

काशी हिन्दू
विश्वविद्यालय



BANARAS HINDU
UNIVERSITY

प्रबन्ध शास्त्र संस्थान
INSTITUTE OF MANAGEMENT STUDIES

(2017-18 Session)

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PART 1

1. Overview summary of the Report

Institute of Management Studies, BHU
Empowering managerial minds since 1968...

i) The Beginning:

“*Om sahanavavatu.....*” They recited. And the civilization thrived in this sacred city, Varanasi, on the banks of the holy river Ganga since time immemorial. The city known for spirituality, where the life is obsessed with unending search for truth and knowledge. It could be the City’s inherent zest for education and learning that prompted the great visionary **Pt. Madan Mohan Malaviya** to choose this holy land for establishing his dream institution - **Banaras Hindu University**, in the year **1916**.

The University achieved another milestone towards materializing the dreams of its great founder, when it started Post Graduate and doctoral program in Management in the late 1960s, precisely in the year 1968 as a Department in the Faculty of Commerce. Envisaging the increasing need for imparting quality management education and research, the University transformed the Department of Management Studies to an independent Faculty of Management Studies in the year 1984. Dedicated efforts were made to run innovative, need based programs for the corporate world under the dynamic leadership of professors of national and international repute. The Faculty has been upgraded to Institute of Management Studies vide University Notification No. R/GAD/Amend. Statute 3.A/136737 dated 16 December 2015.

Vision, Mission and Objectives:

Management education is gaining more and more importance and momentum in the today’s world we live in. Skills of professional management makes career oriented younger generation more confident and successful in achieving their dreams. Organizations also require professional hands blended with management skills to carryout their future growth plans.

In the present scenario, at Institute of Management Studies, BHU, we understand that the responsibilities and challenges before management institutions in general and that of the Institute, being one of the premier management institutions in the country in particular, are high.

Keeping all these in view, the following Vision, Mission and objectives have been set for the Institute :

Vision:

The Faculty aspires to be one of the most admired Global Centres of Excellence committed to redefining the domain of Management Knowledge and developing socially sensitive leader-managers.

Mission:

The mission of the Faculty of Management Studies is to cater to the needs of the business, industry and other vital sectors through quality education, research, consultancy and other professional services.

Objectives:

- To impart need based education to promising young talents aspiring to carve their careers in management.
- To enrich the field of management through research -both applied and conceptual, and quality publications.
- To enhance the decision making skills and the administrative competence of practicing managers through MDPs and solve their specific problems through consultancy services.
- To enrich the knowledge and skills of teachers of various Management Institutes through Quality Improvement Programs.
- To collaborate with the corporate and world class academic institutions for the furtherance of management education and research and also for bridging the line of divide.
- To inculcate the Entrepreneurial orientation in the students/ youth of the region.

ii) Need based programs :

Considering the changing requirement of the corporate world, the Institute conducted a variety of innovative management programs during these years. Besides doctoral program in management, the Institute conducted a two year full time post graduate degree program - Master of Management Sciences, later nomenclatured as Master of Business Management, and then Master of Business Administration. To facilitate imparting management education for desiring candidates who are already in job, we had conducted part time (three year) degree program in management studies (Master of Business Management). The faculty also previously launched one year part time Post Graduate Diploma in three different disciplines of management viz., Personnel Management, Marketing Management and Financial Management for working executives.

With continuous revision and innovation, the Institute has always been grooming managers capable of handling complex business operations of the day and future. After being upgraded to Institute of Management Studies in December 2015, the Institute is working on a variety of proposals to launch collaborative and innovative academic programs including MBA Hospital Management, MBA in Hospitality Management, B.Tech.– MBA, B.Sc. MBA, Executive MBA etc.

Ongoing Academic Programs:

- Doctoral Program in Management Studies 2- 5 years duration
- Master of Business Administration (MBA) 2 years (F/T)
- Master of Business Administration – International Business (MBA- IB) 2 years (F/T)
- MBA (Agri-Business) (Course is conducted at Rajiv Gandhi South Campus, Barkachha, Mirzapur.) 2 years (F/T)
- PG Diploma in Business Administration (PGDBA) one year (P/T)
- Diploma in Micro Finance & Entrepreneurship one year (P/T)
- Diploma in Leisure and Hospitality Management one year (P/T)
- Certificate in Health Care Management six months (P/T)

iii) Collaborations with Corporate World:

Institute is having strong linkages with corporate world. Institute has made constant efforts to invite top business executives to our Faculty for delivering guest lectures on topical issues and for interactions with our students and faculty members. Further, senior executives from industry have always been part of our key resource persons in various academic events being organized by the Faculty viz., year-long lecture series, Seminars, Conferences, Workshops, Brain Storming Sessions, FDPs, MDPs and in other training programs. These academic interactions and lectures always contributed strengthening the teaching learning process in the Faculty. We have also received enriching suggestions and support from the industry in the process of curriculum revision.

Practical Training, Dissertation & Final Placement

Another area of active collaboration with the corporate world is practical training of our management students. As part of the course curriculum, our students receive 8-week practical training during summer every year. We have received tremendous support from the industry in arranging training facility for our students. As part of dissertation project also our students received great support and guidance from the industry in completing their projects successfully. Campus Placements are another important area of corporate linkages. Several reputed public and private sector organizations regularly participate in campus placement programs. They includes, Reserve Bank of India, ICICI Bank, Coal India Ltd, DHL Express, Pantaloons, Infosys, FINO, Bank of India, Dena Bank, Indogulf, iCRM, IDBI Bank, Canara Bank, Bank of Baroda, Ansal API, NCMSL, Axis Bank, Visa Steel, UCO Bank, Stag International to name a few.

Alumni Linkages :

The Alumni of the Institute is of 5000 plus community spread all over the world. The alumni association is working very actively and contributing towards strengthening the linkages with corporate world.

Collaborations :

- Allahabad Bank Chair
- Airport Authority of India
- Consultancy Project with Bhadohi Industrial Development Authority.
- Organized Disha - Training programs for Indian Oil Corporation Ltd.
- BSE Institute Ltd. (a fully owned subsidiary of Bombay Stock Exchange Ltd.).
- Airport Authority of India
- Conducted Faculty Development Program under NIMAT Project of Department of Science & Technology, Ministry of Human Resource Development for capacity building for fostering entrepreneurship among students of technical institutions (for faculty members of technical institutions)
- Conducted in house training programs/ MDPs for several organizations including, NTPC, UPRVUNL (Anpara Thermal Power Projects), Vindhyachal Super Thermal Power Station, Kendtiya Vidyalay Sanghatan, Indian Postal Dept., etc.
- Empanelled as Training Institute for conducting National Training Programs for Franchisee and C&D employees of PVVNL (collaboration with Rural Electrification Corporation, Ministry of Power)
- Collaborated with ICICI Prulife to conduct One year PG Diploma in Management and Insurance
- Conducted consultancy projects for UNDP and Fellowship programs for WHO Health executives.

iv) Collaborations with International educational institutions:

The Institute is strongly pursuing for international academic linkages with world renowned institutions of higher education. Recently top academicians from world institutions from different countries have visited the Institute. On this initiation, the University signed MoUs with the following institutions recently:

- Ethiopian Civil Service College, Ethiopia
- Wilkes University, Pennsylvania, USA
- School of Business, Claflin University, USA (to be signed)
- University of Lausitz, Germany (to be signed)

Besides the above institutions, the Institute also collaborated with the several other international institutions for intellectual and academic partnership on various occasion. Some of the institutions are:

- School of Business, The University of Kansas, USA.
- School of Agriculture & Computer Sc., Tennessee State University, USA
- Global Strategic Management Inc., USA
- Institute of Customer Relationship Management, USA

v) Recognitions

- **DRS – Phase II SAP (Special Assistance Program) (UGC)**
- NITI Aayog shortlisted the Institute for the Award of **Atal Incubation Center**
- Signed Study Report Agreement with XV Finance Commission, Gol
- **Identified as one of the Quality Improvement Program Centres:**
Taking cognizance of its expertise and deep commitment to learning, the Institute has been identified as one of the Quality Improvement Program Centres by the All India Council for Technical Education for developing and updating the teachers of management institutions of the country in the year 2001. Since then the Faculty conducted around 30 short term (6-day) Programs on various topics under this scheme.
- **Identified as the host Institution for national doctoral fellowship in Management :**
- **Entrepreneurship Development Cell (AICTE)**
- **Industry Institute Partnership Cell (AICTE)**

vi) Contributions

Regular academic programs:

Institute has produced over 5000 management graduates since its inception who are serving in key administrative positions of private and public sector organizations across the globe. This is besides over one hundred Doctoral dissertations and several hundreds of PG diploma programs run by the Institute.

Research publications:

The Institute is having its own Research Journal : BHU Management Review – A Journal of contemporary management research (ISSN 2231 0142)

Faculty members have published over 100 books and over 500 research papers in journal of national and international repute.

vii) Outreach / Extension activities:

High profile academic events organized recently:

- **Adoption of Villages under Unnat Bharat / Samarth Gram Abhiyan**
- **Projects of Airport Authority of India**
- **Industry Academia Summit 2012** (12-13 October 2012; Jointly with BHU Placement Coordination Cell)
- **International Workshop on Marketing Paradigms in emerging economies** (4-5 December 2012) ,
- **International Workshop** on Post Economic Meltdown Era: Challenges & Strategies (Jointly with **Association of Management Development Institutions in South Asia (AMDISA – A SAARC body)**, Alliance University, Bangaluru) **4-5 February 2012**
- Conference on Inclusive Growth & Micro Finance Access (CIGMA)
- Directors' Conclave on Quality Paradigm in Higher Education
- National Workshop on Financial Administration of Institutions of Higher Education (Jointly with **Association of Indian Universities**)
- International Conference on Strategic Management of Energy, Environment & Disaster for Sustainable Development (ICONSMEEDS)
- International Conference on Agriculture and Rural Development (ICARD)

Besides, the Institute organized over **50 academic conclaves** in the recent past.

Also conducted training programs for:

- DISHA –Training Program for Distributors of Indian Oil Corporation
- Rural Electrification Corporation Ltd.,
- HRD Cell, BHU,
- Teacher Empowerment Program by Microsoft of NMEICT, Ministry of HRD,
- FDPs of NIMAT, Department of Science and Technology
- Quality Improvement Programs of AICTE
- Management teachers training under Quality Improvement Programs of the AICTE: **Over 500.**

Business Clinic:

Setting up of Business Clinic was an innovative step taken by the Faculty. The objectives of this initiative were: to bridge the gap between the theoretical and the practical concepts of business extending learning beyond classrooms and to provide expert services to the entrepreneurs and to business units.

Community Services:

SEVAARTH For serving Humanity is a Social Club of Management Students of the Institute formed as part of the initiatives of DRS 1 Special Assistance Program of University Grants Commission. This initiative is to attract the young generations towards social cause and inculcate a sense of social responsibility among the youngsters.

Activities so far: Organizing Blood Donation Camps, Distribution of Blankets to poor patients admitted in SS Hospital, interaction with social entrepreneurs, visits to various social enterprises, Celebrated Joy of Giving Week, etc.

viii) Alumni activities:

Since inception of management programs, the University produced over 4500 management graduates who are currently serving in key positions of public and private sector organizations across the globe. BHU Management Alumni Association (BHUMAA) is playing vital role in strengthening the network of this fraternity. BHUMAA has regional chapters in India and abroad.

The Association is also contributing towards the developmental initiatives of the Institute, strengthening its linkages with corporate world, arranging training and placement to management students of the Faculty.

The Association regularly organizes its annual meet in the University campus. There annual meets are marked with Honoring eminent alumni with Distinguished Alumnus Awards for their outstanding achievements, distributing scholarships and awards to the budding managers sponsored by alumni, get together of specific batches etc.

The Director / Dean of the Institute is the Chairman and Patron of the Association.

2. A Brief report of the working of the Institute

During 2017-2018, Institute organized various developmental activities besides its regular academic Programs. These are detailed in the section 1 and in the following sections.

<i>Title of the Event</i>	<i>Date</i>
Disha – IOCL Distributor Training Program	<i>March 27-28, 2018</i>
Entrepreneurship Development Summit	<i>March 17-18, 2018</i>
UTTHAN 2018 – Social Business Plan Competition	<i>March 17-18, 2018</i>
National Workshop on Research Methodology and Hands-on Training with SPSS 25.0	<i>March 5-10, 2018</i>
Ransangram 4.0 Management fest by Kalpvriksha – Students' Club	<i>February 24-25, 2018</i>
National Seminar on Mastering your Mind for Success at Work and at Home	<i>February 16-17, 2018</i>
Workshop on Advanced Digital marketing for Managers	<i>February 13-14, 2018</i>
Workshop on Equity Research and Financial Modeling	<i>February 13-14, 2018</i>
Unnayan 2018	<i>February 09-12, 2018</i>
Panel Discussion on Union Budget 2018	<i>February 3, 2018</i>
Induction program for newly admitted Ph.D. Students	<i>February 3, 2018</i>
Meeting with Executives from Wadhawani Foundation with regard to strengthening Entrepreneurship Education.	<i>February 1, 2018</i>
Golden Jubilee Annual Meet of BHUMAA	<i>January 28, 2018</i>
Guest Lecture by Dr. Atul Parvatiyar, Adjunct Professor of UNC Kenan-Flagler Business School, Atlanta & former CEO, iCRM, USA/Malaysia on " Media and Entertainment Disruption, Perspective and Contemplations " and " Why You Should Pursue a Career in Sales? – A Career in Sales is More Than What You Thought and Is Great for Both Men & Women! "	<i>January 20, 2018</i>
Institute Day	<i>December 16, 2017</i>
FDP on Structural Equation Modeling	<i>December 12-17, 2017</i>
Workshop on Role of Social Media	<i>December 1, 2017</i>

Workshop on the Genesis of Small Finance Bank and Way Forward in association with Utkarsh Small Finance Bank.	November 18, 2017
Meeting with Dr. Atul Prasad, Addl. General Manager (HR – RLI), Vindhyachal Super Thermal Power Station exploring Professional collaboration.	November 18, 2017
Meeting with Director General of National Academy of Indian Railways (erstwhile Railway Staff College) (The apex training institute of Indian Railways (IR) for training its officers) on areas of association/ collaboration of the two institutions.	November 10, 2017
Capacity Assessment of the Terminal Building at LBS International Airport.	November 11, 12 & 14, 2017
Workshop on Gender Sensitization Key resource person : Prof. Royana Singh, Chief Proctor, BHU	November 9, 2017
Workshop on Workshop on Emotional Intelligence (Key resource person Dr. B.R. Singh, MD, Strategic Management Consultants, Mumbai.)	November 7, 2017
Guest Lecture by Mrs. Ritu Sangal , LL.M Gold Medalist and Recipient of prestigious award of “Women Entrepreneur of the Year 2011”. The topic of interaction is: “ Secrets of Success and Leadership ”	November 3, 2017
Introductory workshop by Sri Ajay Suman Shukla , Team Leader, Ek Soch Sandbox, Deshpande Foundation.	November 2, 2017
Visit and interaction of Mr. Anil Kumar Rai , Airport Director, Lal Bahadur Shastri International Airport, Varanasi with faculty members.	October 30, 2017
Stock Mind Season VI - "A Virtual Trading Competition by ICICIDirect" conducted at Institute of Management Studies (Faculty of Management Studies) BHU.	October 26-27, 2017
Visit and interaction with Mr. Sudhanshu Tripathi, Strategy Lead & Chief Marketing Officer (Acting) for <u>Sterlite Power</u> which is a <u>Vedanta Group</u> company.	October 24, 2017
Visit and interaction with Mr. Rajvijay Bihari, Dy. Director and Mr. Vivek Rai, Aanalyst, Quality Council of India.	October 16, 2017
Visit of Sriman Jityendra Singh Gaekwad , Great Grandson of Maharaja Sayaji Rao Gaekwad	October 7, 2017
Awareness Campaign organized as part of Swachh Bharat Mission	September 16, 2017
Seminar on "Business Strategy-A conceptual & Practice framework"	August 28, 2017
Debate Competition and Talk on Pre and Post QIM (As part of activities organized to commemorate 75th year of Quit India Movement & 71st Year of Independence of the Nation)	August 26, 2017
Workshop on "Corporate Job Employability Skills"	August 16, 2017
Guest Lecture by Dr. M. Satish Kumar, Queen’s University Belfast	August 10, 2017
Induction Program for newly admitted MBA and MBA IB students	July 17-22, 2017
International Yoga Day	June 21, 2017
Workshop for Grampradhans (Initiative under Unnat Bharat / Samarth Gram Abhiyan)	May 15, 2017
First village visit under Samridh Bharat Abhiyan (to villages adopted by the Institute)	April 12, 2017
Special Sessions on Practical Training for students of MBA & MBA IB programs (Batch 2016-18)	April 9, 2017
Dasvidaniyan & Farewell of Batch 2015-17 (MBA, MBA IB & MBA AB)	April 1 & 2, 2017

3. Details of Achievements of Activities and Programs:

Induction Program for MBA & MBA(IB) Students (July 17-22, 2018)

Inauguration of Academic session 2017-2018 & Induction Program for newly admitted students of MBA & MBA IB

Induction program for newly admitted students is intended for preparing the students for the two year full time professional management program of the Institute. The sessions of the Induction program gave them an overview about the University, its legacy, facilities available for students for their learning process and so on. It was also intended to make them aware about the importance of successfully completing the course in shaping their future career.



Induction session

The invited distinguished guests include top executives from corporate world, alumni of the institute and Professors from other departments of the University besides faculty members of the Institute. Top officers of the University such as, Dean of Students, Professor-in-charge (Sayaji Rao Gaekwad Library - Central Library, BHU), Medical Superintendent, (S.S. Hospital), Chief Proctor of the University and Chairman, Anti Ragging Squad and Monitoring Cell addressed the students and gave them valuable guidance.



Inauguration of Academic Session 2017-2018 by Shri Ashishkumar Chauhan, MD, BSE Ltd.

Shri Ashishkumar Chauhan, Managing Director & CEO of Bombay Stock Exchange Ltd. was the **Chief Guest** in the **inaugural** of academic session 2017-2018 and Induction program for newly admitted MBA and MBA IB students of the Institute.



Distinguished key speakers of different sessions in the Induction program were:

- **Mr. Ashishkumar Chauhan**, Managing Director & CEO, Bombay Stock Exchange Ltd.
- **Ms. Anshula Kant**, Dy Managing Director, State Bank of India
- **Mr Ramana Nimmagadda**, Regional RMG Head for India North, Tata Consultancy Services
- **Mr. Aditya Malik** Chief Executive Officer, Talentedge Education Ventures
- **Swami Varishthanand**, Sri Ramkrishna Mission, Varanasi
- **Mr. Harshit Malviya**, Regional Manager – Human Resources, Mahindra Finance
- **Dr. Atul Parvatiyar**, Institute of Customer Relations Management, USA / Malaysia
- **Dr. Animesh Saxena** Neetee Clothing Pvt. Ltd., New Delhi
- **Prof. M.C. Bijawat** Faculty of Law, Banaras Hindu University.
- **Prof. H.N. Prasad**, Professor In-Charge, Sayaji Rao Gaekwad Library (Central Library), BHU,
- **Dr. O.P. Upadhyay**, MS, SS Hospital, BHU,
- **Prof. M.K. Singh**, Dean of Students Welfare, BHU,
- **Prof. O.N. Singh**, Chief Proctor, BHU,
- **Prof. S.K. Trigun**, Chairman, Anti Ragging Squad & Monitoring Cell, BHU.
- **Prof. A.K. Srivastava**, Dept. of Psychology, BHU
- **Dr. K. M. Tripathi**, Malaviya Bhawan, Banaras Hindu University
- **Prof. H. C. Chaudhary** Institute of Management Studies, BHU
- **Prof. P.S. Tripathi**, Institute of Management Studies, BHU.
- **Prof. Usha Kiran Rai**, Institute of Management Studies, BHU
- **Prof. H. P. Mathur**, Institute of Management Studies, BHU (Coordinator, University Placement Coordination Cell & Ex. Officio Chief, University Employment Information & Guidance Bureau)

Prior to the beginning of one-week Induction Program, on 17th July, 2017 an introduction session with faculty members was organized for the newly admitted students.



Ms. Anshula Kant, Dy Managing Director, State Bank of India

Dr. Amit Gautam was the Coordinator and **Dr. Shashi Srivastava** was the Co-Coordinator of the Induction Program.



Prof. M.C. Bijawat,
Faculty of Law, BHU



Prof. H.N. Prasad,
Professor I/c, Sayaji Rao
Gaekwad Library, BHU



Prof. M.K. Singh,
Dean of Students, BHU



Prof. O.N. Singh,
Chief Proctor, BHU



Prof. S.K. Trigun,
Chairman, Anti Ragging
Squad, BHU.



Mr. Aditya Malik,
CEO, Talentedge Education Venture



Swami Varishthanand,
Sri Ramkrishna Mission, Varanasi



Mr. Ramana Nimmagadda,
Regional RMG Head, Tata Consultancy Services.



Dr. Animesh Saxena,
CEO, Neeti Clothing, New Delhi.



Dr. Atul Paravatiyar,
Chairman and CEO iCRM
(USA / Malaysia)



Mr. Harshit Malviya,
Regional Manager (HR),
Mahindra Finance.



Dr. K.M. Tripathi,
Yoga and Meditation cell,
Malaviya Bhawan, BHU



Dr. O.P. Upadhyay,
MS, SS Hospital, BHU

Visit of Sriman Jityendra Singh Gaekwad (7 October 2017)

Sriman Jityendra Singh Gaekwad, Great Grandson of Maharaja Sayaji Rao Gaekwad visited the Institute on 7th October 2017 and had an interaction with the faculty members in the Placement Cell of the Institute.



Prof. Raj Kumar, Director and Dean of the Institute welcomed Sri Gaekwad on the occasion. As a token of respect, Prof. Raj Kumar presented a shawl and memento to Sri Gaekwad. Prof. Usha Kiran Rai, Prof. Rekha Prasad, Prof. Ashish Bajpai, Prof. P.V. Rajeev, Prof. R.K. Lodhwal, Dr. Amit Gautam, Dr. Anurag Singh, Dr. Rajkiran Prabhakar and research scholars and students participated in the Interaction.

Capacity Assessment of Terminal Building of LBS Int'l Airport (11, 12 & 14 Nov. 2017)

The first year students of MBA, MBA IB and MBA Agribusiness of the Institute of Management Studies, Banaras Hindu University conducted a Survey at LBS International Airport as part of the Study for Capacity Assessment of the Terminal Building. The survey was conducted on 11th, 12th & 14th November 2017 in which 54 first year students and six research scholars participated. Faculty members were also present on the occasion for guidance and coordination of the students in the activity. The Airport Authority highly appreciated the efforts made by the students and faculty members of the institute in conducting the survey.



Meeting with Shri A.K. Rai, Airport Director, LBS International Airport, Varanasi

Earlier on 30th October 2017, Prof. Raj Kumar, Director of the Institute of Management Studies, BHU had a meeting with Sri A.K. Rai, Airport Director, LBS International Airport and discussed on various issues of collaboration between the Institute and AAI. The survey was conducted in continuation of the discussions held in the meeting.

Institute Day (16th December 2017)

The Faculty of Management Studies, Banaras Hindu University was upgraded to Institute of Management Studies on 16th of December 2016, and it has been decided by the Institute to observe Institute Day on 16th December every year. Accordingly, on 16th December 2017, the Institute Day was celebrated with great joy as this is also the Golden Jubilee Year of commencement of Professional Management Education in the University.



The Chief Guest of the function was former Head and Dean of the then Faculty, **Prof. A.K. Shah**. Prof. Shah said in emotional words that the Institute is the reward of their hard work and dedication and reflection of their love and respect towards Pt. Madan Mohan Malaviya, the Great Founder of the University.

Former Head & Dean of the then Faculty Prof. C. Lal, recalling the Golden Age of the Institution, said that education and teachers were world renowned and they were invited for conferences and programs.

Speaking about the responsibilities of the organization, Prof. Lal detailed about the enhanced responsibility that comes with the upgradation of the Faculty to Institute of Management Studies. In his welcome address Prof. Raj Kumar, Director of the Institute said that Prof. Shah and Prof. Lal as their mentors and said that the life of the masters leads us from darkness to light in life. Prof. H. C. Chaudhari, Former Head and Dean gave a brief introduction about history of Management Education in the University which gradually grown to a premier Management Institute of the Country. The Program was coordinated by Prof. R. K. Lodhwal and vote of thanks was proposed by Prof. Usha Kiran Rai. Faculty members, students, scholars, staff members and eminent alumni of the Institute also present on the occasion. Students of the Institute presented colourful cultural program on the occasion.

FDP on "Structural Equation Modeling"- December 12th -17th, 2017

The Institute organized a one-week National Workshop on Structural Equation Modeling from 12th to 17th December 2017. Structural Equation Modeling (SEM) is a very resourceful and powerful method for modeling and testing complex relationships among multiple variables. It is a combination of factor analysis and regression analysis, specifying the observed variables and the unobserved/ latent variables with their errors in measurement that are not observed in many multivariate analyses. It is a family of techniques that covers factor analysis, path analysis, regression models, and change analysis. The Workshop covered dedicated theory sessions followed by thorough practical sessions on Structural Equation Modeling using AMOS.



The key resource person of the Workshop was Dr. Vishal Vyas, IIITM, Gwalior. About 30 Research Scholars and faculty members from different parts of the country participated in the Workshop. Prof. Raj Kumar, Director & Dean was the Chairman of the Workshop. Dr. Anindita Chakaborty was the Coordinator of the Workshop.

Workshop on 'Corporate Job Employability Skills' (16 August 2017)

Institute of Management Studies, Banaras Hindu University organized a workshop on "Corporate Job Employability Skills" on 16 August 2017 for students. The event encapsulated the theme of "Skill India" by Young Skilled India which is a National Platform to improve the Corporate Employability Skills among the students through Professional Networking & Practical Training. The event aims at transforming the attitudes and demeanour of the students to become placement and corporate ready. The keynote trainer was **Mr. Niraj Srivastava (IIM C)**, a professional having varied experience in industry and academia.



Mr. Niraj Srivastava spoke about the importance of having the requisite skill set that makes the individual's employability aspects brighter. The imperative skills that were highlighted are that the students must possess unparalleled 'Presentation and Problem Solving Skills'. In this digital era it is a must that digital compatibility and digital knowledge becomes a core strength of every student. In addition to this the human resource aspect of team and conflict handling becomes of umpteen importance. The much successful event was conducted and coordinated by Prof. H.P Mathur, Co-ordinator University Placement Cell. The event was culminated on a very high note by a vote of thanks by Ashwarya Singh. Utkarsh, Saurav, Yogita, Puja, Anubha & Dolly played a major role in conducting the event. The event was summarized with a promise of more such events in the future.

Introductory workshop: Ek Soch Sandbox (Deshpande Foundation) (2nd Nov. 2017)

An introductory workshop on Entrepreneurship was organized in the Institute of Management Studies, Banaras Hindu University on 2nd November 2017. The Workshop was coordinated by Dr. Amit Gautam. The Chief Guest of the Workshop was Shri Ajay Suman Shukla, Team Leader, Ek Soch Sandbox, Deshpande Foundation Technology Business Incubation Malaviya Centre for Innovation, Incubation and Entrepreneurship (MCIE).



Shri Shukla's speech on the occasion focused on motivating students towards entrepreneurship and confidence building. Dr. Rajkiran Prabhakar presented memento to the guest on the occasion. Prof. R.K. Lodhwal, Students Advisor, in his welcome address, enlightened the students to inculcate entrepreneurial skills among them and motivated them to achieve successful in the domain of business and commerce or to become successful entrepreneurs.

Seminar on "Business Strategy-A conceptual & Practice framework" - 28th Aug., 2017



Institute of Management Studies Banaras Hindu University organized a seminar on "Business Strategy - A conceptual and Practice framework". The Key note Speaker of the Seminar was **Mr. Arvind Kumar**, Senior Vice President, Corporate Affairs EDELWEISS. Mr. Kumar talked about



Strategic formulations and said that Strategy is all about making choice and taking risks. Mr. Singh said that to become market leader in any sector successful companies transform themselves periodically to build the necessary competencies. **Prof. Raj Kumar**, Director and Dean of the Institute in his welcome address said that discipline plays a major role in success of both the organization and the individual.

The event was coordinated by **Prof. H.P. Mathur**, Coordinator University Placement Cell and **Dr. Amit Gautam**. Prof Mathur, while addressing the students, mentioned that without proper execution, strategic formulation is insignificant. The Students from MBA and MBA IB batch took part in the discussion and make the event an interactive one and suggested that these types of seminars should be hosted in the coming days. **Prof. Priyankar Upadhyay**, UNESCO Chair-holder, BHU proposed vote of thanks on the occasion.

Workshop on "Emotional Intelligence-A key factor in managerial success" (7th Nov. 2017)

A workshop on "Emotional Intelligence - A key factor in managerial success" was organized by the Institute of Management Studies, Banaras Hindu University on 7th November 2017. The Chief Guest and Key Resource Person of the Workshop was **Dr. B.R. Singh**, Managing Director, Strategic Management Consultant, Mumbai who is also a Distinguished Alumnus of the Institute. Dr. Singh discussed various concepts related to business strategies and disciplines that should be maintained in real time business cycles. Being an alumnus of the institution Dr. Singh also shared experiences of his college days and shared tapping umpteen opportunities by way of emotional intelligence and hence providing ourselves a holistic view point. Dr. Singh mentioned that little emotions are great captains of our life and it should be obeyed without any disguise. Prof. P.S. Tripathi, Officiating Director and Dean of the Institute welcomed the guest and students on the occasion.



In his welcome speech, Prof. Tripathi expressed about requirement of Emotional Quotient in this industrial era where anxiety, suffering, depression surrounds the people. Prof. H.P. Mathur briefing on the topic of the workshop, discussed the importance of high IQ (intelligence quotient) clubbed with EQ (emotional quotient) in this digitalized era, so that we can not only survive but thrive in the era of cut throat competition. Prof. Ashish Bajpai extended vote of thanks. Prof. Ashish Singh, Dr. Subash Singh and Dr. Saurabh were also present on the occasion.



The workshop ended on a very higher note with the healthy questions and answers session by the Students. The workshop was well coordinated by students of the institute and it turned out to be a great success redolent with symbolism - Knowledge and Application.

Workshop on "Genesis of Small Finance Bank"- November 18th 2017

Mr. Ashwani Kumar, Dy. Vice President (HR, Training & Corporate Communications), Utkarsh Small Finance Bank was the key resource Person in the Workshop. Shri Ashwani Kumar advised the students to set a career objective and do tough preparations for achieve it. Knowing every bit of the specialization opted is vital. He also introduced the students with Micro Banking and the journey from Micro Finance to Micro Banking. The speaker enlightened the students with the scope of Micro Banking, working of



SHG, JLG, types of NBFCs, etc. and explained the concepts with real life examples. The Workshop helped and facilitated students to take an informed decision to opt a career in microfinance and small finance banks.

The Workshop commenced with an Inaugural Session in which Prof. Raj Kumar, Director of the Institute welcomed the distinguished guests and participants in the Workshop. In his welcome speech Prof. Raj Kumar underlined the important role being played by Small Finance Banks and Micro Finance institutions for upliftment of socially exclusive sections of the society. In the introductory session, Mr. Gaurav Kumar Singh, Asst. Manager, Corporate Communications, spoke about the objectives of the Workshop. The initiative is intended to enable the participating students to take informed decision with regard to opting career in the Small Finance Banks. Ms. Priyanka Bisht, Executive from Utkarsh Small Finance Bank was also present in the Workshop.

The Workshop was coordinated by Prof. P.V. Rajeev, Course Coordinator, Diploma in Microfinance and Entrepreneurship. Students of all courses running in the Institute including MBA Agribusiness students participated in the Workshop.

Guest Lecture by Mrs. Ritu Singal, MD, Raglan Infrastructure Pvt. Ltd (3rd Nov. 2017)

The Institute of Management Studies, Banaras Hindu University organized a Guest Lecture on the topic **Secrets of Success and leadership** on 3rd November 2017. **Mrs. Ritu Singal**, Managing Director of Raglan Infrastructure Pvt. Ltd. was the Key Speaker on the occasion. Mrs. Singal is a LL.M Gold Medalist and recipient of prestigious award of “Woman Entrepreneur of the year 2011”. Prof. Usha Kiran Rai extended a warm welcome to the guest and gave a brief



introduction about her achievements and inspirational journey of life so far to the audience. Mrs. Singal inspired the students as well as faculty members by her motivational views.



She detailed the skill set required for becoming a successful entrepreneur and leader. She also shared some of the up and downs of her life and empowered the students to face the problems, manage their time, never get defeated, learn compassion, think smartly and not to forget the ethical values. She was accompanied by Mrs. Sushma Sagar who advised the students to struggle to answer the question "who i am?" as we are the one who create the wonders. Memento was presented to Mrs. Singal as token honorarium by Prof. Usha Kiran Rai. Vote of thanks was given by Prof. Ashish Bajpai. Prof. R.K Lodhwal, Students Advisor coordinated the program.

Guest Lecture by Dr. M. Satish Kumar - 10th August, 2017

Institute of Management Studies, Banaras Hindu University organized a Guest Lecture on “Opportunities and Economic Scenario” on 10 August 2017. Dr. M. Satish Kumar, Director of Internationalization, School of Natural and Built Environment, Queen’s University, Belfast, Ireland was the Guest Speaker on the occasion.

Dr. M. Satish Kumar teaches in the School of Geography, Archaeology & Palaeoecology. He was formerly the founding Director of Queen’s Academy India. Dr. Kumar’s research focuses on Colonial/ Postcolonial Geographies



and Economic Development of South Asia. He has more than twenty-six years experience in the field of higher education, having taught previously at Jawaharlal Nehru University, New Delhi, University of Cambridge, UK. He was recently nominated as a Visiting Professorship to JNU, New Delhi. He is a Fellow of Royal Geographical Society and of the Higher Education Academy.

Prof. Raj Kumar, Director of the Institute welcomed the Guest and students on the occasion. Prof. P.V. Rajeev introduced Dr. M. Satish Kumar to the students. Dr. Satish Kumar discussed on various issues related to emerging economic scenario, GST and opportunities available therein.

Hindi Fortnight (12 September 2017)

१२ सितम्बर, मंगलवार को काशी हिन्दू विश्विद्याला के प्रबंध शिक्षा संस्थान में हिंदी पखवारे के तहत काव्य पाठ, वाद विवाद प्रतियोगिता, हिंदी भाषा से सम्बंधित प्रश्नोत्तरी का आयोजन किया गया। ज्ञात हो की, हिन्दी दिवस प्रत्येक वर्ष 14 सितम्बर को मनाया जाता है। 14 सितंबर 1949 को संविधान सभा ने एक मत से यह निर्णय लिया कि हिन्दी ही भारत की राजभाषा होगी। इसी क्रम में काशी हिन्दू विश्विद्याला भी हिंदी पखवाड़ा के तहत विभिन्न तरह के कार्यक्रमो का आयोजन कर रहा है। कार्यक्रम का शुरुआत कुलगीत गायन से हुयी जिसे प्रबंधशास्त्र प्रथम वर्ष के छात्र नयन ज्योति नंदी एवं आकाश केशरी ने गाया। तत्पश्चात, संस्थान के निदेशक प्रोफेसर राजकुमार ने सभी छात्रों के प्रयासों को सराहते हुए कहा की, "भारत विभिन्नताओ का देश है, एवं भारत में बोलने जाने वाली हर भाषा अपने आप में महत्वपूर्ण है अतः हमें विभिन्न भाषाओ को सिखने, समझने व उनकी संस्कृति का अनुकरण करना चाहिए।" काशी हिन्दू विश्विद्यालय के गुणों का उल्लेख करते हुए आगे कहा की, " ये विद्यालय भी विभिन्न सम्भयता का साक्षात् दर्शन है, और इसे 'मिनी इण्डिया' कहना कही से भी अतिशयोक्ति नहीं होगी। यहाँ अनेक भाषाएँ और संस्कृति साथ रहती हैं।



छात्रों से आग्रह करते हुए उन्होंने कहा की, " अन्य विभागों के छात्रों को भी विभिन्न विभागों में जाना चाहिए और ज्ञान का आदान प्रदान करना चाहिए।" अभिभाषण के पश्चात, काव्य पाठ प्रतियोगिता का आयोजन हुआ जिसमें प्रबंध शास्त्र संस्थान के छात्र आकाश सिंह, अमन पाठक, गीतांजलि गुप्ता, सोनाक्षी पटेल, लक्षित गर्ग ने सहभागिता की, जबकि हिंदी वाद विवाद प्रतियोगिता में छात्रों ने 'विमुद्गीकरण' विषय पर परिचर्चा की जिसमें मुख्यतः नितीश राज, ऋतुजा गुप्ता, नयन ज्योति नंदी, अिस्टी सिंह, आकाश सिंह, मयंक उपाध्याय ने सहभागिता की, तथा हिंदी प्रश्नोत्तरी में प्रकर्ष सिंह, सुमित कुमार, आकाश सिंह एवं आकाश केशरी ने भाग लिया। धन्यवाद ज्ञापन देते हुए प्रोफेसर उषा किरण राय ने कहा की, "



हिन्दी दिवस प्रत्येक वर्ष 14 सितम्बर को मनाया जाता है। 14 सितंबर 1949 को संविधान सभा ने एक मत से यह निर्णय लिया कि हिन्दी ही भारत की राजभाषा होगी। इसी महत्वपूर्ण निर्णय के महत्व को प्रतिपादित करने तथा हिन्दी को हर क्षेत्र में प्रसारित करने के लिये राष्ट्रभाषा प्रचार समिति, वर्धा के अनुरोध पर सन् 1953 से संपूर्ण भारत में 14 सितंबर को प्रतिवर्ष हिन्दी-दिवस के रूप में मनाया जाता है। १४ सितम्बर, व्यौहार राजेन्द्र सिंह का जन्मदिवस भी है जो जिन्होंने हिन्दी को भारत की राजभाषा बनाने की दिशा में अथक प्रयास किया।" कार्यक्रम का सञ्चालन , प्रबंध शास्त्र प्रथम वर्ष की छात्र ऐश्वर्या सिंह ने किया जबकि प्रोफेसर शशि श्रीवास्तव, शोध छात्र श्रुति सिंह, योग मिश्रा, श्वेतांक मिश्रा, लक्षित गर्ग की गणमान्य उपस्थिति भी रही ।



Institute of Management Studies Banaras Hindu University organized "**Hindi Pakhwada**". Hindi Quiz, Debate on Demonetization and Hindi Poem recitation competition were organized as part of the event.

Prof. Raj Kumar, Dean Director and Head talked about the importance of Hindi language and tremendous potential it had shown with time. Prof. Raj Kumar said that this language give a common platform to different people from different places to communicate.

The debate competition organized under this event focused on the topic "demonetization". The next event was poem recitation where Students delivered different genre of poems. The last event was Hindi Quiz which covered questions from development of Hindi and its various dimensions.



Prof. Usha Kiran Rai and Dr. Shashi Srivastava were also present in the program. It was well coordinated by Mr. Yog Mishra, Research Scholar

Awareness Campaign as part of Swachh Bharat Mission (16 September 2017)

Institute of Management Studies, Banaras Hindu University organized an Awareness Campaign under the Swachh Bharat Mission on 16 September 2017. Faculty members along with students and research scholars actively participated in the event. The group of faculty members and students visited labour camps near to the International Hostel and interacted with the laborers and family members present over there.



Prof. Raj Kumar, Director and Dean, Institute of Management Studies explained the significance of cleanliness and hygiene by saying that it was the driving factor for a clean society. Prof. Raj Kumar also emphasized on the importance of Swachh Bharat Mission run by our honourable PM Shri. Narendra Modi by saying that it was one of the visions of our Father of Nation- Mahatma Gandhi. Afterwards, the workers were also motivated to educate their children as it was their birth right and the key for development. Among others, Prof. Ushakiran Rai, Dr. Anurag Singh, Prof. S.K. Dubey, Dr. Shashi Srivastava, Dr. Amit Gautam and Dr. Rajkiran Prabhakar along with research scholars were presented on the occasion.

Debate Competition and Talk on Post and Pre 'QIM' (26 August 2017)

Institute of Management Studies Banaras Hindu University organized debate competition to celebrate the 75th year of quit India Movement and 71st year of Independence of the Nation.



Prof Rajkumar, Dean Director and Head deliberated that the Quit India Movement is one of the most successful phase in Indian History. Prof Rajkumar said that the movement brought all the Indians together in unity. Mrs Aparna Singh, PhD scholar talked about the principles of Mahatma Gandhi and his ideology which is still relevant in this modern era. The Students participated in the debate competition with full Enthusiasm, Students talked about the recent development which took place and also touched the topic of social evils which are still persisting in the country.



The coordinator of the event was Prof. Usha Kiran Rai and Dr. Amit Gautam. The panel for the event consisted of Dr. Anurag Singh and Dr. Shashi Srivastava.

Workshop on Gender Sensitization November 9, 2017

The Institute of Management Studies, Banaras Hindu University organized a Workshop on Gender Sensitization on 9th November 2017. The Key Resource Person of the Workshop was Prof. Royana Singh, Chief Proctor, Banaras Hindu University. Prof. Singh elaborated on the need of enhancing awareness about "gender sensitization" among the students. She explained the importance of being aware and understanding the surrounding.



She emphasized on believing in one's instinct. She did provide the necessary safety resources which are available in the BHU campus and asked students to use it. She not only told to be safe in campus but also to keep one's belonging safe be it in hostel or campus. She also emphasized to make good friends and to go in groups. She appreciated the play presented by the students on women safety. On this occasion, Prof. P.S. Tripathi, Director and Dean (Incharge) of the Institute welcomed Prof. Singh. In his welcome speech, Prof. Tripathi underlined the importance of sensitization for all genders. The vote of thanks was given by Prof. Usha Kiran Rai. Dr. Shashi Srivastava welcomed the guest by presenting bouquet. Vote of thanks was proposed by Prof. Usha Kiran Rai. The session was conducted by Dr. Anindita Chakraborty. Prof. R.K Lodhwal, Prof. Rekha Prasad and other faculty members were also present on the occasion.

Guest Lecture by Dr. Atul Parvatiyar (January 20, 2018)

A Guest Lecture was organized at the Institute of Management Studies, Banaras Hindu University. The distinguished speaker was **Dr. Atul Parvatiyar**, Adjunct Professor of UNC Kenan-Flagler Business School, Atlanta and Former CEO, Institute of Customer Relationship Management, USA / Malaysia. He is also an eminent alumnus of the Institute. He interacted with the students on two topics, viz., **"Media and Entertainment Disruption, Perspective and Contemplations"** and **"Why You Should Pursue a Career in Sales? – A Career in Sales is more than What You Thought and Is Great for Both Men & Women!"**



He has thrown light on the diffusion of technologies in the last two decades. He discussed about the changes in the digital technology and consumer behavior. Moving on he told that the consumers are the center of all marketing. He also explained the importance of customer network and also quoted Facebook as the largest nation with 2.2 bn users. He then explained the transformation of Broadcaster controlled content to customer controlled content and experience.



He explained the importance of sales for any organization as sales is the only source to bring revenue. He wiped out the myth of sales and said sales contracting and sales negotiation are very important roles in sales. He also emphasized on the career and growth aspects in sales. Further he told that women work better in sales department as are the emotionally better connected with the customers. He also motivated student to be proactive and have strong urge to learn things.

Prof. Raj Kumar, Director, Dean and Head, IM-BHU welcomed Dr. Parvatiyar by addressing him as one of the **most distinguished alumni** of the institute. Prof. Raj Kumar also gave the insights of the contributions made by him to the institute. **Prof. Usha Kiran Rai** explained the theme of the Session. Event was conducted by Prof. H. P. Mathur. Prof. Rekha Prasad, Dr. Rajkiran Prabhakar and Dr. Anindita Chaktaborty were also present on the occasion. The Session was anchored by Ms. Srishti Singh.

Vasanta Panchami - Foundation Day (January 22, 2018)

Vasanta Panchami – University foundation day was celebrated on 22 January 2018 with great enthusiasm. Saraswati Puja was also held on the occasion. The students, faculty and staff members actively participated in the Foundation Day Procession.

Golden Jubilee Annual Meet of BHUMAA (January 28, 2018)

Institute of Management Studies, Banaras Hindu University hosted National Alumni Meet 2018 of BHU Management Alumni Association (BHUMAA) on 28th January 2018. The mega reunion of its Alumni brought the entire fraternity of distinguished alumni, students and faculty members in unity. The event saw the presence of Mr. Udai Upendra, Founder and CEO (The HR Company), a Distinguished alumni and Chief Guest of the Meet. Guests of Honor of the meet were Mr. Arun Kumar, Former President-HR (Hindalco) and Prof. VK Nangia, Department of Management Studies, IIT Roorkee.



Prof. H.P Mathur, coordinator of the meet warmly welcomed the gathering and gave an introduction about the meet. Prof. Raj Kumar, Director, Dean and Head delivered formal Welcome Address. In his speech, Prof. Raj Kumar mentioned about notable achievements and future programs of the Institute and highlighted the consultancy and extension activities of the Institute and about its partner institutions. Professor Deepak Barman, former Head & Dean of the Institute talked about the BHUMAA journey and pointed out the contributions of Prof. C Lal to initiate the alumni meet in 2001. Since then the network got strengthened and have pan India reach with remarkable global presence.

The following alumni were awarded with **Young Achiever Awards** on the Occasion:

- Mr. Ajay Kanojia, Procurement Manager, (Airbus, France)
- Mr Anuttam Sen, Business Head, (Amar Ujala)

The following senior alumni of the Institute were awarded with **Distinguished Alumnus Awards** on the Occasion:

- Prof S.K. Singh, Vice Chancellor, (Dirbhanga University),
- Mr. SC Bagla, Director, Career Launcher, Varanasi
- Mr. Rajeev Raina, Executive Director, (DFM Foods Ltd.),

- Mr. Loknath Mishra, Senior General Manager and Head,(ICICI Bank),
- Mr. Gaurav Mohan, Vice President (Sales), (Microsoft Corporation),

On the occasion, **23 meritorious students** were awarded **scholarships** sponsored by alumni of the Institute.

This event also marked as a **Silver Reunion of 1993 batch** and **Reunion of 1982 Batch**. The alumni attended the meet from respective batches were felicitated on the occasion.

Since bygone years hold most dearness, the distinguished alums shared their dear experiences which enriched the gathering. They recalled about the time they spent at the Institute and advised the students to never lose their focus and direction of goals which is the ultimate point one aspires to reach. They urged the students to face the trials and tribulations of being with most bravery and positivity. Prof.PS Tripathi proposed the vote of thanks. Prof. H.P. Mathur conducted the event.

The event witnessed the presence of some eminent alumni, Mr. Animesh Saxena, Director, Neetee Clothing, Mr. Atul Prasad, Additional General Manager, NTPC, Mr. Sandeep Poddar, VP, Shooter land global services and many others.

A brief cultural program was also presented by the students of the Institute which began with Ganesh Vandana followed by a sonorous flute rendition followed by a semi classical dance, group song, poetry and Indian jugalbandi. The event culminated at a high note leaving the alumni nostalgic and with lifetime of memories.

Panel Discussion on Union Budget 2018 (February 3, 2018)



An initiative to critically appraise the Union Budget, presented by Honorable Finance Minister Shri Arun Jaitley, a Panel Discussion was organized by the Institute of Management Studies, Banaras Hindu University. The experts who took part in the panel were **Prof. Rakesh Raman**, Dept. Of Economics from Faculty of Social Sciences, BHU, **Prof K.K Jaiswal**, Faculty of Commerce, BHU, **Prof. D.C Rai**, Institute of Agricultural Sciences, **Prof. Alok Kr. Rai** and **Dr. Anindita Chakraborty** from Institute of Management Studies, BHU. **Prof. Rajkumar**, Director, Dean & Head of the institute welcomed the guests on the occasion. The key points were introduced to the audience by Ms. Srishti Singh and Ms. Chetali Keswani (students of MBA) and Ms. Vijaya and Mr. Vibhav Pratap (PhD Scholars). Students from undergraduate, postgraduate and PhD as well as PG Diploma and Certificate courses participated in the Panel discussion. The discussion began with Prof. Alok Kr Rai emphasizing the budget to be more of a marketing nature.



Prof. D.C Rai stated the prosperity of our country is mainly due to agriculture and mentioned that we are the leading producers in dairy, and that this budget has increased hopes by increasing the allocation of funds. The discussion was continued with Prof. Raman clearly stating that the manufacturing industry was neglected with more emphasis on service sector which can have dire consequences in the next 10 years with the increasing competition.



Commenting on the status of this budget he said, had this been the first or second budget in the reign of this government, hopes would have been higher. Adding to which Prof. Jaiswal stated that even the capital industry suffered and also, this budget is more of a modification where funds from one department to another. They inferred the discussion stating that it is more 'a future plan' than a budget. The event concluded with Dr. Anindita Chakraborty proposing the vote of thanks to the esteemed panelists for the thought provoking event.

Induction program for newly admitted Ph.D. Students (February 3, 2018)

Induction Program for newly admitted Ph.D. Students was organized on 3rd February 2018 in the Institute management Studies, Banaras Hindu University.

The Induction program was started with the rendition of Kulgeet. Prof. Raj Kumar, Director & Dean of the Institute welcomed the research scholars and faculty members on the occasion. Prof. Rekha Prasad, Coordinator of the Knowledge Forum also addressed the students on the occasion. The newly admitted students introduced themselves and also presented cultural programs on the occasion.

Unnayan 2018 (February 09-12, 2018)

The annual cultural and sports event of the Institute Unnayan 2018 was celebrated on 09 to 12 February 2018 with various events.

Workshops on Advanced Digital Marketing for Managers & Equity Research and Financial Modeling (13 & 14, Feb. 2018)

Institute of Management Studies, Banaras Hindu University, in association with Forevision conducted two special Certified Business Workshops of 12-hour duration, on 13 and 14 February 2018. These workshops were designed specifically keeping in minds the current requirement of a student and corporate expectations in the institute. Gearing up for Corporate Career, the workshops immensely benefitted the students. The trainers of the program were Mr. Abhishek Salecha and Mr. Sagar Vijan from Forevision.

Inaugurating the above workshops, the Director of the institute Prof. Raj Kumar said that "it is important to have hands-on knowledge of the subject matter for MBA graduates. Hands on experience will give them a competitive edge in converting plenty of job opportunity in their favour. Professional training programs and workshops of this stature would help management students to sharpen their professional skills".

The workshop was coordinated under the guidance of Prof, Ashish Bajpai and facilitated by Kalpavriksha, the Students' Club of IM BHU.

National Seminar on Mastering your Mind for Success at Work and at Home (16-17, Feb. 2018).

A two-day National seminar on "Mastering Your Mind for Success at Work and at Home" was organized by the Institute of Management, Banaras Hindu University in collaboration with Diamond Cutter Business

Management Institute, Arizona, USA. The Seminar was held in two parts. The Key note address on the theme of the Seminar was delivered on 16th February, 2018. The Key Resource Person of the Seminar was Geshe Michael Roach, the founder of Diamond Cutter Institute Arizona, USA and Reputed Spiritual Teacher.



On 17th February 2018, presentations of selected research papers by participants were held in the Seminar Hall of the Institute of Management Studies. An edited book on “Success Mantra for Business Organizations” is under publication.



A brief interaction of Faculty members of the Institute of Management Studies, Banaras Hindu University with Geshe Michael Roach, Founder of Diamond Cutter Institute and Reputed Spiritual Teacher was also held on 16th February 2018. Prof. Raj Kumar, Director of the Institute of Management Studies, BHU welcomed Geshe Roach and introduced faculty members on the occasion.

Mr. Scott Vacek, President, Diamond Cutter International Business Management institute (DCI), Mr. Orit, Vice President, Ms. Victoria, Mr. Stanley and Ms. Lina represented Diamond Cutter Institute on the occasion. Prof. P.S. Tripathi, Prof. Usha Kiran Rai, Prof. Ashish Bajpai, Prof. S.K. Dubey, Prof. Alok Kr. Rai, Prof. R.K. Lodhwal, Prof. P.V. Rajeev and other faculty members were also present on the occasion. Members have fruitful and very creative interaction and was agreed upon to explore various options of collaboration between Institute of Management Studies and Diamond Cutter Institute for academic interaction, joint training programs and research in future.



The Chairman of the Seminar was Prof. Raj Kumar, Director and Dean of the Institute of Management Studies, BHU. The Seminar Coordinator was Prof. P.V. Rajiv and Dr. Santosh Dwivedi, Director, Indology Classics Input Society, Varanasi (India event organizer of DCI) is the Organizing Secretary of the Seminar. Prof. Ashish Bajpati, Prof. S.K Dubey, Prof. Alok Kumar Rai, Prof. R K Lodhwal, Dr. Amit Gautam and Dr. Ashutosh Mohan were also acted as members of Advisory Committee members and organizing Committee of the Seminar

Ransangram 4.0 (National Management Fest) (February 24 & 25, 2018)



Ran Sangraam -The annual management fest of Institute of Management Studies, Banaras Hindu University was organized in the campus premises by Kalpavriksha- Management Club of the Institute. The event had 17 main events from the area of Finance, Marketing, Operations, HR. The flagship event of the fest was Masterpreneur. This year the Ransangram was organized with focus on Golden Jubilee of the Institute. The day one of the Ransangram was loaded with spectacular events from across the

spectrum. The event saw the participation of more than 100 students from different institutions across India. The main motto of such event was interaction among various meritorious Students.



The first event for the day was **Decipher**- an engrossing quiz competition followed by **Spin Meister**- Surrogate Advertising event. It was followed by **Market Mayhem** and **@people**- A case study on marketing and human resource respectively.

Prof. Raj Kumar, Director, Dean and Head, Institute of Management Studies, Banaras Hindu University inaugurated the event. Prof Raj Kumar addressed the gathering and said that the management is applied Science and the events like Ransangram help Students to get practical knowledge of the subject.

Prof. H.C. Chaudhary, Prof. Deepak Barman, Prof.

R.K.Pandey, Prof. P.S. Tripathi, Prof. Usha Kiran Rai, Prof. H.P.Mathur, Prof. Rekha Prasad, Prof. Ashish Bajpai, Prof. S.K. Dubey, Prof. Alok Kr. Rai, Prof. R.K. Lodhwal and other faculty members were also present for the opening ceremony.

The title sponsor of the event was Indian Oil and Media Partner was Red FM. Other sponsors were Ensygnia, Forevision, Rose Hub, Stark Bistro, Dress Land, TVS Banaras.



The organising team consisted of Chandrakanta Ginodia, Shruti Maheshwari, Saurav Agarwal, Gaurav Agarwal, Shardul Mishra, Shreya Thapliyal

Meeting / Interaction sessions

A Meeting with Executives from Wadhawani Foundation with regard to strengthening Entrepreneurship Education was held on *February 1, 2018*

National Workshop on Research Methodology (Mar 5-10)

A National Workshop on Research Methodology was organized under the chairmanship of **Prof Raj Kumar**. The workshop provided hands on training on SPSS 25.0 and intended to sensitize and erudite participants about various Research methodologies to be adopted. Dr.Ashutosh Mohan was Coordinator of the workshop.



Entrepreneurship Summit & UTTHAN 2018-Social Business Plan Competition (March 17-18, 2018)

The two-day **Entrepreneurship Summit** and **UTTHAN 2018 Social Business Plan** competition commenced on **March 17, 2018** with a full roar and excitement. The summit session organized on day one started with the official inauguration by the Director of the institute of Management studies BHU, **Prof. Raj Kumar** along with the dignitaries by lightening of lamp. The Entrepreneurship Summit, an initiative of **Special Asset Program-DRS Level II of UGC**, was to create a rational business plan for the future.



The dignitaries include entrepreneurs and academicians like **Shri Anupam Raghuvanshi** (Time Varanasi), **Mr. A.P. Mishra** (Director, Kautuki Agro Pvt Ltd. UP), **Prof. C. Lal**, Former Head & Dean, FMS, BHU, **Shri Amit Singh**, MD Wadhvani Foundation, **Dr. T.P. Ghoshal**, Ranchi, Sri Amitabh Agrawal, Director, NIIT, Varanasi, **Shri R.K. Choudhary**, MD, Ganga Pulp and Paper Ltd., Ramnagar, **Shri Aditya Agarwal** (Co-Founder and Chief Executive Officer, DL Life Care Pvt Ltd Varanasi), **Shri Ajay Suman** (Deshpande Foundation), **Shri Avinash Chand Mishra** (Co-Director of UP Tourism Varanasi), **Mr. Shashank Kumar** (Chief Manager SBI Varanasi), **Shri Naveen Khanna**, HMV GreenServ and **Shri Bhatia ji**.

The event was further made lively by an interaction and brain storming session between the participants and the guests.

DISHA Two-Day Training Program for Distributors of Indian Oil Corporation Ltd (March 27-28 2018)



A two day training program DISHA was organized for distributors of Indian Oil Corporation Ltd. Mr. Mr. Rahul Dixit (Divisional Manager-Retail Sales) and Mr Ganesh Kumar (Divisional Manager-Retail Sales) was the chief guest for the event. The training program was held to foster the dealers in providing better consumer services. **Dr. Amit Gautam** was the coordinator of the program and it was presided over by **Prof Raj Kumar** (Director & Dean) of the institute.



National Conference on Emerging Business Practices (April 7,8 2018)



Two day National Conference on Emerging Business Practices was organized under the Directorship of **Prof Raj Kumar, Director Dean & Head IM-BHU**. The chief guest of the conference was **Prof. Manoj Dixit, Vice- Chancellor Dr. RML University, Faizabad** and was Presided by **Prof. Harikesh Singh, Vice- Chancellor Jai Prakash University, Chapra**.

The main objective of this conference was to make the students aware of current changes in the field of business and management and the opportunities being created in this field in the world. Prof. Raj Kumar in his welcome address praised Prof Manoj Dixit and Prof. Harikesh Singh said that their contribution in the field of management and professional education is exemplary.

4. Details of Research Facilities available for students :

The Institute is offering professional post graduate management programs. The students are required to do minor projects, dissertation and 8-week practical training reports as integral part of their course curriculum.

Intellectual infrastructure:

The most important highlight of the Faculty is its dedicated line of faculty who are always conscious to enlighten our budding managers with the emerging trends and making them capable to face the challenges in for corporate world. There are 14 Professors, 4 Associate Professors, 9 Assistant Professors in the permanent cadre making the total faculty strength 24 besides one research scientist and 3 associate professors working on contractual basis. All the permanent faculty members are having doctorate degree in management and do have rich industry as well as academic experience. The above figures include the Faculties of MBA Agribusiness program run at RGSC (one Associate Professor, 5 Assistant Processors, three of them on contractual basis).

Intellectual Sharing :

The most important facilitation is the availability and accessibility of intellectuals across almost all known disciplines for any interdisciplinary research and consultation under one roof. Students, research scholars and faculty members are free to consult with any other teachers, scholars and students of different academic units of the University. This is one of the rarest situations to be seen across the world.

Central Library and department libraries:

The Students can avail library facility both at the Department and at the University's Central Library. The Departmental Library spread over 1100 sqm. is having seating capacity of 120 students. The Library is housing around 20000 volumes under more than 5000 titles. There are 100 journals of national and international being subscribed regularly. Equipped with reprographic and networking facility, the working hour of the Faculty Library is from 9.00 AM to 6.00 PM. The Library also provides subject-wise press clippings in folders, statistical abstracts, and annual reports of a large number of Private and public sector companies, financial institutions, case studies, working papers, reprints, microfilms, education video films etc. The Library is well organized with a Bibliography data base of books and periodicals.

Again, the rarest feature for any one in the Campus with a quench of knowledge is his/her accessibility to the Central Library and other departmental libraries. (The University is having 115 departments across known disciplines). There are about 1.5 million books and a number of journals, magazines, fortnights, weeklies, news papers in different languages being subscribed by the Central Library and departmental libraries of the University.

Facilities for Students:

1. Hostel Facility : Available
2. Library Facility : Available
3. Book Bank Facility : Available
4. Free-ship & Scholarship : Available
5. Computer Learning Facility : Available

5. Institution of new Programs of study / up-to-date list of the Programs of study offered by the University/ Faculty

Current regular academic Programs:

- Doctoral Program in Management Studies (Full Time / Part Time)
- Master of Business Administration (MBA) 2 years (F/T)
- Master of Business Administration – International Business (MBA- IB) 2 years (F/T)
- MBA (Agri-Business) (Course is conducted at Rajiv Gandhi South Campus, Barkachha, Mirzapur.) 2 years (F/T)
- PG Diploma in Business Administration (PGDBA) one year (P/T)
- Diploma in Micro Finance & Entrepreneurship one year (P/T)
- Diploma in Leisure and Hospitality Management one year (P/T)
- Certificate in Health Care Management six months (P/T)

6. Awards of degrees/ diplomas and Certificates for Students:

Convocation for session 2016-2018 yet to hold.

7. Library facilities

MANAGEMENT LIBRARY

	Beginning of the Session 2017-18	Addition during the session	Total Collections
1. Total no. of books	19756	57	19813
2. No. of Journals / Periodicals Subscribed	45	-	45
3. Research Publications			
3. One line journals / resources subscribed			
4. Electronic editions	98		98
5. Books issued and consulted	18300		
5. Opening hrs. of Library	9:00 AM to 6:00 PM		

Online Data Base & Statistical packages:

The Institute has subscribed for online database with a view to enhance the quality of research work and enable the students, scholars and faculty members. These include:

- ProwessIQ
- Economic outlook (IP)
- Industrial Outlook (IP)
- Following 14 modules of EPWRF India Time Series :

<ul style="list-style-type: none"> • Financial Markets • Banking Statistics • Domestic Product of States of India • Agricultural Statistics • Price Indices • Power Sector • Industrial Production Series 	<ul style="list-style-type: none"> • Insurance • Finances of Government of India • Combined Government Finances • Annual Survey of Industries • National Accounts Statistics of India • External Sector • Finances of State Governments in India
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Besides the above, the Institute also provided perpetual licensed version of SYSTAT 13 (Comprehensive Desktop Statistics Package) in Desktop / Laptops of Faculty members.

Recently concluding the initial stage of placements, the Institute of Management Studies, Banaras Hindu University (Faculty of Management Studies, BHU) has proven its mettle again in getting excellent placements as it roistered its Golden Jubilee this year. The very initial stage of placements witnessed a commendable opening with a marquee of renowned companies participating and offering coveted profiles across sectors to the 2016-18 Batch of MBA, MBA International Business and MBA Agri Business. This placement season started on a positive note indeed as while 131 students appeared for the placement drive, 100 offers have already been made to the students. With Banaras Hindu University being recently ranked 3rd among the top universities in the National Institutional Ranking Framework (NIRF) of Indian educational institutions released by the Union ministry of human resource and development recently, FMS BHU has also maintained its rank being 39th among the top B-Schools in the country as per the latest reports. The exemplary performance witnessed during the current placement season reaffirms that fact. Along with the loyal recruiters who were delighted with the smooth process and expressed satisfaction in taking part in this year's placement season, there were many new recruiters too who were elated with the quality of students which strengthened the new bond.

The BFSI (Banking, Financial Services and Insurance) sector witnessed prestigious companies like ICICI Bank, Ujjivan, IDBI Capital, SBI Life, IDFC Bank, Mahindra Finance, ICICI Prudential AMC, Utkarsh SFB, provided lucrative roles and opportunities in Corporate Banking & Financial Services, to the students of MBA, MBA International Business and MBA Agri Business. As per the Recruiters Survey of Economic Times of the top 26 B-schools conducted in 2017 BFSI sector had a 47% share for placement in the institute.

The Sales and Marketing sector had leading brands like Mother Dairy, Infosys, Wipro, Future supply chain, VISA Steel, Prism Cement and others coming for placements and offering roles such as Sales and Marketing, Finance, Operations and Supply Chain Management to the students of MBA and MBA International Business.

Meanwhile, the placement season of MBA- Agri Business also witnessed many prominent recruiters like Bharat Groups (BIL), Matix Fertilizer, HDFC Ergo, Dhanuka Agritech, Dayal fertilizers, Cashpor Micro credit with the profiles being Management Trainee, Business Development Executive etc. with job opportunities in food, agribusiness and allied sectors.

90% students get job offers at IMS-BHU placement drive

TIMES NEWS NETWORK

Varanasi: Campus placement drive for 2017-18 at the Institute of Management Studies of Banaras Hindu University concluded on Saturday. The highest pay package this year was Rs 11 lakh per annum which was offered by Mother Dairy to a student of MBA in interna-



BIG GOALS AHEAD

tional business.

"The placement drive witnessed participation of around 30 companies which offered positions across sectors to students of MBA, MBA Inter-

national Business and MBA Agri Business," said placement coordinator Prof HP Mathur.

According to the director, Prof Raj Kumar, this year the placement response is more encouraging than that of previous year as around 85-90% students have been placed as more companies came in for the first time. He added that the average package this year went to Rs 7.2 lakh per annum.

Mathur said that this year the BFSI (Banking, Financial Services and Insurance) sector saw prestigious companies like ICICI Bank, Ujjivan, IDBI Capital, SBI Life, IDFC Bank, Mahindra Finance, ICICI Prudential AMC, Utkarsh SFB and provided lucrative roles and opportunities in corporate, banking & financial services, to the students of MBA, MBA (International Business) and MBA (Agriculture Business).

20 Talent Hunt India's Top Recruiters / B-Schools

THE ECONOMIC TIMES | NEW DELHI | GURGAON | FRIDAY | 18 AUGUST 2017

THE 100 WAR FOR TALENT

Even in a challenging placement scenario, top recruiters made a beeline for the cream of MBA talent across campuses to drive the next wave of digital transformation. **Sreeradha D. Basu & Varuni Khosla** report

For the 7,000-plus MBAs graduating from India's leading 200 business schools, the 2017 placement season came with its own set of challenges in the immediate aftermath of demonetisation. Companies went cautious on the hiring front, salary packages across campuses saw an average 3-10% increase and the mood, in general, was more subdued than in the preceding few years. A mid-all this, however, for blue-chip recruiters, MBA talent continued to be a key driver of their India growth story. Digital transformation of businesses and the emerging opportunities that arose from the current dynamic business environment was one of the primary areas B-school graduates were hired for this year.

"For us, digital transformation continues to be a strong driver for demand," said Janus Lennon, chief people officer at Cognizant, which augments its human resources portfolio in the top recruiters list, after losing out to Deloitte last year. "As physical value chains give way to more agile value chains, where data and digital capabilities can be infused at every step of the process, winning requires a new engagement model and different capabilities," he said. "This trend is creating significant opportunities for B-school graduates, as clients look for fresh talent to leverage process-generation technologies to optimise their businesses and drive innovation."

The company said it had hired close to 600 MBA students from the 2017 graduating batch. Over the last three years, in fact it has hired more than 1,200 MBAs to help propel business growth across areas as varied as management and business consulting, client relationship management, business analysis, analytics and insights, solutions portfolio expansion, corporate development, M&A, change management and business integration. Cognizant Consulting has been the biggest recruiter of management graduates, with more than 6,000 consultants globally.

"Our consulting business continues to take a lead role in many of our transformation deals, helping architect the deals and driving change in our clients' businesses," Lennon said. "We have been a pioneer in having realised the value that B-school graduates bring to the table and have constantly reinvented ourselves to equip in the best possible ways to identify premium business talent that is relevant for Cognizant."

Rubbing shoulders with Cognizant in the top three were ICICI Bank and Deloitte, both of which have been fixtures in the top 10, since 2011.

"As we embark on the next wave of transformation and strengthen our culture of being dynamic, agile and customer-centric, we will continue to hire top-quality talent from premier business and engineering schools as a part of our strategy," said TK Srirang, head of human resources at ICICI Bank. The bank said it has recruited 223 candidates from B-schools this year.

Note in its seventh year, the ET Top Recruiters survey was based on data collated from 26 leading business schools across India: IIM Bangalore, IIM Lucknow, IIM Indore; IIM Kozhikode; XLRI Xavier School of Management; Management Development Institute (MDI) Gurgaon; Indian Institute of Foreign Trade (IIFT), Delhi; Faculty of Management Studies (FMS), Delhi; SP Jain Institute of Management and Research (SPJIMR); IIM Shillong; Narxose Mooljee Institute of Management Studies (NIMS); IIM Trichy; IIM Rohtak; IIM Udaipur; Xavier Institute of Management (XIM), Bhubaneswar; Shaheed J Mehta School of Management (SJMOM), IIT Bombay; WESchool; National Institute of Industrial Engineering (NITIE), Mumbai; Great Lakes Institute of Management; Goa Institute of Management; Institute of Management Studies, Banaras Hindu University (earlier FMS-BHU); IIM Kashipur; International Management Institute (IMI), Delhi; Symbiosis Centre for Management and Human Resource Development (SCMHRD), Pune; Symbiosis Institute of Business Management (SIIBM), Pune; and Department of Management Studies (DMS), IIT Madras.

CONSULTING, TECH RULE
Consulting giants dominated the list this year, a testimony to their growing need for MBA talent that can be rapidly deployed to meet clients' needs.

"Increasingly, several firms continue to expect agencies to set up local development centres in the country, and this too could be fuelled this metric," said SV Nathan, chief talent officer at Deloitte India.

Deloitte slipped behind position in the ET Top Recruiters list, but the company said it has hired over 1,000 graduates from the Class of 2017 across business schools as in past years. MBA graduates were hired across business verticals and services.

B-school hiring has increased by over 45% as IT services consultant Cognizant, a move that has catapulted the company into the top five of the top recruiters' list after a four-year gap. Nearly 35% of the offers made

at B-schools include students from the IIMs.

"Cognizant in India is today a 100,000 people organisation and is the delivery backbone of the group. As we grow in India, it is important for us to identify and train young potential leaders for the future," said Anil Jaiswal, chief of human resources for India at Cognizant.

Digital disruption today needs companies to approach client needs in a very different manner. "Management students come trained with business acumen and a holistic understanding of the industry with a unique perspective on various functions due to specialisation in key subjects like market-

"We have restructured our engagement with B-schools to ensure that our efforts are aligned to our business goals. We aim to create higher brand awareness and deeper connect with the institutions."

—Anil Jaiswal, chief human resources officer, India, Cognizant

broader MBAs at office

—TK Srirang, head, HR, ICICI Bank

Now in its seventh year, the ET Top Recruiters survey was based on data collated from 26 leading business schools across India: IIM Bangalore; IIM Lucknow;

WESchool; National Institute of Industrial Engineering (NITIE), Mumbai; Great Lakes Institute of Management; Goa Institute of Management; Institute of Management Studies, Banaras Hindu University (earlier FMS-BHU); IIM Kashipur; International Management Institute (IMI), Delhi; Symbiosis Centre for Management and Human Resource Development (SCMHRD), Pune; Symbiosis Institute of

"Our company has always engaged in summer internships, which becomes the future hiring pipeline."

"We have a robust summer internship programme with an aim to look for ever-ready placement offers and so far, we have seen a conversion ratio of 60% to our target premier schools," said Sandeep Kohli, talent leader, EY.

"B-school hires form an integral part of our overall strategy and bring in fresh insights relevant to the ever-changing business, customer and technology landscape," he added.

For professional services organisations, the current market presents a range of opportunities in light of the fact that the dynamic business environment, changes in laws and regulation, evolving business models, and the impact of technology related innovations and disruptions, has most industries and companies working toward addressing the emerging opportunities and challenges.

In order to respond to the market needs, skilled and agile talent continues to be a requirement that drives the need for management skills across specific growth areas, said Shalini Pillay, head, people, performance and culture at KPMG in India.

In keeping with the trend of consulting firms seeking top talents across B-schools this year, KPMG, too, has recruited a sizable 250 students from the 2017 graduating batch. In the past two years, across all businesses, B-school hires have been increased by more than 40%, Pillay said.

The company hired for management consulting, risk consulting and deal advisory. These teams work across a wide spectrum of clients - large multinational, promoter driven companies, startups, the government and regulators.

"Our MBA hires represent diversity of academic backgrounds, work experience and skills," Pillay said. "To be able to respond to the market with innovative solutions to complex business challenges, one does require good diversity of skills in the talent repository. The talent certainly enhances our ability to do this and they play an important

time-recruiters' market companies like Mahindra Finance, IFC as well as Aegion Capital, among others. At Great Lakes Institute of Management, Chennai, new recruits included Adobe, Grant Thornton, Larsen and Toubro as well as Shell, while at Goa Institute of Management, fresh-time recruits included ITC, Welspun and Airtel, among others.

Startups / E-commerce Hiring
Despite complex/startup hiring planning across campuses, some companies made their presence felt. Among the big names, Flipkart stayed away but Amazon more than made up for this by increasing recruitments by 15-18%. Ola Cabs and Paytm hired three students each from IIM Bangalore, while Uber and Swiggy hired one each. Culture Machine and Bluewin, among others, hired from IIM Lucknow. At XLRI, recruiters from the space included Paytm, Flipkart, Uber, Oyo as well as Snapdeal. Next Education hired seven students from MDI Gurgaon, while Revopg hired three. Pharmacy hired one student from IIFT Delhi.

Domains In The Limelight

At IIM Shillong, finance emerged as the highest paying domain with annual CTCs of up to Rs 26 lakh and 25% of the entire batch opting for the sector. In FMS-BHU, BFSI (banking, financial services and insurance) had a 47% share. At MDI Gurgaon, the human resources function saw a surge in demand from industry this year. The financial sector too saw substantial growth this year in niche roles such as investment banking,

National Institute of Industrial Engineering (NITIE) Saw domestic package was Rs 39.5 lakh. WESchool saw a 15% increase from Rs 21 lakh to Rs 25 lakh.

Domains In The Limelight
At IIM Shillong, finance emerged as the highest paying domain with annual CTCs of up to Rs 26 lakh and 25% of the entire batch opting for the sector. In FMS-BHU, BFSI (banking, financial services and insurance) had a 47% share. At MDI Gurgaon, the human resources function saw a surge in demand from industry this year. The financial sector too saw substantial growth this year in niche roles such as investment banking, insurance, securities, risk management and more.

Sectors Gaining Prominence
E-commerce, IT operations offers rose even as international offers declined at FMS Delhi. Digital profiles being offered at IIM New Delhi rose. There was a sharp change in marketing profiles of fast-moving consumer goods (FMCG) companies from classic sales and distribution profiles to digital advertising. IT offers were conservative and hired for established roles only. For them, FMCG was a sector where growth was aggressive. There was an increase in offers made by healthcare companies.

SBI Emerges Prominent Recruiter
India's biggest bank was aggressive hiring mode across campuses. State Bank of India was the top recruiter at IIM Kashipur, hiring 100 MBAs from the space. Other banks included Punjab, BNP Paribas, Oyo as well as Snapdeal. Next Education hired seven students from MDI Gurgaon, while Revopg hired three. Pharmacy hired one student from IIFT Delhi.

Finance Pays the Best; First-

TOP 10 SINCE THE SURVEY STARTED

2017	2016	2015	2014
1 Cognizant	1 Cognizant	1 Cognizant	1 Cognizant
2 ICICI Bank	2 ICICI Bank	2 ICICI Bank	2 ICICI Bank
3 Deloitte	3 Deloitte	3 Deloitte	3 Deloitte
4 Capgemini	4 Wipro	4 Infosys	4 Infosys
5 EY	5 HCL Tech	5 Accenture	5 KPMG
6 HCL Tech	6 Accenture	6 KPMG	6 Amazon
7 EY	7 HCL Tech	7 Accenture	7 KPMG
8 Deloitte	8 Cognizant	8 Infosys	8 Deloitte
9 Wipro	9 HCL Tech	9 Wipro	9 Deloitte
10 ICICI Bank	10 ICICI Bank	10 ICICI Bank	10 ICICI Bank
11 Deloitte	11 Infosys	11 Infosys	11 Infosys
12 Wipro	12 Deloitte	12 Deloitte	12 Deloitte
13 Bharti Airtel	13 IIO Bank	13 Cognizant	13 Cognizant
14 ICICI Bank	14 Accenture	14 Accenture	14 Accenture
15 Accenture	15 Airtel	15 Wipro	15 Wipro
16 TCS	16 BCG	16 Yes Bank	16 Yes Bank
17 BCG	17 HCL Tech	17 Oracle	17 Oracle
18 Goldman Sachs	18 Yes Bank	18 Axis Bank	18 Axis Bank

Institute of Management Studies, Banaras Hindu University enlisted among 8 B-Schools other than IIMs.

(Brief of the Article appeared in the Indian Express Published on 9th December 2017)

Full text available at:

<http://indianexpress.com/article/education/cat-2017-other-than-iims-these-top-mba-colleges-accept-cat-score-4974097/>



By: Express Web Desk | New Delhi | Published:
December 9, 2017 10:00 am



CAT 2017 results are expected to release in
the second week of January

- Management Development Institute (MDI), Gurgaon
- SP Jain Institute of Management & Research, Mumbai
- National Institute of Industrial Engineering, Mumbai (NITIE)
- Institute of Management Technology (IMT), Ghaziabad
- Institute of Rural Management, Anand (IRMA)
- International Management Institute (IMI), New Delhi

- Institute of Management Studies, Banaras Hindu University (BHU)

IM-BHU, formerly known as Faculty of Management Studies, BHU (FMS-BHU) is another very old and respected MBA college in the country. It was established in 1968 and stands amongst the oldest business schools in the country. NIRF has ranked IM-BHU as the 28th best business school in the country. It is known for its low fees and a long legacy of quality education.

Admission criteria: It accepts CAT scores for admission.

Cut-off Score: The cutoff generally stands are 80 to 83rd percentile in CAT.

- KIIT School of Management, Bhubaneswar

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Recruiters and participants alike appreciated the robust process, efficaciously matching talent with opportunities. The average package of the students was Rs.7.2 LPA and the highest package rose up to 11 LPA which was offered by Mother Diary. The average package is likely to increase as more top notch companies like DHL, Future Big Bazaar for MBA and MBA International Business and Pradhan, My Operator, Jharkhand livelihood, Savannah Seeds for MBA Agri Business are yet to visit in the future.

Summer Training, Dissertation, Minor Projects, Induction Program & Internship:

Eight Week summer training, Minor Project and Dissertation Project are integral part of the Course Curriculum of MBA, MBA IB and MBA AB programs of the Faculty. Students are doing these project assignments in different organizations under mentorship of the Faculty and an executive guide from the industrial organization.

Faculty organizes one week induction program for fresher of MBA, MBA IB, MBA AB program students. The purpose of the program is to acquaint the newcomers about faculty, faculty members, requisite skill-set for becoming a professional and broad business environmental factor. Experts from industry and academia serve as resource person for the induction program. Some of the indicative topics covered under the program are as:

- Communication Skills
- Personality Development
- GD/Interview Techniques
- Soft Skill Development
- Accounting for Non-Accounting People
- Cross Cultural Training
- Organizational Skills & Team Building

Based on the feedback of students, faculty keeps on updating the content, coverage, duration as well as judicious mix of expertise from industry and academics.

Candidates taking admission in Ph.D. program, are required to successfully complete the six months course work program, which is basically designed to accustom the students about research methodology, communication skills, IT tools and techniques and comprehensive literature review related with the field their respective field of research.

9. Extra Curricular Activities:

The Institute also organized various co-curricular and extra curricular activities during the previous session. These include cultural programs organized by the students during national festivals, Alumni meet, other academic events such as conferences, seminars etc. Annual day of the Institute – Unnayan was celebrated during 9-12 February 2018. Students actively participated and won prizes in various other events organized at University level such as **Spandan 2018, Spardha 2018, Janmashtami, University Foundation Day - Vasant Panchami** events etc. Students also actively participated in debates and competitive events organized by other institutions and won prizes during the session.

10. Campus Development:

Development of physical infrastructure:

During the year the Institute worked on various developmental plans keeping in view of the future growth of the Institute. The proposals prepared and submitted to the university includes:

- Additional floors in the old and new building of the institute is under finalization.
- A new block of G+8 is also under consideration to meet out future developmental needs of the Institute.
- Expansion of Management Boys Hostel.
- A dedicated block of 100 rooms for Girl students of the Institute.

11. Formation of new ordinances / Amendment to certain existing ordinances and framing of rules etc.

The fee of MBA and MBA IB programs has been enhanced from academic session 2017-18. It will now be Rs. 49807.00 for first year and Rs. 49081.00 for second year of the programs.

Efforts have already progressed to enhance the intake to MBA program of the institute. The institute Initiated efforts for restructuring of all courses running in the Institute. Proposals are being prepared for launching of new and innovative courses and also to launch executive MBAs and industry specific collaborative courses.

ooOoo

PART – II

Annexure I

Statement showing academic contribution of University Teachers/ Staff during the year 2017-2018 (i.e., from 1st April 2017 to 31st March, 2018)

Name of the Teacher	Paper published in Journals				Number of Books		Number of Monograph	Number of Manuals	Others
	Total Number of Research Papers		Total Number of Articles		National	International			
	National	International	National	International					
Institute of Management Studies, Banaras Hindu University	32	06	15	01	12	-	-	-	-

Annexure II.

List of Research Project funded by various Agencies sanctioned during the year 2017-2018. (i.e., from 1st April 2017 to 31st March, 2018)

Sl. No.	Topic of Project	Name of Principal Investigator/ Co-investigator	Name of Sanctioning Agency	Fund sanctioned
01	Social Innovation & entrepreneurship in India	Prof. H.C. Chaudhary (Coordinator) Prof. Deepak Barman (Dy. Coordinator)	SAP (DRS Level II) UGC	Rs. 5,00,000.00
02	Role of Supply Chain Function in Business & Marketing Strategies under Post GST Era in Indian Retail Sector	Dr. Ashutosh Mohan	ICSSR, New Delhi	Rs.9,67,000.00

Seminars / Symposium / Conferences / Workshops / Other Academic Meets held during the year 2017-2018 (i.e., from 1st April 2017 to 31st March, 2018)

Sl. No.	Title of the Event	Period of the programs	Name of the funding agency	National / International	Name of the Coordinator(s)
1.	Disha – IOCL Distributor Training Program	March 27-28, 2018	IOCL	National	Dr. Amit Gautam
2.	Entrepreneurship Development Summit	March 17-18, 2018	UGC (SAP DRS Level II)	National	Prof. H.C. Chaudhary
3.	UTTHAN 2018 – Social Business Plan Competition	March 17-18, 2018	UGC (SAP DRS Level II)	National	Prof. H.C. Chaudhary
4.	National Workshop on Research Methodology and Hands-on Training with SPSS 25.0	March 5-10, 2018	Institute of Mgmt. Studies, BHU	National	Dr. Ashutosh Mohan
5.	Ransangram 4.0 Management fest by Kalpvriksha – Students' Club	February 24-25, 2018		National	Kalpvriksha – Students' Club
6.	National Seminar on Mastering your Mind for Success at Work and at Home	February 16-17, 2018	Institute of Mgmt. Studies, BHU	National	Prof. P.V. Rajeev
7.	Workshop on Advanced Digital marketing for Managers	February 13-14, 2018			Prof. Ashish Bajpai
8.	Workshop on Equity Research and Financial Modeling	February 13-14, 2018			Prof. Ashish Bajpai
9.	Unnayan 2018	February 09-12, 2018			Annual Cultural event of the Institute
10.	Panel Discussion on Union Budget 2018	February 3, 2018			Prof. Alok Kr. Rai Dr. Anindita Chakraborty
11.	Induction program for newly admitted Ph.D. Students	February 3, 2018			
12.	Meeting with Executives from Wadhawani Foundation with regard to strengthening Entrepreneurship Education.	February 1, 2018			
13.	Golden Jubilee Annual Meet of BHUMAA	January 28, 2018		National	Prof. H.P. Mathur
14.	Guest Lecture by Dr. Atul Parvatiyar, Adjunct Professor of UNC Kenan-Flagler Business School, Atlanta & former CEO, iCRM, USA/Malaysia on "Media and Entertainment Disruption, Perspective and Contemplations" and "Why You Should Pursue a Career in Sales? – A Career in Sales is More Than What You Thought and Is Great for Both Men & Women!"	January 20, 2018			
15.	Institute Day	December 16, 2017			
16.	FDP on Structural Equation Modeling	December 12-17, 2017		National	Dr. Anindita Chakraborty

Sl. No.	Title of the Event	Period of the programs	Name of the funding agency	National / International	Name of the Coordinator(s)
17.	Workshop on Role of Social Media	December 1, 2017			Prof. Alok Kr. Rai
18.	Workshop on the Genesis of Small Finance Bank and Way Forward in association with Utkarsh Small Finance Bank.	November 18, 2017		National	Prof. P.V. Rajeev
19.	Meeting with Dr. Atul Prasad, Addl. General Manager (HR – RLI), Vindhyachal Super Thermal Power Station exploring Professional collaboration.	November 18, 2017			
20.	Meeting with Director General of National Academy of Indian Railways (erstwhile Railway Staff College) (The apex training institute of Indian Railways (IR) for training its officers) on areas of association/ collaboration of the two institutions.	November 10, 2017			Prof. Rekha Prasad
21.	Capacity Assessment of the Terminal Building at LBS International Airport.	November 11, 12 & 14, 2017			Prof. R.K. Lodhwal with other faculty members
22.	Workshop on Gender Sensitization Key resource person : Prof. Royana Singh, Chief Proctor, BHU	November 9, 2017			Prof. Usha Kiran Rai Dr. Shashi Srivastava
23.	Workshop on Workshop on Emotional Intelligence (Key resource person Dr. B.R. Singh, MD, Strategic Management Consultants, Mumbai.)	November 7, 2017			Prof. H.P. Mathur
24.	Guest Lecture by Mrs. Ritu Saingal , LL.M Gold Medalist and Recipient of prestigious award of "Women Entrepreneur of the Year 2011". The topic of interaction is: " Secrets of Success and Leadership "	November 3, 2017			Prof. R.K. Lodhwal
25.	Introductory workshop by Sri Ajay Suman Shukla , Team Leader, Ek Soch Sandbox, Deshpande Foundation.	November 2, 2017			Dr. Amit Gautam Dr. Rajkiran Prabhakar
26.	Visit and interaction of Mr. Anil Kumar Rai, Airport Director, Lal Bahadur Shastri International Airport, Varanasi with faculty members.	October 30, 2017			Prof. R.K. Lodhwal
27.	Stock Mind Season VI - "A Virtual Trading Competition by ICICIDirect" conducted at Institute of Management Studies (Faculty of Management Studies) BHU.	October 26-27, 2017			Prof. H.P. Mathur

Sl. No.	Title of the Event	Period of the programs	Name of the funding agency	National / International	Name of the Coordinator(s)
28.	Visit and interaction with Mr. Sudhanshu Tripathi, Strategy Lead & Chief Marketing Officer (Acting) for <u>Sterlite Power</u> which is a <u>Vedanta</u> Group company.	October 24, 2017			
29.	Visit and interaction with Mr. Rajvijay Bihari, Dy. Director and Mr. Vivek Rai, Aanalyst, Quality Council of India.	October 16, 2017			
30.	Visit of Sriman Jityendra Singh Gaekwad, Great Grandson of Maharaja Sayaji Rao Gaekwad	October 7, 2017			
31.	Awareness Campaign organized as part of Swachh Bharat Mission	September 16, 2017			Knowledge Forum Prof. Usha Kiran Rai Dr. Shashi Srivastava
32.	Seminar on "Business Strategy-A conceptual & Practice framework"	August 28, 2017			Prof. H.P. Mathur Dr. Amit Gautam
33.	Debate Competition and Talk on Pre and Post QIM (As part of activities organized to commemorate 75th year of Quit India Movement & 71st Year of Independence of the Nation)	August 26, 2017			Prof. Usha Kiran Rai Dr. Amit Gautam Dr. Shashi Srivastava
34.	Workshop on "Corporate Job Employability Skills"	August 16, 2017			Prof. H.P. Mathur
35.	Guest Lecture by Dr. M. Satish Kumar, Queen's University Belfast	August 10, 2017			Prof. P.V. Rajeev
36.	Induction Program for newly admitted MBA and MBA IB students	July 17-22, 2017			Dr. Amit Gautam Dr. Shashi Srivastava
37.	International Yoga Day	June 21, 2017			Prof. Rekha Prasad Dr. Shashi Srivastava
38.	Workshop for Grampradhans (Initiative under Unnat Bharat / Samarth Gram Abhiyan)	May 15, 2017			Prof. P.V. Rajeev Dr. Shashi Srivastava
39.	First village visit under Samridh Bharat Abhiyan (to villages adopted by the Institute)	April 12, 2017			Prof. P.V. Rajeev Dr. Shashi Srivastava Dr. Anindita Chakraborty
40.	Special Sessions on Practical Training for students of MBA & MBA IB programs (Batch 2016-18)	April 9, 2017			Prof. Alok Kr. Rai
41.	Dasvidaniyan & Farewell of Batch 2015-17 (MBA, MBA IB & MBA AB)	April 1 & 2, 2017			Prof S.K. Dubey (MBA AB); Prof. R.K. Lodhwal

Annexure IV

Statement showing number of Teachers deputed to participate in the various academic meets during the year 2017-2018 (i.e., from 1st April 2017 to 31st March, 2018)

Sl. No.	Name of the Teacher	In India	Abroad	Purpose of visit & Period
01				
02				

Annexure V

List of Honours, Fellowship, Awards Distinctions and other remarkable achievement of the Institute/ Faculty during the year 2017-2018 (i.e., from 1st April 2017 to 31st March, 2018)

Sl. No.	Name of the Teacher	Nature of National / International Awards etc.	Name of the Awarding Body
01	Prof. R.K. Pandey, former Director, Dean & Head of the Institute of Management Studies	Distinguished Professor w.e.f 1/7/2017.	Banaras Hindu University
02	<ul style="list-style-type: none"> • Ms. Anupama Asthana (Supervisor: Prof. R.K. Lodhwal), • Mr. Om Jee Gupta (Supervisor: Dr. Anurag Singh) and • Mr. Sandeep Kumar (Supervisor : Dr. Amit Gautam) 	visited China as part of the Indian youth Delegation to China 2017 from 09th to 16th June, 2017.	

Sl. No.	Institutional	Nature of National / International Awards etc.	Name of the Awarding Body
01	Institute of Management Studies, Banaras Hindu University ranked	IM-BHU ranked one among 26 top B-Schools in the country on the basis of Campus Placements.	The Economic Times (18 August 2017, New Delhi)