



*Celebrating 50 Golden Years of
Nurturing Managerial Minds*

July – December 2018 Issue

INSTITUTE OF MANAGEMENT STUDIES NEWSLETTER

क्षितिज

KSHITIJ



INSIDE THIS ISSUE

Message from the Director	Page 2	Campus Placements	Page 16
Happenings @ Institute	Page 3	Campus news	Page 17
Important events	Page 3	Forthcoming Events	Page 18
Scholastic Achievements	Page 14	Knowledge Forum	Page 18

Message from the Director



The energy, motivation and blessings of our **Great Founder Bharat Ratna Mahamana Pt. Madan Mohan Malaviya** perpetually enable us to face the increasingly unpredictable challenges in the society. It is a matter of great pride, to be a part of this great institution – Banaras Hindu University – the legacy of which is our greatest strength.

The entire team of Kshitij shares the happiness and enthusiasm among the University Community on its getting the status of Institution of Eminence. This is the reflection of continuance of the excellence in performance.

As usual, the Institute organized one week induction program for newly admitted students in which the students got opportunity to listen and interact with University administrators, academicians, leaders/top executives from business and industry, NGOs, Alumni of the Institute and entrepreneurs.

Again, we are extremely delighted to mention about the launching of **AIC – Mahamana Foundation for innovation and Entrepreneurship – IM-BHU** by **Hon'ble Prime Minister Shri Narendra Modi** on 18th September 2018 in a function organized in the University Campus.

The **Atal Incubation Center** is a Flagship Project by Atal Innovation Mission, NITI Aayog, Gol for grooming and incubation of innovation and entrepreneurship.

We are thankful to the leadership and guidance of **Prof. Rakesh Bhatnagar**, our Vice Chancellor who is also Chairman and one of the promoter-Directors of the AIC – MFIE – IM-BHU.

We are also grateful to **the Registrar** and University administration for the cooperation extended to this effect including providing dedicated space for setting up of AIC at 5th Floor of the newly constructed **Central Discovery Center**.

I also express my gratitude to **Dr. Atul Parvatiyar**, Professor Texas Tech University, USA and one of the Distinguished Alumni of the Institute for donating about 500 books and journals for the Institute Library.

The 100th Convocation of the University was held on 22nd November 2018. I take this opportunity to congratulate all medal winners, graduands and research scholars who have got their respective degree in the Degree Distribution Ceremony organized on the occasion.

Congratulations to all final year students who have got placed in reputed organizations. Best wishes for those who are appearing in the forthcoming campus placement. We have also organized guest lectures, personality development sessions during the odd Sem. for benefit of students.

I 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. S.K. Dubey,
Director



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

Happenings @ Institute during July – December 2018

Yoga Sessions for Administrative Staff of the Institute	December 16, 2018
Institute Day Celebration	December 16, 2018
Institute Week Celebration and Share Warmth – Winter Campaign	December 13-18, 2018
Releasing of Book Titled “ Handbook of Advances in Marketing in an Era of Disruption ” (Essays in honour of renowned Scholar Dr. JAGDISH N. SHETH) Authored by: Prof. Atul Parvatiyar , Texas Tech University, USA & Sri Rajendra Susodia	December 13, 2018
Visit and Interaction of 15 SBI Officers	December 8, 2018
Guest Lecture by Mr. Sumit Srivastava , Founder, Greenleaf Incubator (Alumni of IIT-BHU & London Business School)	December 4, 2018
Degree distribution function as part of 100 th Convocation of the University	November 22, 2018
Guest Lecture by Mr. Kamal Prakash, Director, Jiwanram Sheodutrai (JS) Group, Kolkata (Topic Karmayoga)	November 16, 2018
National Education Day (Birth Day of Maulana Abdul Kalam Azad, First Education Minister of Independent India) Chief Guest: Prof. C. Lal.	November 11, 2018
Guest Lecture and Interaction Session with Shri C.K. Poddar , on Leadership Development Former Executive Director (HR/R), Neelachal Isptat Nigam Ltd.	October 30 & November 1, 2018
Guest Lecture by Sri Amit Pandey , COO, Exicom Telesystems Ltd. Coordinated by Prof. H.P. Mathur.	October 26, 2018
Guest Lecture by Prof Mohammad Masood Ahmed , Director of Indo Us Hospital, Hyderabad as part of his 100 series of Lecture on “Know Your Nation” Coordinated by Dr. Shashi Srivastava	October 26, 2018
Workshop on Introduction to R and Statistical Analysis using R-Studio Key Resource Person: Dr. Neeraj Kaushik , HoD, DBA, NIT-Kurukshetra. Coordinated by Dr. Rajkiran Prabhakar and Dr. Shashi Srivastava. Facilitated by Knowledge Forum.	October 8-10, 2018
Guest Lecture / Interaction Session Prof. C. Ramesh Kumar , Director, Sardar Vallabhai Patel International School of Textiles & Management, Coimbatore. Coordinated by Prof. P.V. Rajeev. An initiative of AIC – Mahamana Foundation for Innovation and Entrepreneurship – IM-BHU.	September 29, 2018
Guest Lecture / Interaction Session Shri Amitav Ash , Head Marketing, HCL Healthcare, New Delhi. Coordinated by Prof. P.V. Rajeev. An initiative of AIC – Mahamana Foundation for Innovation and Entrepreneurship – IM-BHU.	September 29, 2018
Guest Lecture for MBA Agribusiness Students Shri Kamal Kumar , Advisor, Dhanuka Agritech Ltd. Coordinated by Prof. S.K. Dubey	September 29, 2018
Panel Discussion on Customer Experience: The New Competitive Battlefield Coordinator: Prof. H.C. Chaudhary	September 25, 2018
Launching of Atal Incubation Center, IM-BHU & Post Launch Function Hon'ble Prime Minister launched AIC - Mahamana Foundation for Innovation & Entrepreneurship - IM-BHU	September 18, 2018
Teachers' Day Celebrations	September 5, 2018
Assessment Workshop Conducted by ABBSCISSA HR Consulting Pvt. Ltd. Resource Persons : Mrs. Jayati Mitra, Mr. B.M. Sash, Mr. Sanjay Patro. Coordinated by Prof. H.P. Mathur	September 1 & 2, 2018
Guest Lecture on “Indian Retail Scenario & Journey of Future Group” Chief Guest : Shri Shreenath Gangil , Marketing Head (UP Zone), Future Group. Coordinated by Prof. H.P. Mathur	August 21, 2018
Induction Program For newly admitted students of PGDBA Chief Guest : Shri Amitabh Agrawal , Director, NIIT, Varanasi	August 16, 2018
Guest Lecture / Interaction Session For Research Scholars and Faculty members Dr. Abhirupa Chakrabarty , Associate Professor & Distinguished Faculty Fellow of Strategy Smith School of Business, Queen's University, Canada. Coordinated by Dr. Ashutosh Mohan.	August 13, 2018
Workshop on Gender Sensitization & Self Defense: A Program organized in collaboration with Women's Grievance Cell, BHU and Sayesha Foundation, Delhi Chief Guest: Prof. Royana Singh , Chief Proctor & WGC Chairperson, BHU. In Chair: Prof. P.S. Tripathi , Dean & Head; Coordinated by Prof. Usha Kiran Rai , WGC Chairperson, IM-BHU	August 9, 2018
Induction Program For newly admitted students of MBA & MBA IB	July 16-21, 2018

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 16-21, 2018)

The Institute organized one week Induction Program for newly admitted students of MBA & MBA IB programs (Batch 2018 - 2020) from 16 to 21 July 2018. The program was focused on preparing the students for the two year full time professional management program of the Institute. The sessions of the Induction

program gave them an overview about the University, its legacy, facilities available for students for their learning process and so on. It was also intended to make them aware about the importance of successfully completing the course in shaping their future career.



The invited distinguished guests include top executives from corporate world, alumni of the institute and Professors from other departments of the University besides faculty members of the Institute. Top officers of the University such as, Dean of Students, Professor-

in-charge (Sayaji Rao Gaekwad Library - Central Library, BHU), Medical Superintendent, (S.S. Hospital), Chief Proctor of the University and Chairman, Anti Ragging Squad and Monitoring Cell addressed the students and gave them valuable guidance.



Organizing Team of Induction Program: Prof. H.P. Mathur was the Coordinator of the organizing team. Dr. Amit Gautam and Dr. Shashi Srivastava were members of the organizing team.

Distinguished guests and key speakers graced the Induction program organized for newly admitted students (batch 2018-2020) from 16 to 21 July 2018 :

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



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

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

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



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

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



Prof. Usha Kiran Rai was the coordinator of the program while Dr. Rajkiran Prabhakar conducted the event. Dr. Amit Gautam, Dr. Ashutosh Mohan, Dr. Shashi Srivastava (Students' Advisor), Dr. Anindita

Chakraborty, and other eminent faculty members were also present on the occasion along with research scholars and students of MBA and MBA IB I & III Semester.

Guest Lecture by Dr. Abhirupa Chakrabarty, Queen's University, Canada (13th Aug. 2018)

A Guest Lecture / Interaction was organized for Research Scholars and faculty members on 13th August 2018 with **Dr. Abhirupa Chakrabarty** Associate Professor & Distinguished Faculty Fellow of Strategy

Smith School of Business, Queen's University, Canada. The program was chaired by **Prof. P.S. Tripathi**, Director (Incharge), Dean & Head of the Institute. The program was coordinated by **Dr. Ashutosh Mohan**.

Induction Program of newly admitted PGDBA students (16 August 2018)

Induction Program for newly admitted Post Graduate Diploma in Business Administration (PGDBA) was organized on 16th August 2018. **Shri Amitabh Agrawal**, Director, NIIT, Varanasi was the **Chief Guest** on the

occasion. The session was chaired by **Prof. P.S. Tripathi**, Director (Incharge), Dean & Head of the Institute. The session was coordinated by **Prof. Alok Kr. Rai**, Course Coordinator, PGDBA Program.

Post Launch function of Atal Incubation Center (NITI Aayog) (18 Sep. 2018)



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

Post Launch function of Atal Incubation Center, IM-BHU

Banaras Hindu University adds one more feather in its cap by setting up Atal Incubation Centre in the name of '**AIC – Mahamana Foundation for innovation and Entrepreneurship**' in its campus by the initiative of NITI Aayog, Government of India.

Post to the inaugural by the **Honourable Prime Minister, Shri Narendra Modi**, the Institute of Management Studies, BHU had the privilege of hosting a discussion session on the importance of entrepreneurship and innovation.

The session started with the welcome address by **Prof. P.S. Tripathi**, Director (In-Charge) Dean & Head IM-BHU. Session was conducted by **Prof. H.P. Mathur**. **Shri R. Ramanan**, Addl. Secretary & Project Director, AIM, **Sri Sudhakar Rao**, Chairman, BSE Institute and **Prof. H.C. Chaudhary** also addressed the audience.

Shri Unnat Pandit, Manager-Atal Incubation Mission, NITI Aayog, **Shri Ambarish Dutta**, MD & CEO, BSE Institute limited along with other dignitaries and faculty members of the institute were presented on the occasion.

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

A guest lecture was organized in the Institute on 21 August 2018 on “**Indian Retail Scenario and Journey of Future Group**” and the distinguished guest was **Mr. Shreenath Gangil, Marketing Manager (UP Zone) of Future Group.**

Topic of discussion was Indian Retail Scenario and its trend and opportunities, which was well discussed by the guest and the interactive audience. At the conclusion of the session, **Mr. Gangil** blessed all the students for their bright future endeavours. Students of first and final year pitched their queries that were well explained by the guest and eventually all the students were found inspired by the knowledgeable and practical giveaways.



The programme was coordinated by **Prof. H.P. Mathur (IM, BHU).**

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

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

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



The students gathered and floral tribute was paid to **Pandit Madan Mohan Malaviyaji** by the dignitaries present.

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

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

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

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



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

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

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



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

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

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



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



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

It was not just the day for convocation for many; it was an opportunity probably the last one before becoming an official alumni, to re-visit their very well-known



temple of education and walk down the memory lane. Every street, tree and brick of the campus reminded about all the good times they spent here, the time which probably will never come back.

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

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

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

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

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

Book Release Function Hosted (13th December 2018)

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

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

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

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

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

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

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



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

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

- Winston S Churchill

The above words remind us that the happiest people are not those who get more, but those who give more. As the members of Team Visvires (Cultural Club of Institute of Management Studies, BHU) along with some volunteers felt this

family and distributing the same to the most needy people. It was organized as part of the **Institute week celebration**, and was a small gesture that could help the people pass this winter comfortably. The happiness and gratitude



happiness during the **"Share Warmth" Winter Campaign** conducted from **13-18th December, 2018**. The initiative aimed at collecting clothes from the faculties and staff members of BHU

on the faces of the less privileged people made the participants realize the importance of the joy of giving.



Team Kshitij feels very proud of all the participants. Such campaign will sensitize and motive younger generation into social activities. We hope the campaign reaches greater heights in the times to come.

Institute Day Celebration (16 December, 2018)



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



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

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

presented by the students of the institute on the occasion.



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

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

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



Teachers' Day Celebration (5th Sept. 2018)



'It is the supreme art of the teacher to awaken joy in creative expression and knowledge', a famous saying by Albert Einstein that accentuates the importance of teachers in the developing and shaping phase of students. The celebration flagged off with a floral tribute to Malaviya Ji and singing of Kulgeet then the program progressed with the address by Prof. P.S. Tripathi, the Director (In-charge), Dean & Head.

Other senior faculty members also addressed the students and showered their blessings.

The celebration culminated with sensational performances by students. In the last leg of this celebration, there was some mushy moment in the environment as some super seniors teachers were having teary eyes.

Other events:

National Education Day was celebrated on **11th November 2019**. The Birth anniversary of **Maulana Abdul Kalam Azad**, the first Education Minister of Independent India is celebrated as National Education Day. **Prof. C. Lal, former Head & Dean of the Institute was the Chief Guest on the Occasion.**

An Interaction meeting was held with 15 SBI Officers, who visited the institute on **8th December 2018**. Most of them were alumni of the University / Institute. **Prof.S.K. Dubey**, Director of the Institute welcomed the delegation on the occasion. The officers interacted with faculty members during the visit.

Scholastic Achievement : WORKSHOPS/ FDP/ CASES

Prof. Usha Kiran Rai Invited to give talks on (i) Sociology of the Consumer (ii) Marketing and Disruptions in Capacity Building Program sponsored by ICSSR, organised by Department of Business Administration, University of Lucknow. Nov 14, 2018.

Prof. Usha Kiran Rai organised a Raksha Utsav program for differently abled students of BHU in collaboration with the DOS BHU, in capacity of Vice President, WWAO (World Women Awakening Organization), August 2018.

Prof. Usha Kiran Rai conducted a Case Study Workshop in RSMT, UP College, Varanasi.

Dr. Medha Srivastava organized a 7-day Faculty Development Programme on "Potential Enhancement in Teaching, Learning and Research" at School of Management Sciences, Varanasi as FDP Coordinator during 5th to 11th July, 2018.

Raagi T.S. attended workshop on Research Methodology in Pondicherry University

Publications

Shefali Jaiswal : Research Paper “Role of Customer Satisfaction & loyalty in Customer Experience: Case Study of Selected E-Retail Companies.” (Author: Mrs. Shefali Jaiswal, Co-Author: Dr. Anurag Singh) published at “Saaransh: An International Journal of Management”, July 2018, vol 1 issue.

Yog Mishra : Research Paper “Exploring the Determinants of e-WoM Influence: Empirical Study on Tourist Visiting Varanasi” (Author: Yog Mishra, Co-Author: Dr. Anurag Singh) published at “Management Today” Vol.8, No.3, July – September, issue, 2018

Sushmita Singh: Research Paper “Strategic Management Perspective for Sustainable Development in Handloom Industry “(Authors: Sushmita, Dr.Shashi Srivastava) published in UP Journal of Business Strategy (September 2018 Issue)

Dr. Medha Srivastava : Research Paper on “Mechanics of Engendering Customer Loyalty: A Conceptual Framework” (Authors: Srivastava, M. & Rai, A.K.) IIMB Management Review, Vol. 30, No. 3, pp. 207-218. DOI: <https://doi.org/10.1016/j.iimb.2018.05.002>

Conferences

Mr. Utkarsh Kesari Presented paper in third International Conference on Facets of Business Excellence - FOBE, dated - November 22-26, 2018, organized by Institute of Management Technology on the Topic – “Store Location in Determining Customers Purchase Decision”(Author: Utkarsh Kesari, Co-Author: Prof. S.K.Dubey, Director).

Mr. Utkarsh Kesari Presented paper in first PAN IIT International Management Conference 2018, dated – November 30-2 December, 2018, organized by Indian Institute of Technology(IIT), Roorkee on the Topic – “The Effects of In-Store Layout & Display on Consumer Behaviour” (Author: Utkarsh Kesari, Co-Author: Prof. S.K.Dubey, Director).

Mr. Krishna Pal Singh Presented Paper in 7th National Conference on “Implications of Management Theories on Literature, Education, Social Science and Cultural issue”, dated – 30th September, 2018, organized by Gurukul Kangri Vishwavidyalaya, Haridwar on the Topic

– “Public Service Advertising and its Determinant: A Study”(Author: Krishna Pal Singh, Co-Author: Dr. Anurag Singh).

Mr. Krishna Pal Singh Attended Conference in International Conference on “Significance of Yoga and South Asian Cultural in Modern Management Practices”, dated – 21st- 23rdOctober, 2018, organized by PSIT College of Higher Education, Kanpur on the Topic – “Impact of Public Service Advertisement on the Awareness of Respondents for Yoga In Varanasi City: an Empirical Study ” (Author: Krishna Pal Singh, Co-Author: Dr. Anurag Singh)

Mr. Yog Mishra Presented paper in first PAN IIT International Management Conference 2018, dated – November 30-2 December, 2018, organized by Indian Institute of Technology (IIT), Roorkee on the Topic – “E word of Mouth Antecedents and Its Influence on User Satisfaction”(Author- Yog Mishra, Co-Author: Dr Anurag Singh).

Thesis Submission (During the month of July to December, 2018)

Name of research scholar	Supervisor	Date of Submission
Ms. Shraddha Mishra	Prof. Raj Kumar	4 th July 2018.
Mr. Ajeet Kumar Maurya	Prof. Raj Kumar	30 th July 2018.
Ms. Garima	Prof. H.C. Chaudhary	31 st July 2018.
Ms. Sandhya Kumari Singh	Prof. Usha Kiran Rai	22 nd September 2018.
Ms. Laxmi Pandey	Prof. P.V. Rajeev	12 th October 2018.
Mr. Pushyamitra Trivedi	Prof. S.K. Dubey	1 st November 2018.
Ms. Priyanka	Prof. S.K. Dubey	10 th November 2018.
Mr. Vivek Srivastava	Prof. Alok Kr. Rai	14 th November 2018.
Ms. Saumya Singh	Prof. Raj Kumar	19 th November 2018.
Ms. Deepika Kaur	Dr. Shashi Srivastava	20 th November 2018.

Appointments:

Dr. Medha Srivastava, Research Scholar Joined Indian Institute of Management Bodh Gaya, an institution of national importance, as Assistant Professor (Marketing)

Mr. Shubhankar Yadav, Research Scholar joined as Asst. Professor, SMS, Varanasi.

Mr. Surendra Kumar, Research Scholar appointed as Asst. Professor, MBA AB (RGSC) (on contractual basis).

Ms. Deepika Kaur joined as Assistant Professor, TAMPI, Jaipur (July 2018)

Campus Placements



Organizations participated in the Campus placement during 2018-2019 till date

Bandhan Bank	ICICI Pru AMC	My Operator
BRLPS	ICICI Pru Life Insurance	Prism Cement
Future Group	JSLPS	SBI Life Insurance
Future Supply Chain	L&T Financial Services	Ujjivan Small Finance Bank
HDFC Ergo	Mahindra Finance	Utkarsh SFB
ICICI Bank	Matix Fertilizers & Chemicals Ltd	Writer Corporation



Creative writing (Poetry by Ankush Srivastava MBA – 2018-2020)

श्यामरंगकादेशहै		बीज स्वप्न के
A poem written on the internal beauty of a person, and to make the readers realize that the beauty of the heart matters the most.		A poem that will remind the readers of their sleepless nights, with tears rolling down their eyes.
<p>श्याम रंग का देश है, दिल सोने का मेरा, पल भर में जग जीते है, पल भर में रो देता।</p> <p>श्याम रंग का देश है, दिल थोड़ा सा बच्चा, माने सब की बातें, झूठा हो या सच्चा।</p>	<p>श्याम रंग का दे शहै, दिल पर घाव बड़े हैं, मरहम गुस्से का ऐसा, कि प्यार के भाव भरे हैं।</p> <p>माँगो जो तुम तोड़ने को, तोहफ़े में दिल पेश है, श्याम रंग का मैं हूँ, मेरा श्याम रंग का देश है।</p>	<p>बीज स्वप्न के बोए मैंने, गिन-गिन रातों को तारे, सातसुरों की स्वर लीपि थी, आँखों में ही थे सारे।</p> <p>टिम-टिम तारों का चेहरा, उसपर पलकें देती पहरा, रात गगन में तारों के संग, काला बादल भी ठहरा।</p> <p>बादलआए, बारिशआई, पलकों पर कुछ बूँदें लाई, गिर कर तारों के आँचल से, नींद मुझे सपनों की आई।</p>

Mr. Ankush Srivastava (MBA – 2018-2020) one of the talented students in the Batch. His Poetry titled 'Jhijhak' got viral on Facebook and got over 500 views on YouTube. Won several prizes in competitions organized across state. Also performed in Radio Mirchi 983 FM. Featured in Open Mic Events organized by Hindi Houe Lucknow and SMSM, Varanasi.



He was a Participant in the poetry competition, 'Rohan' at Manfest-Varchasva 2018, IIM Lucknow on 17th November, 2018. He founded 'Goonj'- a platform for artists (singers, poets, storytellers, comedians) in Varanasi and organised the first event 'Kuchansuni GOONJ' on 18th November, 2018 in Varanasi.

KSHITIJ Team congratulates Mr. Srivastava for his achievements and wishes him all success in his life.

Campus News



Prof. Raj Kumar, former Director (in-charge), Dean & Head of the Institute has been appointed as the Vice Chancellor of the Panjab University. Prof. Raj Kumar joined his new position on **23/7/2018**.



Prof. P.S. Tripathi took over the charge of Director of the Institute and was appointed as Head and Dean of the Faculty & Department of Management Studies for a period of three years w.e.f. **23/7/2018**.



Prof. Sujit Kumar Dubey has been appointed as Director of the Institute of Management Studies.

Prof. Dubey took over the charges on **29/11/2018** as Director of the Institute.

KSHITIJ Team takes this opportunity to congratulate Prof. Raj Kumar, Prof. P.S. Tripathi and Prof. Dubey for the above achievements.



Prof. H.C. Chaudhary, former Head & Dean of the Institute retired from regular University service on 31 October 2018. Prof. Chaudhary is continuing as Reemployed Professor till end of the current Academic session. **KSHITIJ Team wishes Prof. Chandhary very happy, active and peaceful days ahead in his life.**

KSHITIJ Team wishes Prof. Chandhary very happy, active and peaceful days ahead in his life.

Dr. Atul Parvatiyar, Professor of Practice, Texas Tech University, Lubbock, TX 79409, USA and one of the distinguished alumni of the Institute donated 329 books and a collection of about 150 journals to the Library of the Institute. On behalf of the faculty, students and research scholars of the Institute, Knowledge Forum expresses deep gratitude to Dr. Atul Parvatiyar for this noble gesture. The books were shipped his own from USA to Institute library.

Knowledge Forum

 Mr. Yog Mishra Student Coordinator		
 Mr. Gyan Singh Student Co-coordinator	 Ms. Sarika Singh Student Co-coordinator	
 Mr. Arghya Sarkar Team Leader (Academic)	 Ms. Sushmita Singh Team Leader (Cultural)	 Ms. Babita Team Leader (Cultural)
 Mr. Krishna Pal Singh Team Leader (Logistics)	 Mr. Vikas Kumar Bind Team Leader (Sports)	 Mr. Shwetank Mishra Team Leader (Public Relations)

Forthcoming Events

- Guest Lectures and Interaction Sessions on 21-23 January 2019 with distinguished academicians and dignitaries attending 15th Pravasi Bhartiya Divas.
- National Workshop on Research Methodology (11-16 February 2019)
- Pratispardha and Unnayan 2019 – Annual Cultural/Sports Fest of the Institute (January / February 2019)
- Ran Sangram, Management Fest of the Institute February / March 2019
- Krishi Sangram – Management Fest of MBA AB students 28 February 2019 at RGSC
- National Conference on Innovations in Business Practices (2 March 2019)
- National Conference on Entrepreneurship Growth and Competitiveness, 9th March 2019 at RGSC

THE KSHITIJ TEAM

Patrons

Prof. S.K. Dubey
Director
Institute of Management Studies

Prof. P.S. Tripathi
Head & Dean
Institute of Management Studies

Chief Coordinator

Dr. Shashi Srivastava

Co-Coordinator

Dr. Anindita Chakraborty

Issue Coordinators

Ms. Poonam Patel
Ms. Nidhi Agarwal

**Institute of Management Studies
Banaras Hindu University**

Phone : 0542-2369332

Email : fmsbhu@fmsbhu.ac.in, kshitij@fmsbhu.ac.in

www.fmsbhu.ac.in, www.bhu.ac.in/fms

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, which have inadvertently been missed out.