



January – June 2019 Issue



INSIDE THIS ISSUE

Message from the Director	Page 2	Sports events	Page 13
Happenings @ Institute	Page 3	Creative Corner	Page 17
Important events	Page 4	Campus news	Page 18
Campus Placements	Page 11	Forthcoming Events	Page 19
		Knowledge Forum	Page 20

Message from the Director



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

At Institute of Management Studies, Banaras Hindu University, we value every individual in our care and it is our aim to provide the best possible environment in which students can succeed in this competitive world. Our students are from diverse background having high aspirations and achievement motives, who are selected through the highly competitive Common Admission Test (CAT) of IIM's. The institute provides them with the necessary infrastructure and facilities which drive them towards the fulfillment of their dreams. We focus to instill in our students a passion for learning that will bring the knowledge and understanding required to make positive contribution towards nation building.

On the occasion of the commencement of new academic session, I congratulate all newly admitted students for taking admission in this great University. This short span of your life is going to be decisive for scaling new heights in your future career.

The Institute is launching One-Year Part Time P.G. Diploma course in Health Care management in the new academic session. This program is intended to cater to the emerging needs of health care sector.

Congratulations to all students of batch 2018-2020 who have successfully completed their summer training in different organizations. Hope the experience gained by you during the training will go a long way in shaping your future career.

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

Prof. S.K. Dubey,
Director



Happenings @ Institute during January – June 2019

Induction program for newly admitted Ph.D. Students	January 10, 2019
Pratispardha – Annual Sports and Games Event	January 11, 2019
Annual Meet of BHUMAA – BHU Management Alumni Association	January 27, 2019
Guest Lecture on “ Impact of Technology and Innovation in Business Domain ”. Distinguished Guest: Dr. Hari Krishna Mohan, Vice Chancellor, Universal Digital University, USA.	January 21, 2019
Guest Lecture on “ Marketing Analytics in Decision Making ”. Distinguished Guest: Mr. Rajnish Tuli, Principal Lecturer & Consultant, Data Science Practice, Institute of System Sciences, National University of Singapore, Universal Digital University, USA	January 23, 2019
Unnayan 2019	February 1 – 7, 2019
Special Guest Lecture on “ Team Building ” with Shri Aniruddh Mahehwari , Former Dy. General Manager, ONGC	February 8, 2019
Vasant Panchami - Foundation Day Celebration	February 10, 2019
National Workshop on “ Research Methodology ” (Patron: Prof. S.K. Dubey, Director, IM-BHU Chairman: Prof. P.S. Tripathi, Dean & Head, IM-BHU; Coordinator: Dr. Ashutosh Mohan, IM-BHU)	February 11- 16, 2019
Guest Lecture with Prof. Anol Bhattacharjee , Ph.D. Exide Professor of Business Ethics, Professor of ISDS Fulbright-Nehru Distinguished Chair, Muma College of Business, University of South Florida, USA	February 12, 2019
Krishi Sangram - Management Fest of MBA Agribusiness at RGSC	February 28, 2019
National Conference on ‘ Innovations in Business Practices ’	March 2, 2019
Ransangram 5.0 - (National Management Fest)	March 8-10, 2019
Workshop on “ How to deal with Plagiarism ”	April 27, 2019
International Yoga Day	June 21, 2019

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



Prof. Deepak Barman, former Dean & Head of the Faculty of Management Studies left for heavenly abode on 2nd February 2019. During his tenure as Head & Dean (Jan. 2007 to Dec. 2009), several developmental activities were initiated in the Institute. Kshitij Team expresses profound grief and sorrow over the sad and sudden demise of Prof. Deepak Barman.



Guest Lecture on 'Impact of Technology and Innovation in Business Domain – Dr. Hari Krishna Mohan, Vice Chancellor, Universal Digital University, USA (January 21, 2019)



During Three day Pravasi Bhartiya Divas (PBD) organized in Varanasi hosted influential personages from various countries to share their worthwhile experiences gathered from different walks of life. One of the distinguished guests on the occasion, **Dr Hari Krishna Maram**, an ISB graduate and the Vice Chancellor at University Digital University showed his staunchest interest in delivering a guest lecture on '**Impact of Technology and Innovation in Business Domain**' at Institute of Management Studies, BHU.

Dr. Maram was warmly welcomed by the Director, **Prof S K Dubey** and was offered memento by the Dean and Head, **Prof P S Tripathi**. The guest is an edupreneure and expert in digital education and business analytics, and he stressed upon the importance of technology

upon the life styles of people and in the ecosystem of business environment. He listed example of technological advancements in the field of telecommunication and organizations such as Apple, IBM and Whatsapp backed by IT infrastructure, and quoted 'By 2025 around majority of job markets will be dominated by IT skills'. Furthermore, he depicted growing importance of analytics in the field of Healthcare, Law and Manufacturing and its impact on business and consumers. While drive for Innovation is the cause of sustainable business, understanding of general management skill-sets is essential for holistic growth. The interesting session for management students and research scholars concluded on well note when the guest addressed all the intriguing queries comprehensively.



Guest Lecture on "Marketing Analytics in Decision Making" by Prof. Rajnish Tuli, ISS, National University of Singapore (January 23, 2019).



The Institute organized a Special Guest Lecture on **Marketing Analytics in Decision Making** on 23rd January 2019. The Distinguished Guest Speaker on the occasion is Prof. Rajnish Tuli, Principal Lecturer & Consultant, Data Science Practice, Institute of Systems

Science, National University of Singapore. Prof. Tuli has worked in past with Branding and Business Consulting firms such as Kantar Millward Brown and McKinsey. **Research Scholars and faculty members actively participated in the interaction with Prof. Tuli.**

Annual Meet of BHUMAA (January 27, 2019)

National Meet of BHU Management Alumni Association (BHUMAA) 2019 organized at Dr K N Udappa Auditorium in Banaras Hindu University. In this year's Alumni Reunion where the theme was Reconnect, Rekindle, Rejuvenate', the reunion of 1984,

1994, 2014 batch was planned and celebrated. Alumni relished this congregation to share their valuable industrial and personal life experiences to provide insights about life after graduation to their juniors.



Influential guest of honours were “G K Singh, Head of Department in Material Management, Coal India Ltd and R M Saxena, Founder, CEO of Fountainhead Research, Advisory and Solution”. On addressing the present audience G K Singh said “Whatever status quo we are holding today is the staunchest constant support of different people from different walks of life, and fortunately these loyal supports comes not only through physical support but also from emotional assistant. Whereas R M Saxena said, “Mentorship of

teachers and loyalty towards your discipline and principles are constant pillars of your success”. Prof S K Dubey, Director of the Institution with his opening remarks warmly addressed the attendees for their arrival, and highlighted the importance of effective managers in the sustainable growth of the nation. He extended his gratitude to Bombay Stock Exchange, NITI Aayog and other organizations in the growth ladder of IM BHU from a long time span.

Distinguished Alumni Awards were presented to:

- ↳ **Mr. G. K. Singh** (1975), National President, Indian Institute of Materials Management, Mumbai
- ↳ **Mr. R. M. Saxena** (1975), Founder, CEO of Fountainhead Research, Advisory and Solution
- ↳ **Mr. Harish P. Iyer** (1982), Head, Research Center for E-governance, IIIT Hyderabad
- ↳ **Mr. Uday Shankar** (1984), Senior Consultant with M/s Legrand
- ↳ **Mr. Sanjay Negi** (1994), Regional Engagement Head & Delivery Director, HCL

Young Achievers Awards were presented to:

- ↳ **Ms. Rachna Mehra** (1997), Director - Neenv HR Solutions Ltd.
- ↳ **Mr. Dinkar Singh** (2001), Head- Regulatory Affair, DHL
- ↳ **Mr. Kunal Kirti** (2000), Director and Head HR, Dr. Reddy’s Laboratory Ltd.

Dean and Head, Prof P S Tripathi, depicted the path the Institution has progressed through gleaming and memorable achievements such as establishment of Atal Incubation Centre and others, and impetus to social entrepreneurship and development of acute business managers.

The former Dean, Prof H C Chaudhary explained the distinguished role of BHUMAA in the sustainable network among IM BHU family, and contribution of alumni in the horizontal and vertical expansion of the Institution. Afterwards, Placement Coordinator and master of ceremony Prof H P Mathur expressed his pride from the bottom of his heart on the exemplary performance in different walks of life, and flagged off Distinguished Alumni Award ceremony that included G K Singh, Head of Department in Material Management, Coal India Ltd, R M Saxena, Founder, CEO of Fountainhead Research, Advisory and Solution, Harish P. Iyer , Head, Research Center for E-governance, IIT Hyderabad, Uday Shankar , Senior Consultant with M/S

Legrand, Sanjay Negi, Regional Engagement Head and Delivery Director, HCL.

Subsequently, Young Achiever’s Award offered to Rachna Mehra, Director - Neenv HR Solutions Ltd, Kunal Kirti, Director and Head HR, Dr. Reddy’s Laboratory Ltd, Dinkar Singh, Head- Regulatory Affair, DHL for their remarkable and standout performances at earlier stage than unusual or expected. Then in order to express gratitude to IM BHU, Alumni Dr. Atul Parvatiyar, Prof at Texas Tech University-Rawls College of Business, Ashok Gupta Senior Vice President at IDBI capital market services ltd, Mr. Udai Upendra, founder and CEO-The HR Company, Mr. Avinash Chaubey, Founder and CEO at Business Resources and Solutions, Mr. Kamal Prakash, Mr. Umendra Kumar Gupta, Prof. Vinay K. Nangia and Mr. Nalin Gulati, and Mr. Sujit Mitra, Mr. Raghavendran bestowed scholarships to meritorious scholars. In the end, Prof Ashish Bajpai, IM BHU proposed a vote of thanks to all attendees for turning up at Annual Alumni Fiesta.



Glimpses of Cultural Program presented by students on the occasion.

List of Scholarships (a total of Rs. 2,85,000/-) sponsored by Alumni awarded to meritorious students on the occasion.

S. No.	Name of Scholarship	Sponsored By	Criteria	Name of Student
1	Prof. A.K. Shah Scholarship	Dr. Atul Parvatiyar	Topper in MBA Marketing	Prateek Khanna
2	Prof. Abrar Ahmed Memorial Scholarship		Overall Topper of IM BHU	Nayanjyoti Nandy
3	Prof. Mukund Lal Memorial Scholarship		Topper in MBA HR(I & II Sem)	Ashwarya Singh
4	Prof. R.M. Srivastava Scholarship		Topper in MBA IB	Dilpreet Kaur
5	Prof. C. Lal Scholarship		Topper in MBA Finance(I & II Sem)	Geetanjali Gupta
6	Prof S.K. Singh Scholarship		Best Girl MBA-IB	Shruti Singh
7	Prof. H.C. Chaudhary Scholarship		Topper in MBA-IB Marketing	Gauri Agarwal
8	Prof. Deepak Barman Scholarship		Best Girl Student-OR	Shruti Tiwari
9	AshaLata Devi Memorial Scholarship	Mr. Ashok Gupta	Best Girl Student of MBA (Finance)	Preety Kumari
10	Shital Prasad Gupta Memorial Scholarship		Best Student of MBA AB(Finance)	Pratisha Bhanu/ Rabina Gupta
11	Kamla Vishveshwar Memorial Scholarship	Mr. Udai Upendra	Best MBA Girl Student	Chetali Keswani
12	P.L. Chaubey Memorial Scholarship	Mr. Avinash Chaubey	Best MBA Finance Student	Sangam Timilsina
13	Satyavritti Sewanidhi Scholarship	Mr. Kamal Prakash	Best MBA Agribusiness Student	Archana Kushwaha
			Best proposal for Social Entrepreneurship	Bijoy Krishna Dutta
14	Pyare Lal - Prem Vati Memorial Scholarship	Mr. Umendra Kumar Gupta	Best Student MBA IB (I & II Sem)	Aman Pathak
15	Pyare Lal - Prem Vati Memorial Scholarship		Best Student MBA (I & II Sem)	Devesh Kumar Yadav
16	Mrs. Santosh Nangia Scholarship	Prof. Vinay K. Nangia	Best Girl Student - Business Environment	Aparna Singh
17	Prof. S.K.R. Bhandari Memorial BBM 1971 Batch Scholarship	Prof. Vinay K. Nangia and Mr. Nalin Gulati	Overall Topper of IM BHU	Ashutosh Jaiswal
18	Medhavi Scholarship	Mr. Sujit Mitra	MBA Topper	Akanksha Jaiswal
			MBA IB Topper	Aditi Rai
			MBA Second Topper	Prantik Karmakar
			MBA IB Second Topper	Pratibha Singh
19	Professor Abrar Ahmed Scholarship	Mr. Raghavendran	Overall topper of IM BHU	Gulshan Kr. Jha
20	Satyavritti Sevanidhi Scholarship		Best MBA Agri business student	Kritika Singh

Special Guest Lecture on 'Team Building' by distinguished guest: Shri Aniruddh Maheshwari, Former Dy. General Manager, ONGC (February 7, 2019)

Swami Vivekananda said 'education is the manifestation of the perfection already in man', the quote well define an educative guest lecture on **Team Building** by **Shri Aniruddh Maheshwari** former **DGM of ONGC** and a visiting faculty of Human Resource Development in varied reputed institutions across the country. The esteemed guest of the day was formally greeted and felicitated by the Director Prof. S K Dubey and with his kind words expressed the honor of the institute for hosting him. Mr Maheshwari became nostalgic while speaking as he is an alumnus of the institute and it's like a homecoming for him.

He shared his six years experience of staying in BHU, doing both engineering and MBA and going down the memory lane he mentioned about all the esteemed professors who used to teach in the institute at that time and their immense contribution in building career and personality of several students.

In his lecture he covered different aspects of Team Building with very interesting references from films. He mentioned about the importance of watching films in the way of reading books. Showing a few selected clips from movies like 'Naya dour', 'Lagaan' and 'Chak De India' he explained lucidly the concept.



Based on the clippings, he further explained process of team building in corporate, features of a good team and precautions to be taken while selecting and managing personnel in a team. He stressed on the fact that the key to success in life lies in accepting challenges coming out of the comfort zone and pushing the limits. He quoted lines of Vivekananda, Tagore, Chandidas, Kiran Bedi, Kabir and many more to show how all of these men have always been focused on human character building. At the end he answered all the queries of the audience very enthusiastically and also advised everybody present to effectively use social on their favor. A vote of

thanks was presented from the audience and the event concluded on a warm note.

National Workshop on Research Methodology (February 11 - 16, 2019)

The six days 'workshop on Research Methodology' was organized by Institute of Management Studies, Banaras Hindu University, Varanasi on Monday, 11th February 2019, in the premises of Institute of Management Studies, Banaras Hindu University (IM, BHU), Varanasi. The workshop had more than 50 participants from the diverse stream, which includes Faculty members, Research Scholars across the country.

The session witnessed the auspicious presence of Director of the IM, BHU, Professor S.K. Dubey, Dean of faculty Professor P.S. Tripathi and Coordinator of the program, Dr Ashutosh Mohan. The chief guest of the inaugural session was Professor Anol Bhattacharjee,

who is the noted Professor from the University of South Florida, United States of America.

Prof. Anol emphasized that the quality of the research is the at most important, several times good research journal used to refuse good research papers due to lack of contribution either in the body of knowledge or in application.

He further added, "Defining a problem is a most the crucial element of any research. Research is a kind of storyteller and crafting stories requires imagination and observations. There is a need for research that can be linked to the practical problem of the people."



National Workshop on Research Methodology (February 11 - 16 , 2019)

National Conference on 'Innovations in Business Practices' (March 2, 2019)

The national conference on Innovations in Business Practices was held on 2nd March, 2019 at Prabandh Bhawan, Institute of Management Studies Banaras Hindu University.

Prof. Geshe N. Samten, Vice Chancellor, Central Institute of Higher Tibetan Studies was the Guest of Honour in the Inaugural Session. **Dr. Rajan S. Ratna** of United Nations Economic and Social Commission for Asia and the Pacific (UNEAP) was the Chief Guest of the event. The Guest of Honour, Prof. Samten said that, "in Buddhism, every living being has the potential to be liberated". He said that we all must have an appreciative attitude and inspiring culture to nurture Innovation and sustainability through leadership. For leadership, we need to possess not only the

Intelligence Quotient (IQ) but also 'Spiritual Quotient' (SQ), he added. In fact, Good leadership is the essence of Innovation, commented Prof. Samten.

The Chief Guest, Dr. Ratna highlighted the role of innovation in developing economies like India. He spoke about the opportunities for innovation in different sectors in India as it is undergoing through an era of rapid digitalization.

Even after India being the fastest growing economy in the world, it has large consumer base which is still untapped. Here role of innovations in business practices help us at various stages of production and also in reaching out to a larger consumer base.



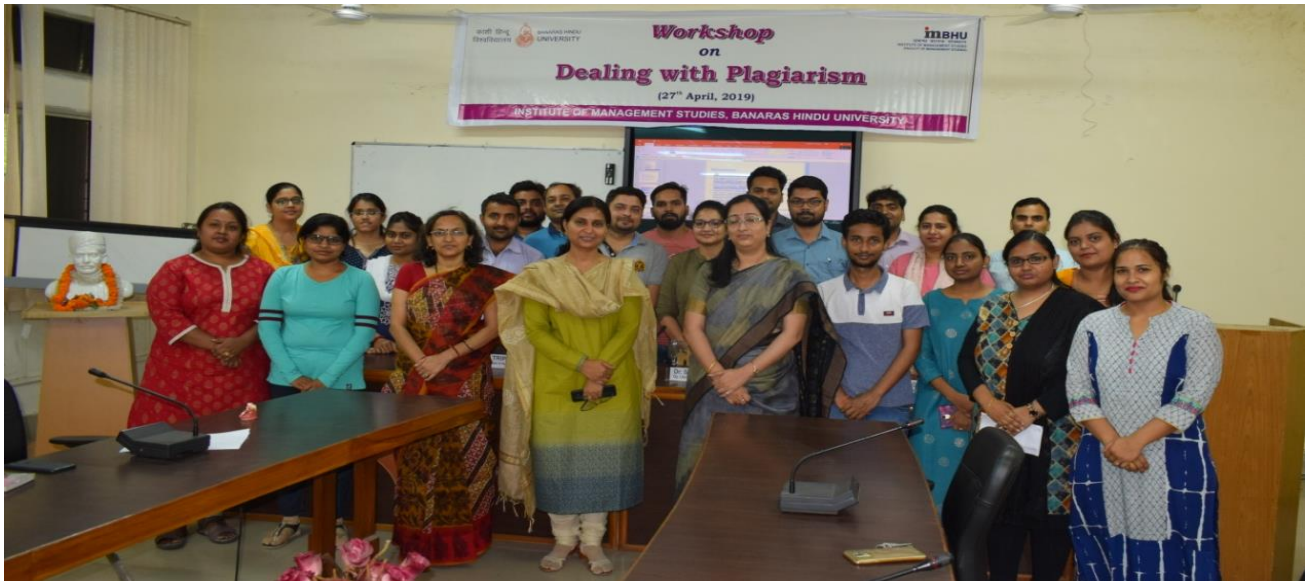
Book titled 'Innovations in Business Practices' comprising of 30 selected research-paper published by M/s. Bharati Publication, Delhi was launched. This book is a collection of different aspects and

dimensions of Innovative practices in management. The book launch was facilitated by Dr. Anurag Singh accompanied by esteemed guests.

Hackathon on Textile Skill Development at AIC-MFIE-IM-BHU (April 12-13, 2019)



Workshop on Dealing with Plagiarism by Dr. Sneha Tripathi, Asst. Librarian, Sayaji Rao Gaekwad Library (Central Library), BHU (April 27, 2019)



A Workshop on “Dealing with Plagiarism” was organized in the Institute on 27 April 2019. All research scholars and faculty members participated in the Workshop.

Dr. Sneha Tripathi, Asst. Librarian, Sayaji Rao Gaekwad Library (Central Library), Banaras Hindu University was the key resource person in the Workshop.

International Yoga Day (June 21, 2019)



On the occasion of International Yoga Day, Institute of Management Studies, BHU organized Yoga practice Session. The Session started by paying floral tribute to Mahamana Pt. Madan Mohan Malviya ji. The importance of Yoga and inception of Yoga Divas was discussed by the dignitaries. **Prof. S K Dubey** Director of the Institute enlightened the participants on this special occasion and felicitated the esteemed guest – **Dr. Geeta Y Bhatt** for her gracious presence. **Prof. P S Tripathi**, Dean of the Institute enlightened the participants about the importance of Yoga in our life. Dr. Geeta taught various yoga techniques to the participants. The ‘International Yoga Day’ is celebrated annually on 21st June since its inception in 2015. Yoga is a physical, mental and spiritual practice taught by India to the mankind.



The Prime Minister – Sri Narendra Modi in his UN address, suggested the date of 21st June, as it is the longest day of the year in the northern hemisphere and shares special significance in many parts of the world. The day is declared as ‘International Yoga Day’ by United Nations General Assembly. According to the ancient sage Patanjali, Yoga is the neutralization of ego directed feelings, because once these become stilled, the Yogi realizes that he is, and that he has always been with the infinite that is awareness of this reality was limited only by his infatuation with limitation. Most people in the western world think of Yoga as ‘Hatha Yoga’, but Yoga is primarily a spiritual discipline with its different types such as Karma Yoga, Bhakti Yoga, Gyan Yoga and Raja Yoga.



Asana is only one aspect of multi-dimensional system that includes Pranayam and Meditation Technique. The benefits of Yoga are infinite and it has the potential to cure many diseases. Prof. S K Dubey presented a memento to Dr. Geeta Y Bhatt and the event ended

with vote of thanks. Prof. Usha Kiran Rai and Dr. Shashi Srivastava were present in the event. The research scholars of the department actively participated in the event. Ms. Palima Pandey conducted the program.

Campus Placements



Institute of Management Studies, Banaras Hindu University 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 2017–2019 batch and completed 51 years of imparting education to successful professionals. A total of 143 students participated in the placement process, with 52 students from the flagship MBA course, 51 students from MBA-International Business course, and 46 from MBA-Agri-Business. The regular recruiters at our institute reinforced their faith in the quality of talent by hiring in

big numbers. This year witnessed a substantial increase in the number of companies confirming participation for the final placement process. The average CTC saw a 8% increase over the previous year with the highest CTC offered being INR12LPA. The placement season saw good response from companies spanning across various functions such as General Management, Finance, Sales & Marketing, and Operations. The stellar placements at Institute of Management Studies stands testament to the faith shown in its pedagogy, faculty, alumni and students by the stalwarts of the industry.

Organizations participated in the Campus placement during 2019

L&T Financial services	Writer Corporation	Ujjivan SFB
Ultra Tech Cement	SBI Life Insurance	ICICI Pru AMC
Berger Paints	DHL Express	Ultra Tech Cement
Future Supply Chain	Prism Cement	Utkarsh SFB
Future Group	Matix Fert. & Chem. Ltd	Bandhan Bank
HDFC Ergo	ICICI Bank	Mahindra Finance
BRLPS	JLSPS	Gyan Dairy
Stag International	Berger Paints	Hinduja Leyland Finance





Management Premiere League (March 26-30, 2019)



Pratispardha

Pratispardha-2019 edition the much awaited annual sports fest of IM BHU held from Jan 11 to Jan 16, 2019 with great zeal, excitement and frolicsome atmosphere. 'Pratispardha' is matter of the will, a quality of the imagination, vigor of emotions. Students of IM BHU entered into the spirit of occasion in grand way with event being administered by Sports co-ordinator Prof. Usha Kiran Rai and organising

committee of Pratispardha 2019. The event was graced by presence of Director IM BHU Prof. S.K. Dubey, Secretary athletic association Dr. Anindita Chakravorty, Student advisory Dr. Shashi Srivastava, Prof. R.K. Lodhwal. Pratispardha 2019 witnessed participation of students in eight different sporting events namely Badminton, Cricket, Futsal, Table Tennis, Volley ball, Basket ball, Chess and carrom.



Ransangram 5.0





Farewell Get together



USA-IRAN Crisis: Indian perspective/context**By Uddeshya Kumar MBA-IB (2018-2020)**

The ongoing tussle between US and Iran is not new. Both countries have had a turbulent past. The present confrontation started when US retracted from the nuclear deal which was signed by Obama during his last days in 2015. But now the narrative that US puts forward is that Iran nuclear program shouldn't be there altogether and also it should abandon its ballistic missile development and to stop supporting militant groups in Syria, Yemen and elsewhere. According to the sanctions anyone who buys from Iran/ does business with Iran will face penalties or it will have an effect on the trade between that company/country and US. Effective from November 2018, US has put sanctions on Iran's energy sector, including petroleum. However, waivers were granted to eight nations to import oil from Iran which included China, India, Japan, South Korea, Italy, Greece, Turkey and Taiwan for a period of six months, to allow them time to gradually shift to alternative sources for importing oil. The waivers stand expired as of May 2019. Four countries including Italy, Greece, Turkey and India have stopped importing from Iran.

Standard Chartered had to pay a hefty fine \$1.1 billion to settle allegations that it repeatedly violated sanctions on Iran and other countries. Chinese telecoms group Huawei has been charged in the United States with violating sanctions on Iran. It pleaded not guilty last month.

The reason is both political and economic. It has got nothing to do with the nuclear program. After the sanctions on Venezuela US is trying to shift dependency of oil importers to itself and its allies. Iran is at an important location (geopolitical) it restricts US from having a strategic benefit on Russia and China. Iran is also close ally of China (China has opposed these unilateral sanctions). Everyone knows about the US-CHINA trade war, so by pushing Iran in the corner US is indirectly targeting China and trying to invoke a response from them. Based on that response US might then have an edge against China in international forums. The other reason might be the SAUDI-YEMEN ongoing war where Iran is seen as pro Yemen. The question is: Who is supporting Iran? EU along with France, Germany, UK has regretted the sanctions. But they are not likely to support Iran. So they are on a wait and watch. The natural allies of US: Saudi, Israel, UAE are with it. They are the one who will be benefitting with this deficit of crude oil supply. Both Russia and China have shown their support to Iran.

US-INDIA- Trump has tweeted about India's high tariff to US and in a rather direct and Trumpe-sque way. The two countries exchange goods and services worth about \$142 billion a year, but the relationship has soured in the past after the Trump administration ended India's participation in a preferential trade program earlier this month. The program exempted Indian goods worth more than \$6 billion from US import duties in 2018. US has imposed a tariff on Aluminum and steel after which India retracted and imposed tariff on US goods. 28 US products including almonds, apples and some chemicals went into effect earlier in June 2019 after several postponements. US state secretary Pompeo visited India few days back, he met with foreign

minister S. Jaishankar. Pompeo said that **There are trillions of dollars worth of American investments, sitting on the sidelines waiting to be put to work in the Indo-Pacific region. Can we work together as partners, with partners such as Japan, to keep India's networks, the 5G networks of the future, safe and reliable? Can we come to an agreement that allows data to flow freely so that we don't balkanize the internet, and make our own companies less competitive and impede economic growth?** In the ongoing G-20 summit being held in Japan's Osaka there was a trilateral meeting between US, India and Japan. This is the 3rd or 4th visit of Prime Minister Narendra Modi and it is said that he and Shinzo Abe share a cordial relationship which has translated/culminated into the Ahmedabad - Mumbai bullet train project.

All these dots connect to one thing and that is India's market which US doesn't want to lose to China. Indirectly he was indicating about two things one that Indian market which is going to auction 5G license and Huawei is the front contender in that. It wants a share in that also the pressure from Facebook, Google over data localization and e-commerce restrictions law proposed by India. India's sudden introduction of new e-commerce rules for foreign investors in February. Current rules allow up to 100 per cent FDI under automatic route in the marketplace model of e-commerce, but bar any investments in the inventory based model of e-commerce. Government had last year also restricted flash sales and deep discounting for e-commerce companies with foreign investment. The government brought in the new policy in February after complaints from small Indian traders who said the e-commerce giants used their control over inventory from affiliated vendors to create an unfair marketplace in which they offered major discounts. In December 2018, the government had tightened the FDI conditions in the online space, stating that an e-commerce platform with foreign investment cannot exercise ownership or control over the inventory sold on its platform.

That angered the United States which saw a protectionist New Delhi effort to help small traders at the expense of U.S. firms such as Walmart and Amazon.com Inc. Companies such as Mastercard and Visa have also been battling Indian central bank rules that mandate them to store their data only in India.

India is buckling under US pressure and has already cut crude oil import from Iran. India is importing more from USA. India, the world's third-biggest oil importer, bought about 184,000 barrels per day (bpd) oil from the United States over November 2018 to May 2019, compared with about 40,000 bpd in the same period a year earlier, the tanker data obtained from shipping and industry sources showed.

Over this same period, India, which through May was Iran's second-biggest oil client after China, took 48% less oil from Tehran at about 275,000 bpd, the data showed. India's intake of Saudi oil during the seven months to May rose by 11% to 804,000 bpd, while that from the United Arab Emirates jumped by 37% to about 360,000 bpd, the data showed.

WAY OUT- The problem is the **Chabahar project**, which India might lose to China (which is already developing Gwadar port) if Iran feels India is aligning with US. So what Iran thinks of India becomes very important. If India goes with US it will lose Iran to China. It will hamper India's presence in the region. Earlier when there were restrictions on Iran, India adopted rupee payment scheme in 2012 and defied US sanctions. Although the protection of vessels from the strait of Hormuz will be a serious concern and the insurance companies like they did in 2012 will be reluctant to cover refineries that use oil from the Persian Gulf nation. But this option is still there for India. Also the present refineries are made for the oil import from Iran, in case India imports from US as it is doing now these refineries will have to incur operational cost so as to modify their existing structure for oil imported from US.

So India is hanging in the balance what should it do, should it favor Iran or USA? I guess India is thinking this is a short term tension due to the US presidential election in 2020. But the lack of intent and ambiguity in decision making is visible as India is bowing down to US pressure. The thing is India should form a coalition with S Korea, China, Japan and other parties to ensure trade is maintained from Iran. The cost is too high for India, both sides if it goes with US it loses Iran, if it goes with Iran then it has to rely on China for the 5G project. India is looking at the situation and hoping it is a transient one. If the tension escalates then Iran will look for a short war: it might block the strait of Hormuz and might result in tanker war. Saudi's are saying they have alternate routes for the trade, which indicates they too are worried as shift from traditional route will take time and that's what Iran wants-short term disruption. As it cannot sustain long-term sanctions. Also India shouldn't worry about the data localization and e-commerce and 5G projects as it is US who should worry that what will happen if Indian market slips from its hands.

REFERENCES

- <https://www.thehindubusinessline.com/economy/india-cuts-oil-import-from-iran-by-265-in-fy13/article23111169.ece>
- <https://economictimes.indiatimes.com/news/economy/foreign-trade/payment-issue-with-iran-resolved-fieo/articleshow/12111037.cms>
- <https://economictimes.indiatimes.com/news/economy/foreign-trade/iran-agrees-to-take-all-oil-payments-from-india-in-rupees/articleshow/21067190.cms?from=smr>
- <https://www.aljazeera.com/indepth/opinion/iran-crisis-190627172307335.html>
- <https://in.reuters.com/article/mideast-iran-usa/iran-warns-war-would-spread-across-gulf-threaten-u-s-troops-idINKCN1T00DZ>
- <https://www.apnews.com/3b7344d750fa48a7a104adf73bc59456>
- <https://economictimes.indiatimes.com/news/defence/indian-navy-escorts-crude-oil-carriers-transiting-through-strait-of-hormuz/articleshow/69952758.cms>
- <https://www.dailyioneer.com/2019/columnists/what-iran-thinks-of-india.html>
- <https://ippreview.com/index.php/Blog/single/id/999.html>
- <https://theprint.in/diplomacy/why-indias-work-on-irans-chabahar-port-is-stalled-despite-us-exemption/253536/>
- <https://www.aljazeera.com/news/middleeast/2012/10/20121016132757857588.html>
- <https://economictimes.indiatimes.com/news/economy/foreign-trade/us-decision-to-end-iran-oil-sanctions-waiver-wont-affect-indias-investments-in-chabahar-port/articleshow/69019491.cms?from=smr>
- <https://www.firstpost.com/world/us-rules-out-sanction-exemptions-to-countries-from-iranian-oil-import-says-it-remains-unwavering-in-policy-on-tehran-6720311.html>
- <https://twitter.com/suhasinih/status/1141613368412762112>
- <https://www.firstpost.com/india/indias-iran-policy-needs-an-intricate-balancing-act-new-delhi-has-chabahar-port-us-ties-at-stake-and-china-waiting-on-sidelines-6869401.html>
- <https://www.tehrantimes.com/news/436508/Asia-s-imports-of-Iranian-oil-surge-to-9-month-high>
- <https://www.businesstoday.in/current/economy-politics/efforts-to-import-crude-oil-from-iran-beyond-accepted-levels-will-be-sanctioned/story/352426.html>
- <http://www.forbesindia.com/blog/economy-policy/the-impact-of-iran-oil-sanctions-on-india/>
- <https://economictimes.indiatimes.com/industry/energy/oil-gas/filling-iran-oil-gap-in-india-us-supplies-outshine-middle-east-crude/articleshow/69933320.cms>
- https://www.business-standard.com/article/economy-policy/govt-sets-1-yr-deadline-for-e-commerce-policy-says-won-t-change-fdi-rules-119062501341_1.html
- <https://www.businesstoday.in/current/world/mike-pompeo-seeks-to-reduce-trade-tension-promises-better-ties-with-india/story/359318.html>
- <https://www.businesstoday.in/current/economy-politics/govt-warns-amazon-flipkart-other-foreign-e-commerce-firms-over-discounts/story/359036.html>
- <https://www.thehindubusinessline.com/economy/trump-asks-india-to-withdraw-tariff-hike-calls-it-unacceptable/article28164212.ece>
- https://www.business-standard.com/article/economy-policy/trump-at-g-20-says-there-will-be-very-big-trade-deals-with-india-japan-119062800432_1.html
- https://www.business-standard.com/article/economy-policy/american-investments-worth-trillions-waiting-for-india-says-pompeo-119062700064_1.html
- <https://www.ndtv.com/india-news/g20-summit-not-iran-oil-pm-modi-us-president-donald-trump-focus-on-big-picture-in-middle-east-2060563>
- <https://edition.cnn.com/2019/04/23/business/us-iran-oil-sanctions/index.html>
- <https://edition.cnn.com/2018/11/05/politics/iran-sanctions/index.html>
- <https://money.cnn.com/2018/08/06/news/economy/india-delays-us-tariffs/index.html>
- <https://edition.cnn.com/2019/06/26/business/indian-oil-us-iran-sanctions/index.html>

Campus News



Prof. Usha Kiran Rai, one of the senior most Professor of the Institute retired from regular University service on 28 February 2019. Dr Rai has served as Independent Director in Public Sector undertakings such as, ITDC and MRPL of Govt of India.

Prof. Rai is a trainer in the UGC Program of Capacity Building of Women Managers in Higher Education. She has convened several National Seminars and Conferences in the field of Management and also Women's Studies. **KSHITIJ Team wishes Prof. Rai very happy, active and peaceful days ahead in her life.**

Prof. H.C. Chaudhary has been nominated by the University Grants Commission (UGC) as a **Member on Governing Body of K.J. Somaiya Institute of Management Studies & Research, Mumbai** (March 2019 – for five years).

Prof. Usha Kiran Rai acted as Resource Person in Workshop in Department of Travel and Tourism, Barkachcha Campus, BHU, 18 April 2019.

Prof. Usha Kiran Rai Coordinated Rani Laxmi Bai Prerna Diwas Celebrations in Malviya Smriti Bhavan, New Delhi, organized by WWAO, as Vice President WWAO, 17 June 2019. **Prof. Usha Kiran Rai** has also been nominated as Visitor Nominee for Delhi University.

Prof. Alok Kr. Rai has been nominated as Executive Council Member in the Vikram University, Ujjain.

Mr. Rohit Singhal, MBA 2018-2020 acquired **5th Rank** in the round 2 (final) of National Creativity Aptitude Test 2019 (NCAT 2019) in Category 4 (MBA/M.Sc./MCA/ M.Tech.). Three students of the Institute were qualified for final round of NCAT 2019, viz., Ms. Nishtha Verma, Mr. Rohit Singhal and Ms. Shivam Srivastava (all MBA 2018-2020). **KSHITIJ Team congratulate above students for their achievement.**

Mr. Prateek Kr. Tripathi, MBA IB (2018-20) has been nominated by the University for participating in the Youth Exchange Program of Department of Youth Affairs, Ministry of Youth Affairs & Sports, Govt. of India. As part of the Program, Mr. Tripathi will be visiting China during 1 to 10 July 2019.

Ransangram 5.0 : The 5th edition of **Ransangram - the Management Fest** was organized from 8th to 10th March 2019. Students from different business schools participated in various events of the Management Fest. Some of the events organized in the Ransangram 5.0 were Masterpreneur, Decipher, Logo Quiz, Finalysis, Spell Bee, Pixel, Disrupt HR, Pirates of Silicon Valley, Spin Master, Finex, Market Mayhem, Foodie show, and Its Controversial. The Program was successfully organized under the banner of Kalpavriksha, the students club. Many students of the Institute very actively participated and won prizes in various events in the Management Fest.

The second edition of the Krishisangram – the Management Fest of MBA Agribusiness Program organized at Rajiv Gandhi South Campus, BHU was successfully organized on 28th February 2019. Several students from different technical and professional institutions participated in the events of the Krishisangram. Important competition events of the program were the Iconic Dodger (Spot Advertisement), Mind Sweeper (Case Study), Corporate Roadies (Business ideas), Managerial Fantasia (Managerial), The Mind Wrecker (Non Managerial) and Diction Genius (Word Tree)

Foundation Day Procession: The institute actively participated in the University Foundation Day procession held on Vasantpanchami (10 February 2019). The theme of the presentation made by the Institute on the occasion was “Bharat of Mahamana’s Dream”. The tableau of the Institute showcased the

vision of Mahamana, India's Cultural Diversity, Religious Integrity and Patriotism. Students, research scholars, faculty and staff members actively participated in the Foundation Day Procession.

Unnayan 2019 – The Annual Sports and Cultural Festival of the Institute was organized 1st to 7th February 2019. Sports events started from 30 January 2019 as part of Unnayan. All students of MBA, MBA IB, MBA AB, Research scholars and students of diploma and Certificate courses participated in various events.

Spandan 2019 – The five-day inter-faculty youth festival of Banaras Hindu University ‘Spandan’ was organized from 23 to 27 February 2019. About 42 students of the Institute actively participated in about 23 competition events in the Spandan 2019 and presented remarkable performances. Several other students were also part of the event as anchors and volunteers.

New Academic Program: With a view to cater to the needs of the emerging health care industry, it has been decided by the Institute to launch a **Post Graduate Diploma course in Health Care Management** (One-year, two-semester, Part Time). The program is to run from academic session 2019-2020.

Installation of Roof top Solar Panels: As part of the initiatives of the University to explore alternative sources for energy, Roof top solar panels were installed in the Institute building.



KSHITIJ Team congratulates Mr. Sreekrishnan for the award.

Mr. Sreekrishnan A.M., presently serving as Personal Assistant in the Institute, was honored with **Best Employee Award** on the occasion of **Golden Jubilee Year** of the Institute. It was in recognition of his dedicated service since his joining in the Institute (November 1991). The Award was given away during the Republic Day Celebrations on 26th January 2019, by **Prof. S.K. Dubey (Director) & Prof.P.S. Tripathi (Dean & Head)** of the Institute.

Forthcoming Events

- Inauguration of academic session 2019-2020 on 16th July 2019.
- Induction programme for batch 2019-2020.
- Summer training presentations of MBA III semester students will be held in month of August 2019.
- Workshop on Research Methodology November / December 2019.
- Export-Import Awareness Program October/ November 2019.

Knowledge Forum

	MS. PALIMA PANDEY (STUDENT COORDINATOR)	
	MS. POONAM PATEL (STUDENT CO-COORDINATOR)	
	MS. POONAM PATEL (STUDENT CO-COORDINATOR)	
	MS. NIDHI AGRAWAL (Cultural Coordinator)	
	MS. NIDHI AGRAWAL (Cultural Coordinator)	
	MR. VIBHAV PRATAP (ACADEMIC COORDINATOR)	
	MR. VIBHAV PRATAP (ACADEMIC COORDINATOR)	
	MR. UTKARSH KESARI (LOGISTIC COORDINATOR)	
	MR. UTKARSH KESARI (LOGISTIC COORDINATOR)	
	MRS. RAAGI T.S. (PR COORDINATOR)	
	MRS. RAAGI T.S. (PR COORDINATOR)	
	MR. PRAVEEN SINGH (SPORTS COORDINATOR)	
	MR. PRAVEEN SINGH (SPORTS COORDINATOR)	

The Kshitij Team

Patrons		Chief Coordinator	Coordinators	
Prof. S.K. Dubey Director	Prof. P.S. Tripathi Head & Dean	Dr. Shashi Srivastava Students' Advisor	Dr. Anindita Chakraborty	Dr. Rajkiran Prabhakar DRC Secretary
Issue Coordinator		Team members		Office Coordinator
Ms. Akanksha Sharma		Ms. Palima Pandey Ms. Shivani Jaiswal Ms. Parisha Malu		Mr. Sreekrishnan A.M. Personal Assistant

<p>Institute of Management Studies Banaras Hindu University, Varanasi – 221005 (UP), India. Phone : 0542-2369332 Email : fmsbhu@fmsbhu.ac.in, kshitij@fmsbhu.ac.in ; Website: www.fmsbhu.ac.in, www.bhu.ac.in/fms</p>				
---	--	--	--	--

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.