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## Message from the Director



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

The campus was very hectic with Curricular, Placement, Training, co-curricular, Alumni meet, Conference / Workshops and other outreach activities during January to June 2017. The important events include active participation of the Institute in the University Foundation Day celebrations, convocation of Batch 2014-2016 students, Annual sports and cultural event Unnayan, Annual Cultural event of the University "Spandan", Ransangram Management Fest organized by Kalpvriksah, management students' club, Farewell events to the final year students etc. were some of the events that made the campus vibrant.

The appointment of Prof. S.K. Singh, one of the senior most faculty member of the Institute as Vice Chancellor of LNM Darbhanga University and conferring the status of Distinguished Professor to Prof. R.K. Pandey by the University were some of the achievements during the period.

My hearty congratulations to students who have got Medals and degrees in the Convocation and students of batch 2015-17, who got placed in reputed organizations. I also congratulate our Ph.D. Scholars who have obtained their Degree in the Convocation and who have submitted the Theses / attended their Doctoral Viva during the period. You all have made the institute keep its head high. Hope to see you all excelling in your respective field and achieving success in your career.

I have pleasure to mention here about the outreach activities initiated by the institute by adopting five villages as part of the activities under Unnat Bharat / Samarth Gram Abhiyan Cells of the University. So far we have conducted a couple of visits to the villages and organized workshops for Gram Pradhans which have created great enthusiasm among the students, scholars and faculty members. I congratulate all of them for their interest and dedication.

I am looking forward to have a very wonderful academic session – 2017-18 ahead with great achievements to all. I also take this opportunity to express my grateful thanks to all stake holders for their unstinted support on various activities of the Institute and looking forward to receive valuable cooperation from all sections in future as well.

**Prof. Raj Kumar**



**Degree  
Distribution  
Ceremony  
as part of  
99<sup>th</sup> Convocation  
of the University  
(16 Jan. 2017)**

## Celebrating 50 Golden Years of Nurturing Managerial Minds...!



**Institute of Management Studies, Banaras Hindu University** is completing 50 years of its service in the domain of management education.

The journey was started in the year 1968 when the University started Post Graduate and Doctoral Program in Management as a Department in the Faculty of Commerce. The University was achieving another milestone towards materializing the dreams of its great founder, Pt. Madan Mohan Malaviya with the commencement of management education in the University.

Envisaging the importance of imparting quality management education and research, the University transformed the Department of Management Studies to an independent Faculty of Management Studies in the year 1984. Since then dedicated efforts were made to run innovative, need based programmes for the corporate world under the dynamic leadership of professors of national and international repute.

Recognizing its contributions and enhanced role it has to play in future, the University upgraded the Faculty of Management Studies to Institute of Management Studies in the year 2015.

While entering the Golden Jubilee year, the Institute is having a strong presence of over 4500 alumni in Public and Private Sector organizations across the globe. The core strength of the Institute is its dedicated highly skilled faculty, which is the backbone of over hundred ongoing doctoral dissertations on a variety of topics under management discipline, besides, sponsored live projects. **The Institute is also imparting customized professional management training programs to executives and staff members of private and public sector organizations as well as consultancy and research projects** so as to enable the organizations to perform well in their respective fields and achieve their organizational goals, besides enriching the academic, research and developmental activities of the Institute.

After being upgraded to the Institute, IM-BHU is expanding its professional and academic activities considering various developmental needs of this region. It is presently working on various proposals for collaboration with other reputed educational institutions and public sector organizations for launching new innovative programs and working on various consultancy projects.

## Happenings @ Institute during January - June 2017

Name of events	Date / Period
<b>International Yoga Day</b> ( <a href="http://www.bhu.ac.in/fms/IM-FMS-BHU-HYD21June2017.pdf">http://www.bhu.ac.in/fms/IM-FMS-BHU-HYD21June2017.pdf</a> )	June 21, 2017
<b>Workshop for Gram Pradhans</b> ( <a href="http://www.bhu.ac.in/fms/IM-BHU-Workshop-GramPradhans15May2017.pdf">http://www.bhu.ac.in/fms/IM-BHU-Workshop-GramPradhans15May2017.pdf</a> )	May 15, 2017
Admission Counselling for batch 2017-18	May 2 & 3, 2017
First <b>village visit</b> under Samridh Bharat Abhiyan (to villages adopted by the Institute)	April 12, 2017
<b>Special Sessions on Practical Training</b> for students of MBA & MBA IB programs (Batch 2016-18)	April 9, 2017
<b>Dasvidaniyan &amp; Farewell</b> of Batch 2015-17 (MBA, MBA IB & MBA AB)	April 1 & 2, 2017
<b>Workshop on Transacting Students' Engagements For Promoting Rural Resilience in collaboration with National Council of Rural Institutes, MHRD, Government of India.</b> ( <a href="http://www.bhu.ac.in/fms/ReportWorkshopwithNCRI30-31March2017.pdf">http://www.bhu.ac.in/fms/ReportWorkshopwithNCRI30-31March2017.pdf</a> )	March 30-31, 2017
<b>Export Awareness Programme</b> under Niryat Bandhu Scheme in collaboration with DGFT, Gol & Federation of Indian Export Organizations.	March 22, 2017
<b>Group Discussion and Personal Interview</b> as part of admission to <b>MBA and MBA IB</b> program for session 2017-18	March 19-21, 2017
<b>National Conference on Paradigm Shift in Agribusiness and Rural Development</b> (PSABRD) at Rajiv Gandhi South Campus, Mirzapur ( <a href="http://www.bhu.ac.in/fms/PSABRDBrochure.pdf">http://www.bhu.ac.in/fms/PSABRDBrochure.pdf</a> )	March 5, 2017
<b>Workshop &amp; Panel Discussion on Union Budget 2017</b> (Resource Person Ms. Jamuna Shukla, Chartered Accountant, Varanasi. ( <a href="http://www.bhu.ac.in/fms/IM-FMS-BHU-WorkshopUnionBudget27Feb2017.pdf">http://www.bhu.ac.in/fms/IM-FMS-BHU-WorkshopUnionBudget27Feb2017.pdf</a> )	February 27, 2017
<b>Ransangram III</b> (under Kalpvriksh) ( <a href="http://www.ransangraam.com/">http://www.ransangraam.com/</a> )	February 25-26, 2017
Interaction with <b>Mr. Vijay Vikram Singh, Alumnus &amp; Voice over Artist of "Big Boss"</b> ( <a href="http://www.bhu.ac.in/fms/pdpfeb2017.pdf">http://www.bhu.ac.in/fms/pdpfeb2017.pdf</a> )	February 18, 2017
<b>PDP Session for students and scholars</b> by <b>Mr. Ajay Sahoo</b> , Director, Influencer RESOURCE HUMANE Solutions LLP, Delhi. ( <a href="http://www.bhu.ac.in/fms/pdpfeb2017.pdf">http://www.bhu.ac.in/fms/pdpfeb2017.pdf</a> )	February 18, 2017
<b>DISHA – Two-day training program for Dealers of IOCL</b>	February 17-18, 2017
<b>Annual Meet</b> of BHU Management Alumni Association & <b>Silver Reunion of 1992 Batch.</b> ( <a href="http://www.bhu.ac.in/fms/BHUMAAMeet12Feb2017.pdf">http://www.bhu.ac.in/fms/BHUMAAMeet12Feb2017.pdf</a> )	February 12, 2017
<b>Workshop on "Non Positional Leadership"</b> <b>Dr. B.R. Singh, Mr. Vijay Rana (Editor)</b> ( <a href="http://www.bhu.ac.in/fms/WorkshopNonPositionalLeadership9Feb2017.pdf">http://www.bhu.ac.in/fms/WorkshopNonPositionalLeadership9Feb2017.pdf</a> )	February 11, 2017
Guest Lecture For students of Diploma & Certificate Guest Speaker: Sri Nishant Gupta, General Manager, Training, Reliance Power Ltd	February 8, 2017
<b>DISHA – Two-day training program for Dealers of IOCL</b>	February 8-9, 2017
<b>National Workshop on Research Methodology &amp; Data Analysis</b> for Research Scholars ( <a href="http://www.bhu.ac.in/fms/IM-FMS-BHU-ReportNWRMDA6Feb2017.pdf">http://www.bhu.ac.in/fms/IM-FMS-BHU-ReportNWRMDA6Feb2017.pdf</a> )	February 6-12, 2017
<b>UNNAYAN 2017 – Annual Sport and Cultural Event</b> of the Institute	February 4-10, 2017
<b>The Lima Sister City Delegation Visit.</b> Prof. James M. Harder (President, Bluffton University), Prof. Karen Klassen Harder (Professor of Business Management, Bluffton University) and Dr. Suman Kumar Mishra MD FACE Prof. Karen Klassen Harder delivered a lecture <b>"Images of leadership in Business"</b> ( <a href="http://www.bhu.ac.in/fms/IM_FMS_BHUvisitLimaSisterCityDelegation4Feb2017.pdf">http://www.bhu.ac.in/fms/IM_FMS_BHUvisitLimaSisterCityDelegation4Feb2017.pdf</a> )	February 4, 2017
<b>Basantpanchami – University Foundation Day</b>	February 1, 2017
Degree distribution Ceremony as part of the <b>99<sup>th</sup> Convocation of the University</b> (for students graduated during 2014-16)	January 16, 2017

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



## Distinguished Alumni Award 2017 Presented on the Occasion:

### Nalin Gulati (1971 Batch)

Mr. Nalin Gulati completed his Bachelors in Business Management from **Banaras Hindu University** in 1971. He started his career as an officer trainee in 1972 in a nationalized bank where he held different positions in middle management level across India for twelve years. To boost up the Industrial climate, he was sent to Faridabad on deputation under a Central Government Scheme for two years during which he worked closely with the State Government in implementing the rural industrialization scheme & nursing of sick units. Mr. Nalin Gulati ventured into school education in 1984 and looked after the activities to prepare the students to face the complexities of the present scenario and make them world class citizens. The school holds a unique approach towards education by exposing its students with the latest developments in modern science without losing their moorings in the traditional Indian value system. Mr. Nalin Gulati is active on social front running four pre-schools which caters to the educational and nutritional needs of economically weaker sections of the society. He has also established a library in collaboration with WLC, Canada at Tulsi Ghat, Varanasi.



### Anil Bhatia (1980 Batch)

Mr. Anil Bhatia completed his Masters in Business Management (M.B.M.) with specialization in Marketing from **Banaras Hindu University** in 1980. He started his career as a sales representative with Thapar Group and worked there for three years. He also worked with Bajaj Electricals Ltd. before joining Fedders Lloyds as Sales Manager (Western India). Mr. Anil Bhatia also has an overseas experience of more than twenty years during which he served as the Marketing Manager in Western Africa and as the Managing Director in an American-Israeli group. Presently he is working as the Managing Director, ARCO Spectrum Nigeria Ltd. in Lagos, Nigeria dealing in Industrial Refrigeration, Consulting, Designing and Fabrication for Turn Key Projects.



### Munish Bhargava (1992 Batch)

Mr. Munish Bhargava completed his Masters in Business Administration with specialization in Marketing from **Banaras Hindu University** in 1992. He is a prodigal Marketing and Business Development Strategist and owns a history of handling top-level liaisoning with the Ministries, Government departments, PSUs and Industrial establishments. During the initial years of his career, he worked with SWIL India Ltd., Garware Polyester Ltd. and Bajaj Electricals Limited. He started working with Pawan Hans Helicopters Limited in 1996 and held different positions in marketing domain where he introduced sea planes in India & worked independently on getting approval of various projects from Government Departments like purchase of Dauphin Helicopters. At present, Mr. Munish Bhargava is working with Airbus Group as Director-Govt. Affairs where his key achievements include deployment of eight ATRs in Alliance Air, implementation of HEMS in coordination with DGCA & Ministry. He is also a member of Aeronautical Society of India and Civil Aviation Committee of FICCI and ASSOCHAM.



### Ashok K. Gupta (1983 Batch)

Dr. Ashok K. Gupta completed his Masters in Management Studies (M.M.S.) with specialization in Finance from **Banaras Hindu University** in 1983. He is a Certified Associate of the Indian Institute of Bankers (CAIIB), Mumbai. He has been awarded Ph.D. Degree from the Institute of Management Studies, BHU in 2017. Dr. Ashok K. Gupta started his career as a Probationary Officer in State Bank of India in 1983 and worked there for 25 years. He then worked as the Senior Vice President & Zonal Head-Credit (West & North Zone) in Dhanlaxmi Bank for a year. Presently, he is working as the Senior Vice President in IDBI Capital Markets & Securities Ltd. Dr. Ashok K. Gupta also has a teaching experience at various reputed Training Academies/ Institutes of the country including RBI's Bankers Training College, Mumbai; NIBM, Pune; IDBI's JNIBF, Hyderabad; State Bank Academy, Gurgaon; State Bank Staff College, Hyderabad, delivering lectures on Corporate Debt Restructuring, Stressed Assets and NPA Management.



### Sujeet Mitra 1992 Batch

Mr. Sujeet Mitra completed his Masters in International Business Administration from **Banaras Hindu University** in 1992. He began his career in 1993 as the Manager-International Trade with a leading manufacturing export house in New Delhi with prime focus on European Markets. In over two decades of his professional career he held various positions like Business Head-(Middle East & Africa), Business Manager-(CIS Region), Business Development Manager-(South Asia), General Manager-(Middle East & Africa), Director-Procurement and Director-Contracting & Business Development. In 2007, Mr. Sujeet Mitra ventured into entrepreneurship by setting up an Advertising and Marketing Services company 'ADSSMARKETING FZLLC'. Soon thereafter, he diversified into International Trading by setting up 'ADSS TRADING FZE'. He also entered into Events & Entertainment business in 2012 and ever since he has been successfully organizing commercial Bollywood Concerts, International Music performances and Theatre shows with many leading and popular artists from India and other countries.



## Young Achiever Award 2017 Presented on the occasion:

### Vinit Mahajan (2005 Batch)

Mr. Vineet Mahajan completed his Masters in Business Administration with specialization in Finance from **Banaras Hindu University** in 2005. He started his career as Associate Consultant at VCPL and thereafter he served as an Assistant Manager, Business Planning at Emaar MGF. Later on, while working at KPMG as Senior Consultant, he advised MNCs and private equity clients across logistics/supply chain and infrastructure & real estate sectors with engagements in the area of business strategy and commercial due diligence. Mr. Vineet Mahajan led PwC-Transaction Services Strategy (TSS) in New Delhi region and was responsible for revenue generation, business development and overall execution of the consulting engagements. Presently, he is leading as the Portfolio Director - Retail Real Estate at Reed Exhibitions which has four shows - India Retail Forum powered by MAPIC (IRF - MAPIC), India Shopping Centre Forum (ISCF), North India Retail Summit (NIRS) and South India Retail Summit (SIRS).



### Satayender Chaudhary (2007 Batch)

Mr. Satayender Chaudhary completed his Masters in International Business Administration from **Banaras Hindu University** in 2007. He embarked upon his entrepreneurial journey immediately after completing his Post Graduation. The early part of his journey was marked with typical challenges faced by any startup, but he displayed remarkable perseverance and confidence in his ideas and successfully established an IT company under the brand name of Dex IT Consulting Private Limited and a retail venture Dex Retail Private Limited focusing on promoting the traditional Indian foods and drinks. His company has now spread across five states in India in terms of their retail business and is aggressively looking to expand in the coming years. At present, Dex has about 100 employees across the country working under the two units of the company. Mr. Satayender Chaudhary is also working for the underprivileged sections of the society.







Meeting with **Mr. Ashishkumar Chauhan**, MD & CEO, Bombay Stock Exchange Ltd. & **Mr. Ambarish Datta** of BSE Institute Ltd. regarding launching of Star-up Incubation Center in the University.

## Degree Distribution Ceremony (as part of 99<sup>th</sup> Convocation of the University)



The **Medal and Degree Distribution Ceremony** was organized in the **Institute of Management Studies, Banaras Hindu University** as part of the **99<sup>th</sup> Convocation of the University** at 2:00 PM on 16 January 2017 in the Prabandh Bhawan Seminar Hall. The program commenced with floral tribute to Pt. Madan Mohan Malaviya and lighting of Lamp. Scholars and students presented Kulgeet on the occasion. **About 115 students of MBA, MBA IB and MBA AB of batch 2014 – 2016 and Ph.D. Scholars** come down to the Institute from different parts of the country where they are placed to receive their respective degree. **Km. Stuti Kothari**, student of MBA of the Institute was awarded Gold Medal in the Main Convocation Ceremony of the University.

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

Dr. Animesh Saxena (Prof. P.S. Tripathi)	Dr. Neha Kushwaha (Prof. R.K. Lodhwal)
Dr. Apurba Mukherjee (Prof. Raj Kumar)	Dr. Pradeep Agrawal (Prof. S.K. Dubey)
Dr. Ashish Kumar Agarwal (Prof. S.K. Singh)	Dr. Priyanka Srivastava (Prof. Rekha Prasad)
Dr. Ashok Kumar Gupta (Prof P.S. Tripath)	Dr. Rajeev Kumar Malik (Prof. S.K. Dubey)
Dr. Durgawati Kushwaha (Prof. R.K. Lodhwal)	Dr. Ram Mohan Mishra (Prof. P.V.Rajeev)
Dr. M. Rashid Malik (Prof. Rekha Prasad)	Dr. Swati Srivastava (Prof. .H.P. Mathur)
Dr. Manish Kumar Yadav (Prof. Alok Kr. Rai)	Dr. Vivek Kumar Pathak (Dr. Madan Lal)

Senior faculty members including **Prof. H.C. Chaudhary, Prof. S.K. Singh, Prof. P.S. Tripathi, Prof. Usha Kiran Rai** and academic council members from the Institute **Prof. R.K. Lodhwal** and **Dr. Ashutosh Mohan** awarded degrees to the graduants. **Prof. Raj Kumar** shared the enthusiasm among the students and scholars of the institute to welcome alumni on this occasion and thanked the alumni for attending the Convocation. Prof. Rekha Prasad was the overall coordinator of the Convocation committee in the Institute.



Following medals were also distributed to the top students of MBA, MBA IB and MBA AB Batch 2014-2016 on the occasion:

Sl. No.	Award / Medal	Name of Student	Exam.	
1	Kedar Nath Gold Medal	Km. Stuti Kothari	M.B.A 2016	For securing first position at MBA Examination, 2016
2	Smt. Champa Devi Gold Medal	Km. Sujata Singh	M.B.A. (IB) 2016	For securing first position at MBA IB Examination, 2016
3	Dr. S.K.R. Bhandari Gold Medal (Founder of the Management Studies Program)	Km. Stuti Kothari	M.B.A 2016	For securing first position at MBA Examination, 2016
4	Prof. AbrarAhmad Gold Medal	Km. Sujata Singh	M.B.A. (IB) 2016	For securing first position at MBA IB Examination, 2016
5.	P.L. Chaubey Gold Medal	Shri R.C. Sudhish	M.B.A. 2016	For securing first position in MBA Examination, 2016 with specialization in Marketing
6.	B.H.U. Medal	Km. Sujata Singh	M.B.A. (IB) 2016	For securing first position at MBA IB Examination, 2016
7.	B.H.U. Medal	Shri Sumit Tiwari	M.B.A. (AB) 2016	For securing first position at MBA in Agribusiness Examination, 2016
8	Thakur Ratan pal Singh Memorial Gold Medal	Km. Stuti Kothari	MBA 2016	For securing highest CGPA

Other faculty members including Prof. H.P. Mathur, Prof. Asbhish Bahpai , Prof. S.K. Dubey, Prof. P.V. Rajeev, Dr. Shashi Srivastava, Dr. Amit Gautam, Dr. Anurag Singh, Dr. Rajkiran Prabhakar, Dr. Anindita Chakraborty also attended the Degree Distribution Ceremony and showered their blessings on newly graduated students on the occasion. The Ceremony was concluded with the National Anthem.

### Group Discussion & Personal Interview for Batch 2017-2019 (March 19-21, 2017)

As part of the admission processes for MBA and MBA International Business program of the Institute, Group Discussion and Personal Interview of candidates shortlisted on the basis of CAT 2016 were held from 19 to 21 March 2017. Candidates from different parts of the country attended the GD PI. Hon'ble Vice Chancellor and other top officers of the University visited the Institute on the occasion and interacted with the prospective students and their parents.



Hon'ble Vice Chancellor Prof. Girish Chandra Tripathi interacting with the parents on the occasion of GD & PI.

4<sup>th</sup> National Workshop on Research Methodology & Data Analysis (Feb. 6-12, 2017)



Disha - Two-day Training Program for Dealers of IOCL (February 8-9 & 17-18, 2017)



The Lima Sister City Delegation (February 4, 2017)



## Workshop on Personality Development for students and scholars (February 18, 2017)



(Students, Scholars and faculty members with Mr. Vijay Vikram Singh)

Institute of Management Studies, Banaras Hindu University orchestrated a workshop on "**Personality Development**". The Coordinator of workshop **Prof. H.P. Mathur** said that students should not just chase jobs for the sake of following the rat race but should pursue a career where their potential shines. The key resource persons of the program were **Mr. Ajay Sahoo**, Director, Influencer RESSOURCE HUMANE Solutions LLP, Delhi and **Mr. Vijay Vikram Singh (Alumni of the Institute)**, Voice Over Artist of Big Boss.

## Initiatives under Unnat Bharat / Samarth Gram Abhiyan

The Institute is actively participating in the initiatives of **Unnat Bharat Abhiyan Cell** and **Samridh Gram Abhiyan Cell** of the University. As part of the activities, the Institute adopted following five villages near to the Campus:

Adopted Villages:	Proposed activities include	Aims to document the following:
<ol style="list-style-type: none"> <li>1. Kanchanpur</li> <li>2. Ganeshpur</li> <li>3. Bachhaon</li> <li>4. Gajadharpur</li> <li>5. Chhitauni kot</li> </ol>	<ul style="list-style-type: none"> <li>• Social Empowerment</li> <li>• Entrepreneurship</li> <li>• Sources of finance Scheme of Govt.</li> <li>• Literacy, Diet &amp; Nutrition</li> <li>• Food Processing &amp; Legal Environment</li> <li>• Tree Planting / Farming</li> <li>• Kitchen Garden Farming / Plantation.</li> <li>• Water Harvesting</li> <li>• Cleanliness &amp; Sanitation</li> </ul>	<ul style="list-style-type: none"> <li>• Map of the Village</li> <li>• Demographics of the village</li> <li>• Socio-economic status of the village</li> <li>• Craft Profile of the village</li> <li>• Sanskriti Profile of the village</li> <li>• Health &amp; Wealth Index</li> <li>• Healthy Farm Index Biodiversity</li> <li>• Environmental Performance index</li> <li>• Water harvesting index</li> </ul>

## Workshop on Transacting Students' Engagement for Promoting Rural Resilience

(in collaboration with NCRI, MHRD. (March 30-31, 2017))



Workshop for Gram Pradhans - An initiative under Unnat Bharat / Samarth Gram Abhiyan



Workshop on "Non Positional Leadership" (February 11, 2017)



## Achievements ....

### 24<sup>th</sup> Dewang Mehta National Education Award (Nov. 2016)

The Institute has been honored with Business School with Best Academic Input (Syllabus) in International Business (25<sup>th</sup> November, 2016 at Mumbai)

#### Professor S.K. Singh appointed as Vice Chacellor of LNM University, Darbhanga



**Prof. S.K. Singh**, former Head & Dean of the Faculty of Management Studies (Presently Institute of Management Studies), B.H.U. has been appointed as Vice Chancellor of Lalit Narayan Mithila University, Darbhanga, Bihar on deputation for a period of three years

(23/3/2017 to 22/3/2020)

#### Professor R.K. Pandey conferred the status of Distinguished Professor



**Prof. R.K. Pandey**, former Director, Dean & Head of the Institute of Management Studies has been conferred the status of Distinguished Professor w.e.f 1/7/2017.

### 5th AIM-AMA SHETH Foundation Doctoral Consortium



**Dr. Rajkiran Prabhakar**, Asst. Professor along with **Ms. Shilpi Raj** and **Mr. Surendra Kumar** (Research Scholars) represented the Institute in the **5th AIM-AMA SHETH Foundation Doctoral Consortium on Marketing in a Connected World** organized on **6-8<sup>th</sup> January 2017** at L. N. Welingkar Institute of Management, Development and Research, Mumbai. The Consortium was organized by **Academy of Indian Marketing Professionals, Mumbai & American Marketing Association, Sheth Foundation, USA.**

### National Final of Hult Prize India 2017

**Mr. Ekansh Mangal**, **Mr. Utkarsh Kasera** and **Mr. Gaurag Agarwal**, students of MBA 2016-2018 batch represented the institute in the **National Final of Hult Prize India 2017** held on 15 January 2017 at Gurgaon. The team was one among 25 Start-up Teams shortlisted by an Independent Judge Panel.



### International Conference at Kuwait, Short-term Courses at Harvard Business School, & Cambridge

**Ms. Aparna Singh**, Research Scholar in the Institute pursuing her Ph.D. under the guidance of Prof. Usha Kiran Rai attended and presented paper in the International Conference: 'Heading Global Conference', organized by The Public Authority for Applied Education and Training (PAAET) held at Regency, Kuwait city, Kuwait, from 14 to 16 November, 2016. She also attended Spring-session Short-term Courses of 'Strategy' in Harvard Business School, Harvard University and 'Psychology' in the University of Cambridge; during January, 2017.

### World Conference on Smart Trends in Systems, Security and Sustainability (WS4 2017)

**Ms. Pallavi Thacker**, Research Scholar in the Institute, pursuing her Ph.D. under the guidance of Prof. H.P. Mathur attended World Conference on Smart Trends in Systems, Security and Sustainability (WS4 2017) organized from 15 to 16 February, 2017, London, United Kingdom

### Indian Youth Delegation to China-2017

Three Research Scholars of the Institute, **Ms. Anupama Asthana** (Supervisor: Prof. R.K. Lodhwal), **Mr. Om Jee Gupta** (Supervisor: Dr. Anurag Singh) and **Mr. Sandeep Kumar** (Supervisor : Dr. Amit Gautam) visited China as part of the **Indian youth Delegation to China 2017** from **09<sup>th</sup> to 16<sup>th</sup> June, 2017**.

### Publications:

- **"The Impact of Capital Adequacy Ratio under Basel III on the Determinants of Profitability Ratio of Punjab National Bank"** by **Mr. Amitabh Bhowmick & Dr. Shashi Srivastava** in the International Journal of Management (IJM) Volume 08, Issue 2 (March-April, 2017).
- Research Paper **"Value Chain Analysis of Small and Medium Enterprises – A Case Study of Finished Leather Enterprises in Kanpur"** by **Ms. Yashmita Awasthi** and Prof. H.P. Mathur; published in the Journal of Business and Management (A Peer- Reviewed Refereed Journal) of Department of Business Administration, University of Rajasthan, Jaipur. [ Volume 10, ISSN 2277-8012 ]
- Research Paper **"Spirituality and Strategic Leadership: The Leaders' Perspective"** presented by **Prof. H.P. Mathur** at the **International Conference** organized by **International Association of Humanities & Management**, Dubai, UAE. Conference [14-15 March, 2017]. The paper was published in the Conference Proceedings with an ISBN no.: 978-93-84422-4
- **Ms. Chetna Singh** authored a chapter entitled "Financial Literacy among Women – Indian Scenario" in Universal Journal of Accounting and Finance, Horizon Research Publishing Corporation, 5(2), 46-53.
- **Ms. Chetna Singh** authored a chapter entitled "Financial Inclusion in India- A Bird View" in Agri Business Marketing, Bharti Publications, Page no 117-128, ISBN 978-81-933475-5-3.
- **Ms. Shruti Singh** authored a chapter titled "Training Strategies: An effective Tool for Improving Service Quality " in New Horizons of Tourism and Hospitality Sector, Bharti Publications, Page no 193 – 198, ISBN:978-93-85000-33-1
- **Ms. Shruti Singh** authored a chapter titled "SHRM : Aligning Human Resources with Strategy" in Retail Marketing and Supply Chain Management , Bharti Publications, Page no 178-182,ISBN :978-93-85000-46-1
- **Ms. Shruti Singh** authored Paper entitled "Training Interventions in Managing Employee Attrition in Banking Sector", GBAMS – Vidushi ISSN 0974-6374 Vol 8 (2)
- **Ms. Anjana Singh** authored a paper entitled "A Study On Entrepreneurial Attitudes Towards Contract Farming In India With special reference to Vegetable Framers." In edited book titled Rural Development and its different dimensions, pg- 172-176.



## Conferences / Seminars:

- Research Paper “**Competitive Advantage through Social Media: A Study of Indian Firms**”(Author: **Ms. Pallavi Thacker**; Co-author: **Prof. H.P. Mathur**) presented at the **International Conference** held by **Springer Publication** [World Conference on Smart Trends in Systems, Security & Sustainability (WS4)] in London, UK. **[15-16 February, 2017]**
- Research Paper “**Spirituality and Strategic Leadership: The Leaders’ Perspective**” (Author: **Ms. Pallavi Thacker**; Co-author: **Prof. H.P. Mathur**) presented at the **International Conference** organized by **International Association of Humanities & Management**, Dubai, UAE. Conference **[14-15 March, 2017]**  
The paper was published in the Conference Proceedings with an ISBN no.: 978-93-84422-4
- Research paper titled “**Women Empowerment: The Current Scenario**” presented by **Ms. Chetna Singh** at the National Seminar on Innovative Business Practices for Contemporary Growth and Sustainable Development held on February 26-27, 2017 organized by Raj School of Management Sciences Campus, Varanasi.
- Research Paper titled “**E- Finance: Issues and Future Challenges**” presented by **Ms. Chetna Singh** at International Seminar on E-commerce & Digitalization: Opportunities & Challenges (EDOC-17) held on February 11, 2017 in association with Center for Environment Education & Development (CEED) by Faculty of Commerce & Management, Rama University, Kanpur, Uttar Pradesh.
- Research paper titled Paper entitled “**Microfinance in India- Growth and Current Status**” presented by **Ms. Chetna Singh** at International Conference on Emerging India and Second Generation Reforms: Initiatives and Implications held on April 8-9, 2017, organized by Department of Applied Economics, University of Lucknow.
- Research paper titled “**Customer Service Training: A study in the Hotel Industry**” presented by **Ms. Shruti Singh** at the National Seminar on Hospitality & Tourism Education In India : Current Status and Future Perspectives held on January 14, 2017 organized by DDU Kaushal Kendra , BHU in association with Tourism and Hospitality Sector Skill Council (New Delhi).
- Research paper titled “**E-business: Efficiency and Effectiveness of Technology**” presented by **Ms. Shruti Singh** at International Seminar on “E-commerce & Digitalization: Opportunities & Challenges” (EDOC-17) on February 11, 2017 in association with Center for Environment Education & Development (CEED) by Faculty of Commerce & Management, Rama University, Kanpur, Uttar Pradesh.
- Research paper titled “**Linking Human Resource Practices with Strategy**” presented by **Ms. Shruti Singh** at National Seminar on “Retail, Logistics & Supply Chain Management - Issues, Challenges and Prospects” on 15th April 2017 organized by DDU Kaushal Kendra , BHU.
- Research Paper titled “Role of government in CSR as a mandatory requirement in protecting natural environment with reference to textile industry” presented by **Ms. Anjana Singh** in the International Conference on “Social responsibility of Business : Big Push and its Sustainability”, 19-20 December, 2016 at Gurgram , Delhi NCR
- Research Paper titled “Role Of Government In Boosting The Start Ups Through Financial Initiatives In India” presented by **Ms. Anjana Singh** in the International Conference on “E- Commerce And Digitalization : Opportunities And Challenges”; 11 February 2017 at Rama University, Kanpur
- Research Paper titled “GST Implimentation And Its Impact On Growth Of Hospitality And Tourism Industry” presented by **Ms. Anjana Singh** in the National Conference on “Hospitality And Tourism Education In India: Current Status And Future Perspectives” 14 January 2017 at BHU, Varanasi.
- Research Paper titled ” A Study On Entrepreneurial Attitudes Towards Contract Farming In India With special reference to Vegetable Framers” presented by **Ms. Anjana Singh** in the National Conference on “Paradigm Shift In Agri Business And Rural Development”; 5 March 2017, at RGSC (BHU), Barkachha.

- Research Paper titled “Role Of Social Attitudes In Women Empowerment Through Microfinance: A Conceptual Study” presented by **Ms. Anjana Singh** in the National Conference on “NX.1:Managing the Next Generation Organizations”; 25-27 November 2016 at Institute of Management Studies, BHU.
- **Ms. Anjana Singh** participated in the Workshop on “Application of R- Software In Statistical Analysis of Data” held from 02 to 08 February 2017 at Bhartiya Shiksha Sodh Sansthan , Lucknow

### Other Achievements

- **Prof. H.P. Mathur** played key role in launching an Elective Course “**Fundamentals of Management by Engineers**” for B. Tech 3<sup>RD</sup> Year students of IIT BHU.
- **Ms. Garima** Research Scholar in the Institute pursuing Ph.D. under the supervision of Prof. H.C. Chaudhary got selected by the Ministry of youth Affairs & Sports, Government of India for Indian Youth Delegation program to various countries. Under this program, Ms. Garima visited Nepal from 10th to 17th March 2017.
- **PRATIBHA** – A Workshop on Knowing Yourself & Resume Writing (12 January 2017) organized by **Prof. H.P. Mathur** (An initiative of University Placement Coordination Cell BHU).
- **SAKSHAM** – A Workshop on Mastering GD & PI (13 January 2017) organized by **Prof. H.P. Mathur** (An initiative of University Placement Coordination Cell BHU).
- **Prof. H.P. Mathur** organized a Workshop “Unleash your Wings” on 25 March 2017.
- **Ms. Pallavi Thacker** was associated with the Course “**Fundamentals of Management by Engineers**” designed for B. Tech 3<sup>RD</sup> Year students of IIT BHU as Teaching Assistant. [Starting **January 2017**]
- **Ms. Pallavi Thacker** acted as the **Quiz Master** in **Spandan- 2017**, BHU [March 26, 2017]
- **Ms. Pallavi Thacker** acted as a judge in **Adhyayan**, a Case Study event organized in **Osmoze**, Departmental festival of Chemical Engineering and Technology, IIT BHU. [ **April 6, 2017** ]
- **Ms. Pallavi Thacker** acted as a judge in a business/ marketing event organized in **Keramos**, Departmental festival of Ceramic Engineering, IIT BHU. [**April 14, 2017**]

### Campus Placements of Batch 2015-2017 Batch :



## Campus Placements of Batch 2015-2017 Batch :

The Institute reinforced its position as one of the premier business schools in the country as we have received overwhelming response from the industry for Final Placements of 2015 –2017 batch. A total of 114 students participated in the placement process, with 39 students from the flagship MBA course, 40 students from the MBA-International Business course, and 35 from the MBA-Agribusiness. 5 students received Pre-Placement Offers from their summer internship organizations, hence, proving their mettle through high quality work. The regular recruiters at our institute reinforced their faith in the quality of talent by hiring in big numbers.



**Prof. H.P. Mathur,**  
Coordinator (Placement)



The process for the batch of 2015-2017 started in the first week of November 2016. More than 35 firms participated, with few companies still lined up. The average CTC saw a 9% increase over the previous year with the highest CTC offered being INR 10 LPA. The placement season saw good response from companies spanning across various functions such as General Management, Finance, Sales and Marketing, Operations, and Knowledge Management. The stellar placements at Institute stands testament to the faith shown in its pedagogy, faculty, alumni and students by the stalwarts of the industry. Some students decided to take the path of entrepreneurship and further studies in various fields by opting out from the placement process.

Organizations		
Bandhan Bank	ICICI Pru AMC	Pradan
Bayer Crop Sciences	IDFC Bank	Prism Cement
Britannia	Infosys	Prudential PLC
Cocoon Logistics	Jaro Education	Sakshi Fertilizers
Coffee Day Beverages	JLSPS	SBI Life
CP Food and Milk	Life Cell International	Srijan
Dhanuka	Mahindra & Mahindra	State Bank of India
DHL Express	Mahindra Finance	Tech Mahindra
Genworks Healthcare	Matix Fertilizers	Ujjivan SFB
Gyan Diary	Napino	Visa Steel
HDFC AMC	PAN Seeds	Yara Fertilizers
ICICI Bank	Pearl Academy	

Along with MBA and MBA-International Business, the Placement Cell also looked upon the placement activities of MBA-Agribusiness course at RGSC Campus. Students proved the mettle by getting selected in various top notch organizations. Placement Cell of Institute has included students from other Faculties, Institutes (including IIT BHU) and affiliated colleges of BHU for pool campus drive of various companies such as Pradan NGO, ABP News, HDFC AMC, VISA Steel to name a few.

## Campus News:

**Prof. R.K. Pandey** former Director, Dean & Head of the Institute retired from the regular University service on 30/6/2017. Before joining the faculty he had served Punjab National Bank in different managerial positions for a decade. His current interests are Modern Management Thinking and Vedic Wisdom. He is also an expert trainer of "Values in Organizational Systems" in NTPC and Power Grid since last 15 years. Prof. R.K. Pandey is conferred with the status of **Distinguished Professor** in the Institute of Management Studies by the University vide ECR No. 427 dated 30/3/2017 under Ordinance 12 of the BHU acts, Statutes and Ordinances.



Knowledge Forum and Kshitij Team wish Prof. R.K. Pandey a very happy, active and peaceful days ahead in his life.

**Dr. N.B. Singh**, Associate Professor, retired from the University regular service on 30/6/2017. Dr. Singh joined the Institute as Research Scientist and the post was absorbed as teaching faculty by the UGC recently. Dr. Singh has also completed UGC sponsored research projects. Besides attending a fine large number of national conferences/seminars, Dr. Singh has attended many international conferences in Netherland, Sweden, Austria, England and Malaysia. Dr. Singh is also the life members of AMSE.



Knowledge Forum and Kshitij Team wish Dr. N.B. Singh very happy, active and peaceful days ahead in his life.

**MoU Signed:** With the initiative of the Institute, a Memorandum of Understanding has been signed between Banaras Hindu University and National Institute of Rural Development & Panchayati Raj, North Eastern Regional Center for academic collaboration.

**Admission activities for session 2018-2019 started:** Activities for admission to MBA and MBA IB programs of the Institute for session 2018-2019 is started with the signing of MoU with the IIM Lucknow to avail CAT 2017 score as non-IIM Institute. Date schedule for admission 2018-2019 is in the finalization.

**Section Officer joined in the Office:** The Office of the Institute was functioning without a Section Officer for the past several months. **Mr. Babbo** has been posted as Section Officer in the Office in the month of June 2017.

## Appointments :

### Following research scholars got job placements :

- **Ms. Shraddha Mishra** (Supervisor: Prof. Raj Kumar) appointed as Asst. Professor, IILM, New Dehi.
- **Ms. Saumya Singh** (Supervisor: Prof. Raj Kumar) appointed as Officer (HRD), Punjab National Bank.
- **Mr. Arun Kumar Deshmukh** (Supervisor: Dr. Ashutosh Mohan) appointed as Asst. Professor, TAMPI School of Business, Manipal University, Jaipur.
- **Mr. Ajeet Kr. Maurya** (Supervisor: Prof. Raj Kumar) appointed as Asst. Audit Officer, CAG, Gol
- **Mr. Abhijeet Biswas** (Supervisor: Dr. Shashi Srivastava, Co-Supervisor: Prof. Raj Kumar) appointed as Asst. Professor, Mahatma Gandhi Central University, Motihari, Bihar

## A brief of the activities during Indian Youth Delegation to China-2017:

Three of the Research Scholars of the Institute **Ms. Anupama Asthana** (Supervisor: Prof. R.K. Lodhwal), **Mr. Om Jee Gupta** (Supervisor: Dr. Anurag Singh) and **Mr. Sandeep Kumar** (Supervisor : Dr. Amit Gautam) visited China as part of the Indian youth Delegation to China 2017 from 09<sup>th</sup> to 16<sup>th</sup> June, 2017.



Ms. Anupama Asthana    Mr. Om Jee Gupta    Mr. Sandeep Kumar

### Key Learning and Workable Points in Indian Context:

- Our Prime Minister has said many times at various forums, that our strength is our demographic dividend. 65% of our population is below the age of 35 years. Chinese government is facilitating Chinese youth by providing them a proper stage (**Incubation Centers**) so that they can flourish their dreams. And this is functioning in many of the cities in China. We at our university, must facilitate young minds in their respective field, especially in management domain to turn their dream into reality. Most of the cities around the world like **Silicon Valley (USA), Shenzhen, Shanghai, Beijing(China)** and many others are growing by these incubation centers. These incubation centers not only providing entrepreneurial opportunity but also creating new employment opportunity to others.
- Research in on the paramount focus of most of the universities in China. Researchers were given all the ambience required. They were given separate air conditioned space to each scholar. Other facilities like, access to high speed internet, online journals, books etc are also available. Scholars are purely dedicated to research, with no other work. They are allowed to sit 24/7 in the space given to them. We also observed that the dedication and motivation of the researcher is unmatched with our people. One of the supervisor said that researchers are being given full freedom to work so that they can think freely. He said, research is the foundation of our future course of action. Hence, required to taken care of adequately.
- The dedication of every citizen is truly commendable irrespective of the work that they are performing. One easily can observe, their passion for work and for the country. China has many social schemes like free education to children, health benefits etc. They take strict action against those who are not performing their duty. Therefore most of people are compliant to their assigned work.
- In our country, there is a difference between Government employee's performance and Private employee. Everybody wants Government job but most of them, do not like Government employees. In **China, Government employee's** performance is as good as the performance of any other **private** employees. We have to ensure the performance of Government employees working in irrespective of the field. This is inscribed in every student in our society that the goal of your study is to get the Government job. We can easily see a situation around us where we can find that the people are ready to compromise with their domain area of functioning if getting Government job. We need to change this status quo.



**Mr. Mrigendra Nath Mishra**  
Coordinator



**Ms. Chetna Singh**  
Co-coordinator



**Ms. Om Jee Gupta**  
Team Leader (Academic)

## KNOWLEDGE FORUM



**Ms. Shruti Singh**  
Team Leader (Cultural)



**Mr. Maneesh Dwivedi**  
Team Leader (Logistics)



**Mr. Ashish Gautam**  
Team Leader (Sports)



**Mr. Sandeep Maurya**  
Team Leader (Public Relations)

## FORTHCOMING EVENTS

- Inauguration of Academic Session 2017-2018 on 18<sup>th</sup> July 2017
- Induction Program for Batch 2017-2019 from 17<sup>th</sup> to 22<sup>nd</sup> July 2017.
- Various programs to mark 75<sup>th</sup> year of Quit India Movement and 71<sup>st</sup> year of Independence of the Nation (9 to 30 August 2017)
- Summer Training Presentations (28 to 31 August 2017)
- Workshop on GST (October 2017)
- Workshop for students on a theme related to Campus to Corporate on 7<sup>th</sup> November 2017

### THE KSHITIJ TEAM:

#### Patron

Prof. Raj Kumar  
Director & Dean  
Institute of Management Studies

#### Chief Coordinator

Prof. Rekha Prasad

#### Coordinator

Dr. Shashi Srivastava

#### Issue Coordinator

Ms. Chetna Singh

Ms. Sushmita Singh

Ms. Babita Devi

Mr. Shwetank Mishra

### Institute of Management Studies Banaras Hindu University

Phone : 0542-2369332

Email : [fmsbhu@fmsbhu.ac.in](mailto:fmsbhu@fmsbhu.ac.in), [kshitij@fmsbhu.ac.in](mailto:kshitij@fmsbhu.ac.in)

[www.fmsbhu.ac.in](http://www.fmsbhu.ac.in), [www.bhu.ac/fms](http://www.bhu.ac/fms)