

काशी हिन्दू
विश्वविद्यालय



BANARAS HINDU
UNIVERSITY

प्रबन्ध शास्त्र संस्थान
INSTITUTE OF MANAGEMENT STUDIES

Annual Report
(2020-21 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 Business Administration (PGDBA) one year (P/T)
- PG Diploma in Health Care Management (PGDHCM) 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 :

- Atal Incubation Center of Atal Innovation Mission, NITI Aayog Government of India.
- DRS Special Assistance Programme of Level II of UGC.
- Allahabad Bank Chair
- Consultancy Project with Central Power Research Institute (CPRI) for Third Party Evaluation of R & D Projects of Ministry of Power, implemented through CPRI .
- Consultancy Project with Bhadohi Industrial Development Authority.
- Organized MDP for Executives of Power Grid Corporation Ltd.
- Organized Disha - Training programs for Indian Oil Corporation Ltd.
- Airport Authority of India
- BSE Institute Ltd. (a fully owned subsidiary of Bombay Stock Exchange Ltd.).
- 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, Kendriya Vidyalay Sangathan, 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 Central Power Research Institute (CPRI)**
- **Consultancy projects for Bhadohi Industrial Development Authority**
- **MDP for executives of PGCL**
- **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:

- Executive Development Program for executives of Power Grid Corporation Ltd.
- 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. These 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 is the Chairman and Patron of the Association.

2. A Brief report of the working of the Institute

The period of reporting, 2020-2021, was gripped by the spread of Pandemic Covid 19. No program in conventional mode could be organized during the period. In the midst of the challenges of pandemic during last one year, we have seen unprecedented happenings across the world. Things have taken very unpleasant turn and it has taught us new lessons of survival. Through this period of disruption, with the committed efforts from teachers and staff members of the Institute, its academic and professional activities uninterruptedly carried out, of course differently from usual manner.

| Name of events | Date / Period |
|---|----------------------|
| Induction Programme for MBA and MBA IB students Batch 2020-2022 | August 18-25, 2020 |
| Interactive Session on Retail Marketing by Shri B. S. Nagesh | October 3, 2020 |
| Online FDP on Social Enterprise Management organized by Institute of Management Studies, Banaras Hindu University | November 23-27, 2020 |
| Interactive session with corporate gurus | November 7, 2020 |
| Guest Lecture by Mr. Pradeep Dutta, Head – Alternate Channel (Panasonic) | December 6, 2020 |
| Institute Day Celebrations | December 16, 2020 |
| National Webinar on “ Disruptive Technologies In Business ” | March 12, 2021 |
| National Webinar on ‘ MARKETING 4.0 (A New Normal for Emerging Consumers Era) | March 13, 2021 |
| National Webinar on “ Managing Risk in Uncertain Times ’ | March 14, 2021 |
| National Webinar on “ HR Challenges: During and Post COVID Times ” | March 16, 2021 |

3. Details of Achievements of Activities and Programs:

The Institute has been in forefront to take up the challenges emerged due to pandemic Covid19. We have been **the first in the University to commence online classes, conducting online summer internship for students, conducting online internship presentations, online admission for new batch, online induction programme for new Batch, online terminal as well as intermediate sem. examinations and conducting online Campus Placement Activities.**

Induction Program for Batch 2020-2021 (25th August to 1st September 2020)

Institute of Management Studies (Faculty of Management Studies), Banaras Hindu University organized the induction programme for its newly admitted batch of MBA and MBA-IB for the session of 2020-2022 with utmost zeal and enthusiasm. Considering the mobility restrictions due to COVID-19 pandemic, the induction program was conducted entirely in online mode. The programme was a week-long fest which commenced on August 25, 2020 and

went on till September 01, 2020 with a plethora of industry stalwarts and distinguished members from academia taking out time to guide the newest batch of the Institution. The week-long affair culminated in a formal batch introduction followed by the traditional cultural programme.

This event served as a great foray for the future managers into the world of management education.

| | | |
|-------------------------|---|---|
| Organizing Team: | Prof. H.P. Mathur Dr. Amit Gautam Dr. Anindita Chakraborty | Coordinator Co-coordinator Co-coordinator |
|-------------------------|---|---|

The students witnessed an imminent panel of speakers during the course of the induction programme:

- **Dr.(Prof.) AtulParvatiyar, Professor of Marketing Practice & Director, Center for Sales & Customer Relationship Excellence, Rawls College of Business Texas Tech University**
- **Sri Jayant Upadhyaya, Enterprise Leader, IBM**
- **Sri AlokUpadhyaya, Founder, AlchemsS**
- **Sri Mahesh Iyer, Co-Founder, The Jumpstart**
- **Sri Ashutosh Khajuria, Executive Director & CFO, Federal Bank**
- **Sri Ramendra Verma, Head, KPMG India (Egypt- Joint Venture)**
- **Sri Kamal Prakash, Partner, Jiwanram Sheoduttrai Group**
- **Sri Yuvraj Srivastava, CHRO, Make My Trip**

In addition to the above sessions by Guest Speakers, Faculty Members of the Institute also addressed the students, introducing them to the University, sections,

departments, faculty, culture also helped them with the nuances and guidelines to excel in the corporate world.

Brief of Sessions HELD on August 25, 2020

Prof. Amit Gautam inaugurated the week long Induction Programme by introducing the University and the Institute to the students. He also informed the students about various specialisations available at the Institute and also the various courses offered in BHU which are relevant to the management students. He stressed on the importance of online certifications and scope of digital marketing in the current ever changing market.

Prof. S.K. Dubey, Director of the Institute of Management Studies welcomed new entrants and talked about the importance of self-learning in

upcoming two years. He emphasised the importance of continuous development and shared the information about sources that students should approach for knowledge other than textbooks for better personality development.

Prof. P.S.Tripathi, Dean of the Institute of Management Studies shared his rich experiences of his childhood and student life of this esteemed institute. He shared his mantra of management, career and summarised the path of success through five points which are- Satya – Sankalp – Sriya – Siddhi - Samridhi

Brief of Sessions Held on August 26, 2020

Prof. H.P. Mathur, Coordinator, University Placement Coordination Cell took a session on "Shining Bright in Challenging Times" which was focused on the new skillset demands of the post COVID era, like perfection with respect to digitalization and technicalities, irrespective of the students' graduating background. It was an engaging, insightful and inspiring session for the students. He also highlighted some important points, apart from the curriculum, that we miss at times.

Prof. Ashish Bajpai emphasized upon training our thoughts in a desired way as they lead us to our final destination. He told that apart from knowledge one should have courage and wisdom and involve herself or himself in good deeds.

Dr. Anurag Singh started by listing the merits and demerits of technology. This session covered the topics explaining how a student can learn to establish a symbiotic relationship between their online and offline life without hampering either. The session included suggestions such as regulating the time spent on social media and reading study materials on actual paper or on device like Kindle where the distractions are minimum and the productivity is maximum.

Prof. P.V. Rajeev enlightened the students on different aspects of the program they have joined, the guidelines on how students can transform themselves to be an industry ready manager and showered blessings for achieving a successful career after completing the program.

Brief of Sessions held on August 27, 2020

Dr. Ashutosh Mohan, specialized in marketing and supply chain management, talked about the industries and the increasing business inclination towards IoT. With different sets of examples, he explained about COBOTs (collaborative robots for assisting human), data analytics and how India is still in Industry 3.0 to a large extent.

Dr. Abhijeet Biswas gave the insights about things to develop in oneself. He explained the importance of leadership skills, teamwork, problem solving, analytical

skills and other skills that are required to build entrepreneurial and managerial traits. He also explained the evaluation pattern, absolute grading system and the importance of interpersonal skills.

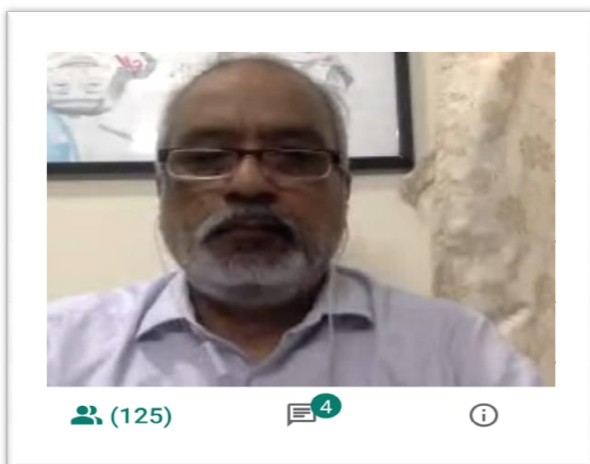
Dr. Niraj Vishwakarm, in his session, introduced the students to the world of management and its essence in the organization. He also motivated the students and advised them to keep learning and improving themselves.

Brief of Sessions Held on August 28, 2020

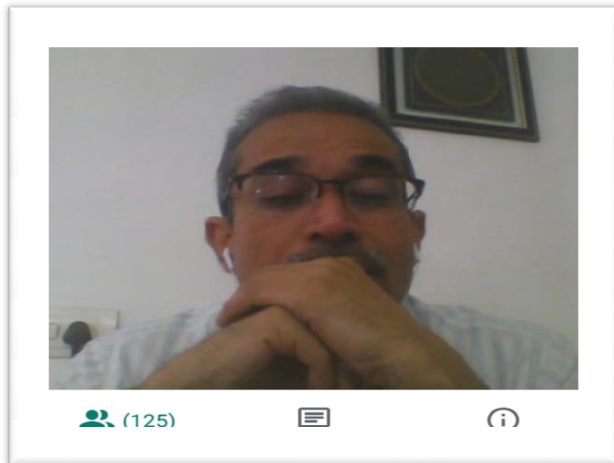
Dr. Arun Kumar Deshmukh, gave an enlightening session on lifelong learning for the new knowledge economy, he also talked about the changes in behaviour which are inherently life long and the spirit of questioning. He also shed light on the learning pyramid and its different levels.

Mr. Jayant Upadhyay (Enterprise Leader, IBM) & Mr Alok Upadhyay (Founder, AlchemsS) discussed about life after FMS and requirements of the corporates.

Mr. Jayant Upadhyay gave a glimpse about life in corporate world after graduating from FMS. He talked about the requirements and skills that one should work on and develop in the years at IM-BHU in order to get maximum advantage in future. His emphasis laid on the importance of attitude and integrity in the corporate world. He talked about learning and acquiring new skills and stressed on looking at any situation in life as a business case. He shared his thoughts on the importance of time in today's fast paced industry and spoke on time management as a skill that needs to be developed by everyone.



Mr. Alok Upadhyay spoke about his vast experience in the corporate sector. He spoke about his time with HPCL and his term serving as General Manager of The

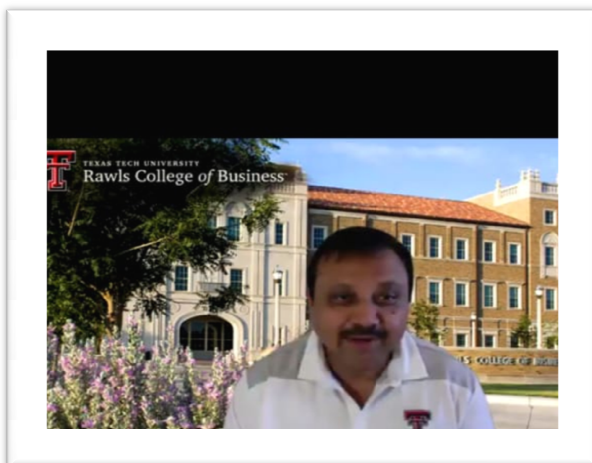


Dr. Harsh Pradhan spoke about what comprises the management degree. He highlighted how MBA is an amalgamation of various disciplines and one needs to constantly evolve. He also discussed in brief the various MBA streams and their utility in the corporate world.

Times of India. In his session, he talked about the challenges and experiences of his journey from a corporate to an industrialist role while highlighting the importance of karma. He also stressed on the decision making ability as an important and determining factor in shaping our destiny. His take on the roles and responsibilities of an entrepreneur came from a deep understanding of ground realities.

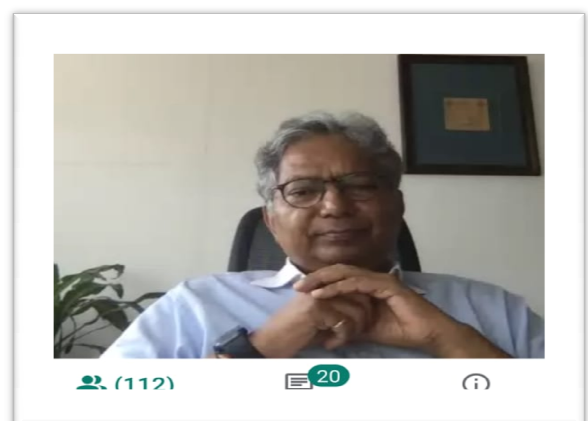
Dr. Vishal Kumar Laheri started the session with introductions and interactions to understand the various fields the students come from. He told about the heritage of BHU and the vastness of the knowledge that it can offer. He enlightened the students regarding the importance of reading and referencing different books and journals throughout the course. He talked about the fact that the students are unable to access the library of BHU and discussed the need for facilitating of e-materials and revised digital ways of education in today's time.

Brief of Sessions held on August 29, 2020



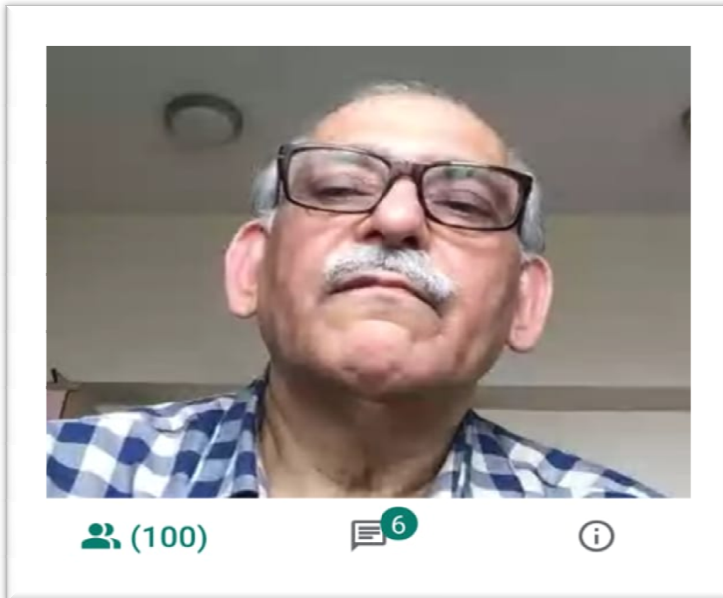
Dr. Atul Parvatiyar (Professor of Marketing Practice & Director, Center for Sales & Customer Relationship Excellence Rawls College of Business Texas Tech University) guided the new admits about how to make their MBA education worthwhile, and ways one can future-proof their careers in a world full of uncertainties. He also shed light on his experience in the corporate sector, his work in academia, and his transition from the former to the latter. His session also enlightened students on the importance of hands-on experience, and the significance of continuous learning.

Sri. Kamal Prakash (Partner, Jiwanram Sheoduttrai Group) enlightened students with the concept of Social Entrepreneurship, its different facets and how social entrepreneurship can be a rewarding career choice. He spoke about happiness as a state of no conflict, highlighting the importance of giving, while discussing "giving" being the only source of sustainable happiness.





Sri. Ramendra Verma (Head, KPMG India (Egypt- Joint Venture)) spoke about building a career in consulting, and what is expected of a consultant in the corporate sector. He also spoke about the importance of asking the right questions, developing trust among stakeholders and the significance of listening. He urged students to use every opportunity as a learning experience and keep learning.



Sri Ashutosh Khajuria (Executive Director & CFO, Federal Bank) enlightened students on the changing paradigms of financial markets, discussed the concept of customer facing module and market facing module. He also decoded jargons such as DVP systems, FEMA, FERA etc. He also spoke about times of financial crisis, and how these times of distress shape the market. He talked about the current scenario with the ongoing pandemic. He went on to discuss the evolution of financial markets while drawing from his own experiences on the trading floor.

Brief of Sessions held on August 31, 2020

Shri Mahesh Iyer (Co-Founder, The Jumpstart), during his address, spoke about ambiguous situations and how to tackle them. He instilled in the students an understanding of VUCA, and the need to be self-reliant. He also spoke about the importance of implementing learning into practice and aligning oneself with the vision of the institution could help in going a long way in differentiating oneself. He also shed light on the significance of human capital, formative skills and characteristics of a winner.



Dr.Rajkiran Prabhakar spoke at length about the importance of communication skills, problem solving skills and the practical issues faced by the managers in

corporate world. He also laid emphasis on skills to acquire in order to become a better manager. In his speech, he also introduced the students to the

infrastructure and culture of the Institute and the University.

Dr. Ram Shankar Uraon, during his session, stressed upon importance of continuous learning by regularly

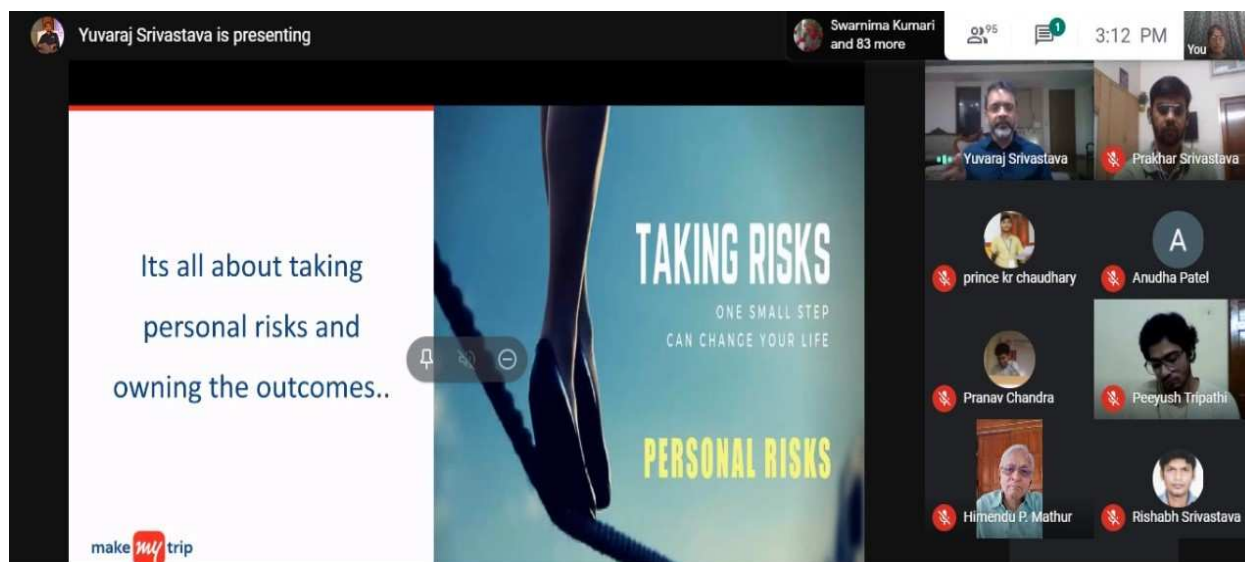
upgrading skills and knowledge. He talked about the real time challenges for the students during and after their MBA. He also talked about the approach to tackle issues in real time with managerial point of view.

Brief of Sessions held on September 01, 2020

Dr. Shashi Srivastava had a warm interaction with the students in which she addressed about the cultivating more productive habits like daily news reading and being up to date. She also introduced the students with the University, Campus and the Institute.

Dr. Anindita Chakraborty, during her session, stressed upon the importance of continuous learning by

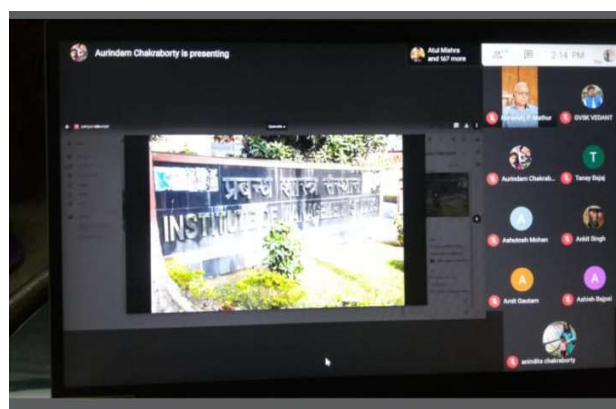
regularly upgrading skills and knowledge. She acquainted the students with various certification courses that can be opted according to the level of interest to upgrade the skill set. She also underlined the importance of hard work and dedication, and urged the budding managers to develop the character of a problem solver to succeed in life.



Mr. Yuvraj Srivastava (CHRO, Make My Trip) served the Regiment of Artillery, Indian Armed Forces for 5.5 forces before entering the corporate world. Talking about his transition from the Army to the corporate world, he stressed upon the six L's to keep in mind before switching career/job. He bestowed students with his rich experience of over 20 years in the

corporate. He also talked about the advantages of MBA, emphasized on spending these 2 years to develop the skills rather than just focusing a better job. His words, "be a better version of yourself but don't lose your identity in the process" had a great impact on the students.

Wrapping up the induction program with Cultural session Presented by batch 2020-22



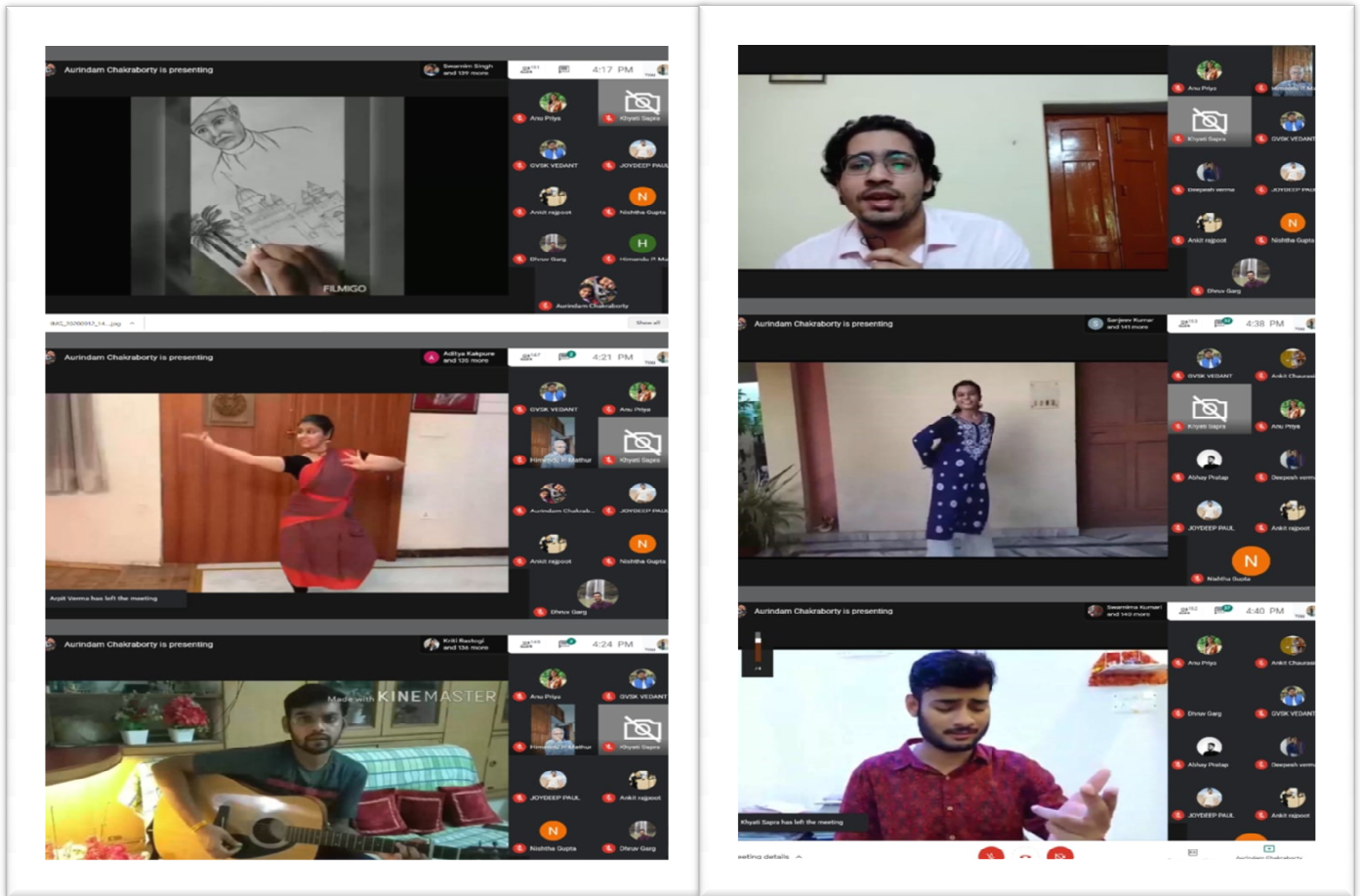
The introductory video and kulgeet were followed by a warm welcome speech to the fresher batch by the Director of the Institute, Prof. S.K. Dubey and a few key insights and thoughts by Prof. P.S.Tripathi (Dean, IM-

The zest and enthusiasm of the students on joining this Institute was infectious and the same was showcased in the traditional cultural program organized at the end of the week-long Induction Program. Event coordinator Prof. H.P.Mathur and Co-Coordinator, Prof. Amit Gautam and Dr. Anindita Chokraborty made sure that the event was hosted in online mode in a streamlined manner. The event started with the video of Banaras Hindu University, with a beautiful collection of photographs well arranged in order to give everyone a true essence of the campus and the culture of the Institute.

BHU). Prof. H.P. Mathur also shared his experience and bestowed the batch with his kind words. Then the event co-cordinator Prof. Amit Gautam spoke about the highlights of the induction program.

There was a formal introduction session between the students of first year and the members of IM(FMS)-BHU fraternity. In this session, all the students of batch 2020-22 introduced themselves to the faculty members, research scholars and the final year batch.

Towards the end of the program there was a great showcase of talent by the students of MBA and IB batch 2020-22 including some amazing live music and dance performances and artistic talent of sketching. The cultural program in the online mode was a great experience for everyone and was a huge success



Interactive Session on Retail Marketing by Shri B. S. Nagesh (3rd October 2020)





**INSTITUTE OF MANAGEMENT STUDIES
(FACULTY OF MANAGEMENT STUDIES)**
IS ORGANIZING AN INTERACTIVE SESSION
ON
RETAIL MARKETING
WITH
SHRI B. S. NAGESH
Chairman, Shoppers Stop Ltd.
Founder, TRRAIN

Date: Saturday, 03rd October, 2020

Time: 11:00 AM

Institute of Management Studies (Faculty of Management Studies) – Banaras Hindu University, organized an interactive session on Retail Industry and its value chain. Current Chairman and non-executive director of shoppers stop and an eminent retail industry expert, Shri B. S.Nagesh, was the guest speaker for the session. He is also known for his founding TRRAIN (Trust for Retailers and Retail associate of India) and Founder chairman of RAI (Retailers Association of India). Recently Mr. Nagesh won the Prestigious Hellen Keller award for creating livelihood opportunities for persons with disabilities. Session started by introduction of the speaker, our esteemed Professor and Placement coordinator, Prof. H. P.Mathur introduced him to the students. The interactive session was split in two parts. In the prior one Mr.Nagesh talked about retail, recent trends and opportunity & challenges of the retail value chain. In the conclusive part, he interacted with students and answered their queries.

He acknowledged retail being the simplest business in the world only to be complicated by the people. Retail business consisted of creating a moment of misery, delight or magic. Talking about the current structure and composition of the industry, he said that the retail formats in India can be categorized into ‘traditional’, which includes local kirana stores, street markets, kiosks, multiple brand stores and ‘modern forms’, which include supermarkets, hypermarkets, departmental stores and specialty chains. He informed that around 95% of retail stores are still mom & pop (kirana) stores, pointing out an interesting fact that only a few years back e-commerce and kirana stores were thought of as competitors but in the current scenario most of the e-commerce companies are collaborating with kirana stores, acting as facilitators for them.

Talking about digitization, he stressed on the pace of modernization of the retail industry. With this fast pace of growing, one needs to adapt with the changing technology. He stated an example of Logitech i.e.

combination of logistics and technology for betterment of the product.

He also described how online stores are getting better at reach and distribution of their products along with increase in capex and adaption of newer technology. He also talked about prioritizing customer in any business. Learning from the customers by listening to them is the foremost thing to do. In the world where data is of utmost importance, it needs to be connected with the customers. Insight from that data is used to improve the product.

He talked about the most sought skills in the growing retail industry are use of analytics and logistics operations. The use of customer data to gain knowledge about them and making the reach feasible for the customers. He added that, though modern technology is necessary for business survival and day to day operations, people's skills and belief that customers are king makes an ordinary retail business extra ordinary. He informed about the FDI coming in India and how is it going to benefit the Indian retail market, as well as pros and cons of the increase in local consumption and production in this COVID market.

For the conclusive part, Mr. Nagesh took up the question of students about the various problems occurring in retail industry during the current pandemic and about the future of Indian Retail. Mr.Nagesh pointed out that though employees are core to business but in the COVID - 19 era, in order for the business to survive, cost cutting is the way out. He also addressed strategies of how Shoppers Stop is competing with e-commerce giants and what approaches the retail industry is taking to mitigate the COVID-19 impact.

In the end Assistant Professor Dr.Arun Kumar Deshmukh thanked the guest speaker for giving his time and insights about the Retail industry. Overall the session turned out to be very thought provoking and engaging for budding managers of the institute.

Interactive session with corporate Gurus : 7 November 2020

In the era of cut-throat competition, IM(FMS)-BHU grooms their students to be the best version of themselves. In the process standing at par with the best of the best management graduates across India and to be corporate ready, practical exposure is of prime importance. A good Corporate Exposure is an integral part of management programs at the institute. To create industry ready and employable managers, placement cell of the institute regularly organizes leadership talks by the prominent industry leaders.

Placement Cell, IM (FMS)-BHU organized one of its kind interactive session with four distinguished speakers across diverse industry domains on a single platform, sharing their expertise and experience with the students. The session was organized for the students of MBA, MBA-International Business and MBA-Agribusiness. The speakers who graced this virtual session were Mr. Colin Mendes (Head Human Resources Voltas Beko), Mr. Ravikumar Kumarsamy (Director, Ibibo Group) Mr. Sushil Tripathi (Head

imBHU काशी हिन्दू विश्वविद्यालय BANARAS HINDU UNIVERSITY **FMS BHU**

**INSTITUTE OF MANAGEMENT STUDIES
(FACULTY OF MANAGEMENT STUDIES)**
is organizing a series of Interactive Sessions
with the
Corporate गुरुपुत्र

Mr. Colin Mendes
Head of Human Resources
Voltas Beko

Mr. Ravikumar Kumarasamy
Director
IBIBO Group

Mr. Sushil Tripathi
Head-HR (Garment & Retail Business)
Siyaram Silk Mills

Mr. Riju Srivastava
Marketing Lead
Myntra Jabong

Date: Saturday, 07th November, 2020 **Time: 11:00 AM to 04:30 PM**

Session with Mr. Colin Mendes

The topic covered by Mr. Colin Mendes, Head-Human Resources, Voltas Beko was "The digital skill revolution: Reshaping employees' future". The session was moderated by Mr. Aurindham Chakraborty, student, MBA, final year.

The session started with the brief introduction of the speaker, followed by welcome note from the Prof. H. P. Mathur, Placement Coordinator, IM(FMS)-BHU.

Mr. Mendes initiated the interaction with his broad views on the topic. He started by characterizing the digital revolution. He emphasized on how digital media is helping us in the time of the pandemic. He gave his views on how the digital revolution will be helpful in the future, like creating new job opportunities, technological changes, inclusive global market, non-traditional work arrangements, human-automation collaboration. He also shared his experience of first job and explained how the gap of information, data, and knowledge is shrinking.

He quoted "Data have given huge power to all of us". Then he explained how the complex traditional supply chain evolved into a simple new supply chain. Also, he motivated the students, asking to be optimistic in this time of pandemic as industries are improving their work culture and work Infrastructure and things will be back to normal very soon.

He explained the Need of the hour is to learn to manage our time and money, multi skilling, enhancement of decision making skills, etc. He made the students play a fun and interactive game named as "Coffee and cream with Colin", in which he asked students to suggest hashtags for some of the pictures. After the game, he shared his own 8 mantras to get success in the job. Further he ended the session with a question for students, which was "What new normal should we create?".

At the end, speaker took some of the questions from the attendees and the session ended with Vote of Thanks by Ms. SakshiGiri, student, MBA, final year.

Session with Mr. Ravi Kumar Kumarsamy

Mr. Ravikumar Kumarasamy, Director ibibo Group fostered the students with his Startuprenuer Journey. The session was moderated by Ms. Sakshi Jain, student, MBA, final year. The session started with the brief introduction of the speaker, followed by welcome note from the Prof. H. P. Mathur, Placement Coordinator, IM(FMS)-BHU. Mr. Kumarasamy cleverly molded all

the points of his session into a real life story of his journey of entrepreneurship. The discussion revolved around 3 heads "Story of an idea", "Story of Bootcamp" and "Startup Journey".

He started by introducing the reason and the need behind his startup idea and mentioned the contents of a quality idea i.e. innovation, scalable and doing a

reality check. Moving ahead he told his experiences in various Startup Forums and quoted "Failing to Plan is a

He told his entire journey and how to overcome various barriers and achieve success. He shed light upon important factors that need to be considered in the startup setup. The session was then concluded by motivating students and advising them to never give up

Planning to Fail".

and peel off the emotional layer attached to the idea. At the end, speaker took some of the questions from the attendees and the session ended with Vote of Thanks by Ms. Sapna, student, MBA-AB, final year.

Session with Mr. Sushil Tripathi

The session with Mr. Sushil Tripathi, Head Human Resources- Siyaram Silk Mills, gave a very informative insight into HR analytics and the popular myths about HR managers in the corporates. The session was moderated by Ms. Simran Srivastava, student, MBA-IB, final year. The session started with the brief introduction of the speaker, followed by welcome note from the Prof. H. P. Mathur, Placement Coordinator, IM(FMS)-BHU.

Wonderfully starting the session with saying "We are living in the age of data", he took the students through the integral concepts which are to be focused upon in the HR Analytics. He talked on all the aspects of HR analytics from data collection to cleaning, organizing and analysis. Further he discussed about three steps of data analysis-

The first step in the process is Descriptive Analytics which focuses on the data collection and using that data to move ahead with the next step. Predictive Analysis – The amount of data available today is

voluminous and it is now being used by HR managers to predict future trends and patterns. Prescriptive Analytics – Based on the predictive analysis the HR Personnels can help in suggesting the necessary steps to be taken by the company in order to achieve its goals.

Mr. Tripathi used a video to show the perspective of employees towards the role of the HR in an organization. He also threw light upon the popular myth "Every manager can be a HR manager". He discussed and broke this myth by pointing out that special skills and multiple perspectives have to be kept in mind while functioning as an HR manager. Things have to be looked from the inside of the organization as well as the outside of the organization. All this is looked after by an HR and that makes the function of a HR manager very important. Thus the session was a real eye opener which gave a lot to learn and think about. At the end, speaker took some of the questions from the attendees and the session ended with Vote of Thanks by Ms. Meghna, student, MBA, final year.

Session with Mr. Riju Srivastava

Today's session with Mr. Riju Shrivastava, Head Marketing (Digital Events & Content) Myntra, provided deep insights on Digital marketing. The session was moderated by Mr. GVSK Vedant, student, MBA, final year. The session started with the brief introduction of the speaker, followed by welcome note from the Prof. H. P. Mathur, Placement Coordinator, IM(FMS)-BHU. Mr. Srivastava used presentation as well as regular interaction with students to communicate his insights. He cleverly brought students to the conclusion that Digital marketing is just Marketing as all the things these days are digital. Like he said, "Democracy is Dead", that means, why bind ourselves in the boundaries, when we can reach out to everyone. Mr. Srivastava made a point that a consumer's journey for the product is Non-Linear, that makes it more important for businesses to show up at the right place and the right time, when customer is ready to buy.

He helped in decluttering the way forward by explaining what exactly is done:

1. Understanding your audience
2. Extracting Data, layering/customizing it into sub-groups.
3. Reach out to the audience on Google/ Facebook/ Instagram/OTT.
4. Get them on your platform.

People say, "Marketing should be customer centric", Mr. Srivastava expanded this as- "Know what people do Online, to understand the platform and strategically use the hard data".

The session with Mr. Riju Shrivastava Sir was insightful with practical examples and crisp points. At the end, speaker took some of the questions from the attendees in which he explored further more concepts of digital marketing, adwords, listing, SEO and many more. The session ended with Vote of Thanks by Mr. Dhruv Garg, student, MBA, final year.



Shri Ramesh Pokhriyal Nishankji, Hon'ble Union Education Minister, inaugurated the Faculty Development Program of Institute of Management Studies on Social Enterprise Management including other 46 AICTE-ATAL sponsored Online Faculty development programs through an online session from New Delhi today.

Speaking on the common inauguration ceremony of 46 AICTE-ATAL sponsored online Faculty development programs, through a video message, Shri Ramesh Pokhriyal 'Nishank' Ji highlighted his vision towards bringing a substantial improvement in higher education of the country. He emphasised on the ability of teachers to shape leaders of the future in the best way for society to build positive and inspired future generations. He also shed light on how the National Education Policy, 2020 is going to revamp the education system in India.

The Hon'ble Minister also encouraged teachers to train themselves in order to make subjects more interesting and applicable in real life, for the students. Appreciating the initiative taken by Educational Institutions all over the country, he appreciated the role of Banaras Hindu University in grooming teachers of high technical intellect. He stressed on building Industry-Academia linkages for enhancement of employability of students and suggested that more Faculty Development Programmes should be organised based upon the current industry requirements. This will be beneficial for students to develop the necessary skills. Hon'ble Union Minister of Education Shri Ramesh Pokhriyal concluded by stressing the importance of life management activities in betterment of mental and physical health of students and teachers both.

The AICTE-ATAL sponsored Faculty Development Program on Social Enterprise Management of Institute of Management Studies; Banaras Hindu University is scheduled through online mode from 23rd to 27th November, 2020. The online FDP has received more than 250 applications, but due to the restrictions of participation, it will be attended by only 200 participants from various reputed institutes of the country.

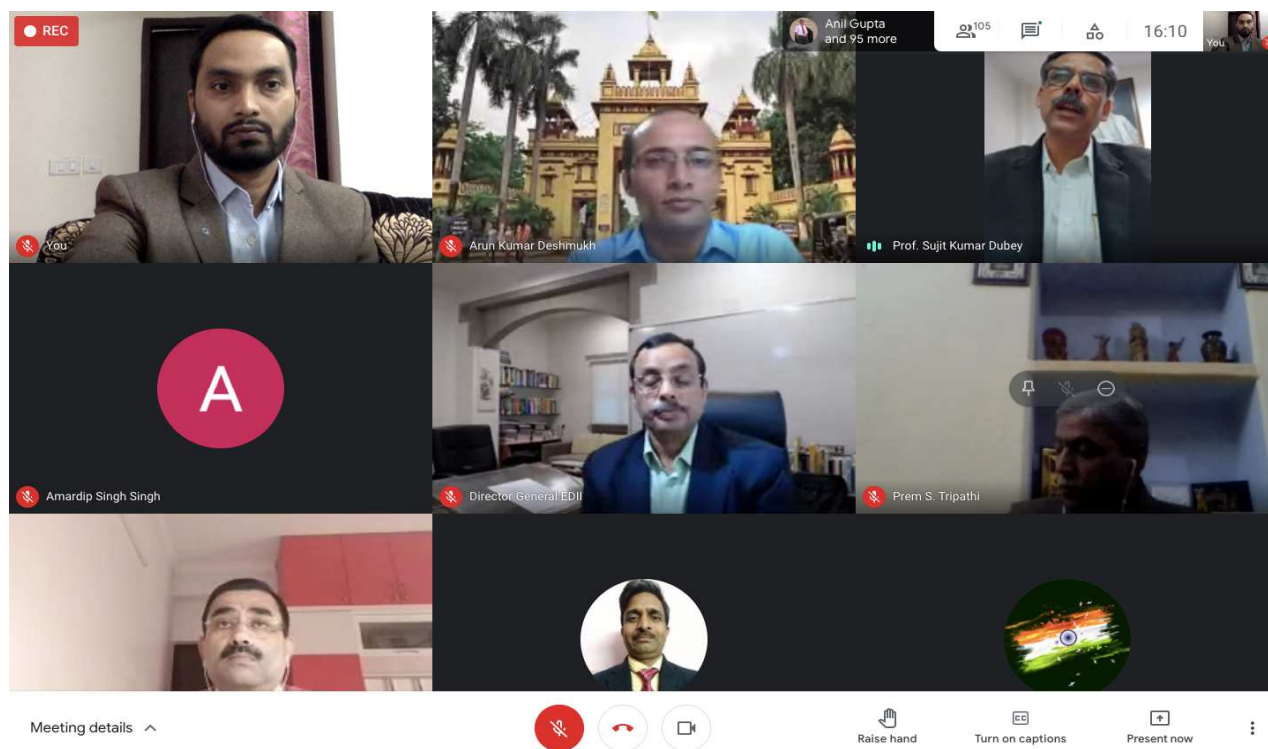
Total of 14 technical sessions will be engaged by the experts of Social Entrepreneurship. Chairperson Prof. Anil D Sahasrabud he, Vice-Chairman Prof. M P Poonia, Member Secretary Prof. Rajive Kumar and Director-ATAL Dr.Ravindra Soniof AICTE also addressed the inaugural ceremony.

The Director, Prof. S. K. Dubey, the Dean, Prof. P. S. Tripathi along with teachers of Institute of Management Studies, attended the inaugural ceremony. Looking at the affirmative response of the participants to attend online FDP, along with its importance in the current education system, the Director and Dean of Institute of Management Studies, Banaras Hindu University have decided to organise more such Faculty Development Programs in future in collaboration with All India Council for Technical Education.

Five day online Faculty Development Program on 'Social Enterprise Management' organised by Institute of Management Studies, Banaras Hindu University, concluded with the online valedictory session on November 27, 2020 at 5:00 PM. This program was scheduled from 23rd November to 27th November 2020.

A total of 200 participants from various prestigious academic institutions of the country participated in the Faculty Development Program on Social Enterprise

Management. The program was sponsored by AICTE Training and Learning (ATAL) Academy Cell, New Delhi.



Dr. Sunil Shukla, Director General, Entrepreneurship Development Institute of India (EDII), Gandhinagar was the Chief Guest of the occasion. In the welcome address, Prof. Sujit Kumar Dubey, Director, Institute of Management Studies, Banaras Hindu University highlighted the role of Social Entrepreneurship in the development of the nation and also presented the brief overview of the event. While appreciating the efforts of the Institute of Management Studies for organizing successful online FDP on Social Enterprise Management, the chief guest Dr. Sunil Shukla emphasized that Social entrepreneurship focuses on the development of equal and just society, by providing economic, social security and livelihood opportunities for better standard of living of the people. He added that there is a huge need of organizing faculty development programmes on social entrepreneurship, as it can be extremely impactful in turbulent and uncertain times of Covid-19 to support impoverished sections of society. He further stressed that all the teachers of academic institutions should attend faculty development programs on a regular basis for their academic development. Dr. Sunil Shukla said that FDP focus on social entrepreneurship helps the teachers in motivating and guiding their students to venture out for start-ups in the social sector.

Coordinator of Faculty Development Program, Dr. Anurag Singh of Institute of Management Studies, Banaras Hindu University presented the detailed report and expressed his gratitude towards the distinguished resource persons of various technical sessions. The participants of the program expressed their satisfaction with respect to the presentation, content and deliveries of all the topics covered during technical sessions by various resource persons and have shown their pleasure for the effective management of online FDP.

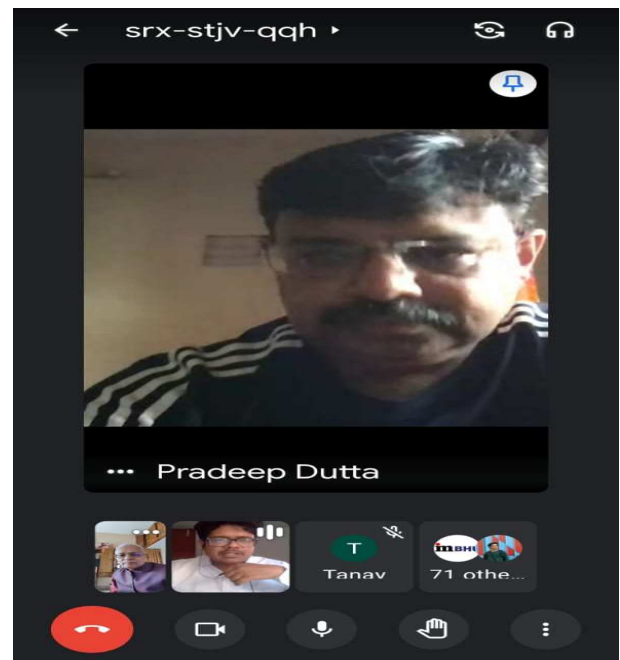
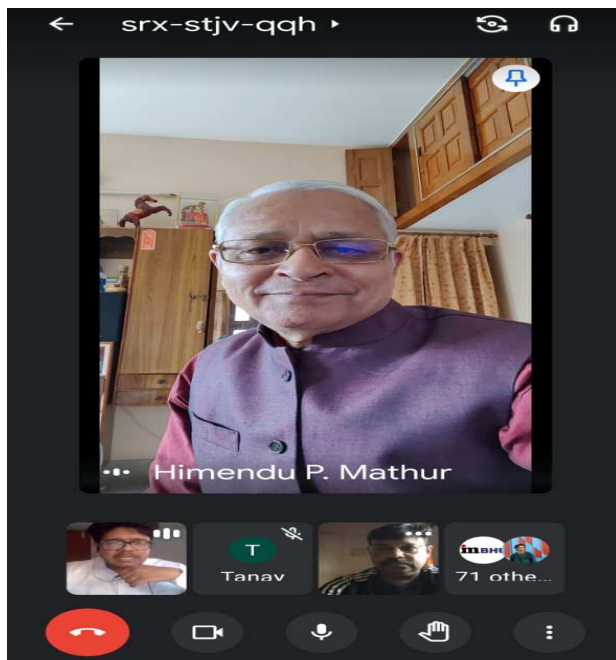
Professor P.S. Tripathi, Dean, Institute of Management Studies, Banaras Hindu University in his concluding remarks expressed his willingness to organise more such types of programs in association with AICTE Training and Learning (ATAL) Academy Cell in the near future.

The program ended with a vote of thanks by FDP co-coordinator Dr. Vishal Kumar Laheri, Institute of Management Studies, Banaras Hindu University. The program was anchored by Dr. Arun Kumar Deshmukh of Institute of Management Studies, Banaras Hindu University.

Guest Lecture by Mr. Pradeep Dutta, Head – Alternate Channel (Panasonic) (December 06, 2020)

Institute organized an interactive session on “Importance of quality in e-commerce”. Mr Pradeep Dutta, Head – Alternate channel, Panasonic, was the guest speaker at the event. Mr. Dutta is also an alumnus of Faculty of Commerce, Banaras Hindu

University. The moderator of the session was Mr. G V S K Vedant, final year student, MBA. The session started with Prof. H. P. Mathur, chairman and coordinator, Placement Cell, FMS-BHU; introducing the speaker.



It was a two-part session; Mr Dutta started with the various aspects of quality management in e-commerce and towards the end, he took up questions from the audience.

Mr Dutta talked about the impact of the onslaught of Covid-19 on the dynamics of E-commerce. Covid-19 induced lockdowns lead to new opportunities being created especially for the products that nobody had thought would be purchased online in India like Ceramic products. With work/study from home being part of the new normal E-commerce has seen a massive growth north of 100% and telecom products contribute 50-60% to it.

He went on to talk about the importance of “Mouth Publicity”; how one bad review is all that it takes to push thousands of prospects and customers away from the platform/organization. The dual-brand strategy successfully implemented by giants like Panasonic and Coca-Cola and how it helps the organization in different spheres of competition.

The nature of e-commerce industry is such that the customers do not have the luxury to touch and feel the product therefore the presentation of the product becomes imperative.

He compared the contribution of Independent sellers, E-commerce and Organized chains in Indian, Asian and Chinese market place and showed how India is trailing China by 4-5 years. He also drew a sharp comparison between the American and Chinese MNCs. How the organized approach of companies like Amazon and Walmart has contributed to its success and ensured sustainable growth in markets like India whereas companies like Alibaba are still struggling to make a presence.

E-Commerce is projected to grow at a CAGR of 20.09% for the next 7 years. With astounding deliverability of 99.9% shrouding from Metro to the tier – 7 cities, almost at par with India Post (100%), it is going to change the way we do shopping in the next 5-7 years. Increase in smartphone usage, cheap data tariffs and work/study from home have also contributed to its exponential growth moreover, they are here to stay. Owing to the penetration of the sector, the conventional mom & pop stores are projected to merge with these platforms giving a boost to the variety of products available on these platforms meanwhile ensuring lower delivery time.

India, the world’s biggest market second only to China, is observing a dynamic shift in customer behaviour.

“Gone are the days when the price of the product used

to be the deciding factor”.

The new-age customers are quality-centric and mind you it is not just the quality of the product that matters the aesthetics, features, salience, ease of purchase, delivery time, look and finish, after-sales service and many more are a part of quality. Innovative ways of customer delight like Big Basket’s less than 24 hrs delivery time, Amazon’s availability, ease of return and replacement, etc. is the only way organizations are going to survive. Mr Dutta also talked about the decreasing life span of Consumer durables. Till the last decade, the life span of products like TV, Refrigerator, washing machine, etc. used to be very high. Now, with a wide variety of choices available and continuous innovation, thanks to technological advancements, the life span of products have come down drastically.

The event then turned gear towards the importance of visibility and customer retention in the industry. The new age has brought consumer loyalty to its minimum, observed till date. The reasons are fairly simple. The wide variety of choices and price wars have elevated customers to a platform from where brand loyalty looks a frivolous concept. In such scenario retaining customers becomes a tricky job. Mr Dutta is a votary of visibility

He said that a prospect spends about 8 seconds or 2-3 clicks in a website before moving on to other options. “8 seconds” that’s it! That’s the time you get to convert a prospect into a customer. Companies like Amazon have used this to their advantage with concepts like Amazon Go, wherein the sole purpose is to ease the entire shopping process. Towards the denouement of the session, Mr Dutta talked about the importance of bar code and central warehousing in Logistics and how it creates an impact in the value delivery process. In the end, he took some questions from the students and answered them leaving everybody amazed. Mr Dutta with hands-on experience of 20 years in the field of marketing is indeed a far-sighted personality. The repository of knowledge he possesses was palpable throughout the session.

Mr. Jai Prakash Kumar, first-year student, MBA; proposed the vote of thanks to Mr. Dutta for taking time out from his busy schedule that too on a Sunday afternoon and engaging with the budding managers of the future. Overall the session was thought-provoking and enthralling and inspired the budding managers of the Institute.

Consultancy assignments, MDP, FDP, invited lectures etc.:

The Institute was able to carry out two important consultancy assignments during the lockdown period totally about Rs. 15 lakh.

- The other for Central Power Research Institute (CPRI) on **Evaluation of R & D Schemes of Ministry of Power being implemented through CPRI.**
- The other one is for Bhadohi Industrial Development Authority (BIDA) on **Feasibility Study And Viability Report On Acquiring 200 Acres Of Land In The Nearby Area And Eastern Side Of Carpet City On The Other Side Of Morva River.**

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 Institute 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 10 Professors, 3 Associate Professors, 8 Assistant Professors in the permanent cadre making the total faculty strength 22 in main campus of the Institute. Besides the above, One professor, one Associate Professor and three Assistant Professors in permanent cadre are engaging MBA Agribusiness program of the Institute running at RGSC Campus. Three positions of Professors and four positions of Associate Professors are lying vacant in the main campus of the Institute for which recruitment process are going on. **All the permanent faculty members are having doctorate degree in management and do have rich industry as well as academic experience.**

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 anyone in the Campus with a quench of knowledge is the 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.

Physical Infrastructure :

Two smart Class Rooms under Institute of Eminence: Being a premier management institution, the biggest challenge before the Institute is providing matching educational infrastructure for the students and research scholars in the Institute at par with that of top B-schools of the country, so that they can be groomed in the best possible teaching-learning environment. **In order to achieve the quality parameters and objectives set for Institution of Eminence**, advanced facilities need to be made available to faculty, research scholars and students in the Institute. One of the important requirements is to have good class rooms in the Institute. The institute is aiming to have all of its classes rooms are converted to smart classrooms in the coming years. The University provided **two Smart Classrooms** to the Institute (Lecture Theater 6 & 7) under Institute of Eminence.

Webex Licenses for online Academic Activities: The University also provided 11 CISCO Webex licenses besides one each for Dean & Head for conducting online classes during the Pandemic Period.

Hostel / Seminar Halls/ Library : With the continuous efforts and persuasion, the Institute got the land allocated for construction of new Management Hostel in the Campus. The Institute got two newly constructed Warden Quarters for the Management Hostel. The Prabandh Bhawan is having fully air-conditioned seminar hall, meeting rooms etc. The digitalization of the Institute library is almost over now.

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)
- PG Diploma in Health Care Management (PGDCHM) 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 23rd December 2019, in which degree was awarded to **Graduands of session 2018-2019.**

| Degree | No. of Scholars / Students |
|------------------|----------------------------|
| Ph.D. | 13 |
| MBA | 50 |
| MBA IB | 52 |
| MBA Agribusiness | 45 |

7. Library facilities

MANAGEMENT LIBRARY

| | Beginning of the Session 2019-20 | Addition during the session | Total Collections |
|---|----------------------------------|-----------------------------|-------------------|
| 1. Total no. of books | 19813 | 762 | 20575 |
| 2. No. of Journals / Periodicals Subscribed | 45 | 18 (renew) | 45 |
| 3. Research Publications | | | |
| 3. One line journals / resources subscribed | | | |
| 4. Electronic editions | 98 | | 98 |
| 5. Books issued and consulted | 15800 | | |
| 5. Opening hrs. of Library | 9:00 AM to 7:00 PM | | |

Besides the above, the Central Library also provide a wide range of digital / online resources for the students of the University.



Atal Incubation Centre in the name of AIC Mahamana Foundation for Innovation and Entrepreneurship (AIC-MFIE-IM-BHU) is now on operation at Institute of Management, Banaras Hindu University inaugurated by Prime Minister Sri Narendra Modi in September 2018. Atal Innovation Mission is an initiative started by the NITI Aayog, Government of India, expressing its pledge to the vision of Atal Bihari Vajpayee, Former Prime Minister of India, of a modern innovative India, committed to the economic progress and social well-being of every

citizen across the length and breadth of the country and across all walks of life. AIM intends to form centers called Atal Incubation Centres (AICs) that would nurture innovative start-up businesses in their pursuit to become scalable and sustainable enterprises. The purpose of AIC-MFIE-IM-BHU is to stimulate the growth of innovation based ideas into reality through their support, proper channelized entry in a competitive environment and by multidisciplinary exposure, and these setups help indirectly in job creation within the region to start with and can scale-up in near future

Why to choose AIC-MFIE-IM-BHU?

This incubation program will provide a platform for entrepreneurs to innovate by overcoming the barriers of technology including lack of training in the area of entrepreneurship. This can be eliminated by incorporating extensive training program and support system in the existing ecosystem. By exhaustive risk elimination, innovation and rapid commercialization

process will create successful startups. Support in commercialization of their competitive ideas or technology transfer in current market can create a better ecosystem for new product development and will also motivate more R&D Spin-offs. This facility will also serve as a focal meeting point for all startup entrepreneurs/experts in the aforementioned focus area.

Inspired by the Great visionary Mahamana Pandit Madan Mohan Malaviyaji

| Vision | Mission |
|---|--|
| To seek a blooming and sustainable regional economy driven by innovative start-ups and a competitive entrepreneurial ecosystem. | To cater relevant, seasonal and aimed support to innovation based startups companies which would contribute to our Indian economy and facilitate job creation. |

| Focus Areas | | | |
|---------------|-------------------------|------------------|--------------------|
| Agri-Business | Healthcare | IT & Electronics | Clean-Tech |
| Tourism | Geographical Indicators | E-Commerce | Entertainment Tech |

| Programs | | | |
|-----------------------------|----------------------------------|--|-----------------------------------|
| Start-up Incubation Program | Start-up Pre-Incubation Program | Women Entrepreneurship (Empowerment) Program | R & D Spin-off Program |
| Mentoring Program | Faculty Entrepreneurship Program | | Entrepreneurship Training Program |

| Partner | Supported by |
|---------|--------------|
| | |

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1. **E-Agri hackathon:** Successful Completion of Two Days Hack-Hitch, e-hackathon on Agriculture

Experts spoke about the agricultural problems and the practical problems of their business on the second day of the ongoing two-day e-hackathon under the aegis of Atal Incubation Center (BHU) and entrepreneur Uddhmi Kisan Agri Pvt. Ltd.

The students of the leading educational institutions of the country participating in the program presented a model of agricultural problems and related solutions along with teamwork. A total of sixty participants participated in this e-hackathon. Out of which ten ideas models were accepted by the jury. Among these, Aditya Kumar's suggested idea model on marketing and Reema's agri production was commendable while addressing the program Atal Innovation Center (BHU) CEO Paritosh Tripathi said that it is only through innovations that we can make agriculture a profitable enterprise. For this, the models presented in this program are capable of revolutionizing them and should be encouraged.

Divya Dixit, director of Entrepreneur Farmer, said that the dream of a self-reliant India is possible only through capable agriculture. Agriculture and allied innovations need more encouragement from the government and industry. The program was thanked by Abhishek of Sponsaria.

Online News - <https://tnnonline.in/kisan-i-agree-hackthon-program/>
<https://up65news.com/%E0%A4%89%E0%A4%A6%E0%A5%8D%E0%A4.../>

इ-एग्री हैकथाम का हुआ आयोजन

» आत्मनिर्भर भारत बनने के लिए कृषि को करना होगा मजबूत- प्रो.एसके दुबे

वाराणसी(रणभेरी)। उद्यमी किसान एग्री प्राइवेट लिमिटेड एवं अटल इन्क्यूबेशन सेंटर (बीएचयू) एवं उद्यमी किसान एग्री प्राइवेट लिमिटेड एवं अटल इन्क्यूबेशन सेंटर (बीएचयू) के संयुक्त तत्वाधान तथा दिव्यावन फउंडेशन एवं स्यांसरिया के सहयोग के संयुक्त प्रयास से इ- एग्री हैकथॉन का आयोजन किया गया। कार्यक्रम के प्रथम चरण में कार्यक्रम का उद्घाटन करते हुए मुख्य अतिथि एवं प्रबंध संकय बीएचयू के निदेशक प्रो. एसके दुबे ने कृषि उद्यम से जुड़ी हुई नए संभावनाओं से अवगत करते हुए कहा कि वर्तमान समय में आत्मनिर्भर भारत हेतु कृषि नवाचारों और नवउद्यमों की नितांत आवश्यकता है इसे प्रोत्साहित और प्रेरित किया जाना चाहिए। इसके पश्चात अटल इन्क्यूबेशन केंद्र के प्रोफेसर इनचार्ज प्रो० पीवी राजीव ने सभी

प्रतिभागियों का उत्साहवर्धन करते हुए उद्यम और उसके महत्वपूर्ण बिंदुओं को विस्तार से समझाया बताया। कृषि संस्थान के प्रो. एके पाल ने प्रतिभागियों को कृषि से जुड़ी नवीन संभावनाओं को खले क्षेत्रों से अवगत करते हुए इस क्षेत्र की संभावना और उसकी समस्याओं को चर्चा की। उन्होंने बताया की कृषि एक बहुत ही बड़ा क्षेत्र है जिसमें बहुत ही संभावनाएं हैं,जिस पर युवाओं को आगे आ कर काम करना चाहिए। कार्यक्रम के अगले सत्र में 'सोच और टीम गठन की समस्या और समाधान' विषय पर कार्यशाला अटल इन्क्यूबेशन केंद्र के मुख्य कार्यकारी अधिकारी डॉ० परितोष त्रिपाठी द्वारा समर्थित किया गया। प्रोग्राम का दूसरा चरण पैन्ल डिस्कशन का था जिसमें 'वर्तमान समस्या और उन्नति' विषय पर विस्तार से डिप्टी डायरेक्टर इंचार्ज वीके वर्मा, असिस्टेंट डायरेक्टर ओपी पटेल, निर्मलया से ख्याति सिंह,उद्यमी किसान एग्री प्राइवेट लिमिटेड से दिव्या दीक्षित ने परिचर्चा में सहभागिता की।

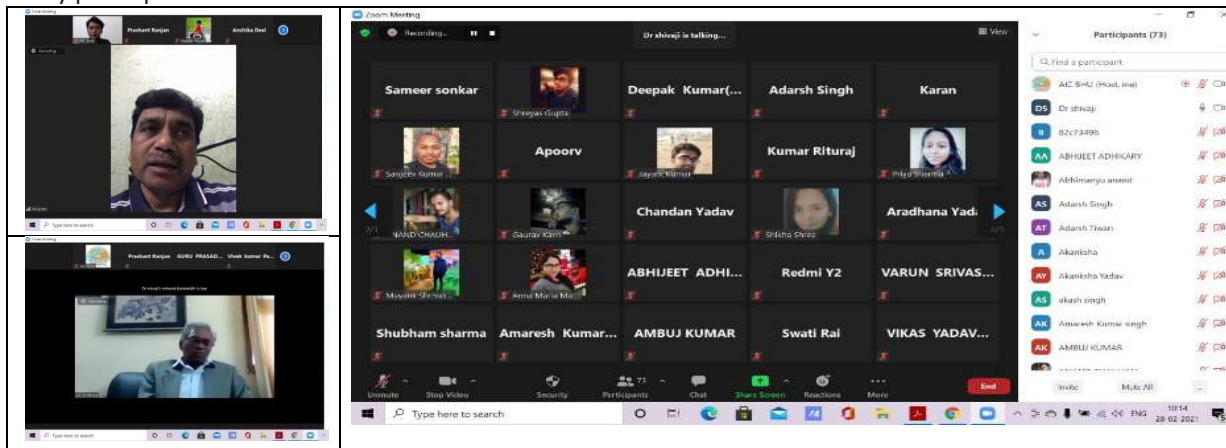
2. **'CIPSS Online' a '2 days activity based online workshop' on 'Corporate Innovation and Problem Solving Skills' Program Highlights:**

| | |
|--|---|
| <ul style="list-style-type: none"> • Beat the Automation and A.I. • Learn to see the possibilities and solutions • On-hands collaboration and Activity_Critical problem-solving | <ul style="list-style-type: none"> • Develop one rare skill set every corporate office needs • Accessible on all smartphones, laptops, desktops and tablet computers. • Participation certificate for everyone |
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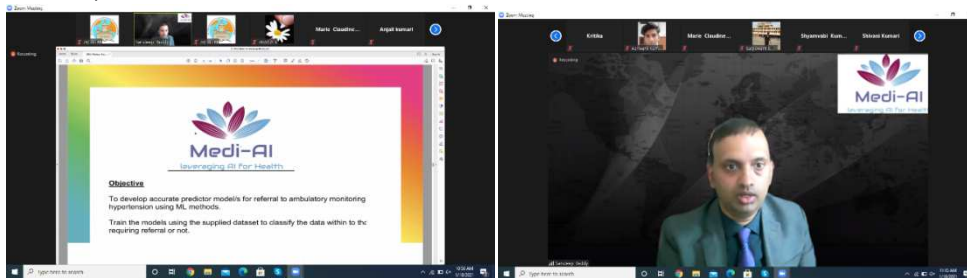
3. **Webinar Session on IPR Patent Search & Documentations**

| | |
|--|---|
| <ol style="list-style-type: none"> 1. How to write invention disclosure 2. How to prepare background of invention 3. How to review claims of patent application | <ol style="list-style-type: none"> 4. How to search for patents/publications 5. Importance of Non-Disclosure Agreements |
|--|---|

4. On the occasion of National Science Day, AIC-MFIE-IM-BHU in association with Abhilasha organized a national webinar on 'Recent advances in Science and Technology' on 28th Feb 2021. Dr. Sivaji Chadaram, Director, DST, Ministry of Science and Technology, GoI was the guest of honor and Dr. Pradeep Srivastava, Executive Director, TIFAC was the chief guest for the webinar. More than 80 students and entrepreneurs from various parts of the country participated in the webinar.



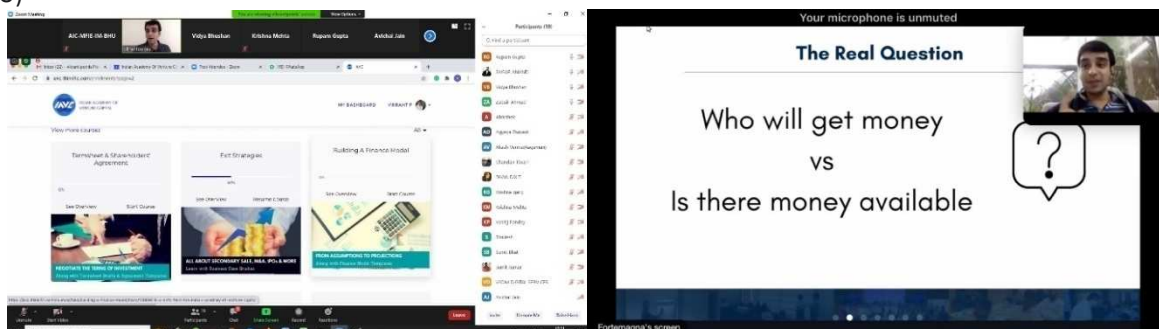
- AIC-MFIE-IM-BHU in association with 'ABHILASHA' (an initiative of the students of the Institute of Science, BHU) is organizing a live webinar on Jan 18th, 2021, Monday as a part of its Innovation and Entrepreneurship Lecture series (IELS) on the topic "Translational AI in Healthcare – What, Why and How?" by Dr. Sandeep Reddy, Founder & Chairman, Medi-AI



- Startups face investors** in startupWinc 2020 - 20 selected startups, 8 speakers, and 42+ investors and backers took part in startupWinc 2020 – and 7 of them are in talks with potential investors already. Prof S K Dubey, The Director of IM-BHU, BalasubramanianVenkatesh, CEO, Compunet Pvt Ltd were the Chief Guests and Speakers for the Inauguration Ceremony. Around 60 Start-ups from various focus areas participated in this event and showcased their product and technologies.

- Innovation and Entrepreneurship Awareness Program IEAP** was a 3 hour program done in association with Spontop and SponsoRia. The aim of this program was to aware students about the opportunities and support in the field of innovation and entrepreneurship.
- A virtual sensitization program to engage various college students** and inform them about **entrepreneurship as a career option**. We hosted a session of 95 students from all across India.

9. B-Plan & Design Thinking and Problem Solving training - Mr Paritosh Tripathi (CEO AIC-MFIE-IM-BHU)
10. Internship @BHU - Abhishek Srivastava (Entrepreneur) & Mr Paritosh Tripathi (CEO AIC-MFIE-IM-BHU). Around 100 participants from various Schools and Colleges of Varanasi participated in the event.
11. Fundable Workshop - How to create the documents before your pitch by Mr Paritosh Tripathi (CEO AIC-MFIE-IM-BHU)

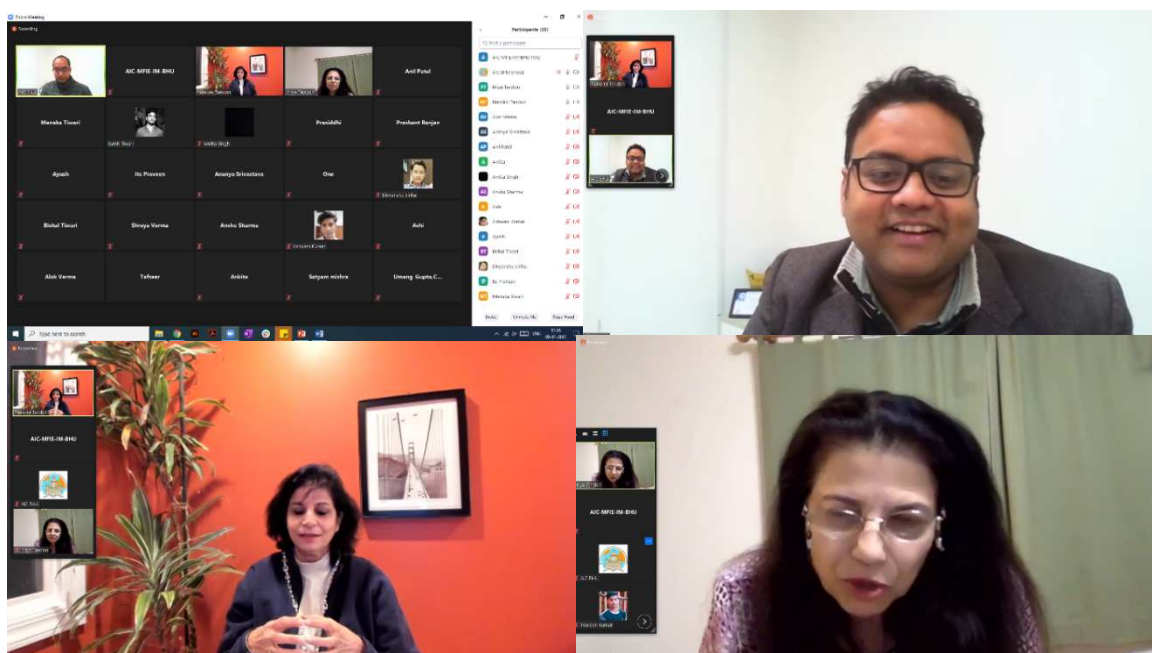


12. AIC-MFIE-IM-BHU in association with Abhilasha (an initiative of the students of Institute of Science, BHU) on the occasion of National Consumers Day, presents a Webinar on: "Why Customer don't buy from you?" Mr Osho Siddhatn, Co-founder, Bombay Locale was the speaker for the webinar.

13. International Investor Summit - A virtual pitch fest for startups and investors. The aim of this program is to support Indian startups through investments. The two days pitch fest will help the startups and investors to look for opportunities in Indian startup ecosystem. Ms Rashmi Khetrupal (CEO - Count Magic) was the chief guest and speaker for the event.

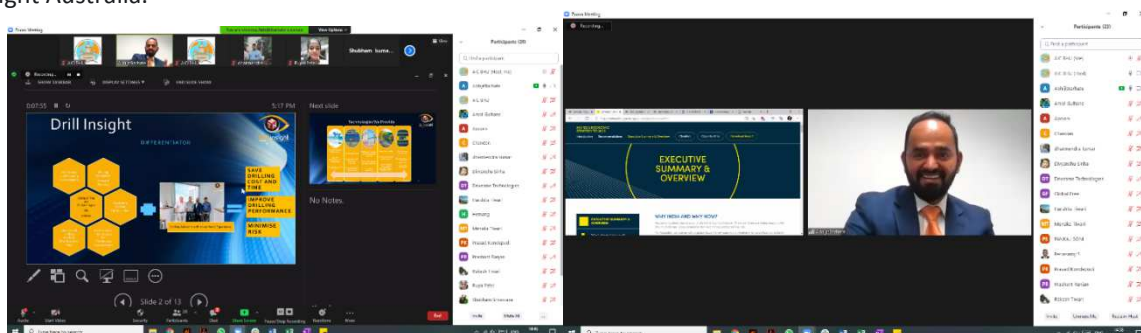


14. AIC-MFIE-IM-BHU in association with Abhilasha (an initiative of the students of the Institute of Science, BHU) is organizing a live webinar on the occasion of NRI Day, Jan 9th, 2021, Saturday as a part of this IELTS series on the topic "How to attract Foreign Investment in Indian Start-ups?" by Dr. Nandini Tandon, Co-founder, Tenacity Global Group Inc. and Ms Priya Tandon, Founder and Chair, IndUS Setu Global Foundation



15. CareerWinc: a Career and internship fair in association with Sponsoria and Education Dreams was organized on 3rd Mar 2021, powered by Spontop. Program Highlights were Individual counselling and guidance, Opportunity to Interview at 20+ brands and businesses, prestigious start-up companies.

16. AIC-MFIE-IM-BHU in association with 'ABHILASHA' (an initiative of the students of the Institute of Science, BHU) is organizing a live webinar on Feb 10th, 2021, Monday as a part of its Innovation and Entrepreneurship Lecture series (IELS) on the topic 'Opportunities for Indian Start-ups in Australia' by Mr Abhijit Barhate, Director, Drill Insight Australia.



17. Fluxus workshop was organized by AIC-MFIE-IM-BHU in association with Uddhmi Kisan Agri Pvt Ltd. On 6th Feb 2021. It is a two-day offline workshop focusing on entrepreneurial training, design thinking and critical analysis of the socio-economic problems in Chandauli district on Innovation & Entrepreneurial Training, Design Thinking and Critical Problem Solving. Mr Gaurav Mishra, DIC, Chandauli, UP were the Chief Guest for this event.



18. Management Development Programme for Digital Marketing was conducted by MSME DI Varanasi, aimed at creating awareness among working professionals about various facets of managing a business and startup while highlighting the merits of pursuing such a career option. Dr. Ashish Bajpai, Dr. Sushil Kumar, Dr. Shashi Srivastav, Dr R K Lodhwal, Dr. Amit Gautam were among the faculties and trainers for the programme. This was a one week training program from 22nd Feb 2021 to 26th Feb 2021.



19. Management Development Programme for Human Resource Management was conducted by MSME DI Varanasi, aimed at creating awareness among working professionals about various facets of managing a business and startup while highlighting the merits of pursuing such a career option. Dr Anurag Singh, Dr Arun Kumar Deshmukh, Dr R S Uraon, Paritosh Tripathi, Prashant Ranjan were among the faculties and trainers for the programme. This was a one week training program from 1st Mar 2021 to 6th Mar 2021.



8. Placement Service and Training Programs:



Campus Placement activities during Pandemic :

With the advent of Corona Virus (COVID-19) and the aftermath including the nationwide lockdown, had an adverse effect, especially during the initial days and end of March 2020. The students residing in the hostel were forced to go back to their hometown and extreme measures were taken to ensure the safety of everyone. Placements saw quite a hit with many offers being revoked as an aftermath of the novel

coronavirus. **IM (FMS)-BHU did not, however back down**, and recovered pretty quickly from the blow. Placement activities were restarted as soon as possible, and companies were being approached with greater zeal. The Institute quickly adapted to the changing world and adopted to the online mode of conducting various activities.

Campus Placement for batch 2020:

The placements started on online mode where interviews were conducted through video conferencing. As many as **22 companies conducted online mode of campus placement for the batch of 2018-20** for MBA and MBA-IB, which included companies like **ICICI Bank, HDFC Bank, Axis Bank, Visa**

Steel etc. Regular recruiters like **Hinduja Leyland and Prism Cement** also approached the Institute for hiring the students of the batch of 2018-2020. MBA-AB also had a company conducting online campus placement with 2 students getting selected in JSLPS.

Online Summer Internship of batch 2019-21

Eight week practical training during summer is a compulsory part of course curriculum of Post-graduate Management programs of the Institute. Making arrangements for online training of about 130 students of MBA, MBA IB and MBA AB was a great experience and learning for the Institute. Organizations extended their support and together the Institute was able to

devise the modalities for doing online training. Students have done their training in reputed organizations across the country. Students, after concluding the training made presentations as usual (through online) on their respective projects which were evaluated by the faculty panel.

Campus Placement for Batch 2021:

The Institute of Management (Faculty of Management Studies) Banaras Hindu University, carried out the final placement process in the virtual mode for the batch of 2019-21 amid the ongoing COVID- 19 pandemic. Despite this unusual year, the Institute completed the placement process in a virtual mode with recruiters and students logging in from remote locations. The 2021 placement process also demonstrated the preparedness of the Institute and the students to adapt to the changing times. The Institute is grateful for the continued trust from our recruiters who not only increased the variety and diversity of roles but also exceeded their commitments on all fronts. This year Institute marked the presence of around 40 major recruiters like IBM, Infosys, Wipro, TCS, ICICI Bank, SBI

Life Insurance, IDFC First, ICICI Pru Life, Jana Small Finance Bank, Utkarsh Small Finance Bank, 20 Cube Logistics, Prism Johnson, TATA Rallis, IHS Markit amongst others who not just only joined the process but also gave 130 offers for coveted positions like Package Consultant, Probation Officer, Business Analyst, Risk Analyst, Project Management, and Human Resource Management opening up more avenues for students and enabling a faster cycle of Placements in what was an unprecedented year. The students were also offered the opportunity as Deputy Field Officer in the Cabinet Secretariat, GoI. This year, the highest salary offered was 14 lakhs per annum (LPA) and the average salary for the batch hovers around 8 lakhs per annum (LPA).

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 2019, 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.

- Due to Pandemic situation, admission to MBA & MBA IB programs for session 2020-2021 was made on the basis of Written Test (CAT 2019) Score (80% weightage) and Academic Score (20% weightage) waiving off Group Discussion & Personal Interview **for the session only**.
- Admission to MBA IB for batch 2020-2021 program was made on combined score of Written test and Personal Interview, waiving off Group Discussion (**for the session only**).
- Admission to MBA & MBA IB programmes for Batch 2021-2023 was made on the basis of Written Test (CAT 2020) Score (50% Weightage); Academic Score (20% weightage) & Personal Interview (30% weightage), waiving off Group Discussion **for the session only**.

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PART – II

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Statement showing academic contribution of University Teachers/ Staff during the year 2020-2021 (i.e., from 1st April 2020 to 31st March, 2021)

| 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 | 16 | 13 | 01 | 01 | | 01 | | | 2 Chapters in Books |

Annexure II

List of Research Project funded by various Agencies sanctioned during the year 2020-2021
(i.e., from 1st April 2020 to 31st March, 2021)

| Sl. No. | Topic of Project | Name of Principal Investigator/ Co-investigator | Name of Sanctioning Agency | Fund sanctioned |
|---------|---|---|---|-----------------|
| 1 | Third Party evaluation of R & D Projects OF Ministry of Power implemented through CPRI | Prof. Ashish Bajpay Dr. Ashutosh Mohan Dr. Niraj Vishwakarma Dr. Harsh Pradhan | Central Power Research Institute, Bangalore. | |
| 2 | Exploring the Confluence of Service-Dominant Logic and Demand Chain in Indian Healthcare | Dr. Arun Kumar Deshmukh | IoE, BHU, Ministry of Education | 6.75 Lakhs |
| 3 | A Study on Determinants of Export Performance and Promotion of Indian Handloom Industry | Prof. Amit Gautam | IoE, BHU, Ministry of Education | 6 lakhs |
| 4 | Identifying the Financing Constraints and Drivers for Micro, Small and Medium Enterprises (MSMEs) and Examining its Impact upon the Availability of Bank Credit | Dr. Abhijit Biswas | Banaras Hindu University | 5.75 Lakhs |
| 5. | Feasibility Study and Viability Report on acquiring 200 acres of land in the nearby area and eastern side of Carpet City (Manikpur, Samalkot, Choudharipur, and Bhakoda villages on the other side of the Morva River). | Prof. S.K. Dubey Prof. P.S. Tripathi Prof. Ashish Bajpai Prof. P.V. Rajeev Prof. Amit Gautam Dr. Anindita Chakraborty Dr. Rajkian Prabhakar | Bhadohi Industrial Development Authority (BIDA) | 7.85 Lakhs |
| 6. | Role of the Supply Chain Function in Business and Marketing Strategies Under Post –Goods and Service Tax (GST) Era in India Retail Sector | Dr. Ashutosh Mohan Dr. Arun Kumar Deshmukh | ICSSR | 9 Lakh |
| 7. | Harnessing Knowledge Management System In Banaras Hindu University | Dr. Shashi Srivastava | BHU | |
| 8. | IoE Project, BHU | Dr. Neeraj Vishwakarma | IoE, BHU | 6.75 Lakh |
| 9. | IoE Project, BHU | Dr. Ram Shankar Uraon | IoE, BHU | 6.75 Lakh |

Seminars / Symposium / Conferences / Workshops / Other Academic Meets held during the year 2020-2021 (i.e., from 1st April 2020 to 31st March, 2021)

| Sl. No. | Title of the Event | Period of the programs | Name of the funding agency | National / International | Name of the Coordinator(s) |
|---------|---|------------------------|----------------------------|--------------------------|--|
| 1. | National Webinar on “Managing Risk in Uncertain Times’ | March 14, 2021 | IM-BHU | National | Dr. Shashi Srivastava Dr. Anindita Chakraborty Dr. Abhijeet Biswas |
| 2. | National Webinar on ‘MARKETING 4.0 (A New Normal for Emerging Consumers Era) | March 13, 2021 | IM-BHU | National | Dr. Ashutosh Mohan Dr. Vishal Kumar Laheri Dr. Arun Kumar Deshmukh |
| 3. | National Webinar on “Disruptive Technologies In Business” | March 12, 2021 | IM-BHU | National | Dr. Anurag Singh Dr. Rajkiran Prabhakar Dr. Niraj Kr. Vishvakarma |
| 4. | National Webinar on “HR Challenges: During and Post COVID Times” | March 16, 2021 | IM-BHU | National | Prof. R.K. Lodhwal, Dr. Ram Shanker Uraon Dr. Harsh Pradhan |
| 5. | Institute Day Celebrations | December 16, 2020 | IM-BHU | | |
| 6. | Guest Lecture by Mr. Pradeep Dutta, Head – Alternate Channel (Panasonic) | December 6, 2020 | IM-BHU | | Prof. H.P. Mathur |
| 7. | Interactive session with corporate gurus | November 7, 2020 | IM-BHU | | Prof. H.P. Mathur |
| 8. | Online FDP on Social Enterprise Management organized by Institute of Management Studies, Banaras Hindu University | November 23-27, 2020 | AICTE | National | Dr. Anurag Singh |
| 9. | Interactive Session on Retail Marketing by Shri B. S. Nagesh | October 3, 2020 | IM-BHU | | Dr. Anurag Singh |
| 10. | Induction Program for newly admitted MBA & MBA IB students 2020-2022 Batch | August 18 – 25, 2020 | IM-BHU | | Prof. H.P. Mathur Prof. Amit Gautam Dr. Shashi Srivastava |
| 11. | Guest Lecture s/ Webinar on Startup and Entrepreneurship | February 06, 2021 | | | Prof. H.P. Mathur |
| 12. | Guest Lecture s/ Webinar on Future of recruiting | February 13, 2021 | | | Prof. H.P. Mathur |
| 13. | Guest Lecture s/ Webinar on Importance of academics in contingent workforce | February 13, 2021 | | | Prof. H.P. Mathur |
| 14. | Guest Lecture s/ Webinar on Fintech and its disruptive role in BFSI | February 13 & 20, 2021 | | | Prof. H.P. Mathur |
| 15. | Guest Lecture s/ Webinar on Equity Shares | February 20, 2021 | | | Prof. H.P. Mathur |
| 16. | Guest Lecture s/ Webinar on Disruptions caused by COVID and its aftermath | February 27, 2021 | | | Prof. H.P. Mathur |
| 17. | Guest Lecture s/ Webinar on Conspectus- Mastering Resume Writing | February 27, 2021 | | | Prof. H.P. Mathur |

Statement showing number of Teachers deputed to participate in the various academic meets during the year 2020-2021 (i.e., from 1st April 2020 to 31st March, 2021)

| Sl. No. | Name of the Teacher | In India | Abroad | Purpose of visit & Period |
|---------|-----------------------|-------------|--------|--|
| 06 | Prof. H.P. Mathur | 03 | | <ul style="list-style-type: none"> Self- accountability for organizational behavior and work ethics, IQAC Patna Women college (5 days 23.06.2021-27.06.2021) National Education policy 2020- vocationalization of higher education, Central university of Andhra Pradesh Central university of Andhra Pradesh 1 day 10.06.2021, National E- conference on advances in business management and technology Ananthapuramu, Mahatma Gandhi Central University, Bihar (1 day 25.06.2021) |
| 05 | Prof. P.V. Rajeev | 02 | | <ul style="list-style-type: none"> Paper presented Conference on Excellence in Research and Education, IIM, Indore Participated in International Conference on Responsible Tourism and Hospitality 2021, Malaysia |
| 02 | Prof. Amit Gautam | 01 (Online) | | <ul style="list-style-type: none"> Training programme on Agri Export management, MANAGE Hyderabad Member, Research Advisory Committee, MGCU |
| 04 | Dr. Ashutosh Mohan | 01 | | <ul style="list-style-type: none"> GRABS 7 Days RM Course (05/05/ 2020 to 11/05/20) |
| 05 | Dr. Shashi Srivastava | | | <ul style="list-style-type: none"> eSeminars & Workshops |
| 01 | Dr. Arun Kr. Deshmukh | 02 (Online) | | <ul style="list-style-type: none"> Futuristic Strategy For Sustainable Banking, Financial Services & Insurance During/Post Pandemic Crisis (Symbiosis University of Applied Sciences Indore; August 01, 2020) 3rd International Conference on Digital Economy & 14th Annual Indian Subcontinent Institute of Decision Sciences Conference (IIM Raipur; 27-29 December 2020) |
| 03 | Dr. Abhijeet Biswas | 01 | | <ul style="list-style-type: none"> 4-Week Online Induction/Orientation Programme (Ramanujan College, University of Delhi, 4 Weeks (04 June, 2020 - 01 July, 2020) |

Annexure V

List of Honours, Fellowship, Awards Distinctions and other remarkable achievement of the Institute/ Faculty during the year 2020-2021 (i.e., from 1st April 2020 to 31st March, 2021)

| Sl. No. | Name | Nature of National / International Awards etc. | Name of the Awarding Body |
|---------|-------------------|--|--|
| 01 | Prof. P.V. Rajeev | | <ul style="list-style-type: none">• Eminent Fellow of Scholars Academic and Scientific Society• Dignitary Fellow of International Organisation for Academic and Scientific Research |