent threat to the lives of humans.

Conclusion is that the whole technology is a blessing in disguise. It offers ease and comfort and makes life more comfortable, it is more addictive too. The use of machines and devices has made our life more convenient and easy on the other hand it has made us

suffer too. Technology is taking us away from nature.  
We have become machine men with machine minds ,  
we hardly find time to enjoy the nature around.