



January 2021 Issue

INSTITUTE OF MANAGEMENT STUDIES NEWSLETTER

क्षितिज

KSHITIJ



Shri Ramesh Pokhriyal Nishank

Hon'ble Union Minister of Education

In the inaugural session of the ATAL Academy FDP on Social Enterprises
(23 November 2020)



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Message from the Director



The year, that passed was one of the rarest experiences in the history of mankind. This period of Covid 19 Pandemic was filled with unprecedented miseries across the world, which took very unpleasant turns. The positive impact is that it has taught us new lessons of survival

and we together explored new way of living our life.

During this period of disruptions also, with the committed efforts from our teachers, research scholars, students and staff members, the Institute was able to carry out its academic and professional activities uninterrupted, of course differently from usual mode of functioning. I am extremely grateful to IM-BHU family for their dedicated efforts.

We have started online classes on since 23rd March 2020 itself. Smoothly concluded the Summer internship of batch 2019-21 through online. Conducted the end sem. examination of batch 2018-20 in online mode and declared the results. Concluded the admission of batch 2020-2023 commenced the session in August 2020 with one-week online induction programme. Campus Placement process continued for previous batch and started the process for Batch 2019-2021. Conducted the odd sem. examination in online mode and declared results. (First in the University to do so).

The Institute of Management Studies, BHU was the First in the University to start online classes (23 March 2020), Conduct end sem. examinations and declare the results, Online summer internships, Conclude admission and commence the classes for session 2020-21 (in August 2020), conduct odd sem. examinations and declare results.

I am thankful to the University administration for valuable support extended for carrying out the above activities smoothly. I am also thankful to the organizations for whole heartedly coming forward to assign online projects for summer internships and also for participating in campus Placement programme by carrying out online selection activities.

Continuing its professional linkage, the Institute recently conducted third Party Evaluation of R & D

Schemes of Ministry of Power implemented through Central Power Research Institute (CPRI), Bangalore. Other consultancy projects are going on.

The institute also organized one week ATAL Academy Faculty Development Programme on Social Enterprise through online mode.

Banaras Hindu University, after being recognized as Institution of Eminence, the Institute is

looking forward to the great opportunities for expansion of its academic and professional activities in the coming years. With new and innovative courses, and focus on quality research, we are confident to take the management education to the next level.

Once again I am thankful to all those who supported us during the period of Pandemic. Your support give us energy and courage to sail through the turbulence.

**Prof. S.K. Dubey,
Director**



On the occasion of BHUMAA National Meet held on 2nd February 2020

Happenings @ Institute during January – December 2020

Institute Day	December 16, 2020
Guest Lecture by Mr. Pradeep Dutta, Head – Alternate Channel (Panasonic)	December 6, 2020
Interactive session with corporate gurus	November 7, 2020
Online FDP on Social Enterprise Management organized by Institute of Management Studies, Banaras Hindu University	November 23-27, 2020
Interactive Session on Retail Marketing by Shri B. S. Nagesh	October 3, 2020
Induction Programme for MBA and MBA IB students Batch 2020-2022	August 18-25, 2020
Women's day celebration with theme of women entrepreneurship.	March 9, 2020
UCO Bank - G.D. Birla Smriti Vyakhyanmala	March 5, 2020
Workshop on Mendley: Reference Software	February 15, 2020
Annual Meet of BHU Management Alumni Association (BHUMAA) from 9:00 AM onward at Malaviya Center of Ethics and Human Values, BHU Campus, Varanasi.	February 2, 2020
Unnayan / Pratispardha 2020	February 1-10
Vasantapanchanmi – University Foundation Day Function	January 30, 2020
Guest Lecture on "Corporate Banking & Project Finance" by Mr. P. N. Prasad, Deputy Managing Director, Commercial Clients Group-1, State Bank of India, Mumbai.	January 24, 2020
International BHU Alumni Meet 2020 (IBAM 2020) & Seminar on 'Higher Education in the 21st Century India and Mahamana's Vision' at Swatantatra Bhawan, BHU	January 17-18, 2020
Stakeholders Brainstorming Session for preparing Detailed Project Proposal on 'Artificial Intelligence (AI) in Agri-Supply Chain Management: A Growth Engine for Rural Development' under UGC STRIDE Scheme.	January 16, 2020



BHUMAA - National Alumni Meet 2020

BHU Management Alumni Association (BHUMAA) is playing an important role in bringing together the alumni of the Institute placed across the world. The organization regularly hold its Annual Meet at University Campus. This year also the Annual meet of BHUMAA was held on 2nd February 2020. The theme of BHUMAA-2020 was "Old Leaves, Stronger Roots". Prof. S. K. Dubey, Director of the Institution Delivered the Welcome address in the meet. He warmly addressed the alumni attended the meet and appreciated their contribution in achieving sustainable growth in their respective field. The venue was decorated with symbolic props all hand-made by the students. Prof. P. S. Tripathi, Dean of IM BHU, reflected upon the glorious journey of IM BHU. He shared the achievements and developments of IM BHU through the years. The coordinator BHUMAA meet and the placement coordinator, IM BHU, Prof H. P. Mathur informed the guests about the details of the meet and the activities to be held in it. He told about the BHUMAA chapters that are held at Mumbai, Delhi, Kolkata, Bangalore, Hyderabad, Pune, Ahmedabad, Chandigarh, Lucknow, Dubai and Kathmandu, to strengthen the network and bonding.



Prof. S.K. Dubey, Director



Prof. H.P. Mathur, Coordinator of the Meet.



Prof. P.S. Tripathi, Dean



Distinguished Alumni Awardees & Young Achiever Awardees.



“I still consider myself a work in progress or rather a student. BHU and my family have given me certain values which are Trust, Equity, Sustainability - grow intellectually and physically, Excellence and Innovation - Change is the only constant in our life, the more you share with the people around you. You will have longer happiness, you must always have a purpose in life and Explore your passion. Thank you once again Prof. S.K. Dubey and Prof. H.P. Mathur for inviting me here.”

Chief Guest of the event, **Mr. Kamal Prakash**, Director, Jiwanram Sheoduttrai Group, on the occasion of BHUMAA- BHU Management Alumni Association National Alumni Meet 2020 held on 2nd February 2020 at Malviya Centre of Ethics and Human values, Banaras Hindu University.

“I always look forward for being here. I get charged for the whole year. All these are important but ethics and values play an important role. A book which, I suggest to read is 'The difficulty of being good'. Whatever is good for society is good for business. Dharam Yog and Karam Yog have to go together. BHU stands for, B - Braveity, think deeply express precisely. H - Humility, acquiring the best people to run your team. U - Universality.”



Mr. Raj Kapur, former COO, JCT. Mr. Kapur served as president of ELCINA, the association of electronics manufactures in INDIA. He is a founder and principal associate of Step Ahead consultants, a consulting group in the space of strategy, marketing growth and restructuring.



“I would like to thank BHU for my first job in marketing. All the successful leaders told me the keys to success are, think big, Translate that into reality, Prioritize, be good with people, Physical, emotional, mental and spiritual fitness, Integrity, Courage to take decisions during difficult times. Wish you all the best.”

Mr. Arun Sehgal, Former VP HR of Galaxo Smith Kline consumer healthcare. He has completed his master's in business management from FMS BHU. He has been associated with esteemed firms like The Gillette company under various leadership roles.

Reunion batches were named on the theme of “the elements of life”.



Vyom reunion - 2005 Batch

Starting with the earliest reunion and felicitation of **Pravat reunion** with a strength of 15 alumni- the batch of 2015 of IM BHU was held. Continuing the felicitations, were the **Neer reunion** with a strength of 15 alumni - the batch of 2010, **Vyom reunion** with a strength of 23 alumni - the batch of 2005, **Agni reunion** with a strength of 13 alumni - the batch of 2000, **Ambar reunion** with a strength of 13 alumni - the batch of 1995 and **Vasudha reunion** with a strength of 8 alumni - the batch of 1980.

Distinguished Alumnus Awards 2020

Shri Sunil Narayan Upadhyaya completed his Masters in Management Studies (M.M.S.) in 1980 from **Banaras Hindu University**.

Dr. Atul Prasad completed his Masters in Management Studies (M.M.S.) with specialization in Marketing in 1983 from **Banaras Hindu University** and PG Diploma in International Trade in 1986 from IIFT, New Delhi. He also completed his Ph.D. entitled “Financing of Power Projects in NTPC” in 2006 from Banaras Hindu University.

Shri Bharat Bhardwaj completed his Masters in Business Administration (MBA) with specialization in Marketing in 1993 from **Banaras Hindu University**.

Shri Ashwani Singh completed his Masters in International Business Administration (MIBA) in 1995 from **Banaras Hindu University** and is a Sloan Fellow from the London Business School. He is a Certified Investment Professional (CII) from the Institute of Professionals (IIP), UK.

Young Achiever Award 2020:

Shri Pradeep Pandya completed his Masters in Business Administration (MBA) with specialization in Finance in the year 2000 after graduating in Economics from **Banaras Hindu University**.

Shri Suman Das completed his Masters in Business Administration (MBA) in 2005, after completing B.A. and M.A. in Statistics from **Banaras Hindu University**.



Vasudha reunion - 1980 Batch



Ambar reunion - 1995 Batch



Agni reunion - 2000 Batch

Scholarships awarded during the BHUMAA Meet 2020:

Name of Scholarship	Sponsored by	Criteria	Name of Student
AshaLata Devi Memorial Scholarship	Dr. Ashok Gupta	Best Girl Student of MBA (Finance)	Shambhavi Mishra
Shital Prasad Gupta Memorial Scholarship	Dr. Ashok Gupta	Best Student of MBA AB(Finance)	Neha Sinha
Mahendra Prasad Jaiswal Memorial Scholarship	Dr. Ashok Gupta	Overall Topper in Marketing)	Shivam Srivastava
P.L. Chaubey Memorial Scholarship	Mr. Avinash Chaubey	Best MBA Finance Student	Suyash Chandak
Shri Shivaji Singh Award	Mr. Girish Kumar Singh	Best Girl Student(Marketing)	Suzi Shaniya
Smt. Girija Singh Award	Mr. Girish Kumar Singh	Best Student(Finance)	Nishtha Verma
Satyavriti Sevanidhi Scholarship	Mr. Kamal Prakash	Best MBA Agribusiness Student	Kajal Singh
		Best MBA Agribusiness Student	Pooja
		Best proposal for Social Entrepreneurship	Mansi Jaiswal
Professor Abrar Ahmed Scholarship	Mr.Raghavendran	Overall topper of IM BHU	Ankush Srivastava
Satyavriti Sevanidhi Scholarship	Mr. Raghavendran	Best MBA Agri business student	Nirupa Oraon
Medhavi Scholarship	Mr. Sujit Mishra	MBA Topper	Shreya Bhotica
		MBA IB Topper	Kritika Arora
		MBA Second Topper	Anshika Agnihotri
		MBA IB Second Topper	Pooja Chajjed
Kamla Vishveshwar Memorial Scholarship	Mr. Udai Upendra	Best MBA Girl Student	Aditi Rai
Pyare Lal - Prem Vati Memorial Scholarship	Mr. Umendra Kumar Gupta	Best Student MBA IB (I & II Sem)	Prateek Kumar Tripathi
Pyare Lal - Prem Vati Memorial Scholarship	Mr. Umendra Kumar Gupta	Best Student MBA (I & II Sem)	Saurabh Kumar
Prof. S.K.R. Bhandari Memorial BBM 1971 Batch Scholarship	Batch of 1971 (Prof. V.K. Nangia & Mr.Nalin Gulati)	Overall Topper of IM BHU	Ashish Tiwari
Mrs. Santosh Nangia Scholarship Prof. Vinay K. Nangia	Prof. Vinay K. Nangia	Best Girl Student - Business Environment	Bhawya Shree Bhawya Shree

Distinguished guests present on the occasion include: **Prof. Alok Kr. Rai**, Vice Chancellor, Lucknow University from the batch of 2000; **Alok Singh**, VP India Transact Services Ltd. from the batch of 1995; **Jitendra Srivastava**, Regional head HDFC bank from the batch of 2000; **Ajeet Singh**, Asst. VP MotilalOswal from the batch of 2005; **Arun Kumar Choudhari**, Asst. VP at HDFC bank from the batch of 2005; **Vikrant Pundir**, Executive Director of Next Milestone Technologies Pvt. Ltd. from the batch of 1995; **Jayant Upadhyay**, VP Enterprise sales IBM India

The gracious event ended with mesmerizing cultural performances by students of IM BHU. Starting the cultural program with an alluring group dance by Reeanka, followed by an instrumental song by Abhishek and Adhwaresh and another beautiful group dance by Dolma and group. Adding to the program was an exquisite poetry by Ankush with another dance by MBA Agri business. A melodious ending by a group song was given to the event and even some alumni performed in the event. Simran and Yuvika anchored the cultural event.

TIMES OF INDIA

IMS-BHU alumni go down the memory lane, relive college days

TIMES NEWS NETWORK

Varanasi: It was time for former students of Institute of Management Studies at Banaras Hindu University (IMS-BHU) go down memory lane and relive the fond memories of their alma mater.

The national meet of Banaras Hindu University Management Alumni Association (BHUMAA) was organized on the campus on Sunday which was attended by top officials and executives of national and multinational companies.

Chief guest on the occasion, director of JS Group Kamal Prakash said BHU gave him certain values to grow intellectually.

Raj Kapur, who served as president of the association of electronics manufactures in India, said, "I always look forward to the event as I get energy to work for entire year after visiting the campus."

Vice-president (HR) in a leading consumer healthcare company Arun Sehgal recalled how during college days he learnt to



The national meet of Banaras Hindu University Management Alumni Association (BHUMAA) was organized on the campus on Sunday

think big and how he translated it into reality.

Welcoming participants, director of IM-BHU Prof SK Dubey spoke on the glorious journey of the institute and shared its achievements and developments over the years.

Coordinator of the meet Prof HP Mathur spoke about BHUMAA chapters in Mumbai, Delhi, Kolkata, Bangalore, Hyderabad, Pune, Ahmedabad, Chandigarh, Lucknow, Dubai and Kathmandu, which strengthen the network and bonding. Alumni from 2015, 2010, 2005,

2000, 1985 and 1980 batches were felicitated on this occasion. Suman Das (2005 batch) and Pra-deep Pandya (2000) were awarded 'Young Achiever Award'. Ashwini Singh (1985), Bharat Bharadwaj (1993), Atul Prasad (1983) and Sunil N Upadhyay (1980) were given 'Distinguished Alumni Award'.

Vice-chancellor of Lucknow University Prof AK Rai, an alumnus of 2000 batch also attended the event. The meet concluded with cultural performances by the students of IM-BHU.

आज

नयी खोजके लिए निरन्तर हो प्रयास-कमल प्रकाश

बीएचयू प्रबंध शास्त्र संस्थान के पुरा छात्र समागम में उत्साहवर्धनके लिए फिर जुटे पुरनिये

बनारस हिन्दू विश्वविद्यालय के प्रबंध शास्त्र संस्थान की ओर से आयोजित की गई थी। इस अवसर पर पूर्व छात्रों ने छात्रावास के आसपास से आने वाले अनेक पूर्व छात्रों को आमंत्रित किया।



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राष्ट्रीय सहारा

जुटे पुरनिये, विद्यार्थियों का किया उत्साहवर्धन

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अमर उजाला

पुरनियों की पहल से संवरेगा छात्रों का भविष्य

बीएचयू प्रबंध शास्त्र संस्थान के पुरातन छात्र समागम में 15 छात्रों को मिली स्कॉलरशिप

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हिन्दुस्तान

जीवन में हमेशा कुछ नया करने के लिए प्रयास करें युवा

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Stakeholders Brainstorming Session on AI (UGC STRIDE Scheme) (16 Jan. 2020)

A Stake Holders Brainstorming session was organized on Artificial Intelligence as part of Stride Project sanctioned to Dr. Ashutosh Mohan, Associate Professor of the Institute. Prof. S.K. Dubey Director of the Institute

welcomed the guests on the occasion. Prof. P.S. Tripathi, Dean of the Institute also addressed the guests. Dr. Ashutosh Mohan briefed about the project and a Brain Storming discussion was held thereafter.

<ul style="list-style-type: none"> • Prof. Rakesh Singh, Co- Pi, IAS, BHU 	<ul style="list-style-type: none"> • Dr. Raka Saxena Principal Scientist, ICAR- NIAP New Delhi.
<ul style="list-style-type: none"> • Prof. Sanjay Kr. Singh, Co Pi, IIT-BHU 	<ul style="list-style-type: none"> • Dr. P. Chanak IIITM, Gwalior
<ul style="list-style-type: none"> • Sri Dev Bhattacharya 	<ul style="list-style-type: none"> • Dr. Rishav Singh NIT, Delhi
<ul style="list-style-type: none"> • Prof. Anand Kr. Singh, IAS, BHU 	<ul style="list-style-type: none"> • Dr. Rajkiran Prabhakar, IM-BHU
<ul style="list-style-type: none"> • Prof. P. Bharadwaj 	<ul style="list-style-type: none"> • Dr. Arun Deshmukh, IM-BHU
<ul style="list-style-type: none"> • Prof. S.K. Sharma 	<ul style="list-style-type: none"> • Dr. N.K. Vishwakarma, IM-BHU

Guest Lecture on Corporate Banking – By Sri P.N. Prasad Dy. MD SBI (24 Jan. 2020)

Mr. P.N. Prasad, Deputy Managing Director SBI Commercial Client Group in a workshop conducted on Corporate Banking at Institute of Management Studies, Banaras Hindu University, talked about the present scenario and prospects of corporate banking, project financing and infrastructure banking. The Dean, Prof. P.S. Tripathy welcomed Mr. Prasad on the occasion.

Mr. Prasad shared his insights regarding the evolution of corporate banking and the shift from wholesale banking to retail banking in India right from the first presidency bank, Bank of Bengal (1843) to imperial bank 'State Bank of India', encompassing post independence nationalization, modernization and digitization of conventional banking system.

He also discussed how financial inclusions where individuals and businesses have access to useful and affordable financial products and services that meet their needs in a sustainable way in the developing countries like India. He detailed about the relevance of infrastructure banking and project financing to support the ambitious infrastructure and macro-economic



projects of Government of India. While interacting with the students, Mr. Prasad also talked about challenges and risk associated with project financing and various techno economic strategies employed to overcome these risks.

Prof. Mathur presented memento to the guest as token of love. Vote of thanks was given by Mr. Devhuti Gaur and event was anchored by Ms. Naina Mittal.

Workshop on Mendeley Reference Software (15 February 2020)



A one day workshop on Mendeley Reference Software was organized in the Institute on 15th February 2020 for research scholars. Dr. Sneha Tripathi, Asst. Librarian, Central Library, BHU, Dr. Rajani Mishra Associate Professor, Department of Library and Information Science, BHU and Dr. Sriram Pandey, Assistant Professor, Department of Library and

Information Science, BHU engaged technical sessions in the Workshop. Prof. S.K. Dubey, Director of the Institute invited the participants. Prof. P.S. Tripathi, Dean of the institute also addressed the Participants. Dr. Anindita Chakraborty was the Coordinator of the Workshop.



Spandan (23 – 27 February 2020)



Students of the Institute actively participated in various events of the Spandan 2020, the Annual Cultural Festival of the University held from 23 to 27 February 2020 and won prizes in several events such as Western Vocal Solo, Short Play and One the Spot Photography.

Hosted UCO G.D. Birla Smriti Vyakhayanmala (March 5, 2020)



The Institute of Management Studies, BHU hosted **G.D. Birla Memorial Lecture** organized by Zonal Office of **UCO Bank, Varanasi**. The lecture was held on **5th March 2020** in the Seminar hall of the Institute. Smt. Punam Kumar Prasad, Manager, Rajbhasha, introduced the participants. Dy. General Manager & Zonal Head Sri S.K. Sachdeva welcomed the guests and participants on the Occasion. Prof. S.K. Dubey, Director, Institute of Management Studies, BHU in his speech on the occasion congratulated the UCO Bank for the initiative. Prof. Amit Gautam Institute of Management Studies, BHU was the key speaker

on the Occasion. Prof. Gautam delivered the G.D. Birla Memorial Lecture. On the Occasion “UCO Rajbhasha Samman” was presented to the meritorious Post Graduate student (Hindi in M.A.) by Sri Sachdeva, the D. General Manager of the UCO Bank (Varanasi Zone). Prof. P.S. Tripathi, the Dean of the Institute of Management Studies presided over the function. Sri S.K. Sinha, the Dy. Zonal Head of UCO Bank, Varanasi proposed the Vote of Thanks on the occasion. The Programme was conducted by Smt. Punam Kumari Prasad, Manager (Raja Bhasha) UUCO Bank.

Women’s Day Celebration (theme: Women Entrepreneurship) 8 March 2020



International Women’s Day 2020 was celebrated in the institute. The Theme of the day was “Women Entrepreneurship”. The Key speaker on the occasion was **Prof. Sweta Prasad, Department of Sociology, Faculty of Social Sciences, Banaras Hindu University.**

Prof. P.S. Tripathi presided over the function. Dr. Anindita Chakraborty welcomed the guests on the occasion. Students and research scholars of the Institute participated in the Programme. Ms. Palima Pandey conducted the Programme.

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

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

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

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

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

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

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

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

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

Brief of Sessions HELD on August 25, 2020

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

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

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

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

Brief of Sessions Held on August 26, 2020

Prof. H.P. Mathur, Coordinator, University Placement Coordination Cell took a session on "Shining Bright in Challenging Times" which was focused on the new skillset demands of the post COVID era, like perfection with respect to digitalization and technicalities, irrespective of the students' graduating background. It was an engaging, insightful and inspiring session for the

students. He also highlighted some important points, apart from the curriculum, that we miss at times.

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

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

on device like Kindle where the distractions are minimum and the productivity is maximum.

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

Brief of Sessions held on August 27, 2020

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

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

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

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

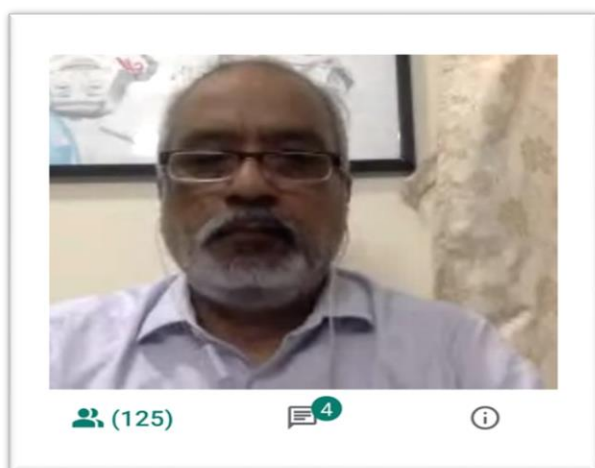
Brief of Sessions Held on August 28, 2020

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

Mr. Jayant Upadhyay (Enterprise Leader, IBM) & Mr Alok Upadhyay (Founder, AlchemsS) discussed about

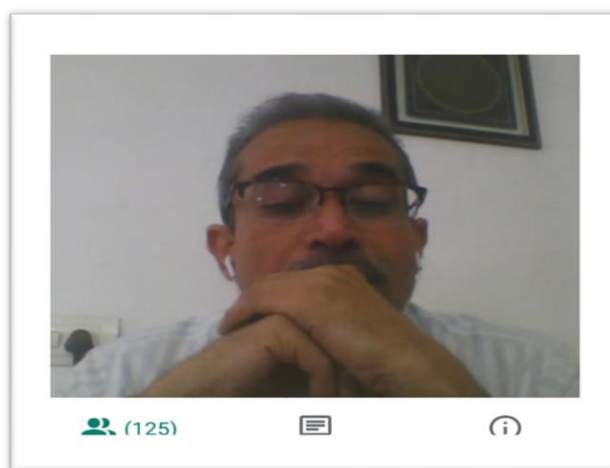
acquiring new skills and stressed on looking at any situation in life as a business case. He shared his thoughts on the importance of time in today's fast paced industry and spoke on time management as a skill that needs to be developed by everyone.

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



life after FMS and requirements of the corporates.

Mr. Jayant Upadhyay gave a glimpse about life in corporate world after graduating from FMS. He talked about the requirements and skills that one should work on and develop in the years at IM-BHU in order to get maximum advantage in future. His emphasis laid on the importance of attitude and integrity in the corporate world. He talked about learning and



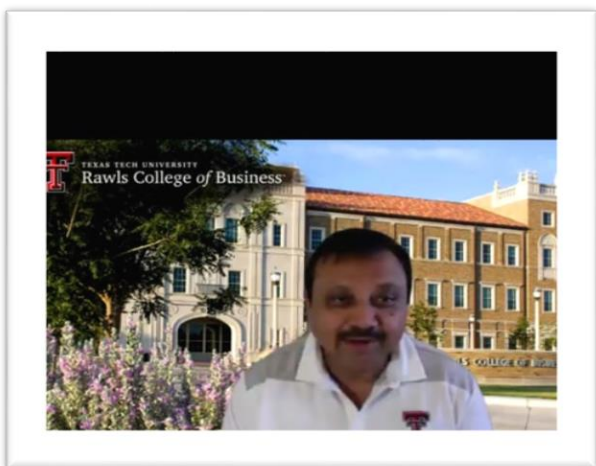
Times of India. In his session, he talked about the challenges and experiences of his journey from a corporate to an industrialist role while highlighting the importance of karma. He also stressed on the decision making ability as an important and determining factor in shaping our destiny. His take on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

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

Dr. Vishal Kumar Laheri started the session with introductions and interactions to understand the various fields the students come from. He told about

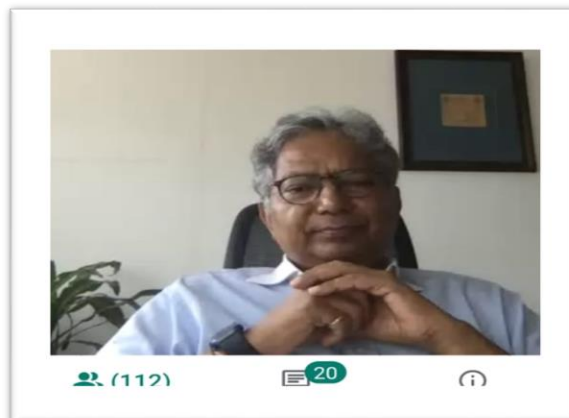
the heritage of BHU and the vastness of the knowledge that it can offer. He enlightened the students regarding the importance of reading and referencing different books and journals throughout the course. He talked about the fact that the students are unable to access the library of BHU and discussed the need for facilitating of e-materials and revised digital ways of education in today's time.

Brief of Sessions held on August 29, 2020



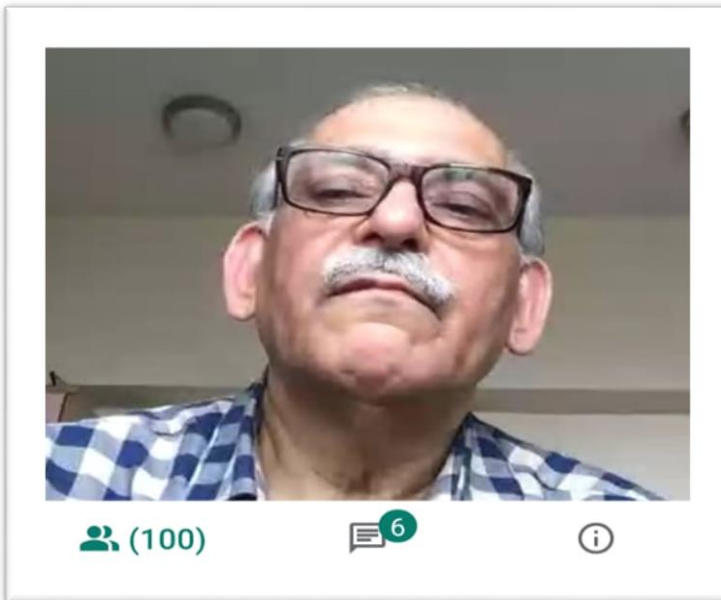
Dr. Atul Parvatiyar (Professor of Marketing Practice & Director, Center for Sales & Customer Relationship Excellence Rawls College of Business Texas Tech University) guided the new admits about how to make their MBA education worthwhile, and ways one can future-proof their careers in a world full of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

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



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





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

Brief of Sessions held on August 31, 2020

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



Dr. Rajkiran Prabhakar spoke at length about the importance of communication skills, problem solving skills and the practical issues faced by the managers in corporate world. He also laid emphasis on skills to acquire in order to become a better manager. In his speech, he also introduced the students to the infrastructure and culture of the Institute and the University.

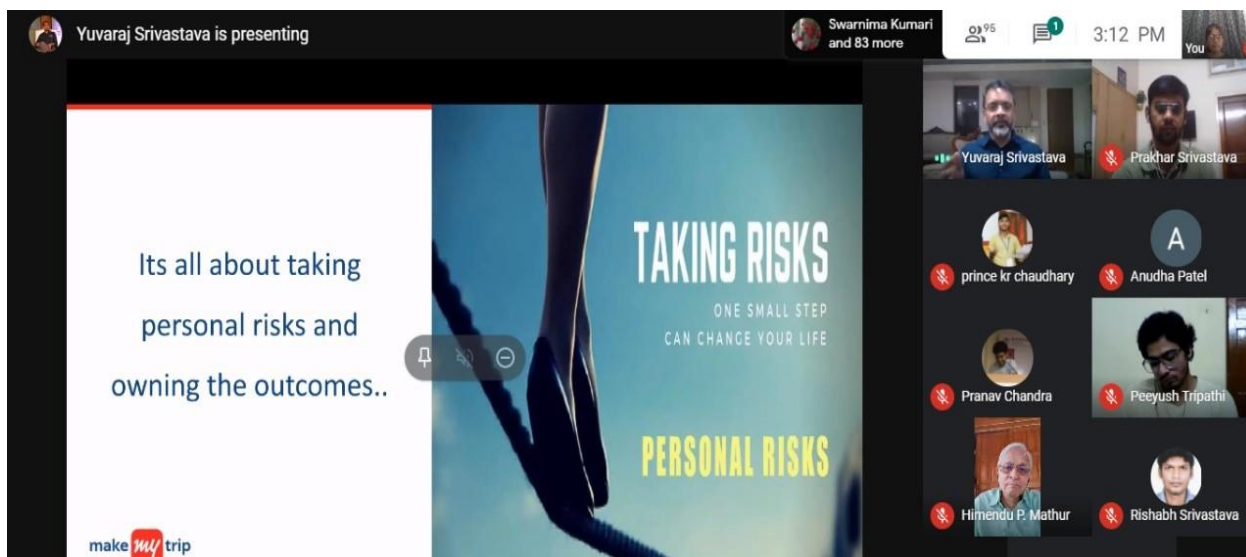
Dr. Ram Shankar Uraon, during his session, stressed upon importance of continuous learning by regularly upgrading skills and knowledge. He talked about the real time challenges for the students during and after their MBA. He also talked about the approach to tackle issues in real time with managerial point of view.

Brief of Sessions held on September 01, 2020

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

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

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



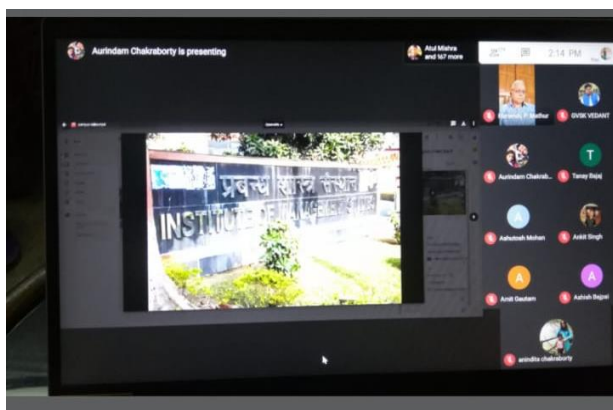
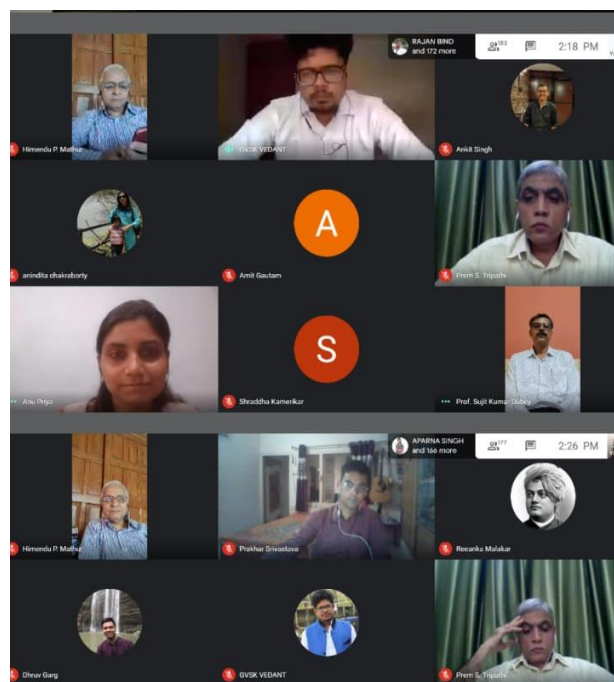
Mr. Yuvraj Srivastava (CHRO, Make My Trip) served the Regiment of Artillery, Indian Armed Forces for 5.5 years before entering the corporate world. Talking about his transition from the Army to the corporate world, he stressed upon the six L's to keep in mind before switching career/job. He bestowed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

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

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

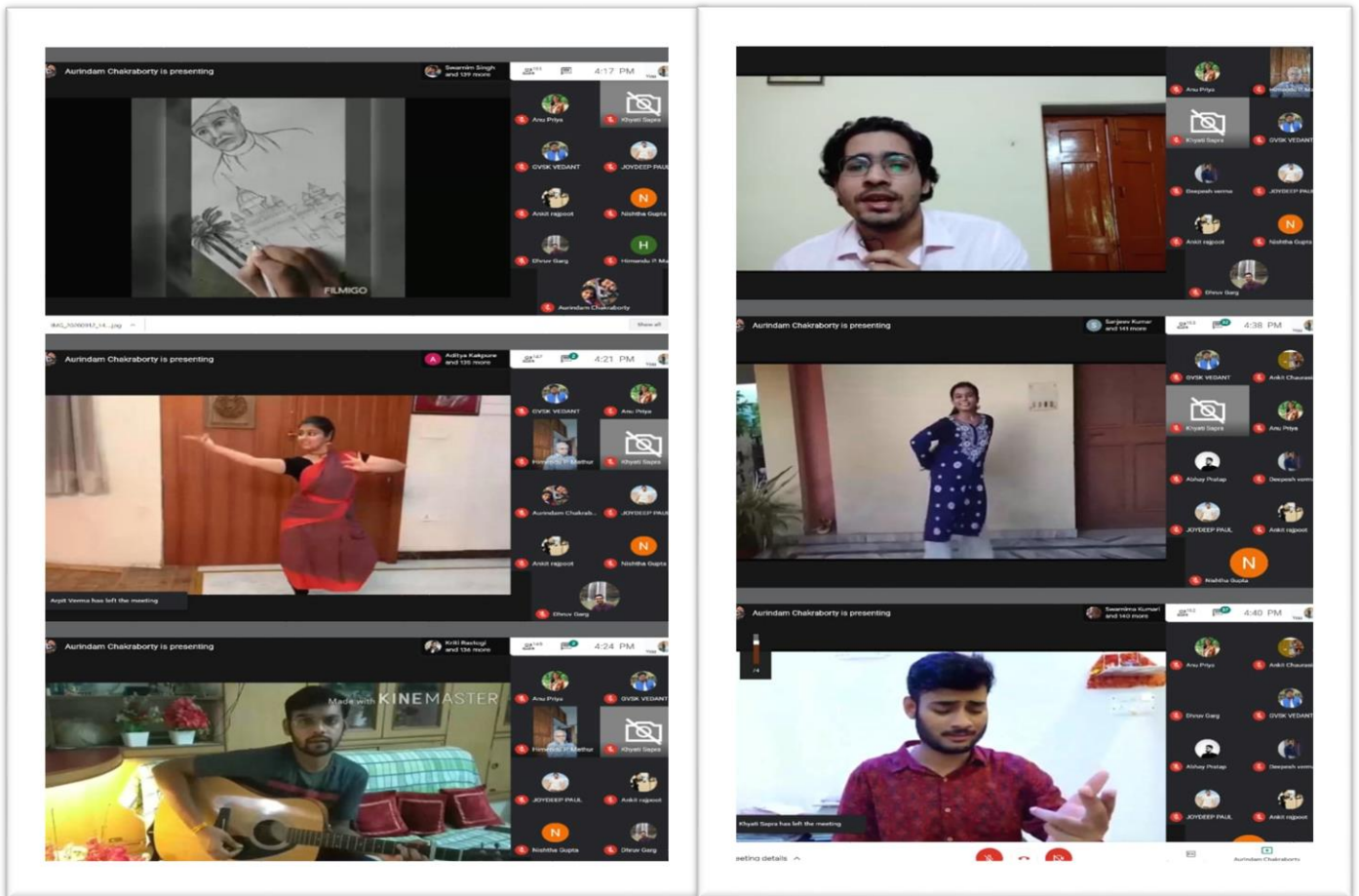
The zest and enthusiasm of the students on joining this Institute was infectious and the same was showcased in the traditional cultural program organized at the end of the week-long Induction Program. Event coordinator Prof. H.P.Mathur and Co-Coordinator Prof. Amit Gautam and Dr. Anindita Chokroborty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

The introductory video and kulgeet were followed by a warm welcome speech to the fresher batch by the Director of the Institute, Prof S.K. Dubey and a few key insights and thoughts by Prof. P.S.Tripathi (Dean, IM-BHU). Prof. H.P. Mathur also shared his experience and bestowed the batch



with his kind words. Then the event co-coordinator Prof. Amit Gautam spoke about the highlights of the induction program.

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



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

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



काशी हिन्दू विश्वविद्यालय



BANARAS HINDU UNIVERSITY



**INSTITUTE OF MANAGEMENT STUDIES
(FACULTY OF MANAGEMENT STUDIES)**
IS ORGANIZING AN INTERACTIVE SESSION
ON
RETAIL MARKETING
WITH



SHRI B. S. NAGESH
Chairman, Shoppers Stop Ltd.
Founder, TRRAIN

Date: Saturday, 03rd October, 2020

Time: 11:00 AM

Institute of Management Studies (Faculty of Management Studies) – Banaras Hindu University, organized an interactive session on Retail Industry and its value chain. Current Chairman and non-executive

director of shoppers stop and an eminent retail industry expert, Shri B. S.Nagesh, was the guest speaker for the session.

He is also known for his founding TRRAIN (Trust for Retailers and Retail associate of India) and Founder chairman of RAI (Retailers Association of India). Recently Mr. Nagesh won the Prestigious Hellen Keller award for creating livelihood opportunities for persons with disabilities.

Session started by introduction of the speaker, our esteemed Professor and Placement coordinator, Prof. H. P.Mathur introduced him to the students. The interactive session was split in two parts. In the prior one Mr.Nagesh talked about retail, recent trends and opportunity & challenges of the retail value chain. In the conclusive part, he interacted with students and answered their queries.

He acknowledged retail being the simplest business in the world only to be complicated by the people. Retail business consisted of creating a moment of misery, delight or magic.

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

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

He also described how online stores are getting better at reach and distribution of their products along with increase in capex and adaption of newer technology.

He also talked about prioritizing customer in any business. Learning from the customers by listening to them is the foremost thing to do. In the world where data is of utmost importance, it needs to be connected with the customers. Insight from that data is used to improve the product.

He talked about the most sought skills in the growing retail industry are use of analytics and logistics operations. The use of customer data to gain knowledge about them and making the reach feasible for the customers. He added that, though modern technology is necessary for business survival and day to day operations, people's skills and belief that customers are king makes an ordinary retail business extra ordinary.

He informed about the FDI coming in India and how is it going to benefit the Indian retail market, as well as pros and cons of the increase in local consumption and production in this COVID market.

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

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

Interactive session with corporate Gurus : 7 November 2020

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

placement cell of the institute regularly organizes leadership talks by the prominent industry leaders.

Placement Cell, IM (FMS)-BHU organized one of its kind interactive session with four distinguished speakers across diverse industry domains on a single platform, sharing their expertise and experience with the students

**INSTITUTE OF MANAGEMENT STUDIES
(FACULTY OF MANAGEMENT STUDIES)**

is organizing a series of Interactive Sessions
with the

Corporate गुरुपुत्र



Mr. Colin Mendes
Head of Human Resources
Voltas Beko



Mr. Ravikumar Kumarasamy
Director
IBIBO Group



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



Mr. Riju Srivastava
Marketing Lead
Myntra Jabong

Date: Saturday, 07th November, 2020

Time: 11:00 AM to 04:30 PM

The session was organized for the the students of MBA, MBA-International Business and MBA-Agribusiness. The speakers who graced this virtual session were Mr. Colin Mendes (Head Human Resources Voltas Beko), Mr.Ravikumar Kumarsamy (Director, Ibibo Group) Mr.

Sushil Tripathi (Head Human Resources, Siyaram silk Mills) and Mr. Riju Srivastava (Head Marketing, Myntra).

Session with Mr. Colin Mendes

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

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

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

He quoted "Data have given huge power to all of us". Then he explained how the complex traditional supply chain evolved into a simple new supply chain.Also, he motivated the students, asking to be optimistic in this time of pandemic as industries are improving their work culture and work Infrastructure and things will be back to normal very soon. He explained the Need of the hour is to learn to manage our time and money, multi skilling, enhancement ofdecision making skills, etc. He made the students play a fun and interactive game named as "Coffee and cream with Colin", in which he asked students to suggest hashtags for some of the pictures.After the game, he shared his own 8 mantras to get success in the job. Further he ended the session with a question for students, which was "What new normal should we create?".

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

Session with Mr. Ravi Kumar Kumarsamy

Mr. RavikumarKumarsamy, Director ibibo Group fostered the students with his Startup enuer Journey. The session was moderated by Ms. Sakshi Jain, student, MBA, final year. The session started with the brief introduction of the speaker, followed by welcome note from the Prof. H. P. Mathur, Placement Coordinator, IM(FMS)-BHU. Mr. Kumarasamy cleverly molded all the points of his session into a real life story of his journey of entrepreneurship. The discussion revolved around 3 heads "Story of an idea", "Story of Bootcamp" and "Startup Journey". He started by introducing the reason and the need behind his startup idea and mentioned the contents of a quality idea i.e. innovation, scalable and doing a reality check. Moving

ahead he told his experiences in various Startup Forums and quoted "Failing to Plan is a Planning to Fail".

He told his entire journey and how to overcome various barriers and achieve success. He shed light upon important factors that need to be considered in the startup setup. The session was then concluded by motivating students and advising them to never give up and peel off the emotional layer attached to the idea. At the end, speaker took some of the questions from the attendees and the session ended with Vote of Thanks by Ms. Sapna, student, MBA-AB, final year.

Session with Mr. Sushil Tripathi

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

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

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

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

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

Session with Mr. Riju Srivastava

Today's session with Mr. RijuShrivastava, Head Marketing (Digital Events & Content) Myntra, provided deep insights on Digital marketing. The session was moderated by Mr. GVSK Vedant, student, MBA, final year. The session started with the brief introduction of the speaker, followed by welcome note from the Prof. H. P. Mathur, Placement Coordinator, IM(FMS)-BHU.

Mr. Srivastava used presentation as well as regular interaction with students to communicate his insights. He clever brought students to the conclusion that Digital marketing is just Marketing as all the things these days are digital. Like he said, "Democracy is

Dead", that means, why bind ourselves in the boundaries, when we can reach out to everyone. Mr. Srivastava made a point that a consumer's journey for the product is Non-Linear, that makes it more important for businesses to show up at the right place and the right time, when customer is ready to buy. He helped in decluttering the way forward by explaining what exactly is done:

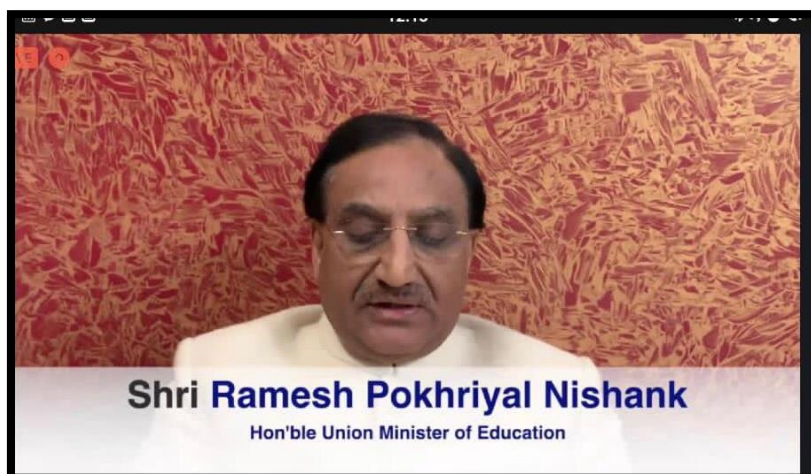
1. Understanding your audience
2. Extracting Data, layering/customizing it into sub-groups.
3. Reach out to the audience on Google/ Facebook/ Instagram/OTT.
4. Get them on your platform.

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

The session with Mr.RijuShrivastava Sir was insightful with practical examples and crisp points. At the end,

speaker took some of the questions from the attendees in which he explored further more concepts of digital marketing, adwords, listing, SEO and many more. The session ended with Vote of Thanks by Mr. Dhruv Garg, student, MBA, final year.

ATAL ACADEMIC - FDP on Social Enterprise Management (23rd to 27th November, 2020).

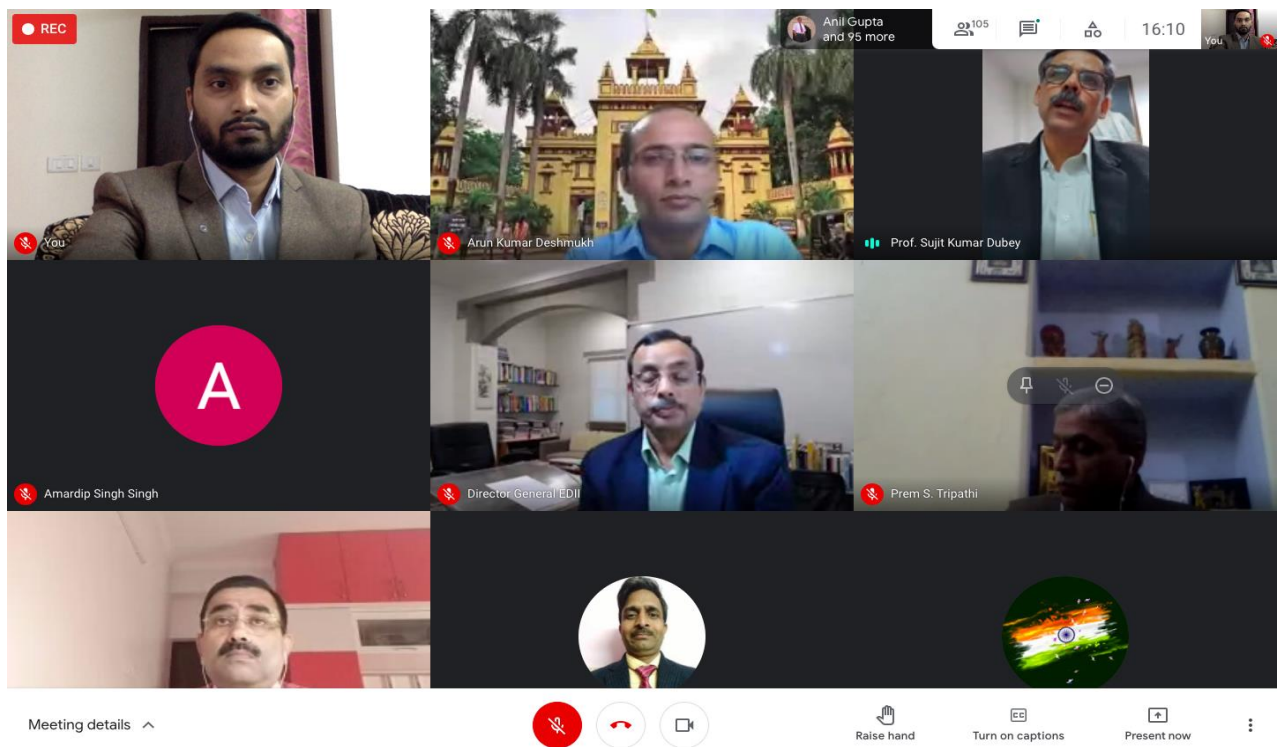


Shri Ramesh PokhriyalNishankji, Hon'ble Union Education Minister, inaugurated the Faculty Development Program of Institute of Management Studies on Social Enterprise Management including other 46 AICTE-ATAL sponsored Online Faculty development programs through an online session from New Delhi today.

Speaking on the common inauguration ceremony of 46 AICTE-ATAL sponsored online Faculty development programs, through a video message, Shri Ramesh Pokhriyal 'Nishank' Ji highlighted his vision towards bringing a substantial improvement in higher education of the country. He emphasised on the ability of teachers to shape leaders of the future in the best way for society to build positive and inspired future generations. He also shed light on how the National Education Policy, 2020 is going to revamp the education system in India. The Hon'ble Minister also encouraged teachers to train themselves in order to make subjects more interesting and applicable in real life, for the students. Appreciating the initiative taken by Educational Institutions all over the country, he appreciated the role of Banaras Hindu University in grooming teachers of high technical intellect. He stressed on building Industry-Academia linkages for enhancement of employability of students and suggested that more Faculty Development Programmes should be organised based upon the current industry requirements. This will be beneficial for students to develop the necessary skills. Hon'ble

Union Minister of Education Shri Ramesh Pokhriyal concluded by stressing the importance of life management activities in betterment of mental and physical health of students and teachers both.

The AICTE-ATAL sponsored Faculty Development Program on Social Enterprise Management of Institute of Management Studies; Banaras Hindu University is scheduled through online mode from 23rd to 27th November, 2020. The online FDP has received more than 250 applications, but due to the restrictions of participation, it will be attended by only 200 participants from various reputed institutes of the country. Total of 14 technical sessions will be engaged by the experts of Social Entrepreneurship. Chairperson Prof. Anil D Sahasrabudhe, Vice-Chairman Prof. M P Poonia, Member Secretary Prof. Rajive Kumar and Director-ATAL Dr. Ravindra Soni of AICTE also addressed the inaugural ceremony. The Director, Prof. S. K. Dubey, Dean, Prof. P. S. Tripathi along with teachers of Institute of Management Studies, attended the inaugural ceremony. Looking at the affirmative response of the participants to attend online FDP, along with its importance in the current education system, the Director and Dean of Institute of Management Studies, Banaras Hindu University have decided to organise more such Faculty Development Programs in future in collaboration with All India Council for Technical Education.



Five day online Faculty Development Program on 'Social Enterprise Management' organised by Institute of Management Studies, Banaras Hindu University, concluded with the online valedictory session on November 27, 2020 at 5:00 PM. This program was scheduled from 23rd November to 27th November 2020. A total of 200 participants from various prestigious academic institutions of the country participated in the Faculty Development Program on Social Enterprise Management. The program was sponsored by AICTE Training and Learning (ATAL) Academy Cell, New Delhi.

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

that all the teachers of academic institutions should attend faculty development programs on a regular basis for their academic development. Dr. Sunil Shukla said that FDP focus on social entrepreneurship helps the teachers in motivating and guiding their students to venture out for start-ups in the social sector.

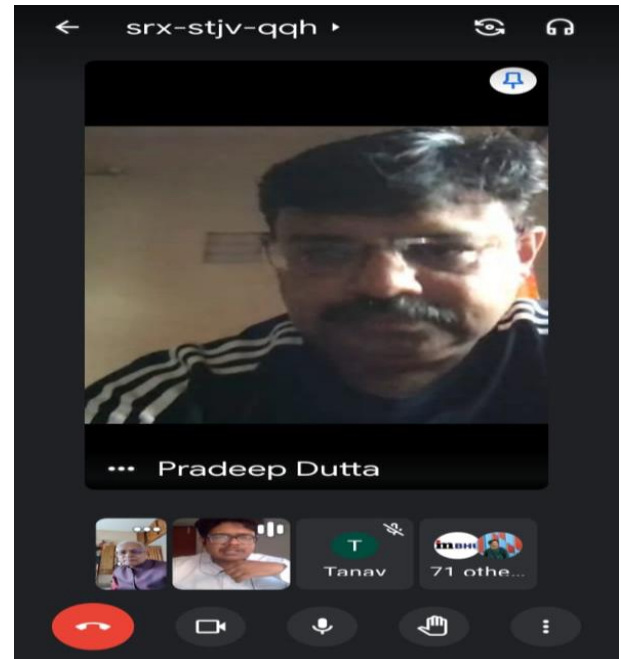
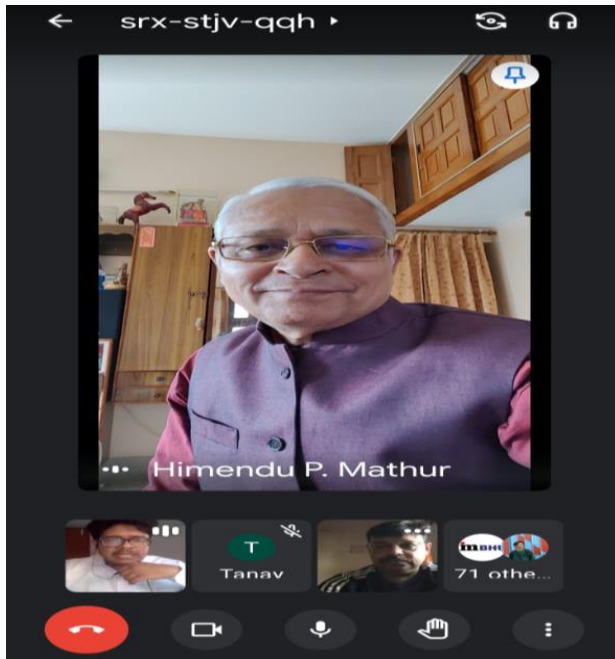
Coordinator of Faculty Development Program, Dr. Anurag Singh of Institute of Management Studies, Banaras Hindu University presented the detailed report and expressed his gratitude towards the distinguished resource persons of various technical sessions. The participants of the program expressed their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

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

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

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

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



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

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

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

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

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

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

India, the world’s biggest market second only to China, is observing a dynamic shift in customer behaviour. “Gone are the days when the price of the product used to be the deciding factor”.

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

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

Campus Placement activities during Pandemic :

With the advent of Corona Virus (COVID-19) and the aftermath including the nationwide lockdown, had an adverse effect, especially during the initial days and middle of March 2020. All the activities stopped and people were forced to stay within the boundaries of their homes. The students residing in the hostel were forced to go back to their hometown and extreme measures were taken to ensure the safety of everyone.

Campus Placement for batch 2020:

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

Online Summer Internship of batch 2019-21:

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

Campus Placement for Batch 2021:

The Final Placement season in IM (FMS)-BHU started with the industry leader **Wipro Ltd.** hiring 5 students from Finance background. Since then, 12 other industry leaders like **Infosys, ICICI Bank, IDFC Life, Prism Johnson, SBI Life, ICICI Pru Life, Gyan Dairy** have

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

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

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

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

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

conducted the final placement. **IDBI Federal Life Insurance** selected **26 students for Summer Internship** from the Institute and **Sri Ram Seeds** selected a couple of students for SIP 2021. All these processes were conducted online.



काशी हिन्दू विश्वविद्यालय



BANARAS HINDU UNIVERSITY



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
<p>BSE INSTITUTE LIMITED</p>	<p>NITI Aayog ATAL INNOVATION MISSION</p>

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याद हैं वो दिन ?

Pankhuri Lall (MBA 2019-2021)

वो दिन जब नानी का घर खुशियों की लेहेर ले अता था
 वो दिन जब दादी के प्यार भरे हलवे के लिए दौड़े चले जाते थे
 वो दिन जब गर्मी की छुट्टियों में बाबा की कहानियों में खो जाते थे
 वो दिन जब नाना की चिट्ठियों के इंतज़ार में घंटो बीत जाते थे
 क्या याद हैं वो दिन ?
 जब 100 नॉट आउट पे भी उनकी एक आवाज़ पर दीवार फंड जाते थे
 जब उनकी जेब से निकले 10 रूपए, हमें मौज करा जाते थे
 जब उनके बनाए टॉफी के पैकेट के लिए कोई भी काम झट्ट से कर
 जाते थे
 जब उनके पीठ पे बैठ कर सारी दुनिया की सैर कर जाते थे

कहा अद्रिश्य हो गई वो छोटी छोटी खुशियां
 कहा अद्रिश्य हो गए वो माँ बाप
 जो माँ बाप से बढ़ कर थे

काश
 काश रोक सकते उन् पलों को
 काश रख के सर आपकी उस गोद में सो सकते दोबारा
 काश वो सुकून जो आपकी कहानियों में था, सुन सकते
 दोबारा
 देखते होंगे आप भी कही उन् आस्मान की ऊंचाइयों से
 अद्रिश्य ही सही, बस ये हाथ कभी न छोड़ना हमारा

समाज

समाज हु में आज का
 ले कहता हु ऐ नारी
 तू बढ़ तो आगे
 हम तालियां बजाएंगे
 हम साथ तोह होंगे तेरे
 तेरा साथ न निभाएंगे
 तू रख कदम ज़मीन पर
 तुझे आस्मां पे चढ़ाएंगे
 न पैदा कर पाए लड़का जो
 तुझे रट हुए मिट्टी में दफनाएंगे
 तू जी तोड़ मेहनत कर
 तेरी तरक्की पे सर हम उठाएंगे
 पर ध्यान रख तू वक्त का
 वक्त से पहले तेरा ब्याह भी कराएंगे
 तू बंजा इस काबिल
 तेरी कमाई पे गर्व से फूल जाएंगे
 झोली म भर ले पैसे ये, इनसे ही
 दामाद को दहेज़ भी खिलाएंगे
 तू खुल कर जी ले आस्मां तालइ
 न रोक टोक हम लगाएंगे

न पड़ना तू किसी गैर के इश्क़ में
 खून की नदिया फिर बहाएंगे
 तू रूप है लक्समी का इसलिए
 तुझे पलकों पे बिठाएंगे
 जो न दे पाई कोख वारिस एक
 बाँझ से भी बड़ा कलंक थोप जाएंगे
 तू चले सब ऊंचाइयां
 तेरे नाम पे सीना चौड़ा कर जाएंगे
 पर ध्यान रख तू बेड़ियों का
 लूट गयी जो इज़्जत तोह मज़ाक हम बनाएंगे
 अरे बस !
 बस कर समाज तेरा ये एहसान
 ना हु मई इतनी नादान
 मैं नारी हु तेरी मोहताज नहीं
 मुझसे है तू तुझसे मई नाही
 खौफ तेरा अब कितना छुपाएगा
 उड़द गयी जो मैं, तेरा अस्तित्व मिटत जाएगा
 तू चल साथ मेरे तोह प्रभु भी न रोक पाएगा
 नहीं तोह मेरा काली स्वरुप तेरा नाश कर जाएगा !



Drawing by Dolly Agrawal (MBA IB- 2020-2022)

Pankhuri Lall (MBA 2019-2021)

When you find no way out
Life will hold a torch for you
When I it is all bright and beautiful
Life will switch the power off for you
That spontaneous little bitch
That journey from darkness to light

And back to the dark depths
The rollercoaster
But in the end
What remains is the memory of this
Breathtaking life, that eventually makes us smile!

माँ!

Pratishtha Puri, (MBA IB, 2019-2021)

माँ!
माँ वह गीत है
जिसे गाता है बच्चा
डर लगते समय
और पार हो जाता है
अंधेरी सुरंग से

माँ!
माँ वह चीख है
जिसे अपनी जीत समय
मुट्ठियों को कसकर
मुँह से निकालता है बच्चा
और भींच लेता है
सारा आसमान अपनी मुट्ठी में

माँ!
माँ वह थिरकन है
जो खुशी के समय
तन के साथ-साथ
मन में भी साम जाती है
और तब नाच उठती है
सारी सृष्टि उसके साथ।।

How abandon homes feel like
 How it needs to feel ok
 To show the world, they are
 capable of living in
 They can't believe that
 They were left alone
 They'll wait and wait and wait
 Until the cobwebs start growing
 Mould on the bread
 Dust gathering in corners
 And everywhere
 They'll still wait
 For the holiday may be long
 But the key never enters

The keyhole again
 They'll start getting scared
 Scared of every creature
 That moves, that's trying to build
 their home
 Scared of the sound of wind
 That swishes the leaves in
 Scared of the dusk
 Cause the nights are darker
 Scared of breathing
 Cause it might scare you away
 When the walls start getting dusky

There's a creeper growing from
 the kitchen sink
 Termites are full, broken furniture
 When winds make doors go
 cranky
 When the moon shines through
 When shadows become friends
 And it again feels like home
 How abandon people feel like
 How I need to feel ok
 To show the world, I am capable
 of living in
 Or living...

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)

Glimpses of Sports & Games activities (Pratisspardha 2020)



Knowledge Forum



MS. PALIMA PANDEY
(STUDENT COORDINATOR)



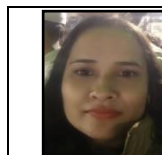
MS. POONAM PATEL
(STUDENT CO-COORDINATOR)



MRS. KHUSHBOO SHARMA
(STUDENT CO-COORDINATOR)



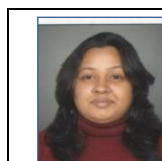
MS. NIDHI AGRAWAL
(Cultural Coordinator)



MRS. SUSHILA RATHORE
(Cultural Coordinator)



MR. VIBHAV PRATAP
(ACADEMIC COORDINATOR)



MRS. VIJAYA
(ACADEMIC COORDINATOR)



MR. UTKARSH KESARI
(LOGISTIC COORDINATOR)



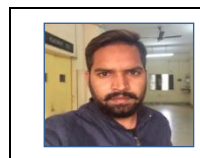
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MRS. RAAGI T.S.
(PR COORDINATOR)



MR. VISHAL SINGH
(PR COORDINATOR)



MR. ASHOK PATEL
(SPORTS COORDINATOR)



MR. PRAVEEN SINGH
(SPORTS COORDINATOR)

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Credits: Source of Some photographs and write-ups on some events are from Facebook pages of FMC-IMBHU.

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.