

# MANAGEMENT

## *Vista*



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# **Table of contents**

| <b>Content</b>                           | <b>Page number</b> |
|--|--------------------|
| Our inspiration                          | -                  |
| Special Feature                          | 1-3                |
| Business Bytes                           | 4-7                |
| (i) Business Times                       |                    |
| (ii) Word of the month<br>and Quiz Hour! |                    |
| Student corner                           | 8-14               |
| Institute corner                         | 15-17              |
| Alumni corner                            | 18-20              |

# *Our Inspiration!*



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**Vice Chancellor AUMP**



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**Prof. (Dr.) Anil Vashisht**  
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# **SPECIAL FEATURE**



Work-life balance states the concept of balancing the demands of work and personal life to ensure that one can enjoy a fulfilling life in both areas. It is the process of prioritizing the different aspects of life in a way that ensures that each gets the attention it deserves. In recent years, the concept of work-life balance has gained more attention as people are increasingly becoming aware of the negative effects of a lack of balance in their lives.

A good work-life balance is crucial for one's physical, mental, and emotional well-being. People who have a balanced life are generally healthier, happier, and more productive. When work dominates one's life, it can lead to burnout, stress, and other health problems. On the other hand, when personal life takes over, it can lead to a lack of productivity and a feeling of unfulfillment.

Achieving a work-life balance requires conscious effort and planning.

Here are some tips to help you achieve a balance between your work and personal life:

- Set priorities: Determine what's important in your life and prioritize your time accordingly. This means making a conscious decision to allocate your time to the things that matter most to you.

- Create boundaries: Create clear boundaries between work and personal life. Set specific times for work and stick to them. Avoid bringing work home or checking work-related emails outside of work hours.

- Learn to say no: Don't take on more than you can handle. Be willing to say no to additional work or commitments that will interfere with your personal life.

- Take breaks: Take regular breaks throughout the day to refresh your mind and recharge your batteries. This can help you be more productive and focused when you're at work.

- Practice self-care: Make time for activities that you enjoy and that help you relax, such as exercise, meditation, or spending time with friends and family

·Use technology to your advantage: Take advantage of technology to help you manage your time more effectively. Use scheduling apps to keep track of your appointments and deadlines, and use communication tools to stay in touch with colleagues and family.

·Communicate with your employer: Talk to your employer about your work-life balance needs. See if there are any options for flexible work arrangements, such as telecommuting or flexible schedules.

**Prioritize your sleep:** Getting enough sleep is crucial for your physical and mental health. Make sure to prioritize your sleep and get at least 7-8 hours of sleep per night.

In conclusion, work-life balance is essential for maintaining a healthy and fulfilling life. By setting priorities, creating boundaries, taking breaks, practicing self-care, using technology to your advantage, communicating with your employer, and prioritizing your sleep, you can achieve a better balance between your work and personal life. It takes conscious effort and planning, but the benefits are well worth it.

**Dr Shefali Garg**  
**Associate Professor ABS**

# BUSINESS BYTES



# BUSINESS TIMES!

1. **India Inc is opening up to trans rights, one hiring at a time-** Tata Steel, Larsen & Toubro, Vedanta, Ceat and Mphasis are among companies seeking to advance diversity and inclusion (D&I) by hiring more transgender employees. Most of them started doing so in 2022.
2. **Amul expects 20 pc revenue growth to Rs 66,000 cr in FY24; currently no plans to hike milk prices-** GCMMF, which sells dairy products under the Amul brand, is expecting 20 per cent growth in its revenue this fiscal to around Rs 66,000 crore on rising demand, its MD Jayen Mehta said. Gujarat Co-operative Milk Marketing Federation Ltd (GCMMF) registered a turnover of Rs 55,055 crore in 2022-23, up 18.5 per cent from the previous year.
3. **Maruti Suzuki aims doubling SUV sales in FY24; looks to take leadership with 25 per cent market share-** Maruti Suzuki India is planning to double its SUV sales in financial year and take the leadership position in the fast-growing segment with a market share of over 25 per cent, reported PTI, citing a senior company official. The country's largest car maker had sold 2.02 lakh sports utility vehicles (SUVs) in the last financial year with a market share of nearly 13 per cent. However, in FY24, the company aims to sell around 5 lakh units.

# WORDS OF THE MONTH

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## CAPITALIZATION

is an accounting method in which a cost is included in the value of an asset and expensed over the useful life of that asset, rather than being expensed in the period the cost was originally incurred.

## AMORTIZATION

refers to the process of paying off a debt through scheduled, pre-determined installments that include principal and interest.

# QUIZ HOUR!

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1. 1. Which company partnered with a UK-based NGO to improve water management in India?

Apple

Amazon

Hutch

Reliance

# QUIZ HOUR!

2. In which month did India's unemployment rate rise to 7.45%, while GDP growth declined and the manufacturing sector shrank?

January

March

April

February

3. Which company launched 'Savdhan Rahein, Safe Rahein' a public awareness campaign on financial fraud risks?

DCB Bank

Bajaj Finserv

SBI Capital

ICICI bank

4. Mahesh Balasubramanian has been appointed as the new MD of which of these life insurance companies?

Kotak Mahindra Life Insurance Company

ICICI Prudential Life Insurance Company

Aditya Birla Sun Life Insurance Company

HDFC Standard Life Insurance Company



# **STUDENT CORNER**

# **WORK FROM HOME AND WORK LIFE BALANCE**

One of the biggest perks of work from home or we can say remote work, is greater flexibility. Employees can take advantage of this by working from home and creating a flexible schedule to take care of work and personal responsibilities.

But with this flexibility sometimes comes increased pressure. If someone's working non-traditional hours, they might feel pressure to spend more time online and working than they otherwise would in the office. And without co-workers around to remind you to take breaks, eat lunch and leave the office for the day, remote workers might find themselves working additional hours, and not having as much free time as they otherwise would.

Work life balance is a term which describes how workers distribute their time between professional and personal obligations. When someone has a good or maintained work-life balance, they're able to invest their time so they don't overwork and can focus on other aspects of their life.

Remote workers cite better work-life balance as the top reason they work remotely. They have the capability to structure their work day so they can be their most productive, get their task done efficiently, and make time for activities outside of work.

Finding work-life balance is all about prioritization. Planning and scheduling, time management, communication tools, and productivity techniques help you manage your workday so you can complete the tasks on your to do list quicker.

**-Vedika Upadhyay  
BBA C (II semester)**

# **WORK FROM HOME AND WORK LIFE BALANCE**

**Work from home is a kind of a working system in which an employee sets up their entire workplace or office in their houses. Work from home grew popularly during the pandemic as everything in the nation was shut and there was no option rather setting up their offices in home. Technology has made a great impact to enable work from home**

**Through zoom, Ms Teams and many other social platforms work from home could be possible. Even when the pandemic is over work from home has become the part and parcel of everybody's life. Especially for the working women working from home is a great asset. Women can do their household chores and their office work simultaneously. Employees also get benefited with the flexibility in working hours.**

**The greatest merit of working from home is that it saves a lot of time of the employee. Working from home enables a person to maintain a healthy work life balance. Work life balance refers to a state in which a person prioritizes the demands of the work and demands of the personal life equally. A person who lacks such balance equates to more work obligations and lacks personal time. Due to work life balance an individual improves his or her physical and mental state. Wellbeing of mental state is a very important concept as it can take us miles ahead of our future.**

**Work life balance helps us to reduce stress in our lives. Stress being the major factor for all the diseases should be taken care of. In conclusion, work life balance is the crucial aspect for leading a healthy and stress free life.**

**-Yashaswi Shaw  
BBA C (II semester)**

# **WORK FROM HOME AND WORK LIFE BALANCE**

**Achieving a good work-life balance while working from home can be challenging. It takes careful thought and planning. Even more so when everyone has suddenly become a remote worker due to the coronavirus.**

**When we think of work-life balance, we often think of both being in perfect harmony, with equal hours spent on both sides. However, a view of this literally is unrealistic and bad for our mental health. It will only leave you feeling incredibly overwhelmed and unaccomplished. We need to redefine work-life balance while working from home.**

**The first thing you need to realize is that work-life balance while working from home is more of a juggle or a blending of both aspects of our life. One of the biggest perks of remote work is greater flexibility. With the ability to work remotely, employee can take advantage of this by working from home and creating a flexible schedule to take care of work and personal responsibilities. But with this flexibility sometimes comes increased pressure. If you're working non-traditional hours, or if you're not getting in face-time with your teammates every, day you might feel pressure to spend more time online and working than you otherwise would in the office.**

**Poor work-life balance negatively impacts workers' health and happiness. They become more stressed and feel less in control at work and in their personal lives. Those who have good work-life balance is often happier and less stressed.**

**-Astha Saxena  
BBA B (II semester)**

# **WORK FROM HOME AND WORK LIFE BALANCE**

Before the pandemic, remote work was largely intentional, and people who chose it generally did so knowing it would fit well into their lives. Maybe they already had home offices organized and set up in quiet spaces with limited distractions, child care lined up for their children, and older kids safely accounted for at school. However, that wasn't the case for the millions of people working remotely for the first time due to the coronavirus. For them setting up the perfect work-from-home scenario just wasn't an option. Even workers who were used to remote work suddenly had to contend with all kinds of new circumstances. People everywhere have had to figure out how to navigate the new realities of work.

In one survey, 60% of employees report an improved work-life balance during the pandemic. But, despite enjoying extra time with family and not having to deal with commuting and other downsides of in-office work, some people are feeling the burn when it comes to working from home during the pandemic.

The next few months (or years) are sure to bring about many more changes. From hybrid online/in-person school schedules and blended offices to potential second waves of shutdowns, finding balance should be part of everyone's long-term wellness strategy.

Work-life balance is often about perception – what's right for one person might not be right for another. And the realities of work and life can differ from country to country too. If you're an expat working from home you'll have your own set of challenges to think about.

**Priyanshu Variya**  
**-BBA D (II semester)**

# **WORK FROM HOME AND WORK LIFE BALANCE**

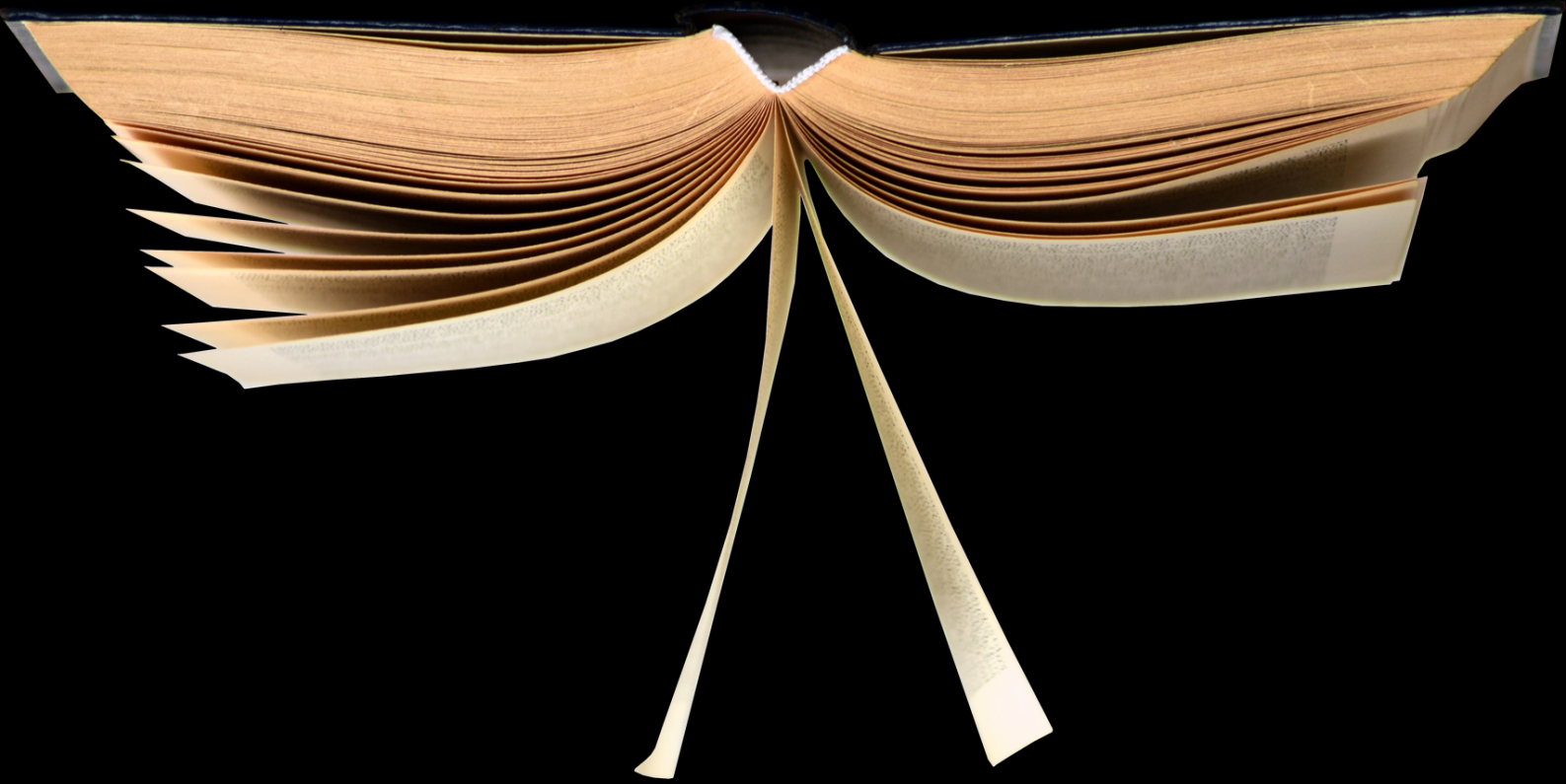
From the starting of COVID-19 most of the world change there pattern of work to work From home and hopefully the work from home 'experiment' has been overwhelming Successful in all over the world.

That's all good and well; but so many people combining their work and home lives more than ever before which is mostly and well fitted into Their lives but some people have reported their work-life balance when working from home as worsened.

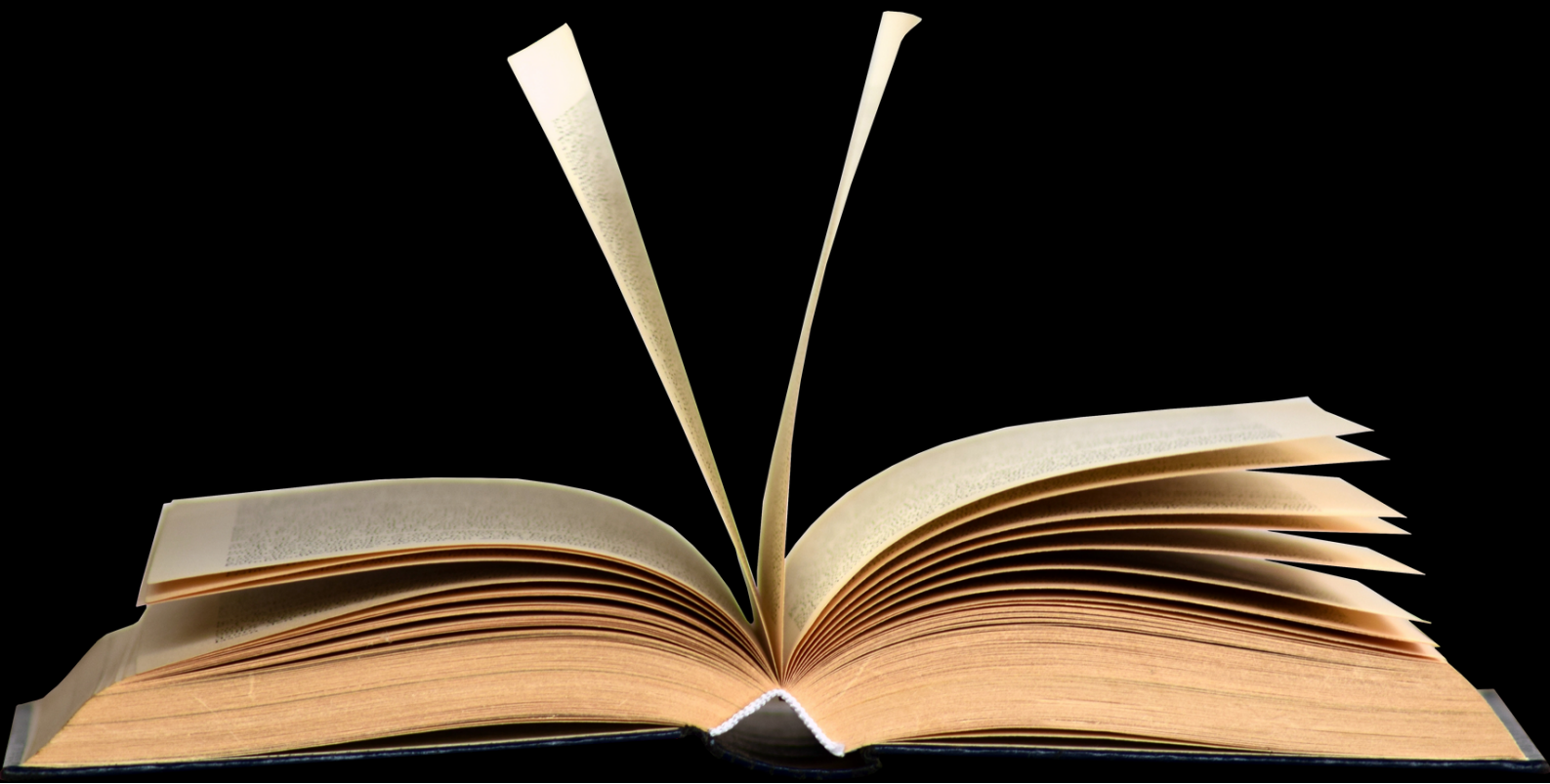
Even though, working from home can be great but there are also some challenges to navigate too. Work-life balance means something different to every Individual it also helps to reduce stress as there are no long working hours, it will make You feel more in control and calmer.

In conclusion, remote work can be beneficial for both the company and the employee As it help to boost productivity and creativity in an work.

**-Mahak Sahu  
BBA B (II semester)**



# BOOK REVIEW



# *The Paradox* **of Choice**

**-Barry Schwartz**

## *About* **the book.**

In *Paradox of Choice*, Barry Schwartz argues that the abundance of choice in modern society has paradoxically made us less happy. He argues that having too many choices can be overwhelming, so sometimes it's better to have fewer options. When we have fewer choices, it can help us make decisions more easily and feel happier with our choices according to the book, having more alternatives leads to additional work, regret, and anxiety rather than better choices and greater fulfillment. The book also examines how various sorts of individuals respond to the rich choice.

# *Personal* reviews.

**1. Focus on the few that matter: Limiting choices to a few that are important can help people decide and be more satisfied with their choice. 2. Start with simpler options: Start with simpler options and then offer more complex ones as needed. This can help narrow down the choices and make it easier to decide. 3. We would be better off seeking what was “good enough” instead of seeking the best**

**Book review by:**

**Manish Chouhan  
BBA B (IV sem)**

# Institute *Corner*



# ***guru mantra***



Work-life balance is an important concept for many people, as it allows them to maintain a healthy lifestyle while still achieving their career goals. It is a delicate balance that requires careful planning and dedication to ensure that both work and personal life are given the attention they deserve. Work-life balance is the ability to manage the demands of both work and personal life. It is important to recognize that work and personal life are both important and should be given equal attention. When work-life balance is achieved, it can lead to increased productivity, improved mental and physical health, and better relationships with family and friends.

The first step to achieving work-life balance is to set realistic goals. It is important to set goals that are achievable and that will help you reach your desired outcome. It is also important to set aside time for yourself and your family. This can include taking time off from work to spend with family or friends, or taking a break from work to relax and recharge.

Once you have set realistic goals, it is important to create a plan to achieve them. This plan should include a schedule that allows for both work and personal life. It is important to make sure that the plan is flexible and can be adjusted as needed.

It is also important to prioritize tasks and activities. This means that you should focus on the most important tasks first and then work your way down the list. This will help you stay on track and ensure that you are able to complete all of your tasks in a timely manner.

Finally, it is important to practice self-care. This includes taking time for yourself to relax and recharge. It is also important to make sure that you are getting enough sleep and eating a healthy diet. Taking care of yourself will help you stay focused and productive.

The COVID-19 pandemic has made it even more difficult to achieve work-life balance. Many people are now working from home, which can make it difficult to separate work and personal life. It is important to create a schedule that allows for both work and personal life. This can include setting aside specific times for work and specific times for personal life. It is also important to take breaks throughout the day to relax and recharge. The pandemic has also made it difficult to maintain relationships with family and friends. It is important to make time for these relationships, even if it is just a few minutes a day. This can include video calls, phone calls, or even just sending a text message.

In conclusion, work-life balance is an important concept that can help you achieve success in both your work and personal life. It is important to set realistic goals, create a plan to achieve them, prioritize tasks and activities, and practice self-care.

**Dr. Meenakshi Tripathi**  
Assistant Professor  
Amity Business School

A photograph of a graduation ceremony. In the foreground, the backs of several graduates' heads are visible as they throw their black mortarboard caps into the air. The graduates are wearing white shirts and dark jackets. One graduate on the left is wearing a purple lei. The caps are captured mid-air against a bright, slightly blurred background of a building and sky. The text 'Alumni CORNER' is overlaid in the center.

# *Alumni* CORNER

**College. What does this stand for, Study? Grades? Projects? Internship? Job? Yes. All of them. And even more. A lot more. College teaches us about life, people, circumstances, struggle, success and most importantly how to keep them all balanced.**

**All of you must be holding some plans regarding what to do after final year. Some will go for a job; few may want to be entrepreneurs while some of you may be planning for higher studies. If you at all are planning for the latter, then your grades matter considerably. Consistently good academic performance will make it easier for you to get into an institute you wish to join. Also, if you are appearing for a job interview then good academic performance, of course, will be a plus point. In this article I'm going to mention a lot of already heard before kind of points for they are simply the key to your chest. If you're looking forward to achieving good grades, here are few things which ought to help you:**

**DO attend the lectures. Time and again you've heard the same line from most of your seniors and believe me they aren't lying. Attending lectures is the only key for throwing your pointer over the roof. Being a part of an autonomous institute, your professor is going to set the question paper and also, he is the one who's going to correct it. So if you attend all the lectures attentively, you automatically understand what is important and how to present your answer. Prepare your own notes, it helps dramatically.**

**Consistency is another important factor. You can't score high by just cramming your brains up a night before exam. Regular study for at least an hour a day is essential. Regular revision helps you understand and grasp the concepts much more efficiently. Along with this, your results also need to be consistent.**

**Evenly distributing your efforts is also a significant factor contributing to a good overall performance. Even if you are not the top scorer in a particular subject, you can still grab an AA and that is going to contribute positively to your SPI. So instead of investing all your time in just one or few subjects, divide it between all the subjects properly. If you devote a lot of time to a particular subject and master it, you may get AA or even AP. But this may lead to achieving AB or BB in some other subject. Instead, if you properly divide your time, you may get AA in both, boosting your SPI.**

**Last but not the least (probably the most important!), try to get the last years question paper. You will find a lot of repetition (if you are lucky) or at least you will get an idea about paper pattern and you will come to know which topics are important. This also helps in understanding the question type and guides your study in proper direction.**

**-Firdous Tabassum**

**BBA, 2019-22**

**Amity Business School**



# FEEDBACK AND SUGGESTION FORM

Kindly give your feedback and suggestions in the space provided:

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**SUGGESTIONS:**

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