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50 Golden Years of
Nurturing Managerial Minds

January 2020 Issue

INSTITUTE OF MANAGEMENT STUDIES NEWSLETTER

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Message from the Director



I have pleasure to share some important achievements of the Institute in the recent past, which were long awaited and are to make deep impact in academic and professional contributions of the Institute in future. I take this opportunity to express my gratitude to **Prof. Rakesh Bhatnagar**, Vice Chancellor and University Administration for the same.

Most importantly, no faculty was inducted at entry level in the Institute for last several years. The appointment of six new faculty members as Assistant Professors in the Institute in the Main Campus and two Assistant Professors at RGSC for MBA Agribusiness Program, was a great achievement on the part of the University administration. I congratulate all newly appointed faculty members. I am hopeful that with this new batch of intellectuals, the Institute would be able to achieve new heights of excellence in the Management Education and research.

I am glad to see that we are able to bring out regular issue of **BHU Management Review**, a Referred and Peer Reviewed Journal of Contemporary Management Research with its latest issue released in December 2019.

I am confident that this we would be able to get it recognized at appropriate platforms very shortly and will be able to make it regular. I congratulate all the team members of the BHU Management Review for making this possible.

Being a premier management Institute, the Institute was in need of adequate hostel facility for our management students. We also require a well furnished hostel facility for executive participants so that we can launch short term professional training programs for middle and higher level executives on a regular basis. I am glad to learn that the University has appreciated this genuine requirement of the Institute and we would be able to get required permission shortly for construction of the same.

Continuing its professional linkage with corporate world, the Institute recently organized 5-day MDP for executives of Power Grid Corporation of India Ltd. Several other such programs are at various stages of finalization with various other organizations. The Institute is also working on consultancy projects, evaluation of R & D / CSR Projects etc.

Campus Placement of batch 2018-2020 was very encouraging. Many students have got quality placements in reputed organizations. I congratulate all the students who have got placements and best wishes to those who will be appearing for placement in the coming days.

Congratulations to those who won gold medals in the convocation held on 23 December 2019 and to all those who received their degrees in the Convocation.

I take this opportunity to express my grateful thanks to all stakeholders 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



Happenings @ Institute during June – December 2019

Degree & Medal distribution Ceremony as part of 101 Convocation of the University.	December 23, 2019
Institute Day	December 16, 2019
Management Development Program on “Express Yourself Effectively” for Executives of Power Grid Corporation of India Ltd.	November 28, 2019 to December 2, 2019
Observance of Constitution Day	November 26 , 2019
Education Day Commemoration of the birth anniversary of Maulana Abul Kalam Azad, the first education minister of independent India	November 11 , 2019
Observance of Vigilance Awareness Week & Pledge Taking	November 2, 2019
Workshop on Usage of online Data Base. Key resource person: Shri Syed Hasan Jafar, Head - Market Intelligence, CMIE	October 22, 2019
Workshop on Management Style: Theory Vs. Reality. Key resource person: Shri B. Kiron Shenoy, Management Consultant, Colombo University	October 21, 2019
Workshop on Mutual Funds. Key resource person: Shri Ashutosh Kar, HDRF AMC	October 18, 2019
Band Baaja Bazaar Flagship event of Marquisite (Marketing Club)	September 25, 2019
Workshop on Practical Aspects of Industry. Key resource person: Mr. Manuj Jain, Sr. Product Specialist, ICICI Pru AMC Ltd	September 11, 2019
Teachers’ Day Celebration	September 5, 2019
Workshop on Evolution of Future Skills. Key resource person: Ms. Navnidh Kochar Karaka, Head - Human Resources , Global Corporate Security at Reliance Industries Limited	September 2, 2019
Guest Lecture by Mr. Bhaskar Roy, Vice President & Portfolio Leader, Genpact. Topic: Data Science & its relevance to the Industries.	August 10, 2019
Workshop to create awareness against Ragging. Key resource person: Prof. Basavaprabhu Jirli, Chairman, Anti-Ragging Squad, Banaras Hindu University.	August 7, 2019
Interaction meeting with Mr. Gautam Sen Gupta, CEO, International Academy of Insurance and Financial Management, New Delhi	August 3, 2019
Induction Program for newly admitted students	July 17 – 21, 2019

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



Management Development Program (28 Nov. to 2nd Dec. 2019) for Executives of Power Grid Corporation of India Ltd.

Induction Program for Batch 2019-2021 (17 August 2019)



Institute of Management Studies, Banaras Hindu University hosted its newest batch of 2019-21 with much enthusiasm and jubilation in its week long induction ceremony commencing on 16th July, 2019 to mark the beginning of a new chapter for the batch of 2019-21 of the coveted IM, BHU. The induction of

students is a highly thoughtful six-day event promulgated by the collective efforts of the esteemed faculty of the institute. The objective of the event is to introduce the students to the world of corporate alongside academia so that it marks the beginning of their MBA journey.

Mrs Anshula Kant, Managing Director (SARC), State Bank of India who has been recently appointed as the first female MD and CFO of World Bank, delivered a presentation on Indian economy and banking while inaugurating a week-long Induction programme on 16th of July, 2019 at Institute of management studies, Banaras Hindu University, one of India's premier B-Schools. She stressed on over dependency on agricultural sector and the slow rate of urbanization in India as the bottlenecks for growth. She detailed on several schemes such as PMJDY, DBT, IBS, GST etc. to point out the reform agenda over past 5 years focussed on governance and increased transparency.

She highlighted the challenges for SMEs sector. She highlighted how the oldest bank of Indian subcontinent SBI is much more than just a bank, strengthening India's economy and serving aspirations of 42 crore strong customer base. With about 88% off-branch transactions SBI is re-inventing itself to be a digital bank and has undertaken slew of digital initiatives.

While presiding over the function, Hon'ble Vice Chancellor Banaras Hindu University Prof. Rakesh Bhatnagar stressed on importance of time management in life and encouraged new entrants to focus more on entrepreneurship. He apprised students with Mahamana Atal Incubation Center-IM BHU. He stressed on importance of technology stating 'What is the fun of having technology, if you are not using it rightly'. Director Prof. S.K. Dubey welcomed new entrants and addressed on importance of self-learning in upcoming two years.

Programme Coordinator, Prof. H.P. Mathur who is also coordinator of University Placement Coordination Cell briefed students about Induction Programme which will comprise of 24 sessions focusing on various themes including 'Economic Reforms', 'Mantras of Success', 'Developing Hunger for 360° Learning Experience', 'Reinvesting ourselves', 'Gestures are Powerful Communication'. He explained that main objective of the program is to prepare the students for the two year professional management program for which they are admitted and enable them to have understanding about the importance of the program.



Distinguished guests and key speakers graced the Induction program organized for newly admitted students (batch 2019-2021) from 16 to 20 July 2019 :

- **Prof. Rakesh Bhatnagar**, Vice Chancellor, BHU
- **Mrs Anshula Kant**, Managing Director (SARC), State Bank of India
- **Prof. R.P. Das**, Vice Chancellor of Berhampur University,
- **Prof. Saket Kushwaha** Vice Chancellor of Rajiv Gandhi University, Arunachal Pradesh
- **Mr. Bhagirath Jalan** (CEO of Jalan Group).
- **Swami Varishthanand Ji**, Ram Krishna Mission, Varanasi
- **Prof. O.P. Rai**, Chief Proctor BHU
- **Prof. Royana Singh**, Chairperson, Women Grievance Cell, BHU
- **Dr. S.K. Mathur**, MS, Sir SundarLal Hospital, BHU
- **Prof. H.P. Mathur**, Coordinator, University Placement Coordination Cell, BHU
- **Prof. A.K. Aggarwal of IIT BHU**
- **Mr. Dibakar Das Gupta**, Liabilities Head, Utkarsh Small Finance Bank

Prof. H.P. Mathur was the Coordinator of the Induction Programme. **Prof. Amit Gautam** and **Dr. Shashi Srivastava** acted as co-coordinators of the Programme.



A vote of thanks was proposed by Prof. P.S. Tripathi, Dean, FMS BHU. The programme was conducted by Dr. Shashi Srivastava and Prof. Amit Gautam supported in organizing the event. Prof. Ashish Bajpai, Prof. A.K. Rai, Prof. P.V. Rajeev, Dr. Ashutosh Mohan, Dr. Anurag

Singh, Dr. Anindita Chakraborty and Dr. Rajkiran Prabhakar were also present. Day ended with familiarizing the new batch with the faculty members along with information session regarding various facilities available to students in University campus.





Swami Varishthanand Ji of Ram Krishna Mission who graced the occasion of Induction week at Institute of management Studies, Banaras Hindu University as key speaker today, (18 July 2019) told students that Power of Positivity helps in creating and transforming energy into reality. Positive mind-set helps to seek happiness,

health and a happy ending regardless of the situation'. He asked students to follow Swami Vivekananda ji and quoted that relevance of Swami Vivekananda Ji today is with the ideals and goals that he devised for the youth. He was a great observer of the human mind and the human society at large.



Dr. S.K. Mathur, MS, Sir SundarLal Hospital, BHU elucidated on facilities that students can avail from Health Centre dedicated for student's well-being. Chief Proctor BHU Prof. O.P. Rai gave detailed description of all the facilities available at hostel and instructed new entrants that as management students they are supposed to adhere the systems of law and order. Director of Institute of Management Studies, Prof. S.K. Dubey and Dean Prof. P.S. Tripathi welcomed the guests.

University placement coordinator and Induction programme coordinator Prof. H. P. Mathur started with his words pumping confidence into students then and there. He urged the students to follow their hearts and focus what they actually want from their life. He encouraged students to find relevance of MBA to their long term goal. Explaining how a correct mind-set and attitude could help conquer any problem of life, he asked students to become part of the solution rather than becoming part of the problem.

Dr. Ashutosh Mohan during his session explained essentials of a good communication. It had an interesting activity which got maximum participation from student's side. He further explained the importance of gestures for a good communication and shed some light on dance theory of communication. Prof. Amit Gautam spoke at length about importance of economic reform. He also explained the difference between MBA and PGDM to

new entrants. He paid special emphasis on capital formation, inflation and tax and its effect on Indian Economy. While explaining this he said "Inflation, Interest rate and Growth rate are indicators of economy". This could be used to determine status of any economy.

The programme was conducted by Prof. Amit Gautam and Dr. Shashi Srivastava.



"Decisions are never right or wrong take decisions and make it right" said **Mr Dibakar Das Gupta, Liabilities Head, Utkarsh Small Finance Bank** while addressing the new entrants at Induction week programme of Institute of Management Studies, Banaras Hindu University. He

spoke at length on functions and role of fresh graduates and elaborated on skill requirements and skill gap which is vicious issue India's youth are facing. He told students how right attitude, good communication skills, presentation skills and corporate etiquettes can play key role in interview success. He also elaborated students on how career planning is life long process which starts from course stream of your choice, getting a job and growing in the job. He told students how Utkarsh Bank in its ten years journey evolved from a micro finance Institution to a Small Finance Bank which has now 440 banking outlets in 141 districts over 11 states catering to 22 lakh strong customer base.



Prof. R.P. Das, Vice Chancellor of Berhampur University, Orissa during his keynote address to students talked about development of decision making abilities is pervasive function of managers aimed at achieving organizational goals. He explained budding managers that management is a development

programme and not a training programme where your management skills will be groomed so that you can take proactive approach to achieve organizational goals.

Prof. A.K. Aggarwal of IIT BHU spoke on the essence of good time management and how setting, planning, prioritizing, scheduling, organizing can help in effective time management. He told students that technology is now blurring the line between physical and digital worlds. The ubiquity of technology has made it possible to communicate with more peoples in more interesting ways.



Prof. Royana Singh, Chairperson, Women Grievance Cell informed students about measures taken to improve safety and security of



female students, employees and told students that the cell will suo moto to take cognizance of any activity that contains potential threat safety, security and dignity of women. Prof. Anurag Singh spoke on eight mantras of 'Reinvention' that are Clarity, Competence, Continuous learning, Constraint analysis, Creativity, Concentration, Character and Courage.

Prof. S.K. Dubey (Director) and Prof. P.S. Tripathi (Dean) welcomed guests. Coordinator of University Placement Coordination Cell Prof. H.P. Mathur and Dr. Anindita Chakraborty were also present. Day ended with cultural programme performed by newly admitted students. The programme was conducted by Prof. Amit Gautam and Dr. Shashi Srivastava.

Hon'ble Vice Chancellor of Rajiv Gandhi University, Arunachal Pradesh **Prof. Saket Kushwaha** graced the closing ceremony of Induction Programme organized by Institute of Management Studies, Banaras Hindu University. He told students that Banaras Hindu University has a holistic model of education, conceived and enriched by its illustrious founder Bharat Ratna Pandit Madan Mohan Malviya Ji, which offers refreshingly new perspectives to young minds and nurtures and facilitates their creative talents. He also stressed that Banaras Hindu University is University of national importance and aimed at character building of youths for the sake of the greater good of a harmonious society. He talked at length on problems related to agricultural sector of Indian economy and explained possible measures to mitigate agrarian crisis in India while responding to queries raised by new entrants. He asked students to come up with smart solutions to farm distress in country. He told students that management programme is not about academics only and urged future managers to develop a character of problem solver.



He also shared insights from his illustrious career in academics including his fourteen year long stay in Abubakar Tafawa Balewa University, Bauchi, Nigeria and his stint as Vice Chancellor Darbhanga University. Director Prof. S.K. Dubey and Dean Prof. P.S. Tripathi welcomed the guest. Coordinator of University Placement Coordination Cell and programme coordinator Prof. H.P. Mathur, Dr. Anindita

Chakraborty, Dr. Anurag Singh were also present. Dr. Rajkiran Prabhakar during his session stressed upon importance of continuous learning by regularly upgrading skills and knowledge. Day ended with photo session of new batches of MBA and MBA-IB. The programme was conducted by Prof. Amit Gautam and Dr. Shashi Srivastava supported in organizing the event.



Workshop to create Awareness against Ragging (7 August 2019)



A Workshop to create awareness against Ragging was organized on 7th August 2019 for newly admitted students of MBA and MBA IB programs of the institute. The Key resource person on the occasion was **Prof. Basavaprabhu Jirli**, Chairman, Anti-Ragging Squad, Banaras Hindu University. Prof. Jirli enlightened the students on the menace of ragging. He explained various actions which come under the definition of ragging. He also explained about the anti-ragging measure taken by the University and the assistance

being provided to students at various levels, i.e., through Students' Advisor, Hostel Warden, Head of the Department, Dean of the Faculty, Director of the Institute besides Department / Faculty / Institute / University level Anti Ragging Committee / Anti Ragging Squad / Sub-squad. The Workshop was organized by Dr. Shashi Srivastava, Students' Advisor of the Institute. Prof. P.S. Tripathi, Dr. Anindita Chakraborty, Dr. Anurag Singh, Dr. Amit Gautam and other faculty members were also present on the occasion.

Innovation Day (15 October 2019)

The Institute celebrated Innovation Day on 15th October 2019 to mark the birth anniversary of Dr. A.P.J. Abdul Kalam, former President of India. On this occasion three events were organized in the Institute, i.e., **essay writing, Slogan Making and Idea competition**. Students of the Institute enthusiastically participated in these events. The program was coordinated by **Dr. Shashi Srivastava**, Students' Advisor of the Institute.



Workshop on Data Science & Its Relevance to the Industries (10 August 2019)

Mr Bhaskar Roy, Vice President & Global Operating Leader of Genpact - Analytics and Research Services, on a special session on 'Data Science' at Institute of Management Studies – BHU, said that out of the global data market of 350 billion USD only around 10 billion has been tapped at present and there lies huge opportunity for business expansion in this field. In his speech he spoke about how companies like Genpact having a global presence is helping organisations across the world to set up their own data science division that is facilitating business.



While interacting with students Mr. Roy encouraged them saying to be competent enough and not to take career as a destination but as a journey to invent and learn which will surely be followed by success.

He said that the speed and accuracy in which Artificial Intelligence (AI) is operating today backed by data collected from different social media platforms, is a primary determinant factor which is controlling the buying and purchasing behaviour of the consumers and this trend will increase exponentially in the years to come. Mr Roy mentioned that the major challenge that lies in the field of data science is the data security issue and the companies are not ready to invest in data security part as they find it unnecessary and not profitable in short term.

Director of IM BHU, Prof S K Dubey who also used to be a teacher and colleague of the esteemed guest on his welcome address shared his jovial experience about working with Mr. Roy and how from being an alumnus of BHU he has reached the heights of corporate ladder today through passion and dedication.

The session anchored by Ms. Prakriti Pal, final year student of MBA. Prof. P S Tripathi, Dean of the Institute of Management Studies, BHU and Prof Alok Rai were also present on the occasion. Vote of thanks was proposed by Prof H P Mathur.

Janmashtami (23 August 2019)



The 113 year illustrious journey of Banaras Hindu University has ingrained a unique flavor in the very spirit of this esteemed temple of learning. The recent celebration of Janamashtami is a perfect case in point. This year, the pomp and fervor of the celebration organized at the Management Hostel, was a sight to behold.

The auspicious puja was graced by the presence of the honorable Vice Chancellor of BHU, the Director, Dean and other distinguished faculty members of Institute of Management Studies. The students had left no stone unturned to make the event a grand success. The decorations, the lighting, the sumptuous offerings to lord Krishna and the chanting of mantras and hymns in

praise of lord Krishna rendered an air of godliness to the entire hostel campus. The Theatre group of the hostel, upon completion of the puja, enacted a play depicting the life of Lord Krishna. This play was enjoyed by all; the resounding applause at the end of the play stands testimony to the joy felt.

The tradition of "Dahi Handi" breaking brought elation to all present. Right from building the pyramid to the breaking of the handi, the entire ceremony shall always be imprinted as a superlative memory in the minds of each and every one present there. The singing and dancing to hymns in praise of lord Krishna marked to an ultimate and fitting end of the enjoyable evening ensuring that everyone felt blessed by the lord himself.

Workshop on 'Evolution of Future Skills'

2nd September 2019



Ms. Navnidh Kochar Karaka, Head - Human Resources, Global Corporate Security at Reliance Industries Limited on a workshop conducted on 'Evolution of future skills' at Institute of management studies, Banaras Hindu University, made students aware of the new term 'Design thinking'- solution oriented thinking

with empathy at the center. She focused on the future key skills, budding managers need to acquire for accomplishing a better prospect in the corporate world. She focused on importance of accelerated learning which included more than one input modes, focusing on the infinite shorter cycles of learning, unlearning and relearning. She stressed about getting oneself out of their comfort zone and 'doing and knowing what everyone knows and more'. Getting away from the usual course, she encouraged students to think 'inside the box' that is solving a problem within constraints. She told the students about importance of communication by keeping the matter short, crisp and precise and termed it as the "elevator speech". While talking about morality, she quoted that "integrity never goes out of fashion" and hence one should maintain it in every environment. In the end she talked about a happy workspace which results from the amalgam of IQ (intelligence quotient), EQ (emotional quotient), DC (decency quotient).



Director of IM BHU Prof. S.K. Dubey on his welcome address for the guest shared about the grandeur of Reliance Industries as a company and its overall impact in shaping the Indian economy. While interacting with students Ms. Navnidh Kochar Karaka explained about

the company's big security system and how it's one of a kind in Indian context. Prof H. P. Mathur, placement convener of IM BHU, acknowledged the esteemed guest for sparing her valuable time with the students. The workshop was anchored by Pratyusha Bal.

Teachers' Day (5 September 2019)

Khalil Gibran quoted "The teacher who is indeed wise does not bid you to enter the house of his wisdom but rather leads you to the threshold of your mind".

Students of the Institute of Management Studies, Banaras Hindu University celebrated Teachers Day on 5th September, 2019 at the campus as a token of gratitude to the family of faculty members and research scholars. The teachers were welcomed into the hall by showering flower petals and putting vermilion on their foreheads. Event started with garlanding the bust of Mahamana Pandit Madan Mohan Malviya Ji and recitation of Kulgeet. Director of

IM BHU Prof S. K. Dubey paid tributes to Dr. Sarvepalli Radhakrishnan the former Vice President and President of India who also served as Vice Chancellor of Banaras Hindu University from 1939 to Jan, 1948.

Prof. P.S. Tripathi, Dean showered blessings on the students. Dance performance on Ganesh Vandana, poem recitation, group song, solo flute performance and group dance were highlights of the event.

It concluded with presentation of gifts to all the teachers by their scholars.



Workshop on Practical Aspect of Industry (11 September 2019).



Mr. Manuj Jain, Sr. Product Specialist, ICICI Pru AMC Ltd, on a workshop conducted on 'Practical aspects of financial industry: Enlit' at Institute of Management studies, Banaras Hindu University, made students aware about 'Enlit' that is a knowledge series to share some key concepts of finance (mutual fund). He quoted Einstein that compounding is the 8th wonder of world and it reflects the time value of money. He also informed about the importance of financial planning, risk profiling, risk capacity and risk appetite. He further clarified that a mutual fund is a professionally managed investment fund that polls money from investors to purchase securities and currently there are 44 institutions issuing mutual funds (MFs) in India. Further

he added there are three types of MFs Equity, Debt and Hybrid. He stressed on the fact that 'volatility is the only certainty' in the investment market.

Dr. Shashi Srivastava, Students Advisor welcomed the guest and spoke about the dynamic changes undergone in the financial sector of the country over the years. While interacting with students Mr. Manuj Jain explained mutual funds, financial planning and skill sets required for a successful career in the finance industry. Prof H. P. Mathur, Placement Coordinator of IM & Coordinator, University Placement Coordination Cell, BHU, acknowledged the esteemed guest for sparing his valuable time with the students.

Band Baaja Baazar (25 September 2019)



'To be built to last, you must be built to change' – Jim Collins.

'We believe business is a paradox made of "lasting stability and continuous change". Keeping this in mind, **'Brand Baaja Baazaar'**, the flagship event of **Marquisite** (The Marketing Club), was organized by Kalpvriksha on 25th September, 2019 at IM BHU. The engaging event was about branding, advertising and marketing of a product/service from elements of a movie keeping in mind the managerial, marketing and entrepreneurial aspect of the movie.

Five finalists were chosen out of ten participants. Team 'Andaz Apna Apna' with a theme of fashion simulation app was adjudged as the winner and team 'Kabir Singh' with a theme of online network of rehab centers, as the 1st runner-up.



The panel of judges included Prof. Ashutosh Mohan, Prof. Shashi Srivastava and Prof. Rajkiran Prabhakar. Certificates to the last year's winners were also distributed at the end of the event.



Winning Team: Andaz Apna Apna		Winning Team: Andaz Apna Apna	
Shashank Shekhar Tiwary	Adhwaresh Pandey	Mayur Krishna Bora	Sumbul Khan
Anudha Patel	Savio Barla	Himanshu Jaiswal	Rishita Jaiswal
Dhruv Garg	Nida Ali	Shubham Pathak	Ankit Chaurasiya
	Saad Madni	GVSK Vedant	

Workshop on Mutual Funds (18 October 2019)



Mr. Ashutosh Kar, Branch Manager at HDFC AMC, Varanasi in a **workshop conducted on 'Mutual Funds'** at Institute of Management Studies, Banaras Hindu University, talked about building wealth to meet one's

future needs. He acknowledged the difference between having money and being wealthy. He made students aware about the importance of building wealth, tools used in building it and about mutual funds. He emphasized on savings, goal-based investment and investing systematically. He stressed on importance of equity and its returns along with compounding. He informed about asset classes like cash, equity, fixed income and real estate. He further explained different types of mutual funds such as Equity, Debt and Liquid funds. He encouraged students to invest in Systematic Investment Plans (SIP). While interacting with students Mr. Ashutosh Kar talked about the examples of Warren Buffet, Ritesh Aggarwal and how each of them started investing.

Prof. H. P. Mathur, Placement Convener of IM BHU, in his welcome address, shared about the current market scenario of Mutual Fund industry and BFSI. Vote of thanks was given by Ms. Sonali Roy and event was anchored by Ms. Shivangi Bahuguna.

Workshop on Management Style : Theory Vs. Reality (21 October 2019)

Shri B kiron Shenoy, management consultant, Colombo university took a seminar on "**Management styles: theory v/s reality**" in IM, BHU. Mr Shenoy a freelance management consultant and involved as a non-executive director with the pan Asia group, Sri Lanka, as overseas director with EWIS tech manufacturing company limited, Bangladesh and as an independent director with Everlon Synthetics limited India. While interacting with students he alluded that management style depends on mainly on culture. He summed up his complete working experience in famous management guru Tom Peters one quote "under promise, over deliver." Mr Shenoy talked about six different Management style namely Directive, Authoritative, Affiliative, participative, pacesetter, coaching and shared his own experience about putting all these in practice. He told students, how he managed to coast through majestic, authoritative and bureaucratic environment. He laid emphasis on finding creative and elegant solution is of utmost importance in management.

Mr Shenoy has worked private as well as public sector and he talked about key characteristics of both sectors.



In his opinion inefficient decision making is key feature of public sector. He talked about positives and negatives of family managed business. At last he motivated students to fight for their pride and work smart not hard.

Prof. S.K. Dubey, Director of the institute, welcomed the guest and at the end of session, Prof H.P. Mathur, Convener of the program and Coordinator, Placement Coordination Cell, BHU thanked Mr. Shenoy by presenting him memento. Former Registrar Dr. K.P. Upadhyay was also present in the seminar. The Session was hosted by Ms. Isha Dhanwani.



Institute Day Celebration (16 December 2019)



Institute of Management Studies, Banaras Hindu University celebrated its 4th institute day on 16th of December 2019.

Alumni, teaching and non-teaching staff, research scholars and students were all present on the joyous occasion. **Prof V.K. Shukla, Rector (BHU)**, was invited as **Chief Guest** for the event and was welcomed by the **Prof S.K. Dubey** (Director). The lamp lighting and garlanding of Saraswati idol by all the teachers and dignitaries present, marked the beginning of the events for the auspicious day. Floral tributes were paid to Mahamana Madan Mohan Malaviya ji and the Kulgeet was performed by the students of the Institute.

Plant saplings were presented to all senior and retired teaching and non-teaching staff present on the occasion as a token of gratitude for their contribution towards the development of this institute.

The Dean of the institute **Prof P.S. Tripathi** then addressed the audience, speaking about the history of the institute and the milestones achieved so far. He quoted the fact “in 1968, BHU was one of the four chosen universities to run the Post-Graduate and Doctoral program in management”. Since then more than 5000 management thinkers, academicians and practitioners have been produced by the institute.

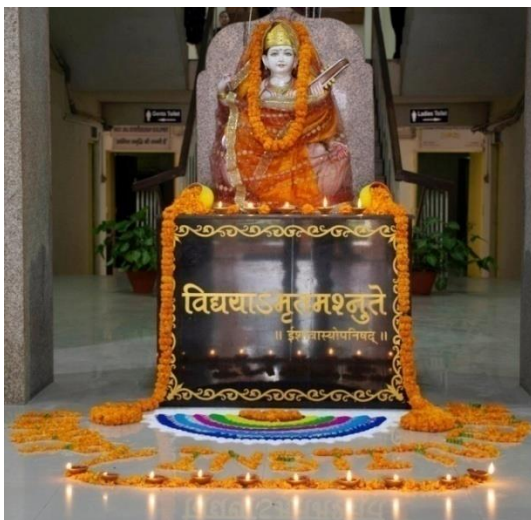
It was followed by a speech by the chief guest **Prof V.K. Shukla**. In his speech, he emphasized on the importance of amalgam of management and medical sciences and entrepreneurship. On this occasion, the latest issue of BHU Management Review, the Journal of the Institute on contemporary management research was also released.



Event was filled with Cultural programs which included a dance performance by Sumbul Khan (MBA IB), video presentation on the 52 glorious years of journey of the Institute by Aurindam Chakraborty (MBA) and Anurag Pandey (MBA), poetry recital by Shashank Tiwary (MBA IB) and Pratibha Yadav (MBA-AB).

Siddhartha Shankar Dash of (MBA-AB) presented a beautiful On the Spot Speed Painting celebrating Vijay Diwas and the girls of (MBA-AB) presented an

enchancing group dance. Going by the theme, a medley dance performance on Bollywood Retro songs was also presented by Naina Mittal, Ankit Singh, Dhruv Garg, Pankhuri Lall, Abhay Pratap, Rishita Jaiswal, Rohan Prabhakar, Aradhna Tiwari, Deepesh and Sumbul Khan and the event culminated by the Group song by Riyanka Malakar, Adhwaresh Pandey and Savio Barla. The event was hosted by Shradha Kamrekar, Abhay Pratap and Ancquit Bhargav.



Release of latest issue of BHU Management Review (16 December 2019)



On the occasion of the 4th Institute Day Celebrations, the latest issue of the '**BHU Management Review**', Journal of IM BHU, was released. Esteemed Rector Prof. V.K. Shukla, Prof. S.K. Dubey (Director), Prof. P.S. Tripathi (Dean), Prof. Usha Kiran Rai, Dr. Amit Gautam

and Dr. Ashutosh Mohan (Managing Editor of the Journal) did the honors. The journal included national-international research papers on contemporary management issues and multi-disciplinary articles.

Management Development Programme (28 November to 2nd December 2019)

The Institute organized 5-Day **Management Development Program** for executives of **Power Grid Corporation of India Ltd.** from **28 November to 2nd December 2019**. The program started with inaugural session on 28 November 2019 and concluded with the Valedictory session held on 2nd December 2019. 19

technical sessions on a variety of topics were engaged by eminent faculty members of the Institute and from other departments of the University. The Organizing team of the MDP was Prof. S.K. Dubey (Director), Prof. P.S. Tripathi (Dean), Dr. Ashutosh Mohan (Coordinator) and Dr. Anindita Chakraborty (Co-Coordinator).



Degree & Medal Distribution (101st Convocation of the University) (23 December 2019)

101st Convocation of the University was held on 23rd December 2019. As part of the Convocation, Degree and Medal Distribution Function was organized in the Institute in the afternoon of 23rd December 2019. The research scholars and students who have completed their respective courses in the year 2019 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/her 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/her self-esteem a boost.

Following medals were also distributed to the top students of MBA, MBA IB and MBA AB Batch 2019 on the occasion:

Name of Student	Exam	Medals
Ms. Ashwarya Singh	MBA (HR) 2017-2019	<ul style="list-style-type: none"> BHU Medal Dr. S.K.R. Bhandari Gold Medal (Founder of the Management Studies Programme) Kedar Nath Gold Medal Thakur Ratan Pal Singh Memorial Gold Medal
Ms. Dilpreet Kaur	MBA IB (Finance) 2017-2019	<ul style="list-style-type: none"> BHU Medal Prof. Abrar Ahmad Gold Medal Smt. Champa Devi Gold Medal
Ms. Archana Kushwaha	MBA AB (Marketing) 2017-2019	<ul style="list-style-type: none"> BHU Medal
Ms. Akanksha Jaiswal	MBA (Marketing) 2017-2019	<ul style="list-style-type: none"> P.L. Chaubey Gold Medal

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

Dr. Mahendra Singh (Dr. Rajkiran Prabhakar)	Dr. Yashmita Awasthi (Prof. H.P. Mathur)
Dr. Kriti Pandeya (Prof. Ashish Bajpai)	Dr. Birendra Kumar (Prof. S.K. Dubey)
Dr. Shailja (Prof H.P. Mathur)	Dr. Mahendra Kumar Sharma (Prof. Usha Kiran Rai)
Dr. Priyanka (Prof.R.K. Lodhwal)	Dr. Neelanjali Jaiswal (Prof. Amit Gautam)
Dr. Dhananjay Gupta (Prof. Abhijeet Singh)	



Campus Placements

Steep Rise in Placement Packages at IM (FMS) BHU

Campus placement drive for 2019-20 at Institute of Management Studies (FMS) Banaras Hindu University, has beaten the institute's own past records with the highest package ranging up to Rs. 18 lakh per annum, offered by IBM Ltd. The institute has reinforced its position as one of the premier business schools in the country as it has received overwhelming response from the industry. The highest package of Rs. 18 LPA recorded 50% increase over the last year and the

average package has also gone up to Rs. 8.4 LPA from Rs. 7.2 LPA. Over two dozen companies participated in the placement drive this year, witnessing a substantial increase in the number of companies visited with diverse portfolio.

The students were placed in different industries including IT sector, consultancy sector, FMCG, E-commerce, manufacturing, banking and financial sector.



The students have been lapped up by top recruiters like IBM Ltd., Infosys, Wipro, and Genpact while other recruiters were DHL, SBI Life Insurance, L&T Financial Services, MakeMyTrip, CafeCoffeeDay, Federal Bank, ICICI Bank, IDBI Bank, Ujjivan SFB, Berger Paints, Writer's Corporation, Suryodaya SFB, Prism Cement, IFFCO Kisan, Banaras Dairy, VNR Seeds Ltd., ADM Agro

and many more, thus ensuring the placement of around 90% of the batch.

A number of coveted and varied profiles were offered like Consultants, Analytics, Sales Trainee, Business Development, Branch Banking, Retail Banking, Credit Risk, Planning and Analytics, Operations, Vigilance etc.





The placements this year have been outstanding with a huge surge in the number of companies visiting and the packages offered. Our sustained efforts, in making the process more student-

centric have yielded excellent results for the students in availing the most preferred opportunity for themselves.





About Us

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 Srhi 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 PanditMadan 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, seasonable 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

E-Mail – aic-imbhu@fmsbhu.ac.in | Phone – 7704810418 | Facebook: @aicbhu

Paper Boats

Pankhuri Lall (MBA 2019-21).

Paper boats in the rain
As the silent blue sky
Gets dark and noisy
We look out our windows
Our eyes filled with excitement
Waiting for the last bell
Tearing off pages from the back of the notebook
It was time for paper boats in the rain
As the sound of droplets
Hit the windows
And that amusing smell
Of wet soil intoxicates us all
We look out of our classrooms
Waiting to sail our tiny boats
It was time for paper boats in the rain
As the bell rings
And we are free to leave
We rush outside
Happy faces and careless souls
Because its time
Time for little paper boats in the rain!

त्यौहार हैं बेटियाँ

Pratishtha Puri (MBA IB 2019-21)

खुशियों का खुशबुओं का संसार हैं बेटियाँ।
आँगन का, घर का, द्वार का आधार हैं बेटियाँ।
सोचो तो कितनी बेरंग होती है ये दुनिया सारी।
देवों का इस सृष्टि पर उपकार हैं बेटियाँ।
बंजर से सूने घर में खुशियों की है हरियाली।
निर्मल सी बड़ी पावन गंगधार हैं बेटियाँ।
शालीन हैं, सुशील हैं, नत् और समर्पित हैं।
कस लें अगर कमर तो तेज़ धार हैं बेटियाँ।
दुनिया है अगर नदिया, परिवार नाव जैसा।
खेती है जो इस नौका को वो पतवार है बेटियाँ।
बिखरे पेड़ फूलों का बनता है हार जैसे।
परिवार बाँधे रखतीं वो तार हैं बेटियाँ।
लक्ष्मी हैं, शारदा हैं, कभी रूप चण्डी का है।
नत् हो तो तिनका है, उठे तलवार हैं बेटियाँ।
सब ठाठ, हाट, घाट सूने हैं बिना बेटी।
मेले, हँसी, ठिठोली, त्यौहार हैं बेटियाँ।
आधार हैं, शक्ति हैं, उद्गम हैं, सच तो ये हैं।
सृष्टि का परब्रह्म की ही सार हैं बेटियाँ।

में आज फिर मुझसे मिला

Shashank Shekhar Tiwary (MBA IB 2019-21)

में आज फिर मुझसे मिला
कुछ बातें हुईं कुछ शिकवा गिला ।
में आज फिर मुझसे मिला ॥
ताज़ा हुई कुछ यादें
मैंने की मिन्नतें
मुझसे की फरियादें ।
में आज फिर मुझसे मिला ॥
सुलझी उलझी बातें
दोस्ती रिश्ते नातें

कुछ आते कुछ जाते
में आज फिर मुझसे मिला ॥
मैंने उपहास किया
मुझसे विश्वास किया
ना किसी ने निराश किया ।
में आज फिर मुझसे मिला ॥
कुछ इल्जाम कुछ दोष लगे
कुछ होश कुछ बेहोश लगे
फिर दोनों आगोश लगे ।

में आज फिर मुझसे मिला ॥
में मुझसे दोनो आँखें नम थीं
आती खुशी जाती गम की
फिर भी बहुत वहम थी
में आज फिर मुझसे मिला ॥
में कल मुझसे हो जाऊँगा
फिर मैं तेरी जगह आ जाऊँगा
पर तेरी गलतियां न दोहराऊँगा ।
में आज फिर मुझसे मिला ॥

Experience and Takeaways of Indian Youth Delegation to China, 2019.

By Mr. Prateek Kr. Tripathi, MBA IB (2018-20)

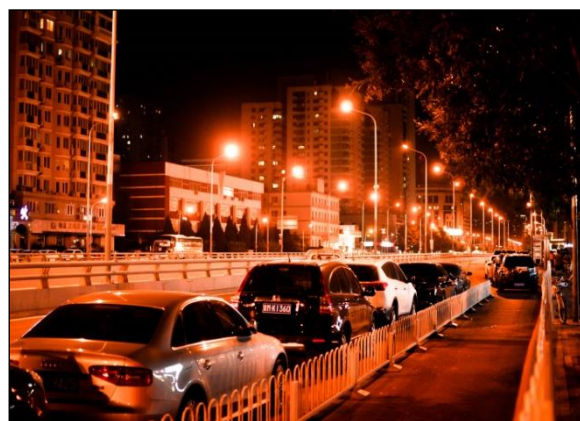
As it happened: “None of currencies of any nation could bring this experience again back to me”, Thank you Ministry of Youth Affairs and Sports for giving me a priceless opportunity to be a part of Indian Delegation to China for 2019.

It was a scorching summer day outside **Bharat Scouts and Guides HQ New Delhi, India** but we were still pulsating with a surreal joy because on July 1, 2019 we were about to step off for **Indira Gandhi International Terminal-3**. At 17:02 I left BSG for airport where we needed to take our flight SQ403 scheduled on 20:55. You might be questioning why we were even elated for visiting **Terminal-3**, just because most of **89 people across (Group A)** India were going to have their first International Flight experience. Ah! We are going to be Indian **Ambassadors** for a next couple of days. Everyone went carefully through all formalities because it was such an opportunity that no one wanted to miss at any moment even from the time of **Passport Submission** to the ministry. We all gathered in the waiting area near **Gate No: 19 around 19:25 then we deliberated upon some tasks that were needed to perform at different places of China. Now, at around 20:10 boarding started and we were also ready with front camera for #Selfie #YEPChina**. Fortunately I got my wished window seat and Ah! Praiseworthy Singapore Airlines, you deserve every chance to be called “**A Star Alliance Member**”. The Flight touched down at Changi International Airport on time in the morning and without feeling any exhaustion after a long flight we went straightaway first to get Wi-Fi password and then explore Changi Airport and of course “**Butterfly Garden**”. **After getting freshen up at airport** we finally boarded our flight to **Beijing International Airport (PEK)**.

July 2, Day 1 Wednesday : A group arrived in Beijing by **flight SQ802**, we were warmly welcomed by delegates of **All China Youth Federation (ACYF)** and afterwards we boarded subgroup wise (mine **A2**) in bus to first have our dinner (Amazed? Yes Chinese people prefer to have their dinner between 5 pm to 7 Pm) at an International Restaurant and further to check in at Marco Polo Parkside Hotel. During our Journey to Marco Polo, our Interpreter sensitized us about **Summer Time: June-August, Autumn: October- Early November, Winter Season: November- March** (My Gosh! Temp dips to -15°C, Spring: March-April(Temp remains mild at around 20°C and Popular flowers in this season (which is a flower season) is Winter Jasmine and other. Interesting fact, in 2008 there was 15% greenery and now it lies at around 45%. Present china has 3000 yrs. old history. We reached in our luxurious



rooms by 6 PM. Okay, so exploration of first International city for us - Beijing started off with camera in hand and without any sense of Chinese language and city map. Excitement often supersedes some prerequisites, hilarious! As our passports were with hotel staff so we avoided long exploration in the city in order to avoid any avoidable and unwanted episode. As we have to depart tomorrow early morning so we got back to hotel by 10 PM. We did a small arrival party and then we hit the sack. **First Observation: You will find every good of others countries in China.** And yes I learnt first Chinese saying by Chairman Mao: **The one who climb up The Great wall is a True Man Indeed”**



Morning 6 AM, wake up call. We had our delectable breakfast to leave by 8:24 AM for visiting Media Convergence Center of Beijing Youth Federation. I saw Library, editing (photo and article) part of media. Its purpose is to listen voice of Chinese youths and their views on politics, social, economic, technological, aspects of primarily China, etc. It gives impetus and wings to voice of youth. Definitely, China breeds every potential of its country. It was non-profit organization supported by fiscal revenue of government. Last week articles written were on “**Environment Issues, Garbage Classification and Digital Analytics**”. Afterwards we went to **Indian Embassy** in Beijing for **Welcome Lunch**. **Seriously, Goosebumps and Indian Delicious Food that reminded me food prepared by my mother**. Post Lunch we have visit scheduled to **China Communication Construction Company (CCCC)** to attend “**China-India Youth Talk**”. CCCC enjoys exploration in the global market and has **established footprints in around 157 countries**. As transportation is important in urbanization phase of any region, so CCCC keeps its proactive stance in the global market. It is also working upon construction of new airport in Beijing which would be one of the largest International Airports. **For**



to be one of the world's largest Designing Industry, Builder of Ports, Roads, Bridges etc. It had also invested in construction of Bridges and Roads in International Market. World Renowned Construction Company also deals with Real Estate Development, Infrastructure Investment and Urban Development. Interestingly, it has invested and Supported Construction of Delhi Metro, Mumbai Metro, Bandra Worli Sea Link and Other crucial projects, and set up its official office in India in 2012. Amazingly, Hong Kong-Zhuhai-Macao Bridge was constructed by this company. Last its senior official said "Transportation and Construction are important; they compare their cores for staying in the market; Reform and Innovation is necessary for bright future". Then, we boarded our buses for back to Marco Polo, and there came welcome dinner by All China Youth Federation. After jaw dropping cultural performances by Chinese and Indian Delegates, we were told about tomorrow's plan in the bus. Our Itinerary of the tour was ready to take us Lanzhou.

Day 3 Thursday, July 4: "Youth shall strive for all around development"

Wake up Call: 5 AM. Schedule Time of Flight CA1239 to Lanzhou: 08:30 AM. Yes Lanzhou, which is a largest city and capital of Gansu Province of Northwest China and a major link in Northern Silk Road. **Yellow River also known as Mother River of China cut through the city** and best place to have view of yellow river is from Yellow River Bridge from evening onwards. We checked in another luxurious Lanzhou Legend Hotel. We straightaway went to have lunch as we were required to report at 3 PM for **"China-India Youth development Forum themed on Learning and Sharing: Youth Unite for Brighter Future"**. Talk on forum started off from **Importance of China-India Youth Exchange Program, History, and Culture.** This city is also known as Birthplace of Civilization and Hometown of medicine.

Part 1: It was started by **Acting VC of All China Youth Federation** and key takeaways from the session was as follows:

- ❖ Cooperation of India and China has risen to new level
- ❖ China look for the future from its past history
- ❖ Youth Development shall be the priority.
- ❖ Political Trust and Youth Exchange Program are growth factors for both the nation

Afterwards Additional Secretary and Financial Advisor in Dept. of Youth Affairs and Sports, Ms. Kiran Soni Gupta emphasized upon production and supply chain logistics of China, Emergency Management and Chinese painting. Afterwards she said that Fairness, Common Values and Shared Destiny are the strong pillars of China India Bilateral Relationships. **Tea Break!**

Part 2: Presentation on **"Historical Perspective on China India Relationship"**. Lanzhou is an Asian Silk Road which finds its roots in prosperity through the lens of history. Presentation also explained **How Buddhism Spread from India to china by an Indian Monk Kumara Rajeeva from India who translated all scriptures and history about Lord Buddha in Chinese**



on the humble request by then Emperor Ming who also built White Hoarse Temple for these Indian Monk as he arrived in china on white horse. In china, Kumara Rajeeva who immersed in Chinese Language and Culture is also hailed as a Cultural Ambassador and Buddhism Master. In Chinese language around 2000 words are there placed by Kumara Rajeeva, English version of those words are future, Fire pit, Love River etc., Then Alexander's Invasion in India and his exploration of Buddhist Arts were presented along with redefining phase of Buddhists Sculptures by Chinese. So Buddhism of India and China both share common value which is a unifying force. **Afterwards presentation by delegates were started where themes were Environment Protection, and Innovation and Entrepreneurship.**

Chinese Delegate:

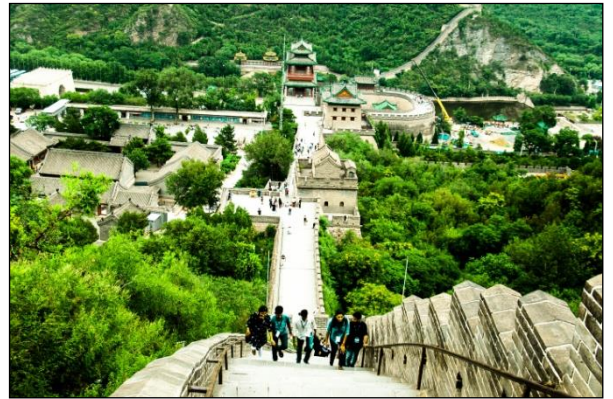
Plantation has become a culture in china as every year more and more volunteers take part in plantation across china. Even TV commercials and other advertising platforms emphasize importance of plantation on environment safeguarding. Consequently, Forest coverage in China has been expanded.

Indian Delegate:

In 2040 Economic Center would be Asia and The Green Miles would be a responsible factor for Asia in upcoming year. While Alibaba and Internet was taken as a reference for stating the importance of entrepreneurial spirit which at the end of the day gives back to society. **Session Ended! And Dinner Started, yes at 5 PM- Because In China, Dinner time is 5PM-7PM.**

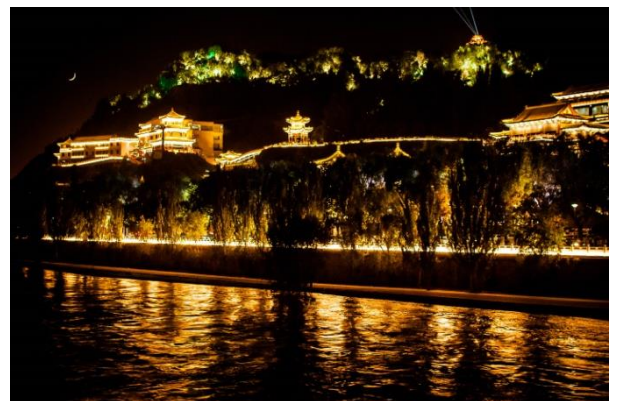
Day 4, Friday July 5: Wake Up Call: 7 AM. Left hotel for 70 yrs. old Northwest Normal University spread in 400 sq. meters where around 3200 students study. This was most interesting part of our china visit as almost everyone was allocated a Chinese student of this university with who we exchanged cultural information and little bit of knowledge sharing. We visited university, museum and artefacts and unforgettable Chinese dance with spices of Indian Dance. At last, we exchanged souvenir before having our Lunch at university canteen. Now we were heading for **Shanzishi Residential "A community Center". This community centre is an NGO for youth development that also arrange dating sites for Chinese people who are still single. There are only 4 such organizations in Lanzhou. We partook in handcrafting, calligraphy, Stone Chiselling and etc. and we also got some valuable gifts by this community. Dinner time arrived but we got permission for shopping for one hour and this was the time where an observer would have seen strange negotiation skills by Indian Delegates, ha-ha!** In the bus way back to hotel, we were told that we have to leave our hotel tomorrow by 6 AM for Flight to Dunhuang

Day 5, Saturday, July 6: Wake Up Call 5 AM. Today our breakfast was arranged in our bus due to paucity of time. We took our flight and arrived **Dunhuang literal meaning of which is grand and glorious.** Checked in at Silk Road Yiyuan Hotel and went straight for lunch as we need to assemble in the lobby as soon as possible in order to embark on time for visiting places lined up for the day without missing Dinner and **National Dance Drama " Along The Silk Road" . Generally, when a visitor arrives Dunhuang he keeps his itinerary pre-prepared which includes Mogao Town, Singing Sand Dunes and Crescent Spring, and of course opto-electric Expo Park. It also has Great Wall of 130 Km and Ming Dynasty during 14-17th century. This city is engulfed by Sand Dunes. It was a rainy day!** We reached Dunhuang Museum to sensitize about Dunhuang History which says it is a major hub of communication between **West and East and also an intersection city of three main silk routes (North, South, and Central).** Interesting to know that there was a stone pagoda from India. There was a sculpture of Buddha with 1000 arms, 1860 scripts comprising 80% about religion, 20% about daily lives, 10% about astronomy and marketing, a model of chess having material



same as used in japan. Then we left for shouhang's 100 MW solar park in Gobi Desert of Dunhuang, which is ¥3-billion project having a field of 11,935 heliostats which illuminate 230 m high tower which heats molten nitrate salt that is further used for running turbine for electricity generation but before visiting solar park we visited exhibition center where various source of green energy models were showcased. Max temp that reaches at the tower is 550°C. Dinner! At night we were leaving for opera house to watch National Dance Drama "Along the Silk Road" that detailed about the history of Dunhuang and especially of Silk Road. After watching I come to know that why yingniang is an inspirational lady for Dunhuang people and here statue playing pipa behind head is an emotional and memorable icon.

Day 6, Sunday July 7: Wakeup call 7 AM. Left hotel for Dunhuang International Convention and Exhibition Center where there was bilateral talk upon volunteering services in Dunhuang. Model of volunteering services is to leverage volunteer's club, and Participation of Volunteers in community services. There is a young volunteer association that utilizes summer vacation of volunteers in service delivering. Volunteers take participation in tourism, cleaning city campaign, Environment Protection like protect our Yellow River, National Exam Paper, Social Welfare Services, and Organ Services, Animal Assistance, Blood Donation, CPR Services etc. After that we explored urban planning of Dunhuang at the same place.



Takeaways from this session

- ❖ Ideology of this volunteer association is hard work and value creation.
- ❖ Expansion model is based upon continuous effort for delivering values that gathered mass participation for this association. There is a Chinese saying: Thick Ice takes longer time to form so show perseverance, serve better.
- ❖ Single handed power is weak so contribution of mass is mandatory for community services.
- ❖ China has a integrity system that curbs chances of crime.
- ❖ Volunteer Services are assisted by government in China.
- ❖ In china, Volunteer Services only get assurance from government, no certification.
- ❖ Once you start, never forget your starting point.
Lunch! And after noon program is Sand Dunes and Crescent Lake.

So the time was now to visit **Shrine to Love** "Crescent Lake". Singing Sand dunes generate sound when wind blows over them. So next was farewell dinner scheduled at the hotel we were staying. Officially this was the end of our youth exchange program. However we were still left to explore **Dunhuang Night Market** and also to become **"True Man" means we need to climb The Great Wall of China.**

Day 7, Monday July 8: Wakeup call at 7 AM. We had our breakfast and then left for airport to get our flight to Beijing scheduled at 11:00 AM. Now after landing at Beijing Airport we went straight to Summer Palace as we landed after lunch time in Beijing and the time to dinner was also approaching. While we were en route to Summer Palace, we were told about the story of "Empress Dowager Cixi" also known as the "Dragon Lady". She ruled almost for **five decades during late Qing Dynasty**. Summer palace was burnt down twice including once by French. Summer palace is known as a Place of Benevolence. 60th birthday of dragon lady was celebrated in Summer Palace that is spread over 297 ha, ¾ of which is water.

This is a place to be ignored during summer as it heals you through its calmness and stillness. Call for Dinner! We left on time as many of us were enervated and hungry. As tomorrow was the last day of our trip so hardly anyone slept at night and all of us just explored the city as if tomorrow we will lose liberty to explore.

Day 8, Tuesday July 9: Wakeup call 7 AM. Had our breakfast at the hotel and left to become "True Man" today. The Great Wall is built and expanded by many dynasties but the current renowned one was built by Ming Dynasty that measure out to be around 6700 KM. It has cultural and economic function apart from protection from invaders specially Mongolians. It is said that wall is made up of three materials Stones, Bricks, and Bones. Yes bones as many labourers died to build this wall because of severe and harsh conditions, and these bodies were buried here. Around 1000 yrs ago these workers carried rocks up to the mountain. There is another fascinating folk tale pertinent to construction of The Wall. "Lady Meng Jiang Weeps down the Great Wall" was a romantic tragedy where her husband was died constructing The Wall. They recently tied knots and were enjoys days as a newlywed couples. However due to the emperor Qin her husband had to go construction site to extend helping hands. Due to severe winter, her husband died and was buried in the wall. Months turn into years, so one day she decided to go construction site to have a glimpse of her husband but when she reached there she came to know that her husband was already no more. She lamented and cried against the wall in which her husband was buried. It is believed that due to her tears the wall collapsed and the bones of her husband appeared. She cried profoundly and then jumped into the sea.

Interesting fact, there is a Chinese saying if you climb The Great Wall, You will be a "True Man". So we culminated our journey after becoming true men. Lunch that has lots of Indian delicacies and then back to Beijing International Airport to land New Delhi at around 6 AM on 10th July.

Obituary

Prof. S.C. Singh, left for heavenly abode on 2nd July 2019. Prof. S. C. Singh joined the Institute in July 2006. Having done his Ph.D. in Mechanical Engineering in Operations Management area, he has worked with Modi Alkalies and Chemicals Ltd., Rajasthan and UP Cooperative Sugar Factories Federation Ltd., Lucknow, prior to joining the Institute. He has also been associated with teaching, research and administration during 1987-2006 at G.B.Pant University of Ag. & Technology, Pantnagar. Kshitij Team expresses profound grief and sorrow over the sad and sudden demise of Prof. S.C. Singh.



Newly appointed Faculty members:



Dr. Vishal Kr. Laheri



Dr. Ram Shankar Uraon



Dr. Arun Kr. Deshmukh



Dr. Harsh Pradhan



Dr. Niraj Kr. Vishwakarma



Dr. Abhijeet Biswas



Dr. Rajeev Kumar



Dr. Deepika Kaur

Knowledge Forum and Kshitij Team congratulate the newly appointed faculty members:

Education Day Observed:

Institute of Management Studies BHU observed "National Education Day" on 11th November, 2019 to commemorate the birth anniversary of **Maulana AbulKalam Azad**, the first education minister of independent India, The event started with offering tribute to Sri Madan Mohan Malaviyaji followed by Kulgeet.

The honorable director of the institute Prof. S K Dubey highlighted Azad's contribution in laying the foundations of the education system in an independent India, and evaluating and improving the country's current performance in the field. The Dean, Prof. P S Tripathi focused on the responsibilities of the university as 'capital of knowledge' and enlightened students with significant aspects of education. Contributions were also made by students of the institute through their poetry and speech. Prof. A K Rai,

Prof. R K Lodhwal, Prof. Abhijeet Singh and Dr. Rajkiran Prabhakar were present in the program. Research Scholars facilitated the successful conduction of the program under the guidance of Dr. Shashi Srivastava, Coordinator of the program.

Prof. Alok Kr. Rai was appointed as Vice Chancellor of Lucknow University. Prof. Rai joined the new position on 31 December 2019. Prof. Rai is the third faculty member from the Institute who has got appointed to the position of Vice Chancellor.



Kshitij Team joins students, research scholars and faculty members to congratulate Prof. Rai for his new assignment.

Campus News

- Pratispardha 2020 - Annual sports Fest of the Institute (Second week January 2020)
- Unnayan 2020 – Annual Cultural Fest of the Institute (Second week February 2020)
- Workshop on Mendeley Reference Software (February 2020)
- Ran Sangram Annual Management Fest (March 2020)
- Krishi Sangram Annual Management Fest of MBA Agribusiness (March 2020)

Knowledge Forum



MS. PALIMA PANDEY
(STUDENT COORDINATOR)



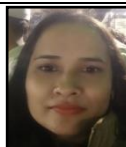
MS. POONAM PATEL
(STUDENT CO-COORDINATOR)



MRS. KHUSHBOO SHARMA
(STUDENT CO-COORDINATOR)



MS. NIDHI AGRAWAL
(Cultural Coordinator)



MRS. SUSHILA RATHORE
(Cultural Coordinator)



MR. VIBHAV PRATAP
(ACADEMIC COORDINATOR)



MRS. VIJAYA
(ACADEMIC COORDINATOR)



MR. UTKARSH KESARI
(LOGISTIC COORDINATOR)



MR. TEJAS YADUVANSHI
(LOGISTIC COORDINATOR)



MRS. RAAGI T.S.
(PR COORDINATOR)



MR. VISHAL SINGH
(PR COORDINATOR)



MR. ASHOK PATEL
(SPORTS COORDINATOR)



MR. PRAVEEN SINGH
(SPORTS COORDINATOR)

The Kshitij Team

Patrons		Chief Coordinator	Coordinators	
Prof. S.K. Dubey Director	Prof. P.S. Tripathi Head & Dean	Dr. Shashi Srivastava Students' Advisor	Dr. Anindita Chakraborty	Dr. Rajkiran Prabhakar DRC Secretary
Issue Coordinator		Team members		Office Coordinator
Mr. Upnishad Mishra		Ms. Yati Bharadwaj Ms. Pooja Singh Mr. Appu Kumar Ms. Kalpana Rawat		Mr. Sreekrishnan A.M. Personal Assistant, IM-BHU

Institute of Management Studies
Banaras Hindu University, Varanasi – 221005 (UP), India.
Phone : 0542-2369332

Email : fmsbhu@fmsbhu.ac.in, kshitij@fmsbhu.ac.in ; **Website:** www.fmsbhu.ac.in, www.bhu.ac/fms

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