

The background of the cover is a photograph of two women sitting at a small, modern, hexagonal table in a bright, modern office or lounge area with large windows. The woman on the left is looking at a tablet, and the woman on the right is looking at a laptop. The image has a blue tint. A thick, curved gold ribbon graphic runs along the top and bottom edges of the cover.

# MANAGEMENT *Vista*

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# *Our Inspiration!*



**Lt. Gen. V.K. Sharma**  
**Vice Chancellor AUMP**



**Prof. (Dr.) M.P. Kaushik**  
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**Prof. (Dr.) Anil Vashisht**  
**Dep. Pro. Vice Chancellor AUMP**



# SPECIAL FEATURE



When Infosys sent out an email cautioning its employees against multiple employment a few weeks ago, the discussion began. The message stated, "Remember - no moonlighting - no two time. The firm "strictly prohibits multiple employment," it said, adding it might result in job termination. After that, 300 employees at Wipro were let off last week for doing second jobs. The chairman of Wipro, Rishad Premji, tweeted, "That is cheating, plain and simple. The choice has prompted a national discussion about whether it is morally right or unethical to moonlight.

## How does moonlighting work?

Moonlighting, to start, is the practise of working a second job in addition to your main one. As the regular workday is from 9 to 5, the second job is typically performed at night, thus the allusion to the moon. People used to have to go to the office for employment, which meant that they could only work a second job after hours. Yet, as remote work has become commonplace in a post-Covid era, it has allowed people from most sectors to simultaneously take on a second or third job and even multitask while at the workplace. This has sparked a discussion on the morality of the situation and if it is against the law to be doing a second job, especially with your company's direct competitor.

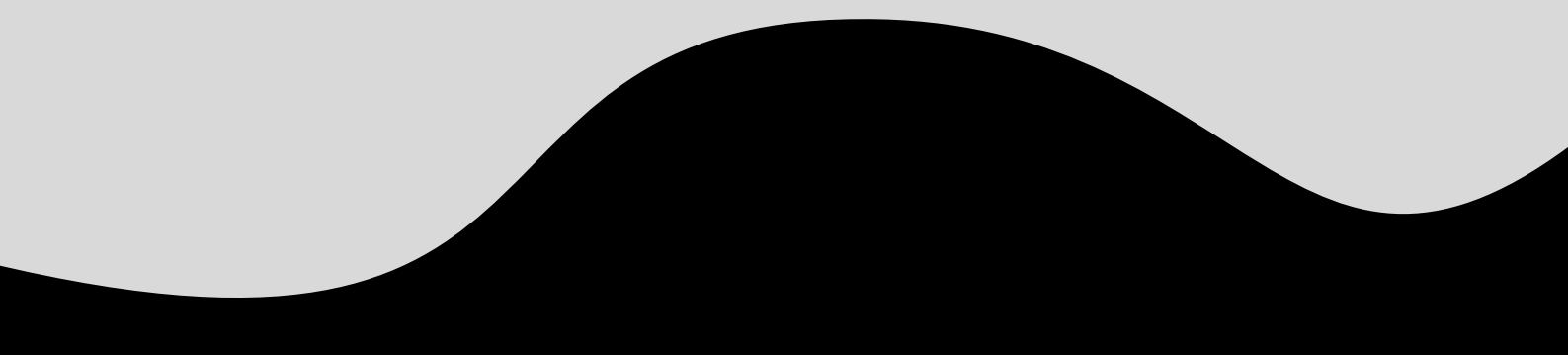


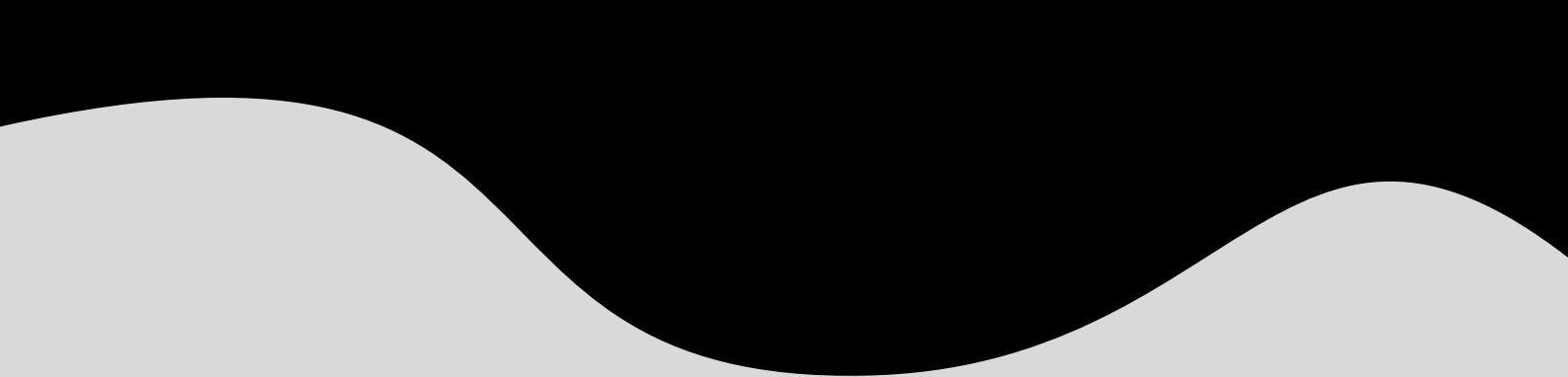
## Why do people Moonlight?

Most people start a second job primarily as a supplemental source of income. One paycheck may not be sufficient for many people to support their family or way of life. Yet many moonlight for other reasons as well. Many people believe they have lots of free time to follow their passions since their principal work doesn't occupy all of their time. Because of their credentials or skill set, some people work in a particular profession even when they would like to work in another. They thus accept freelance jobs in such fields in the hopes of developing a portfolio or obtaining a more long-term contract. Others, particularly those in the creative industries, work as freelancers for other businesses to expand their skill sets or grow their portfolios. If the results are consistently high-quality, a freelance position may open the door for a full-time offer.

## Why do companies oppose Moonlighting?

The basic defense is that people's productivity suffers when they work several jobs. Employees that work extra may feel physically and emotionally exhausted, which will have an impact on their productivity. Also, it may cause exhaustion or a loss in their health, both of which would undoubtedly have an impact on their primary employment. Companies are also concerned that their staff, particularly those who work remotely, may be moonlighting during working hours, which has a negative impact on their production and productivity.



A decorative wavy line in a light gray color, consisting of two main undulating shapes, one on the left and one on the right, separated by a dip in the center. It spans the width of the page at the top.

Conflicts of interest and security issues are also present. For instance, a tech employee who also moonlights for a competitor business may provide confidential knowledge to either of their companies. The issue of sharing insider knowledge or long-term goals with their other employers also arises, given that the majority of employees would moonlight inside their industry.

### Not all companies are against it.

Moonlighting is not always seen negatively. The "industry first" moonlighting policy that Swiggy announced last month allowed employees to take on a second job "depending on internal permissions" was implemented. Swiggy welcomes staff that need a second job to support their lifestyle or pursue a passion, as long as it is outside of office hours. Organizations like Tech Mahindra and Cred are also receptive to staff taking up freelancing positions as long as they are honest and forthright about it. The managing director of Tech Mahindra, CP Gurnani, claims that his company will "create a policy" permitting employees to publicly seek numerous professions at once. "Well, if you want to do it. Another problem is that employers have to keep an eye on workers' actions to see whether they are moonlighting, and doing so may have legal ramifications. In the event that the fired employee (or a group of them) decides to sue the firm, keeping track of their activity even on a corporate laptop may imply breaching the law.

## Personal remarks

Up to 5% of workers in the IT services sector, according to CIEL HR Services, operate a side business. As it is impossible to tell with certainty how many employees actually work a second job, the real figure is undoubtedly higher. It is very hard to prevent someone from taking on additional employment to manage their costs despite strong warnings and rigorous action, but what employers and workers can do is to be crystal clear about their positions on moonlighting. The simplest approaches to ensure there is no conflict are to read the company's employment termination policy, take a second job in a separate industry, and make sure the timings are outside of office hours.

When it comes to preventing moonlighting, the odds are stacked against the employer because remote work is more common and there are so many possibilities available to everyone. You never know; permitting moonlighting with clear defined boundaries and guardrails can even turn into a perk of work in a world where monitoring employees is becoming unfeasible!

Dr Vinod Kumar Patel  
Assistant Professor ABS





# BUSINESS

## Bytes





# LABOUR LAYOFFS IN INDIA

It's layoff season. While the world was shocked to see tech giants like Meta and Twitter layoffs, the Indian startup world also got quite a bit of bad news. Add to that the absolutely low level of empathy companies show when addressing situations like this. Consider the recent layoff of one of India's leading edutech companies. Employees claimed the company resorted to unethical means, such as forcing them to sign pre-written resignations.

Even that was not enough, so we hired a security guard to deal with the unfortunate situation of employees suddenly leaving the company.

post-COVID-19 slowdown in consumer demand and uncertain macroeconomic conditions have resulted in mass layoffs at major US tech companies over the past few months. This included massive layoffs at Meta, Amazon, Microsoft and Alphabet. 4,444 Indian startups have also been hit hard in the past six months as they struggle to raise funds in a difficult global environment.

In the new year, 25 startups have already laid off 3,987 employees in less than a month.

For comparison, about 55 startups laid off employees in 2022. So by 2023, more than a third of all startup layoffs from last year have already occurred. As the

startup ecosystem suffers from a funding winter and subsequent downturn, Inc42 has compiled a list of startup layoffs that have occurred so far.



# BUSINESS TIMES!

1. ***Nokia changes it's iconic logo for the first time 60 years-***  
Nokia has changed its brand identity for the first time in nearly 60 years. Nokia's updated logo features the word NOKIA formed using distinct shapes and the iconic blue color of the old logo has been dropped for a range of colors.
2. ***UK overtakes India as the world's sixth-biggest stock market-*** The UK surpassed India as the world's sixth largest equity market for the first in almost nine months as a weaker pound boosted the appeal of heavyweight exporters trading in London and Adani Group-led jitters weighed on stocks in Mumbai.
3. ***India remains "bright spot", to contribute 15% of global growth in 2023-*** India continues to remain a relative "bright spot" in the world economy, and will alone contribute 15% of the global growth in 2023, International Monetary Fund managing director Kristalina Georgieva said.
4. ***Government gets Rs.3,955 crore in dividend tranches from NTPC, PGCIS, Engineers India-*** Government has respectively received about Rs 2,106 crore, Rs 1,791 crore and Rs 58 crore from NTPC, PGCIL, and Engineers India Ltd as dividend tranches," Tuhin Kanta Pandey, secretary in the Department of Investment and Public Asset Management, said in a tweet.



# WORDS OF THE MONTH

## ACCOUNTS RECEIVABLE

The money you receive from selling goods and services that leads to revenue.

## ACCOUNTS PAYABLE

The money owed to vendors and suppliers that results in cashflow.

# QUIZ HOUR!

1. Which statement about a layoff is TRUE?
  - a) Layoffs almost always mean that a company is struggling financially.
  - b) The best definition for a layoff is the elimination of a position, regardless of whether the position is currently filled or not.
  - c) To avoid issues with discrimination or wrongful termination most companies conducting layoffs Jews people randomly from multiple departments.
  - d) Layoffs almost always affect older workers first.

# QUIZ HOUR!

2. Swiggy has launched a pilot for a premium grocery delivery service for select invitation only customers in Bengaluru. What is it called ?
3. Which personal care brand is owned by the company Honasa Consumer ltd that will be soon in the market with an IPO ?
4. Reliance Consumer Products has acquired a 51 % stake in a chocolate company. Name it.
5. In which two US states Amazon has started delivery by their drone service Amazon Prime Air?
6. Which of the following companies was originally known as “Backrub” before it was renamed to its current name?
  - A. Google
  - B. Yahoo
  - C. Amazon
  - D. Microsoft



# STUDENT CORNER





# LABOUR LAYOFF

The term “labour layoff” refers to a separation of an employee from their jobs due to economic or business related circumstances. When a company is faced with financial difficulties it may have no other choice but lay off employees to reduce cost. This can result in a significant impact on the lives for those who are affected, as they may also lose their source of income and struggle to make ends meet.

In addition to the financial impact, layoffs can also have emotional consequences for the affected employees. Losing a job can lead to feelings of worthlessness, anxiety and depression, especially if an employee has been with the company for a long time. This can be particularly challenging for older workers who may have a harder time finding new employment opportunities. Additionally, layoffs can have a demoralizing effect on remaining employees, who may have fear that they will be the next to go.

To minimize the impact of layoffs, companies can take several steps. They should provide clear and transparent communication with affected employees explaining why layoffs are necessary and support will be available to help them through transition. Companies can strive to maintain a positive workplace culture and offer support to remaining employees to help them navigate any changes in their roles and responsibilities. This can minimize the negative impact of their decisions and maintain a positive workplace culture.

-Manjari Agrawal  
BBA B (IV semester)



# POST-COVID LAYOFF

Quoted by Karl Marx, "Capital is dead labour, which, vampire-like, lives only by sucking living labour, and lives the more, the more labour it sucks." The quote makes a lot of sense in today's economic-driven world, where the end goal is increasing capital by any means. The recent years have been extremely tough for each household, company and government. During covid, the world witnessed a mass layoff by mostly all companies around the globe because all their operations had shut down. Many households struggled to gather a proper meal in a day. By the mid of 2022, exponential growth amongst all the companies came to notice. Economists started studying this weird trend and soon realized the markets were all pumped by sudden inputs of money after a lockdown market; they predicted that the world would soon suffer an unimaginable recession. Soon companies realised the upcoming recession and started preparing to try and deal with it in the initial phases to have minimum losses. So, the easiest path adopted by these profit focused companies was to lay off their employees to cut their operational expenses and get it handled by lesser people. Lakhs of employees have been laid off on short notice. Furthermore, the labour layoff was fuelled by the Russian-Ukraine war, which led to the shutting down of many businesses. Lastly, to not suffer loss, the companies adopted a way which might solve their problem but increase the problem for the people and the world and later for the companies themselves in the time ahead. Each company is a group of people that works in a harmonical equilibrium to bring success to the company. If disturbed, it leads to instability in all the associated groups directly or indirectly.

-Sneha Yadav

# POST-COVID LAYOFF

Labor layoff is the temporary separation of the employee from the organization. It is for the temporary basis. On the improve condition of the organization the employer can allow or recruit their ex employees to work again in their organization. It is the inability of the employer on account of shortage of raw material, sales, revenue, power, coal or the breakdown of machine etc. The layoff is not because of their performance but it is because of the shortage of certain requirements in the organization. There can be other reasons also of the layoff. An employer may choose to layoff an individual or entire group of employees. Amazon, Microsoft and more tech companies lay off employees. More than 26000 jobs have been cut in 2023 so far as layoffs. Some of the main reasons of layoffs:

**DECLINE IN SALE:-** When the organization is unable to generate enough revenue to cover its cost then they layoff the employees from the organization because they will not be in the position to pay the salaries to employees.

**DISPLACEMENT CAUSED BY TECHNOLOGY:-** Technology takes away the labor force because technology can work with minimum labor through machines

**SHORTAGE OF RAW MATERIALS:-** When the organization lacks with the supply of raw material this can also be the main reasons of layoff.

**ACCUMULATION OF GOODS IN THE GODOWN IN LARGE QUANTITY:-** When the organization has more than enough quantity of raw material in their go down then they stop the production process in the organization which tends to removal of the labor from the organization

-Rishi Seth  
BBA B (II sem)



A person is sitting cross-legged, reading an open book. They are wearing a white t-shirt with a green graphic that says "COLLEGE OF Teacher Education". The background is filled with numerous tall, neat stacks of papers or books, creating a sense of a vast library or archive. The lighting is soft and focused on the reader.

# *Book* **REVIEW**



# *Ego*

# is the enemy

**-Ryan Holiday**

## *About* the book.

Holiday's 'Ego is the Enemy' deals with the human tendency of believing that the world revolves around them and them alone. It discusses how the biggest issues in our lives do not evolve from external factors but in fact, come from our own egos. It prevents us from being rational, objective and clear headed. It talks of ego as an "unhealthy belief" rather than walking through the entire psychology of it.

'Ego is the Enemy' is prompted to be used as a reminder to eliminate the ego, rather than to crush it from every aspect of life. The book discusses the important difference between ego and self-confidence and talks of how ego can be resolved by humility, self-awareness, purpose and realism.

# *Personal* reviews.

The book, for me personally, helped me to address several underlying issues in myself as well as in people around me that are often invisible without deeper introspection. The beauty of the book is that it is never too late to read and learn from it; it is equally important to a student as well as to a top-level manager. It doesn't describe ego as a massive evil looming over everyone's head but rather as something that can be very easily destroyed and overcome, which can actually help a great deal in personal and professional development.

Book review by:

L.J. Shreya  
BBA B (IV sem)



*Institute*  
**CORNER!**



# Management Day Seminar

Amity Business School, Amity University Madhya Pradesh celebrated 'Management Day' and organized a discussion on 'Importance & Application of Management' on 21/02/23. The objectives of the workshop were:

1. To make students understand the holistic concept of management.
2. To make students learn management skills and its practical application.
3. To enlighten the students on pervasive applicability of management in different industries.
4. To develop our students as future managers and leaders.

The Management Day Seminar started with the lighting of the lamp by the dignitaries ie Prof.(Dr.) Anil Vashisht Dy Pro Vice Chancellor AUMP, Mr Santosh Kabra GM Supreme Industries, Mr Amit Pachauri GM (HR) JK Tyres & Mr Mukesh Sabharwal, Group CEO Apollo Hospitals.

The opening remarks were given by Prof.(Dr) Anil Vashisht (Dy Pro VC, AUMP & Director ABS). He spoke on the wide applicability of management in every walk of life. He emphasized on that how management can help an individual in understanding self and become more organized in life. He also guided students on various management functions and its application.



**The students were highly excited & motivated to meet the top Industry Leaders.**

**Vote of thanks was proposed by Dr. Rajiv Dwivedi (Assistant Professor – ABS) in which he emphasized that ABS is committed to develop long term mutually beneficial Industry-Academia relationship under the visionary leadership of Hon'ble Vice Chancellor AUMP Lt. Gen. V K Sharma (AVSM) Retd.**

CCCCC

**At the end, the Industry stalwarts were facilitated by Prof.(Dr) Anil Vashisht.**

**The Management Day Seminar was coordinated by Dr. Rajiv Dwivedi (Assistant Professor – ABS) under the able guidance of Prof.(Dr) Anil Vashisht (Dy Pro VC, AUMP & Director ABS).**





# ALUMNI CORNER





- **Communicate and check mate:** Today content is omnipresent in all forms, digital, written and vocal. To shine and stand out one must practice their communication skill.
- **Team Work for the greater win :** A team always has a greater impact than an individual influence. To be able to be effective as team member and make your mark, one should learn the art of conflict management, collaboration, mediation and focus on greater goal of the team.
- **Lead, and repeat :** To be an effective leader in the crowded industry of influencers one must learn, how to be an effective mentor, do away with the biases, deal with diversity, manage and drive desired results from the team.
- **Empathise and Rise :** A very celebrated and crucial skill to develop in today's time, when work demographics and dynamics are becoming more inclusive towards people coming from different walks of life can change your life trajectory for the better. Tolerance, empathy, mediation and inclusiveness can add stars to whatever you do.

As someone who is still in the process of developing and exploring multiple soft skills, I've realised the salience of them and how they can actually aid us to shine the brightest.

To all the upcoming professionals:  
Don't just be another name in the lot.

-Nisha Panjabi

BBA, ABS (2018-21)

# FEEDBACK AND SUGGESTION FORM

Kindly give your feedback and suggestions in the space provided:

**NAME:**

**CONTACT NO.:**

**FEEDBACK:**

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**SUGGESTIONS:**

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