

काशी हिन्दू
विश्वविद्यालय



BANARAS HINDU
UNIVERSITY

प्रबन्ध शास्त्र संस्थान
INSTITUTE OF MANAGEMENT STUDIES

(2018-19 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 and 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 today’s world. 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 Institute 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 Institute 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, integrated programs such as B.Tech.– MBA, B.Sc. MBA, Executive MBA etc.

From academic session 2019-2020, the Institute is launching One- year two-sem. Part-time Post Graduate Diploma in Health Care Management.

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 Health Care Management (PGDHCM) one year (P/T) (to be launched in academic session 2019-2020)
- 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.

Recognitions / 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

- **Setting up of AIC – Mahamana Foundation for Innovation and Entrepreneurship – IM-BHU – A flagship project of Atal Innovation Mission, NITI Aayog, Government of India.**
- **DRS – Phase II SAP (Special Assistance Program) (UGC)**
- 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:

- **Consultancy projects for Bhadohi Industrial Development Authority**
- **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 2018-2019, Institute organized various developmental activities besides its regular academic Programs. These are detailed in the section 1 and in the following sections.

Name of events	Date / Period
Ransangram 5.0 Management Fest	8 & 9 March 2019
National Conference Innovations in Business Practices Chief Patron: Vice Chancellor, BHU (Patrons: Prof. S.K. Dubey, Director, IM-BHU & Prof. P.S. Tripathi, Dean & Head, IM-BHU Conveners : Dr. Amit Gautam & Dr. Anurag Singh, IM-BHU)	2 March 2019
Krishisangram - Management Fest of MBA Agribusiness at RGSC	28 February 2019
Guest Lecture Distinguished Guest: Prof. Anol Bhattacharjee , Ph.D. Exide Professor of Business Ethics, Professor of ISDS Fulbright-Nehru Distinguished Chair, Muma College of Business, University of South Florida, USA.	12 February 2019
National Workshop on Research Methodology (Patron: Prof. S.K. Dubey, Director, IM-BHU Chairman: Prof. P.S. Tripathi, Dean & Head, IM-BHU Coordinator: Dr. Ashutosh Mohan, IM-BHU)	11-16 February 2019
Guest Lecture Team Building Distinguished Guest Shri Aniruddh Maheshwari , Former DGM, ONGC and a distinguished Alumnus of IT-BHU and IM-BHU.	8 February 2019
Annual Meet of BHU Management Alumni Association (BHUMAA)	27 January 2019
Guest Lecture Marketing Analytics in Decision Making Distinguished Guest: Mr. Rajnish Tuli , Principal Lecturer & Consultant, Data Science Practice, Institute of System Sciences, National University of Singapore, Universal Digital University, USA.	23 January 2019
Guest Lecture Impact of Technology and Innovation in Business Domain Distinguished Guest: Dr. Hari Krishna Mohan , Vice Chancellor, Universal Digital University, USA.	21 January 2019
" Three-Day Workshop on Yog " organized for Non teaching staff members of the Institute in association with Bharat Adhyayan Kendra, Faculty of Arts, BHU. Dr. Geeta Y. Bhatt , Centenary Visiting	20 - 21 December 2018

Name of events	Date / Period
Professor, Bharat Adhyayan Kendra conducted the Workshop.	
Releasing of Book Titled “Handbook of Advances in Marketing in an Era of Disruption” (Essays in honour of renowned Scholar Dr. JAGDISH N. SHETH) Authored by: Prof. Atul Parvatiyar, Texas Tech University, USA & Prof. Rajendra Sisodia, FW Olin Distinguished Professor of Global Business, Babson College, Massachusetts	13 December 2018
Visit and Interaction of 15 SBI Officers	8 December 2018
Guest Lecture by Mr. Sumit Srivastava , Founder, Greenleaf Incubator (Alumni of IIT-BHU & London Business School)	4 December 2018
Prof. S.K. Dubey joined as Director of the Institute.	29 November 2018
Degree Distribution ceremony as part of the 100 th Convocation of the University.	22 November 2018
National Education Day (Birth Day of Maulana Abdul Kalam Azad, First Education Minister of Independent India) Chief Guest: Prof. C. Lal.	11 November 2018
Guest Lecture and Interaction Session with Shri C.K. Poddar , on Leadership Development Former Executive Director (HR /R), Neelachal Isptat Nigam Ltd.	30 October & 1 November 2018
Guest Lecture by Sri Amit Pandey , COO, Exicom Telesystems Ltd. Coordinated by Prof .H.P. Mathur	26 October 2018
Guest Lecture by Prof Mohammad Masood Ahmed , Director of Indo Us Hospital, Hyderabad as part of his 100 series of Lecture on “Know Your Nation” Coordinated by Dr. Shashi Srivastava	26 October 2018
Workshop on Introduction to R and Statistical Analysis using R-Studio Key Resource Person: Dr. Neeraj Kaushik , HoD, DBA, NIT-Kurukshetra. Coordinated by Dr. Rajkiran Prabhakar and Dr. Shashi Srivastava. Facilitated by Knowledge Forum.	8-10 October 2018
Guest Lecture / Interaction Session Prof. C. Ramesh Kumar , Director, Sardar Vallabhai Patel International School of Textiles & Management, Coimbatore. Shri Amitav Ash , Head Marketing, HCL Healthcare, New Delhi. Coordinated by Prof. P.V. Rajeev. An initiative of AIC – Mahamana Foundation for Innovation and Entrepreneurship – IM-BHU.	29 September 2018
Guest Lecture for MBA Agribusiness Students Shri Kamal Kumar , Advisor, Dhanuka Agritech Ltd. Coordinated by Prof. S.K. Dubey	29 September 2018
Panel Discussion on Customer Experience: The New Competitive Battlefield Coordinator: Prof. H.C. Chaudhary	25 September 2018
Launching of Atal Incubation Center , IM-BHU & Post Launch Function Hon'ble Prime Minister launched AIC - Mahamana Foundation for Innovation and Entrepreneurship - IM-BHU	18 September 2018
Teachers' Day Celebrations	5 September 2018
Assessment Workshop Conducted by ABBSCISSA HR Consulting Pvt. Ltd. Resource Persons : Mrs. Jayati Mitra, Mr. B.M. Sash, Mr. Sanjay Patro. Coordinated by Prof. H.P. Mathur	1 & 2 September 2018
Guest Lecture on Indian Retail Scenario and Journey of Future Group Chief Guest : Shri Shreenath Gangil, Marketing Head (UP Zone), Future Group. Coordinated by Prof. H.P. Mathur	21 August 2018
Induction Program For newly admitted students of PGDBA Chief Guest : Shri Amitabh Agrawal, Director, NIIT, Varanasi	16 August 2018
Guest Lecture / Interaction Session For Research Scholars and Faculty members Dr. Abhirupa Chakrabarty , Associate Professor & Distinguished Faculty Fellow of Strategy Smith School of Business,	13 August 2018

Name of events	Date / Period
Queen's University, Canada	
Workshop Gender Sensitization & Self Defense: A Program organized in collaboration with Women's Grievance Cell, BHU and Sayesha Foundation, Delhi Chief Guest: Prof. Royana Singh, Chief Proctor & WGC Chairperson, BHU In Chair: Prof. P.S. Tripathi, Director, Dean & Head; Coordinated by Prof. Usha Kiran Rai, WGC Chairperson, IM-BHU	9 August 2018
Induction Program For newly admitted students of MBA & MBA IB Distinguished key speakers of different sessions in the Induction program were: <ul style="list-style-type: none"> • Prof. Rakesh Bhatnagar, Vice Chancellor, BHU • Prof. T N Singh (Vice Chancellor – MGKVP) • Prof. MC Bijawat (former Dean of Law Faculty in Banaras Hindu University, BHU). • Prof. A K Srivastava (Department of psychology, BHU) • Prof. M.Z. Khan Dept. of Mechanical Engineering of IIT-BHU • Prof. M.K. Singh (Dean of Students), • Prof. Royana Singh, Chief Proctor, • Prof. H.N. Prasad, Librarian-Central Library, • Prof. G.P. Sahu, Member Anti Ragging squad. • Prof. S.K. Trigun (Vice President University Sports Board) • Sri Sumit Neogi (Vice-President-HR- Reliance Industries) • Dr.Atul Parvatiyar (Director of Sales – iCRM) • Mr. Amit Rai from Ujjivan Small Finance Bank • Mr. Devendra Singh (Digital Marketing Manager, Web Portal India) • Mr. Bhagirath Jalan (CEO of Jalan Group). • Mr. Amitabh Agarwal (Director NIIT, Varanasi). • Dr. Rajnikant Dwivedi (GI and MSME Expert). • Mr. Ajay Suman, Team Leader, Deshpandey Foundation. • Mr. Gaurav Garg (Career Development Consultant, BHU). • Dr. R D Singh (Executive Vice president and retail Coromandel International) • Mr. Harshit Malviya, Regional Manager – Human Resources, Mahindra Finance • 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) 	17-21 July 2018
Interaction Session with Mr. Deepak Behl, Director HR, Apeejay Group & Ms. Vinita Thapa, Director HR, The Grand Hotel, Saraf Hotels Group	29 June 2018
International Yoga Day	21 June 2018
National Conference on Emerging Business Practices	7-8 April 2018

3. Details of Achievements of Activities and Programs:

Atal Incubation Center (NITI Aayog) (18 Sep. 2018)



Shri R. Ramanan, Addl. Secretary & Project Director, AIM, NITI Aayog with other dignitaries in the Post Launch function of AIC – Mahamana Foundation for Innovation and Entrepreneurship – IM-BHU (18 Sept 2018)

Post Launch function of Atal Incubation Center, IM-BHU

Banaras Hindu University adds one more feather in its cap by setting up Atal Incubation Centre in the name of 'AIC – Mahamana Foundation for innovation and Entrepreneurship' in its campus by the initiative of NITI Aayog, Government of India. Post to the inaugural by the **Honourable Prime Minister, Shri Narendra Modi**, the Institute of Management Studies, BHU had the privilege of hosting a discussion session on the importance of entrepreneurship and innovation. The session started with the welcome address by **Prof. P.S.**

Tripathi, Director (In-Charge) Dean & Head IM-BHU. Session was conducted by **Prof. H.P. Mathur**. **Shri R. Ramanan**, Addl. Secretary & Project Director, AIM, **Sri Sudhakar Rao**, Chairman, BSE Institute and **Prof. H.C. Chaudhary** also addressed the audience. **Shri Unnat Pandit**, Manager-Atal Incubation Mission, NITI Aayog, **Shri Ambarish Dutta**, MD & CEO, BSE Institute limited along with other dignitaries and faculty members of the institute were presented on the occasion.

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.



International Yoga Day



On the occasion of International Yoga Day, Institute of Management Studies- BHU organized a session on Yoga. The event started by paying tribute to Mahamana – Pt. Madan Mohan Malviya ji. The participants were enlightened about the importance of Yoga and observing Yoga Divas to create awareness among the new generation on Yoga.

Delegates doing Yoga on International Yoga Day

Director of IM BHU– Prof. Raj Kumar enlightened the participants on this special occasion and felicitated the esteemed guest – Mr. Vivek Kumar Rai for his gracious presence. Mr. Vivek Kumar Rai taught various yoga techniques to the participants. Yoga is a physical, mental and spiritual practice attributed mostly in India. 21 June is declared as 'International Yoga Day' by United Nations General Assembly. Prof. Deepak Barman, Prof. Usha Kiran Rai, Prof. S K Dubey, Dr. Amit Gautam, Dr. Shashi Srivastava, Dr. Anindita Chakraborty and Dr. Shantanu Saurabh were present in the event. The research scholars of the department actively participated in the event. Ms. Palima Pandey conducted the program.

Workshop on Gender Sensitization & Self Defense (9 August 2018)

The Program was organized in collaboration with Women's Grievance Cell, BHU and Sayesha Foundation, Delhi. Chief Guest of the programme was **Prof. Royana**

Singh, Chief Proctor & WGC Chairperson, BHU, **Prof. P.S. Tripathi**, Dean & Head(IM, BHU); Coordinated by **Prof. Usha Kiran Rai**, WGC Chairperson, IM-BHU.



The Workshop started with a floral tribute to **Pt. Madan Mohan Malaviyaji**, great statesman and founder of the University followed by lighting of the lamp. Dr. Rajkiran Prabhakar welcomed the distinguished guests and bouquet was presented by Prof. P.S.Tripathi (Dean & Head, IM BHU) to the chief guest **Prof. Royana Singh** on the occasion. Prof. Tripathi emphasized on the importance of inculcating

an appreciation of differences in people and vouched for equal respect for men, women as well as trans-genders in the society. **Prof. Royana Singh**, Chief Guest of the Occasion, **Prof. Usha Kiran Rai (IM, BHU)** and **Ms. Renu Gupta (founder of the Sayesha Foundation)**. At the end of the program, live training of self defense was given by **Mr. Rajveer** of Sayesha Foundation.



Prof. Usha Kiran Rai was the coordinator of the program while Dr. Rajkiran Prabhakar conducted the event. Dr. Amit Gautam, Dr. Ashutosh Mohan, Dr. Shashi Srivastava (Students' Advisor), Dr. Anindita Chakraborty, and other eminent faculty members were also present on the occasion along with research scholars and students of MBA and MBA IB I & III Semester.



Gender Sensitization & Self Defence Workshop organized on 9th Aug 2018.

Induction Program for MBA & MBA (IB) Students (July 16-21, 2018)

The Institute organized one week Induction Program for newly admitted students of MBA & MBA IB programs (Batch 2018 - 2020) from 16 to 21 July 2018. The program was focused on 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. 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.



Organizing Team of Induction Program: Prof. H.P. Mathur was the Coordinator of the organizing team. Prof. Amit Gautam and Dr. Shashi Srivastava were members of the organizing team. **Distinguished guests and key speakers graced the Induction program organized for newly admitted students (batch 2018-2020) from 16 to 21 July 2018 :**

- Prof. Rakesh Bhatnagar, Vice Chancellor, BHU
- Prof. T N Singh (Vice Chancellor – MGKVP)
- Prof. MC Bijawat (former Dean of Law Faculty in Banaras Hindu University, BHU).
- Prof. A K Srivastava (Dept. of psychology, BHU)
- Prof. M.Z. Khan, Dept. of Mechanical Engineering of IIT-BHU
- Prof. M.K. Singh (Dean of Students),
- Prof. Royana Singh, Chief Proctor,
- Prof. H.N. Prasad, Librarian-Central Library,
- Prof. G.P. Sahu, Member Anti Ragging squad.
- Prof. S.K. Trigun (Vice President University Sports Board)
- Sri Sumit Neogi (Vice-President-HR- Reliance Industries)
- Dr.Atul Parvatiyar (Director of Sales – iCRM)
- Mr. Amit Rai, Ujjivan Small Finance Bank
- Mr. Devendra Singh (Digital Marketing Manager, Web Portal India)
- Mr. Bhagirath Jalan (CEO of Jalan Group).
- Mr. Amitabh Agarwal (Director NIIT, Varanasi).
- Dr. Rajnikant Dwivedi (GI and MSME Expert).
- Mr. Ajay Suman, Team Leader, Deshpandey Foundation.
- Mr. Gaurav Garg (Career Development Consultant, BHU).
- Dr. R D Singh (Executive Vice president and retail Coromandel International)
- Mr. Harshit Malviya, Regional Manager – Human Resources, Mahindra Finance
- Prof. H. C. Chaudhary Institute of Mgmt. Studies, BHU
- Prof. P.S. Tripathi, Institute of Mgmt. 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)





Guest Lecture by Mr. Shreenath Gangil, Mktg. Manager, Future Group (21 Aug. 2018)

A guest lecture was organized in the Institute on 21 August 2018 on “**Indian Retail Scenario and Journey of Future Group**” and the distinguished guest was **Mr. Shreenath Gangil, Marketing Manager (UP Zone) of Future Group**. Topic of discussion was Indian Retail Scenario and its trend and opportunities, which was well discussed by the guest and the interactive audience. At the conclusion of the session, **Mr. Gangil** blessed all the students for their bright future endeavours. Students of first and final year pitched their queries that were well explained by the guest and eventually all the students were found inspired by the knowledgeable and practical giveaways. The programme was coordinated by **Prof. H.P. Mathur (IM, BHU)**.



Teachers’ Day Celebration (5th Sept. 2018)



'It is the supreme art of the teacher to awaken joy in creative expression and knowledge', a famous saying by Albert Einstein that accentuates the importance of teachers in the developing and shaping phase of students. The celebration flagged off with a floral

tribute to Malaviya Ji and singing of Kulgeet then the program progressed with the address by Prof. P.S. Tripathi, the Director (In-charge), Dean & Head. Other senior faculty members also addressed the students and showered their blessings. The celebration culminated with sensational performances by students.

In the last leg of this celebration, there was some mushy moment in the environment as some super

seniors teachers were having teary eyes.

Panel Discussion on Customer Experience (25th September, 2018)

A Panel Discussion on **Customer Experience: A New Competitive Battlefield**, a brainchild event of Prof. H. C. Chaudhary, former Dean and Head of IM BHU, which

was aimed at augmenting management students' knowledge and understanding on Customer Experience.



The students gathered and floral tribute was paid to **Pandit Madan Mohan Malaviyaji** by the dignitaries present. It was followed by the welcome address of **Prof. P. S. Tripathi**, Director, Dean and Head of IM BHU who enlightened the audience with an insight on the dimensions of Customer Experience. Then **Prof. H. C. Chaudhary**, the event coordinator, briefed the rules and the format of the event. There were a total of 18 participants from IM BHU and Rajiv Gandhi South Campus BHU and they were divided into 3 panels mentored by **Prof. Usha Kiran Rai**, **Prof. S.K. Dubey** and **Dr. Ashutosh Mohan**.

Six best speakers were chosen from the three panels: Akansha Jaiswal, Archana Kushwaha, Charulata Upadhyay, Mrinal Singh, Prateek Kumar Tripathi and Utsav Agarwal. The participants were awarded with the 'Marketing Whitebook' as a token of appreciation for putting in the efforts.



The winners also got a chance to meet **Mr. Kulmeet Bawa**, Managing Director, Adobe, India and South Asia on 1st October at Noida.

Team Kshitij congratulates all the winners and also the participants and the audience for making the event a successful and an enriching one.

Guest Lectures by Prof Mohammad Masood Ahmed and Sri Amit Pandey (26th Oct., 2018)

The Institute organized a guest lecture on "Know Your Nation" as part of a 100 lecture series by **Prof. Mohammad Masood Ahmed**, Director of Indo US Hospital, Hyderabad. on 26th October, 2018. Prof. Ahmed highlighted the current and prevalent scenarios in Economy, Education, Employment in India. He emphasized the importance of the youth in making India bright and gave impetus to have high dream about their future and nation. He concluded emphatically with suggestions to present students "Do something to have a positive impact on society which will be your true success".





Another distinguished speaker on the occasion was **Shri Amit Pandey**, who is a TEDX Speaker and hailed as ‘Human Charger’, also COO of Exicom Telesystems Ltd. He asked the students to be ‘sincere’ instead of being ‘serious’ in their course of life. He interestingly explained how people ordinarily remain, perplex just because they tie their happiness in the controlling hands of others. He quoted " There is nothing like strangers in the world, they are just friends we have not met yet. The event was coordinated by **Dr. Shashi Srivastava** and **Prof. H.P. Mathur**, IM, BHU.

Guest Lecture & Interaction Session with Shri C.K. Poddar (30 Oct & 1st Nov, 2018)

“An army of sheep led by a lion is better than an army of lions led by a sheep”. Yes that’s what a good leader can do, it can bring out the best in you. Every manager could mould himself or herself in the shoes of either leader or boss just by choosing the role or responsibilities in an organization. In order to demarcate key difference between the attributes of a boss or leader, and to provide guideposts for the path towards an influential leader, a guest lecture on Leadership Development by **Shri C K Poddar**, Former Executive Director (HR/R), Neelanchal Ispat Nigam Ltd was organized in Institute of Management Studies, BHU on 31st Oct. 2018. **Prof P S Tripathi**, Director, Dean & Head welcomed the distinguished guest, students, scholars and faculty members on the occasion.

Shri Poddar in his speech enlightened the students that a manager is one who coordinate all available resources including human capital for getting desired job done while a leader goes beyond the former one because he initiates, motivates, impart confidence, encourages, creates hopes, imparts morale, established right kind of environment, set benchmark in order to synchronize objectives of organization to that of internal customer. Furthermore, he explained how a successful leader keeps his or her organization vibrant for achieving organizations’ goal. He then tackled all the queries raised by the students through His business acumen. His words imparted impetus to the development of leadership in all the future aspiring managers.



100th Convocation Ceremony, BHU (22 November, 2018)



100th BHU Convocation was celebrated at the university campus on 22nd and 23rd November 2018. All the research scholars and students who have completed their respective courses have been awarded the degree. A convocation ceremony is a special day in the academic life of students as after years of hard work and dedication, they get their hard earned education degrees. Wearing the traditional academic regalia and walking up the stage is the dream of every student in front of his friends and family members who have supported them in their entire difficult endeavor.

It is a defining moment in every student's life giving his self-esteem a boost.

It was not just the day for convocation for many; it was an opportunity probably the last one before becoming an official alumni, to re-visit their very well-known temple of education and walk down the memory lane. Every street, tree and brick of the campus reminded about all the good times they spent here, the time which probably will never come back.

Following medals were also distributed to the top students of MBA, MBA IB and MBA AB Batch 2017 & 2018 on the occasion:

Name of Student	Exam	Medals
Ms. Ishita Singh	MBA (IB) 2015-2017	<ul style="list-style-type: none"> Smt. Champa Devi Gold Medal; Prof. Abrar Ahamad Gold Medal; BHU Medal
Ms. Hayat Ansari	MBA 2015-2017	<ul style="list-style-type: none"> Kedar Nath Gold Medal; BHU Medal; P.L. Chaubey Gold Medal; Dr. S.K.R. Bhandari Gold Medal Thakur Ratan Pal Singh Memorial Gold Medal;
Mr. Akshay Vaibhav	MBA (AB) 2015-2017	<ul style="list-style-type: none"> BHU Medal
Ms. Shruti Maheshwari	MBA (IB) 2016-2018	<ul style="list-style-type: none"> Smt. Champa Devi Gold Medal; Prof. Abrar Ahamad Gold Medal; BHU Medal
Ms. Akanksha Sharma	MBA (IB) 2016-2018	<ul style="list-style-type: none"> Smt. Champa Devi Gold Medal; Prof. Abrar Ahamad Gold Medal ; BHU Medal
Mr. Utkarsh Kasera	MBA 2016-2018	<ul style="list-style-type: none"> P.L. Chaubey Gold Medal
Ms. Sonakshi Patel	MBA 2016-2018	<ul style="list-style-type: none"> Kedar Nath Gold Medal; Dr. S.K.R. Bhandari Gold Medal Thakur Ratan Pal Singh Memorial Gold Medal; BHU Medal
Ms. Megha Ailani	MBA (AB) 2016-2018	<ul style="list-style-type: none"> BHU Medal

Dr. Ashutosh Mohan, Associate Professor in the Institute was awarded D.Lit Degree in the Convocation.

Ph.D. Degrees Awarded on the occasion (Name of Supervisor in Parenthesis):

Dr. Ajeet Kumar Maurya (Prof. Raj Kumar)	Dr. Priyanka (Prof.Sujit Kumar Dubey)
Dr. Amarjeet Singh Yadav (Prof.P.S. Tripathi)	Dr. Pushyamitra Trivedi (Prof.Sujit Kumar Dubey)
Dr. Arun Kumar Deshmukh (Dr. Ashutosh Mohan)	Dr. Rajeev Kumar (Dr. Ashutosh Mohan)
Dr. Ashish Anand Tripathi (Prof.Usha Kiran Rai)	Dr. Sandhya Kumari Singh (Prof.Usha Kiran Rai)
Dr. Dilip Kumar (Prof. Rajeev P.V.)	Dr. Sanjeev Kumar (Prof.H.P. Mathur)
Dr. Garima (Prof.H.C. Chaudhary)	Dr. Saumya Singh (Prof.Raj Kumar)
Dr. Indrajeet Majumdar (Prof. Rajeev P.V.)	Dr. Saurabh Gupta (Prof.S.C. Singh)
Dr. Kanchan Lata Tripathi (Prof.Rekha Prasad)	Dr. Shraddha Mishra (Prof.Raj Kumar)
Dr. Laxmi Pandey (Prof. Rajeev P.V.)	Dr. Vivek Srivastava (Prof.Alok Kumar Rai)
Dr. Onkar Nath Mishra (Prof.P.S. Tripathi)	Dr. Deepika Kaur (Dr. Shashi Srivastava)

Institute week Celebration & "Share Warmth" Winter Campaign (13-18th, Dec. 2018)

"We make a living by what we get, We make a life by what we give"

- Winston S Churchill



The above words remind us that the happiest people are not those who get more, but those who give more. As the members of Team Visvires (Cultural Club of Institute of Management Studies, BHU) along with some volunteers felt this happiness during the **"Share Warmth" Winter Campaign** conducted from **13-18th December, 2018**. The initiative aimed at collecting clothes

from the faculties and staff members of BHU family and distributing the same to the most needy people. It was organized as part of the **Institute week celebration**, and was a small gesture that could help the people pass this winter comfortably. The happiness and gratitude on the faces of the less privileged people made the participants realize the importance of the joy of giving.





The **Institute day** was celebrated on completion of the sprawling 51 years of a visionary journey on 16th December, 2018. The celebrations began with lamp lighting and garlanding of the Saraswati, the Goddess of knowledge by all the teachers and the dignitaries present marked the beginning of the events for the auspicious day. All faculty members, other dignitaries, research scholars, students and staff members presented on the occasion. Floral tributes were also paid to **Bhaat Ratna Pt. Madan Mohan Malaviya ji**, the great founder of the University and the Kulgeet was performed by students.



On this occasion, **Prof. Sujit Kumar Dubey** Director of the Institute welcomed the gathering with his motivating speech related to growth of the Institute and stated that the Institute of Management Studies can be as equal to the top most management Institutes.

Prof. P.S. Tripathi, Dean and Head of the Institute welcomed all the dignitaries and Invitees. In his welcome address, he recalled the glory and legacy of the institute. Different cultural activities were

presented by the students of the institute on the occasion.



Enchanting group dance by Mr. Mayank, Mr. Anshul, Mr. Hrishi and Mr. Ashwin and a mystic solo dance by Ms. Meenakshi. Mr. Kaustubh made a special solo performance on flute.

Mr. Shreshath embraced the audience with his poetry recitation and a short video was played on the Winter Clothes Distribution done by the students of IM BHU a day before.

The evergreen melody and guitar performance presented by **Prof. Ashish Bajpayee** changed the environment and surely kept the audience grooving. The vote of thanks was proposed by **Prof. R. K. Lodhwal**.



Book Release Function Hosted (13th December 2018)

A Book release function was hosted in the Institute of Management Studies, Banaras Hindu University on **13 December 2018**.

The book titled “**Handbook of Advances in Marketing in an Era of Disruption**” is a collection of essays in honour of renowned Scholar **Dr. JAGDISH N. SHETH** on his 80th birthday and was edited by Dr. Atul Parvatiyar, Professor, of Practice, Texas Tech University, Lubbock, TX 79409, USA (one of the distinguished alumni of the Institute) jointly with **Prof. Rajendra Sisodia**, FW Olin Distinguished Professor of Global Business, Babson College, Massachusetts.

Prof. S. K. Dubey, Director of IM BHU welcomed the guest. Prof. V. N. Singh, Prof. Mittal and Dr. Kiran Singh were also graced the event. **Prof. Atul Parvatiyar** during his speech enlightened students with his academic experience.

He focused on market disruptions and talked about concurrent marketing, sequential marketing as well as post-consumption behaviour of customers in the present scenario. He also focused on the emerging developments in the pricing models of the industries and discussed about various problems related to it. He concluded the session by stating that marketers need to understand the emerging disruptions in order to construct an effective strategy. Prof. Usha Kiran Rai proposed Vote of thanks. Prof. P.S.Tripathi, Prof. H.P.Mathur, Prof. Alok Kumar Rai, Prof. R.K.Lodhwal, Dr. Anurag Singh, Dr. Amit Gautam, Dr. Shashi Srivastava and Dr. Anindita Chakraborty also graced the event. Research Scholars enthusiastically participated in the program and interacted with Prof. Parvatiyar.

Three Day Workshop on Yog (20-22 December 2018)

The Institute organized three-day Workshop on Yoga in association from **20 to 22 December 2018** for non teaching staff of the Institute. The instructor of the Workshop was **Dr. Geeta Y. Bhatt**, Centenary Visiting

Fellow, Bharat Adhyan Kendra. The staff members found the workshop very useful. The Institute is planning to organize similar workshops for students, research scholars and faculty members soon.



Guest Lecture on "Marketing Analytics in Decision Making" by Prof. Rajnish Tuli, (ISS, National University of Singapore) 23rd January 2019.



The Institute organized a Special Guest Lecture on **Marketing Analytics in Decision Making** on 23rd January 2019. The Distinguished Guest Speaker on the occasion is Prof. Rajnish Tuli, Principal Lecturer & Consultant, Data Science Practice, Institute of Systems

Science, National University of Singapore. Prof. Tuli has worked in past with Branding and Business Consulting firms such as Kantar Millward Brown and McKinsey. **Research Scholars and faculty members actively participated in the interaction with Prof. Tuli.**

Guest Lecture on 'Impact of Technology and Innovation in Business Domain – Dr. Hari Krishna Mohan, Vice Chancellor, Universal Digital University, USA (January 21, 2019)



During Three day Pravasi Bhartiya Divas (PBD) organized in Varanasi hosted influential personages from various countries to share their worthwhile experiences gathered from different walks of life. One of the distinguished guests on the occasion, **Dr Hari Krishna Maram**, an ISB graduate and the Vice Chancellor at University Digital University showed his staunchest interest in delivering a guest lecture on

'Impact of Technology and Innovation in Business Domain' at Institute of Management Studies, BHU.

Dr. Maram was warmly welcomed by the Director, **Prof S K Dubey** and was offered memento by the Dean and Head, **Prof P S Tripathi**. The guest is an edupreneure and expert in digital education and business analytics, and he stressed upon the importance of technology

upon the life styles of people and in the ecosystem of business environment. He listed example of technological advancements in the field of telecommunication and organizations such as Apple, IBM and Whatsapp backed by IT infrastructure, and quoted 'By 2025 around majority of job markets will be dominated by IT skills'. Furthermore, he depicted growing importance of analytics in the field of

Healthcare, Law and Manufacturing and its impact on business and consumers. While drive for Innovation is the cause of sustainable business, understanding of general management skill-sets is essential for holistic growth. The interesting session for management students and research scholars concluded on well note when the guest addressed all the intriguing queries comprehensively.



Annual Meet of BHUMAA 27 January 2019

National Meet of BHU Management Alumni Association (BHUMAA) 2019 organized at Dr K N Udappa Auditorium in Banaras Hindu University. In this year's Alumni Reunion where the theme was 'Reconnect, Rekindle, Rejuvenate', the reunion of 1984,

1994, 2014 batch was planned and celebrated. Alumni relished this congregation to share their valuable industrial and personal life experiences to provide insights about life after graduation to their juniors.



Influential guest of honours were "G K Singh, Head of Department in Material Management, Coal India Ltd and R M Saxena, Founder, CEO of Fountainhead Research, Advisory and Solution". On addressing the present audience G K Singh said "Whatever status quo we are holding today is the staunchest constant support of different people from different walks of life, and fortunately these loyal supports comes not only through physical support but also from emotional assistant. Whereas R M Saxena said, "Mentorship of

teachers and loyalty towards your discipline and principles are constant pillars of your success". Prof S K Dubey, Director of the Institution with his opening remarks warmly addressed the attendees for their arrival, and highlighted the importance of effective managers in the sustainable growth of the nation. He extended his gratitude to Bombay Stock Exchange, NITI Aayog and other organizations in the growth ladder of IM BHU from a long time span.

Young Achievers Awards were presented to:	Distinguished Alumni Awards were presented to:
<ul style="list-style-type: none"> ↳ Dinkar Singh (2001), Head- Regulatory Affair, DHL ↳ Kunal Kirti (2000), Director and Head HR, Dr. Reddy's Laboratory Ltd. ↳ Rachna Mehra (1997), Director - Neenv HR Solutions Ltd. 	<ul style="list-style-type: none"> ↳ Sanjay Negi (1994), Regional Engagement Head & Delivery Director, HCL ↳ Uday Shankar (1984), Senior Consultant with M/S Legrand ↳ Harish P. Iyer (1982), Head, Research Center for E-governance, IIIT Hyderabad ↳ R. M. Saxena (1975), Founder, CEO of Fountainhead Research, Advisory and Solution ↳ G. K. Singh (1975), National President, Indian Institute of Materials Management, Mumbai

S. No.	Name of Scholarship	Sponsored By	Criteria	Name of Student
1	Prof. A.K. Shah Scholarship	Dr. Atul Parvatiyar	Topper in MBA Marketing	Prateek Khanna
2	Prof. Abrar Ahmed Memorial Scholarship		Overall Topper of IM BHU	Nayanjyoti Nandy
3	Prof. Mukund Lal Memorial Scholarship		Topper in MBA HR(I & II Sem)	Ashwarya Singh
4	Prof. R.M. Srivastava Scholarship		Topper in MBA IB	Dilpreet Kaur
5	Prof. C. Lal Scholarship		Topper in MBA Finance(I & II Sem)	Geetanjali Gupta
6	Prof S.K. Singh Scholarship		Best Girl MBA-IB	Shruti Singh
7	Prof. H.C. Chaudhary Scholarship		Topper in MBA-IB Marketing	Gauri Agarwal
8	Prof. Deepak Barman Scholarship		Best Girl Student-OR	Shruti Tiwari
9	AshaLata Devi Memorial Scholarship	Mr. Ashok Gupta	Best Girl Student of MBA (Finance)	Preety Kumari
10	Shital Prasad Gupta Memorial Scholarship		Best Student of MBA AB(Finance)	Pratisha Bhanu/ Rabina Gupta
11	Kamla Vishveshwar Memorial Scholarship	Mr. Udai Upendra	Best MBA Girl Student	Chetali Keswani
12	P.L. Chaubey Memorial Scholarship	Mr. Avinash Chaubey	Best MBA Finance Student	Sangam Timilsina
13	Satyavritti Sewanidhi Scholarship	Mr. Kamal Prakash	Best MBA Agribusiness Student	Archana Kushwaha
			Best proposal for Social Entrepreneurship	Bijoy Krishna Dutta
14	Pyare Lal - Prem Vati Memorial Scholarship	Mr. Umendra Kumar Gupta	Best Student MBA IB (I & II Sem)	Aman Pathak
15	Pyare Lal - Prem Vati Memorial Scholarship		Best Student MBA (I & II Sem)	Devesh Kumar Yadav
16	Mrs. Santosh Nangia Scholarship	Prof. Vinay K. Nangia	Best Girl Student - Business Environment	Aparna Singh
17	Prof. S.K.R. Bhandari Memorial BBM 1971 Batch Scholarship	Prof. Vinay K. Nangia and Mr. Nalin Gulati	Overall Topper of IM BHU	Ashutosh Jaiswal
18	Medhavi Scholarship	Mr. Sujit Mitra	MBA Topper	Akanksha Jaiswal
			MBA IB Topper	Aditi Rai
			MBA Second Topper	Prantik Karmakar
			MBA IB Second Topper	Pratibha Singh
19	Professor Abrar Ahmed Scholarship	Mr. Raghavendran	Overall topper of IM BHU	Gulshan Kr. Jha
20	Satyavritti Sevanidhi Scholarship		Best MBA Agri business student	Kritika Singh

Dean and Head, Prof P S Tripathi, depicted the path the Institution has progressed through gleaming and memorable achievements such as establishment of Atal Incubation Centre and others, and impetus to social entrepreneurship and development of acute business managers.

The former Dean, Prof H C Chaudhary explained the distinguished role of BHUMAA in the sustainable network among IM BHU family, and contribution of alumni in the horizontal and vertical expansion of the Institution. Afterwards, Placement Coordinator and master of ceremony Prof H P Mathur expressed his pride from the bottom of his heart on the exemplary performance in different walks of life, and flagged off Distinguished Alumni Award ceremony that included G K Singh, Head of Department in Material Management, Coal India Ltd, R M Saxena, Founder, CEO of Fountainhead Research, Advisory and Solution, Harish P. Iyer, Head, Research Center for E-governance, IIT Hyderabad, Uday Shankar, Senior Consultant with M/S Legrand, Sanjay Negi, Regional Engagement Head and

Delivery Director, HCL. Subsequently, Young Achiever's Award offered to Rachna Mehra, Director - Neenv HR Solutions Ltd, Kunal Kirti, Director and Head HR, Dr. Reddy's Laboratory Ltd, Dinkar Singh, Head-Regulatory Affair, DHL for their remarkable and standout performances at earlier stage than unusual or expected.

Then in order to express gratitude to IM BHU, Alumni Dr. Atul Parvatiyar, Professor at Texas Tech University-Rawls College of Business, Ashok Gupta Senior Vice President at IDBI capital market services ltd, Mr. Udai Upendra, founder and CEO-The HR Company, Mr. Avinash Chaubey, Founder and CEO at Business Resources and Solutions, Mr. Kamal Prakash, Mr. Umendra Kumar Gupta, Prof. Vinay K. Nangia and Mr. Nalin Gulati, and Mr. Sujit Mitra, Mr. Raghavendran bestowed scholarships to meritorious scholars. In the end, Prof Ashish Bajpai, IM BHU proposed a vote of thanks to all attendees for turning up at Annual Alumni Fiesta.

List of Scholarships (a total of Rs. 2,85,000/-) sponsored by Alumni awarded to meritorious students on the occasion.



Glimpses of Cultural Program presented by students on the occasion.

Special Guest Lecture on “Team Building” Distinguished Guest: Shri Aniruddh Maheshwari, Former Dy. GM , ONGC (Alumni of IIT-BHU & IM-BHU) 7th February 2019

Swami Vivekananda said ‘education is the manifestation of the perfection already in man’. The students, research scholars and the faculty members of Institute of Management Studies, Banaras Hindu University experienced an enlightening and educative guest lecture on Team Building by **Shri Aniruddh Maheshwari** former DGM of ONGC and a visiting faculty of Human Resource Development in varied reputed institutions across the country. The esteemed guest of the day was formally greeted and felicitated by the Director **Prof. S K Dubey** and with his kind words expressed the honor of the institute for hosting him. Mr Maheshwari became nostalgic while speaking as he is an alumnus of the institute and it's like a homecoming for him.





He shared his six years experience of staying in BHU, doing both engineering and MBA and going down the memory lane he mentioned about all the esteemed professors who used to teach in the institute at that time and their immense contribution in building career and personality of several students.

In his lecture he covered different aspects of Team Building with very interesting references from films. He mentioned about the importance of watching films in the way of reading books and he picked three films 'Naya dour', 'Lagaan' and 'Chak De India' and with selected relevant clips from these films he explained lucidly the process of team building in corporate, features of a good team and precautions to be taken while selecting and managing personnel in a team.

He stressed on the fact that the key to success in life lies in accepting challenges coming out of the comfort zone and pushing the limits. He quoted lines of Vivekanana, Tagore, Chandidas, Kiran Bedi, Kabir and many more to show how all of these men have always been focused on human character building. At the end he answered all the queries of the audience very enthusiastically and also advised everybody present to effectively use social media on their favor. A vote of thanks was presented from the audience and the event concluded on a warm note.

National Workshop on Research Methodology (February 11th-16th , 2019)

The six days 'workshop on Research Methodology' was organized by Institute of Management Studies, Banaras Hindu University, Varanasi on Monday, 11th February 2019, in the premises of Institute of Management Studies, Banaras Hindu University (IM, BHU), Varanasi. The workshop had more than 50 participants from the diverse stream, which includes Faculty members, Research Scholars across the country.

The session witnessed the auspicious presence of Director of the IM, BHU, Professor S.K. Dubey, Dean of faculty Professor P.S. Tripathi and Coordinator of the program, Dr Ashutosh Mohan. The chief guest of the

inaugural session was Professor Anol Bhattacharjee, who is the noted Professor from the University of South Florida, United States of America. Prof. Anol emphasized that the quality of the research is the at most important, several times good research journal used to refuse good research papers due to lack of contribution either in the body of knowledge or in application.

He further added, "Defining a problem is a most the crucial element of any research. Research is a kind of storyteller and crafting stories requires imagination and observations. There is a need for research that can be linked to the practical problem of the people."



National Workshop on Research Methodology (February 11th-16th , 2019)

National Conference on 'Innovations in Business Practices' (March 2, 2019)



The national conference on Innovations in Business Practices was held on 2nd March, 2019 at Prabandh Bhawan, Institute of Management Studies Banaras Hindu University. **Prof. Geshe N. Samten**, Vice Chancellor, Central Institute of Higher Tibetan Studies was the Guest of Honour in the Inaugural Session. **Dr. Rajan S. Ratna** of United Nations Economic and Social Commission for Asia and the Pacific (UNECAP) was the Chief Guest of the event.

The Guest of Honour, Prof. Samten said that for him, in Buddhism, every living being has the potential to be liberated. He drew the distinction between Buddhism and person. He said that we all must have an appreciative attitude and inspiring culture to nurture Innovation and sustainability through leadership. For leadership, we need to possess not only the Intelligence Quotient (IQ) but also 'Spiritual Quotient' (SQ), he added. In fact, Good leadership is the essence of Innovation, commented Prof. Samten.

The Chief Guest, Dr. Ratna highlighted the role of innovation in developing economies like India. He spoke about the opportunities for innovation in different sectors in India as it is undergoing through an era of rapid digitalization. Even after India being the fastest growing economy in the world, it has large consumer base which is still untapped. Here role of innovations in business practices help us at various stages of production and also in reaching out to a larger consumer base.

Book titled '**Innovations in Business Practices**' comprising of 30 selected research-paper published by M/s. Bharati Publication, Delhi was launched. This book is a collection of different aspects and dimensions of Innovative practices in management. The book launch was facilitated by Dr. Anurag Singh accompanied by esteemed guests.

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:

Medal and degree distribution ceremony as part of the 100th Convocation of the Banaras Hindu University was held on 22nd November 2018, in which degree was awarded to **Graduands of session 2017 and 2018.**

Degree	No. of Scholars / Students
Ph.D.	20
D. Litt.	01
MBA	94
MBA IB	96
MBA Agribusiness	83

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.

8. Placement Service and Training Programs:



Organizations participated in the Campus placement during 2018-2019

L&T Financial services	Writer Corporation	Ujjivan SFB
Ultra Tech Cement	SBI Life Insurance	ICICI Pru AMC
Berger Paints	DHL Express	Ultra Tech Cement
Future Supply Chain	Prism Cement	Utkarsh SFB
Future Group	Matix Fert. & Chem. Ltd	Bandhan Bank
HDFC Ergo	ICICI Bank	Mahindra Finance
BRLPS	JLSPS	Gyan Dairy
Stag International	Berger Paints	Hinduja Leyland Finance

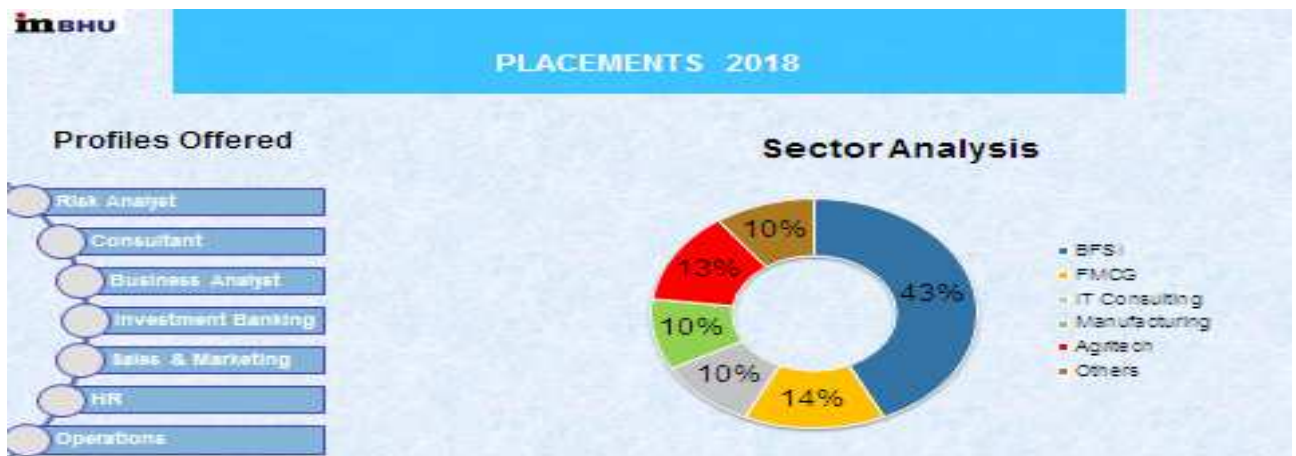




STUDENTS PLACED IN ICICI BANK



STUDENTS PLACED IN UJJIVAN SMALL FINANCE BANK



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. Placement of students witnessed a commendable opening with a marquee of renowned companies participating and offering coveted profiles across sectors to the 2017-19 Batch of MBA, MBA International Business and MBA Agri Business. 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 in the past.

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. 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 2018-19. 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 from academic session 2020-2021. New Post Graduate Diploma in Health Care Management will be launched from academic session 2019-2020. 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.

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PART – II

Annexure I

Statement showing academic contribution of University Teachers/ Staff during the year 2018-2019 (i.e., from 1st April 2018 to 31st March, 2019)

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	10		01		04		-	-	-

Annexure II

List of Research Project funded by various Agencies sanctioned during the year 2018-2019 (i.e., from 1st April 2018 to 31st March, 2019)

Sl. No.	Topic of Project	Name of Principal Investigator/ Co-investigator	Name of Sanctioning Agency	Fund sanctioned
01	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 2018-2019 (i.e., from 1st April 2018 to 31st March, 2019)

Sl. No.	Title of the Event	Period of the programs	Name of the funding agency	National / International	Name of the Coordinator(s)
1.	Ransangram 5.0 Management Fest	8 & 9 March 2019		National	Dr. Shashi Srivastava, Students' Advisor
2.	National Conference Innovations in Business Practices	2 March 2019	IM-BHU	National	Conveners : Dr. Amit Gautam & Dr. Anurag Singh, IM-BHU)
3.	Krishisangram - Management Fest of MBA Agribusiness at RGSC	28 February 2019		National	Prof. Ashish Bajpai (Course Coordinator)
4.	Guest Lecture Distinguished Guest: Prof. Anol Bhattacharjee , Ph.D. Exide Professor of Business Ethics, Professor of ISDS Fulbright-Nehru Distinguished Chair, Muma College of Business, University of South Florida, USA.	12 February 2019	IM-BHU		
5.	National Workshop on Research Methodology	11-16 February 2019	IM-BHU	National	Dr. Ashutosh Mohan, IM-BHU)
6.	Guest Lecture Team Building Distinguished Guest Shri Aniruddh Maheshwari , Former DGM, ONGC and a distinguished Alumnus of IT-BHU and IM-BHU.	8 February 2019	IM-BHU		Dr. Shashi Srivastava Dr. Anindita Chakraborty
7.	Annual Meet of BHU Management Alumni Association (BHUMAA)	27 January 2019	IM-BHU	National	Prof. H.P. Mathur
8.	Guest Lecture Marketing Analytics in Decision Making Distinguished Guest: Mr. Rajnish Tuli , Principal Lecturer & Consultant, Data Science Practice, Institute of System Sciences, National University of Singapore, Universal Digital University, USA.	23 January 2019	IM-BHU		
9.	Guest Lecture Impact of Technology and Innovation in Business Domain Distinguished Guest: Dr. Hari Krishna Mohan , Vice Chancellor, Universal Digital University, USA.	21 January 2019			

Sl. No.	Title of the Event	Period of the programs	Name of the funding agency	National / International	Name of the Coordinator(s)
10.	“Three-Day Workshop on Yog” organized for Non teaching staff members of the Institute in association with Bharat Adhyayan Kendra, Faculty of Arts, BHU. Dr. Geeta Y. Bhatt , Centenary Visiting Professor, Bharat Adhyayan Kendra conducted the Workshop.	20 - 21 December 2018	IM-BHU		
11.	Releasing of Book Titled “Handbook of Advances in Marketing in an Era of Disruption” (Essays in honour of renowned Scholar Dr. JAGDISH N. SHETH) Authored by: Prof. Atul Parvatiyar, Texas Tech University, USA & Prof. Rajendra Sisodia, FW Olin Distinguished Professor of Global Business, Babson College, Massachusetts	13 December 2018	IM-BHU		
12.	Visit and Interaction of 15 SBI Officers	8 December 2018	IM-BHU		
13.	Guest Lecture by Mr. Sumit Srivastava , Founder, Greenleaf Incubator (Alumni of IIT-BHU & London Business School)	4 December 2018	IM-BHU		
14.	Degree Distribution ceremony as part of the 100 th Convocation of the University.	22 November 2018	IM-BHU		Prof. Usha Kiran Rai
15.	National Education Day (Birth Day of Maulana Abdul Kalam Azad, First Education Minister of Independent India) Chief Guest: Prof. C. Lal.	11 November 2018	IM-BHU		
16.	Guest Lecture and Interaction Session with Shri C.K. Poddar , on Leadership Development Former Executive Director (HR /R), Neelachal Isptat Nigam Ltd.	30 October & 1 November 2018	IM-BHU		
17.	Guest Lecture by Sri Amit Pandey , COO, Exicom Telesystems Ltd.	26 October 2018	IM-BHU		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)
18.	Guest Lecture by Prof Mohammad Masood Ahmed , Director of Indo Us Hospital, Hyderabad as part of his 100 series of Lecture on "Know Your Nation".	26 October 2018	IM-BHU		Dr. Shashi Srivastava
19.	Workshop on Introduction to R and Statistical Analysis using R-Studio Key Resource Person: Dr. Neeraj Kaushik , HoD, DBA, NIT-Kurukshetra. Coordinated by. Facilitated by Knowledge Forum.	8-10 October 2018	IM-BHU		Dr. Rajkiran Prabhakar and Dr. Shashi Srivastava
20.	Guest Lecture / Interaction Session Prof. C. Ramesh Kumar , Director, Sardar Vallabhai Patel International School of Textiles & Management, Coimbatore. Shri Amitav Ash , Head Marketing, HCL Healthcare, New Delhi. An initiative of AIC – Mahamana Foundation for Innovation and Entrepreneurship – IM-BHU.	29 September 2018	IM-BHU		Prof. P.V. Rajeev
21.	Guest Lecture for MBA Agribusiness Students Shri Kamal Kumar , Advisor, Dhanuka Agritech Ltd.	29 September 2018	IM-BHU		Prof. S.K. Dubey
22.	Panel Discussion on Customer Experience: The New Competitive Battlefield.	25 September 2018	IM-BHU		Prof. H.C. Chaudhary
23.	Launching of Atal Incubation Center , IM-BHU & Post Launch Function Hon'ble Prime Minister launched AIC - Mahamana Foundation for Innovation and Entrepreneurship - IM-BHU	18 September 2018	IM-BHU		
24.	Teachers' Day Celebrations	5 September 2018	IM-BHU		
25.	Assessment Workshop Conducted by ABBSCISSA HR Consulting Pvt. Ltd. Resource Persons : Mrs. Jayati Mitra, Mr. B.M. Sash, Mr. Sanjay Patro.	1 & 2 September 2018	IM-BHU		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)
26.	Guest Lecture on Indian Retail Scenario and Journey of Future Group Chief Guest : Shri Shreenath Gangil, Marketing Head (UP Zone), Future Group.	21 August 2018	IM-BHU		Prof. H.P. Mathur
27.	Induction Program For newly admitted students of PGDBA Chief Guest : Shri Amitabh Agrawal, Director, NIIT, Varanasi	16 August 2018	IM-BHU		Prof. Alok Kr. Rai
28.	Guest Lecture / Interaction Session For Research Scholars and Faculty members Dr. Abhirupa Chakrabarty , Associate Professor & Distinguished Faculty Fellow of Strategy Smith School of Business, Queen's University, Canada	13 August 2018	IM-BHU		
29.	Workshop Gender Sensitization & Self Defense: A Program organized in collaboration with Women's Grievance Cell, BHU and Saysha Foundation, Delhi Chief Guest: Prof. Royana Singh, Chief Proctor & WGC Chairperson, BHU	9 August 2018	IM-BHU		Prof. Usha Kiran Rai,
30.	Induction Program For newly admitted students of MBA & MBA IB	17-21 July 2018	IM-BHU		Prof. H.P. Mathur Dr. Amit Gautam Dr. Shashi Srivastava
31.	Interaction Session with Mr. Deepak Behl , Director HR, Apeejay Group & Ms. Vinita Thapa , Director HR, The Grand Hotel, Saraf Hotels Group	29 June 2018	IM-BHU		
32.	International Yoga Day	21 June 2018	IM-BHU		
33.	National Conference on Emerging Business Practices	7-8 April 2018	IM-BHU	National	Prof. Ashish Bajpai Prof. R.K. Lodhwal Dr. R.K. Prabhakar

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	Dr. Ashutosh Mohan	Hyderabad		Paper Presentation n Conference
02	Dr. Anindita Chakraborty	IIM Kolkata		Paper Presentation n Conference
03	Dr. Anindita Chakraborty	Ghaziabad		Paper Presentation n Conference
04	Prof. Usha Kiran Rai	Lucknow		As resource person in Capacity Building Program, sponsored by ICSSR organized by Department of Business Administration, University of Lucknow.
05	Prof. Usha Kiran Rai	Varanasi		As resource person, Case writing and presentation Workshop, RSMT, UP College, Varanasi.
07	Prof. Usha Kiran Rai	Varanasi		As resource person in workshop in Travel and Tourism Management, RGSC, BHU.

Annexure V

List of Honours, Fellowship, Awards Distinctions and other remarkable achievement of the Institute/ Faculty during the year 2018-2019 (i.e., from 1st April 2018 to 31st March, 2019)

Sl. No.	Name of the Teacher	Nature of National / International Awards etc.	Name of the Awarding Body
01	Dr. Ashutosh Mohan	D. Litt. (Management	Banaras Hindu University

Sl. No.	Institutional	Nature of National / International Awards etc.	Name of the Awarding Body
01	Institute of Management Studies, Banaras Hindu University	Atal Incubation Center (AIC – Manahamana Foundation for Innovation and Entrepreneurship – IM-BHU)	NITI Aayog, Gov. of India