



Celebrating 50 Golden Years of
Nurturing Managerial Minds

July – December 2017 Issue

INSTITUTE OF MANAGEMENT STUDIES NEWSLETTER

क्षितिज

KSHITIJ



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Message from the Director



The entire team of Kshitij share the happiness and enthusiasm among the University Community on its top ranking (3rd University) in the NIRF 2017 Ranking of MHRD.

The campus was very hectic with Curricular, Placement, Training, co-curricular, Alumni meet, Conference / Workshops and other outreach activities during July to December 2017.

The new session started with the addition of new members in our Management family i.e. Induction of Fresh Batches of MBA & MBA IB students. In the one week induction program, as many as 20 top management professionals and academicians engaged sessions.

During the odd semester, the Institute organized programs for enhancing industry awareness among the students. The study conducted by 60 students and research scholars at LBS International Airport, Varanasi on “Capacity Assessment of Terminal Building” was highly appreciated by the Airport Authority.

Interaction sessions with experts from Quality Council of India, Edelweiss corporation, Vedanta Group of Companies, Airport and Authority of India were also organized.

I have pleasure to mention here about the outreach activities organized by the institute to mark 75th anniversary of Quit India Movement, Awareness for Swachh Bharat Abhiyan in and around our premises, Visiting Birthplace of Rani Lakshmi Bai and many more. The Institute community actively participated in these programs. I am looking forward to have a very wonderful even semester ahead in the academic session – 2017-18.

Most of the students have got job placement in the Campus placements. Congratulations to all who have got job placements and best wishes for those who are appearing in placements in the coming days. Congratulations to the research scholars who have submitted their theses during the last six months.

I also take this opportunity to express my grateful thanks to all stake holders for their unstinted support on various activities of the Institute and looking forward to receive valuable cooperation from all sections in future as well.

Prof. Raj Kumar



Happenings @ Institute during July - December 2017

• Institute Day	<i>December 16, 2017</i>
• FDP on Structural Equation Modeling	<i>December 12-17, 2017</i>
• Workshop on Role of Social Media	<i>December 1, 2017</i>
• Constitution Day	<i>November 28, 2017</i>
• Workshop on the Genesis of Small Finance Bank and Way Forward (in association with Utkarsh Small Finance Bank)	<i>November 18, 2017</i>
• Meeting with Dr. Atul Prasad, Addl. General Manager (HR-RLI), Vindhyachal Super Thermal Power Station exploring Professional collaboration.	<i>November 18, 2017</i>
• Meeting with Director General of National Academy of Indian Railways (erstwhile Railway Staff College)	<i>November 10, 2017</i>
• 60 (54 + 6) Students of the Institute carries out a Study for Capacity Assessment of the Terminal Building at LBS Int'l Airport, Varanasi.	<i>November 11, 12 & 14, 2017</i>
• Workshop on Gender Sensitization (Key resource person : Prof. Royana Singh, Chief Proctor, BHU)	<i>November 9, 2017</i>
• Workshop on Emotional Intelligence (Key resource person Dr. B.R. Singh, MD, Strategic Mgmt. Consultants, Mumbai.)	<i>November 7, 2017</i>
• Guest Lecture by Mrs. Ritu Singal , MD, Raglan Infrastructure Pvt. Ltd. (LLM Gold Medalist and Recipient of prestigious award of "Women Entrepreneur of the Year 2011"). The topic of interaction is: " Secrets of Success and Leadership "	<i>November 3, 2017</i>
• Pledge Taking Ceremony as part of Vigilance Awareness Week	<i>November 3,, 2017</i>
• Introductory workshop by Sri Ajay Suman Shukla , Team Leader, Ek Soch Sandbox, Deshpande Foundation.	<i>November 2, 2017</i>
• Visit and interaction with Mr. Anil Kumar Rai, Airport Director, Lal Bahadur Shastri International Airport, Varanasi with faculty members.	<i>October 30, 2017</i>
• Seminar on 'Importance of Stock Market for students" and "Stock Mind Season VI" A Virtual Trading Competition by ICICIDirect"	<i>October 26-27, 2017</i>
• Visit and interaction with Mr. Sudhanshu Tripathi, Strategy Lead & Chief Marketing Officer (Acting) for Sterlite Power which is a Vedanta Group company.	<i>October 24, 2017</i>
• Visit and interaction with Mr. Ranvijay Bihari, Dy. Director and Mr. Vivek Rai, Aanalyst, Quality Council of India.	<i>October 16, 2017</i>
• Visit and interaction with Sriman Jityendra Singh Gaekwad (Great Grandson of Maharaja Sayaji Rao Gaekwad)	<i>October 7, 2017</i>
• <u>Awareness Campaign organized as part of Swachh Bharat Mission</u>	<i>September 16, 2017</i>
• Hindi Fortnight	<i>September 12, 2017</i>
• Seminar on Business Strategy - A conceptual & Practice framework	<i>August 28, 2017</i>
• <u>Debate Competition and Talk on Pre and Post QIM</u> (As part of activities organized to commemorate 75th year of Quit India Movement & 71st Year of Independence of the Nation)	<i>August 26, 2017</i>
• Workshop on Corporate Job Employability Skills	<i>August 16, 2017</i>
• <u>Visit to the Birth Place of Rani Laxmi Bai and Floral Tribute</u>	<i>August 12, 2017</i>
• Guest Lecture by Dr. M. Satish Kumar, Queen's University Belfast	<i>August 10, 2017</i>
• Pledge Taking Ceremony to mark the 75th Anniversary of Quit India Movement.	<i>August 9 2017</i>
• <u>Induction Program for newly admitted MBA and MBA IB students</u>	<i>July 17-22, 2017</i>

Details of the programs are available on the website of the Institute (www.bhu.ac.in/fms)

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

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

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



Induction session

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



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

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



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

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

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



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

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



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



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



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



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



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



Mr. Aditya Malik,
CEO, Talentedge Education Venture



Swami Varishthanand,
Sri Ramkrishna Mission, Varanasi



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



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



Dr. Atul Paravatiyar,
Chairman and CEO iCRM
(



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



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



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

Visit of Sriman Jityendra Singh Gaekwad (7 October 2017)

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



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

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

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



The Airport Authority highly appreciated the efforts made by the students and faculty members of the institute in conducting the survey.



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

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

Institute Day (16th December 2017)

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



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

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

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

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

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



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

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

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



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

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

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



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

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



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



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

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

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

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



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



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

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

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



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

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

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

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

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



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



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

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

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

Dr. M. Satish Kumar teaches in the School of Geography, Archaeology & Palaeoecology. He was formerly the founding Director of Queen's Academy India. Dr. Kumar's research focuses on Colonial/ Postcolonial Geographies and Economic Development of South Asia. He has more than twenty-six years experience in the field of higher education, having taught previously at Jawaharlal Nehru University, New Delhi, University of Cambridge, UK. He was recently nominated as a Visiting Professorship to JNU, New Delhi. He is a Fellow of Royal Geographical Society and of the Higher Education Academy.



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

Hindi Fortnight (12 September 2017)

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



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



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



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

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

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



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

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

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



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

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

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



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



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

Workshop on Gender Sensitization November 9, 2017

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



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

Conferences / Seminars / Workshop attended Research Scholars / faculty members:

- One week “**National Workshop on Research Methodology**” was organized by MNNIT, Allahabad & SHUATS, Allahabad from 21-27 August, 2017. **Mr. Yog Mishra, Mr. K.P.Singh, Ms. Babita Yadav, Ms. Sarika Singh & Mr. Shwetank Mishra** represented the institute of management studies in this aforesaid event.
- Research Paper “**Microfinance in India – Growth and Present Status**” (Author: **Mrs. Chetna Singh, Co-Author: Prof Raj Kumar**) was published at “**Saaransh: An International Journal of Management**”, vol 9(1) issue.
- Research Paper “**Study of Women’s Financial Literacy – A case of BHU**” (Author: **Mrs. Chetna Singh, Co-Author: Prof Raj Kumar**) was published at “**Pacific Business Review International**”, Vol 10(4) issue.
- Research Paper “**The Relationship between Consumer Purchase Intention & Product Quality: A Study of Xiaomi Mobile Phones Purchased Online**” (Author: **Mr. Om Jee Gupta; Co-author: Dr. Anurag Singh**) at Two Days **National Conference on Information Technology For Innovative Business Practices**, 7th – 8th Oct, 2017, School of Management Sciences, Varanasi.
- One Week Short Term Training Program on “**Publishing Research in High Quality International Journals**” was Organized by **School of Management Studies, MNNIT, Allahabad (November 24th-28th, 2017)**. **Mr. Om Jee Gupta & Mr. Sandeep Maurya** represented Institute of Management Studies in the aforesaid event.
- Faculty Development Program (FDP) on “**Advance Data Analysis Using SPSS and Structure Equation Modelling (SEM) Using AMOS**” Organized by **Institute of Management & Research, Bharti Vidyapeeth Deemed University, New-Delhi** (November 16th-21st, 2017). **Mr. Om Jee Gupta & Mr. Sandeep Maurya** represented Institute of Management Studies in the aforesaid event.
- Research Paper “**Exploration of E Word of Mouth Antecedents for e-Consumer Vivacity**” (Author: **Mr. Yog Mishra; Co-author: Dr. Anurag Singh**) at Two Days **National Conference on Information Technology for Innovative Business Practices**, 7th – 8th Oct, 2017, School of Management Sciences, Varanasi.

Campus Placements of Batch 2016-2018 Batch :

Stellar Placements at Institute of Management Studies (FMS, BHU) once again

Recently concluding the initial stage of placements, the Institute of Management Studies, Banaras Hindu University (Faculty of Management Studies, BHU) has proven its mettle again in getting excellent placements as it roistered its Golden Jubilee this year. The very initial stage of placements witnessed a commendable opening with a marquee of renowned companies participating and offering coveted profiles across sectors to the 2016-18 Batch of MBA, MBA International Business and MBA Agri Business. This placement season started on a positive note indeed as while 131 students appeared for the placement drive, 100 offers have already been made to the students. Along with the loyal recruiters who were delighted with the smooth process and expressed satisfaction in taking part in this year's placement season, there were many new recruiters too who were elated with the quality of students which strengthened the new bond.



Students placed in Ujjivan Finance, with Prof. H.P. Mathur and recruitment team

According to Prof. H. P. Mathur, Placement Coordinator of FMS and the University, the BFSI (Banking, Financial Services and Insurance) sector witnessed prestigious companies provided lucrative roles and opportunities in Corporate Banking & Financial Services, to the students of MBA, MBA International Business and MBA Agri Business. As per the Recruiters Survey of Economic Times of the top 26 B-schools conducted in 2017 BFSI sector had a 47% share for placement in the institute.

Bharat Groups (BIL)	HDFC Ergo	Infosys	SBI Life
Cashpor Micro Credit	ICICI Bank	Mahindra Finance	Ujjivan
Dayal fertilizers	ICICI Prudential AMC	Matix Fertiliser	Utkarsh SFB
DhanukaAgritech	IDBI Capital	Mother Dairy	VISA Steel
Future supply chain	IDFC Bank	Prism Cement	Wipro



Students placed in Wipro with Prof. H.P. Mathur and Recruitment team

The Sales and Marketing sector had leading brands coming for placements and offering roles such as Sales and Marketing, Finance, Operations and Supply Chain Management to the students of MBA and MBA International Business. Meanwhile, the placement season of MBA- Agri Business also witnessed many prominent recruiters with the profiles being Management Trainee, Business Development Executive etc. with job opportunities in food, agribusiness and allied sectors. Recruiters and participants alike appreciated the robust process, efficaciously matching talent with opportunities. The average package of the students was Rs.7.2 LPA and the highest package rose up to 11 LPA which was offered by Mother Dairy. The average package is likely to increase as more top notch companies like DHL, Future Big Bazaar for MBA and MBA International Business and Pradhan, My Operator, Jharkhand livelihood, Savannah Seeds for MBA Agri Business are yet to visit in the future. The eminent alumni base comprising of distinguished corporate leaders like Rakesh Kohli (Owner, Stag International), B.R. Singh (M.D., Strategic India Consultant Ltd.), Himanshu Shekhar (CEO, Mindshare Indonesia & South East Asia), Jay Sidhu (Chairman & CEO, Customers Bank & Bank mobile), D.K. Mehrotra (Former Chairman, LIC) etc. boosted up the placements. "The Placement Cell is working hard to ensure that there is no dearth of opportunities for the aspiring students," stated Prof. H.P Mathur.

Campus News



Prof. Deepak Barman, Former Head & Dean, Faculty of Management Studies, retired from regular University service on 31st October 2017. As Head and Dean of the Faculty (Jan. 2007 to Dec. 2009) Professor Barman initiated several developmental activities. Both physical and intellectual infrastructure got strengthened during this period. Several Quality Improvement Programs of AICTE, International and National Conferences, Seminars, EDPs and MDPs were organized. More than a hundred distinguished guest speakers delivered lectures in various academic events. Prominent persons visited the Faculty during the period include Mr. K.V. Kamat, the then CMD of ICICI Bank and Mr. Yogesh Agrawal, the then CMD, IDBI Bank. As Chairman of BHU Management Alumni Association, took strong initiative in organizing various activities including Annual Meets of the BHUMAA. Knowledge Forum and Kshitij Team wishes Professor Barman very happy, active and peaceful days ahead in his life.

Prof. Rekha Prasad, Chairperson of the Knowledge Forum retired from regular University service on 31st July 2017. Prof. Rekha Prasad has done her B.Sc. (Hons) from IIT (Kharagpur) and M.Sc. and Ph.D. in Mathematics from BHU. She published works both in the field of mathematic & management studies and she has presented papers and attended conferences both Nationally and Internationally. She has completed a project entitled "Scope & Implementation of Computers in Small, Village and Cottage Industries in Varanasi". Present area of research is Enterprise Resource Planning (ERP) in India and role of Information System in Relationship Marketing. She is a life member of Indian Association of Teacher Educators. She is editorial board member of Serbian Journal of Management and BHU Management Journal. Presently she is Dy. Coordinator, National Franchisees Training Programme, which is an initiative under Tripartite MOU signed between BHU, REC, PUVNL and Ministry of Power, Govt. of India. Knowledge Forum and Kshitij Team wishes her very happy, active and peaceful days ahead in her life. Also hope to get her continued mentoring in the activities of Knowledge Forum and Kshitij.



Shri Bejon Misra – Joining as a Visiting Professor : A renowned consumer movement activist and distinguished alumnus of the Institute has been appointed as Visiting Professor in the Institute of Management Studies, Banaras Hindu University. He is in the Board of several Consumer Organisations and is at present the Executive Director of a leading consumer organisation vis. Voluntary Organisation in Interest of Consumer Education (VOICE) based in New Delhi. He was recently inducted as a member of the newly constituted Food Safety & Standards Authority of India and also in the board of several other organisations like Quality Council of India (QCI), Bureau of Energy Efficiency (BEE), National Accreditation Board of Certification Bodies (NABCB) and others as a consumer representative.

MoU Signed: MoU for establishing Startup Incubation Center in the University has been signed between Banaras Hindu University and BSE Institute Ltd. (a fully owned subsidiary of Bombay Stock Exchange Ltd.).

Congratulations:

	Dr. Amit Gautam and Dr. Anurag Singh got promoted to Associate Professor.		Dr. Rajkiran Prabhakar is the new DRC Secretary	Ms. Shilpi Raj (Research Scholar, Supervisor Dr. Rajkiran Prabhakar) placed as Asst. Professor – MBA Agribusiness Program (Contractual) at Rajiv Gandhi South Campus, Banaras Hindu University.
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Students of the institute won prizes at **Vittraj Case Study Competition at IIT Kanpur**: **Mr. Aman Pathak, Ms. Dilpreet Kaur** and **Mr. Shariq Suhail** students of MBA IB, 1st Year of the Institute achieved the position of national finalist at IIT-Kanpur's Finance case study competition, "Vittraj" in **Prabandhan 17**.

Meetings and Interaction Sessions held

Meeting with Dr. Atul Prasad, Addl. General Manager (HR – RLI) , Vindhyachal Super Thermal Power Station (a distinguished alumni of the Institute) on exploring Professional collaboration.	November 18, 2017
Meeting with Director General of National Academy of Indian Railways (erstwhile Railway Staff College) (The apex training institute of Indian Railways (IR) for training its officers. It imparts training to newly recruited officers as well as to officers holding senior administrative positions on IR as well as PSUs. Management education is a core area of training at NAIR. The Meeting was regarding areas of association/ collaboration of the two institutions.	November 10, 2017
Visit and interaction of Mr. Anil Kumar Rai, Airport Director, Lal Bahadur Shastri International Airport, Varanasi with faculty members.	October 30, 2017
Visit and interaction with Mr. Sudhanshu Tripathi, Strategy Lead & Chief Marketing Officer (Acting) for Sterlite Power which is a Vedanta Group company.	October 24, 2017
Visit and interaction with Mr. Rajvijay Bihari, Dy. Director and Mr. Vivek Rai, Analyst, Quality Council of India, New Delhi .	October 16, 2017

Banaras Tere Rang Hazaar

बनारस तेरे रंग हजार
हर बार नवोन्मेष, नवोत्कर्ष तेरा आधार
वरुणा अस्सी के मध्य सी,
यह रम्य नगरी 'वाराणसी'
जहां करुणा भी है कल्याण भी
बौध, जैन, शैव का विस्तार भी,
रूप अनेक पर एकाकार। बनारस तेरे रंग हजार.....(2)
एक ओर भवन, तीर्थ अलबेले हैं
साथ ही पीड़ितों व भिक्षुओं के मेले हैं
साधक भी हैं वैरागी भी
प्रतापी भी वैरी, अनुरागी भी
मुक्ति तीर्थ ही हैं जिसका आधार
ऐसा है इस काशी क्षेत्र का विस्तार
बनारस तेरे रंग हजार.....(2)

धर्म नगरी, शिक्षा नगरी, देव नगरी, मुक्ति नगरी
नाना रूप तेरे अनेक तेरा सरोकार।
जिसकी जैसी इच्छा हो वैसी ही साकार।
बनारस तेरे रंग हजार.....(2)
जीवन की व्यस्तता से भरी
शोर प्रदूषण का हो रहा विस्तार
फिर भी तेरी महत्ता को नहीं
कम कर पाते ये तत्त्व निराधार

ये नगरी है नवीन, ऊषा सी
शुद्ध पावनी शिव अनुकम्पा सी
जीवन के सभी पुण्यो का भण्डार
बनारस तेरे रंग हजार.....(2)

सुबह ए बनारस, शाम ए बनारस
जानता है जिसे संसार
जीवन को जीवंत बनाती
हर दिन तेरी जय-जयकार-2
बनारस तेरे रंग हजार.....

By: Ms. Babita Devi (Research Scholar)

**On the enchanted land I roam,
Searching for gods, searching for boons.**

**From Himalaya to Kanyakumari,
From shiva's abode to the land of mayanagri;
My search for my master continues,
For I'm just a mere human,
Searching for gods, searching for boons.**

**As I roam from far west to east,
Searching for the one to appease my yearnings;
To know the unknown, to know my almighty.**

**My search brought me in the land of gods,
Where vast Ganges stretches herself to thee,
Where Buddha started preaching his teachings,
The land where Mahadev resides.....**

**Banaras, the land of deities,
Searching for gods, searching for boons.**

Now I know who I am, what my origin is.

**Indeed Banaras is a land of deities,
Where I found my master,
Who appeased my yearnings
To know myself, to know my origin.**

**For I'm not just a mere human,
I'm the fragment of the supreme thee;
Came to earth to know my origin.**

By: Sourav Majumder, MBA AB, 3rd Semester, IM, BHU



Mr. Mrigendra Nath Mishra
Coordinator



Ms. Chetna Singh
Co-coordinator



Mr. Om Jee Gupta
Team Leader (Academic)

KNOWLEDGE FORUM



Ms. Shruti Singh
Team Leader
(Cultural)



Mr. Maneesh Dwivedi
Team Leader (Logistics)



Mr. Ashish Gautam
Team Leader (Sports)



Mr. Sandeep Maurya
Team Leader (Public Relations)

FORTHCOMING EVENTS

- Guest Lecture by Dr. Atul Parvatiyar, Adjunct Professor of UNC Kenan-Flagler Business School, Atlanta & former CEO, iCRM, USA/Malaysia on "**Media and Entertainment Disruption, Perspective and Contemplations**" and "**Why You Should Pursue a Career in Sales? – A Career in Sales is More Than What You Thought and Is Great for Both Men & Women!**" (20 Jan 2018)
- University Foundation Day 22 January 2018
- Golden Jubilee BHU Management Alumni Annual Meet 28 January 2018
- National Seminar on Mastering your Mind for Success at Work and at Home (16-17 February 2018)
- Annual cultural fest 'UNNAYAN' & Ransangram (February/ March 2018)
- One week National Workshop on Research Methodology (March 2018)
- National Conference on Emerging Business Practices 6-7 April 2018
- Workshop on Union Budget 2018 (March/ April)
- GD PI and Admission Counselling for Batch 2018-2020 (March/ April 2018)

THE KSHITIJ TEAM:

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Dean & Head
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Disclaimer: In spite of best efforts made by the Kshitij Team, there may have happenings/achievements in the Institute other than those covered in this Issue inadvertently missed out . .