



July 2019-June 2020

Volume VIII Issue 1
Centenary Edition

Institute of Management Sciences, University of Lucknow



Vice-Chancellor's Message

It gives me immense pleasure to place the Centenary edition of the Institute of Management Science Newsletter, the Management Matrix, in your hands.



The year 2020 has been exceptional for two reasons. One, we are celebrating 100 years of the University of Lucknow's establishment : two, the entire world is facing an unprecedented challenge in the form of COVID-19. Even amidst Corona crisis, the University and IMS have worked with consistency to achieve goals and set new benchmarks. The centennial edition of the newsletter encapsulates and showcases these efforts made by the OSD, Faculty members and students of Institute.

Wishing IMS family the best for achieving greater heights and staying strong in the hope of good times.

Prof. Alok Kumar Rai
Vice-Chancellor
University of Lucknow

Message of OSD-IMS

I am pleased to present here the Management Matrix, the annual newsletter of the Institute of Management Sciences, University of Lucknow. It has been a year filled with triumphs and trials, sorrows and happiness, fear and hope. The year 2020 has taught us lessons for a lifetime, where life and human spirit face obstacles and ultimately emerge victorious. At IMS we are working towards the 3 R's i.e. Resurgence, Research and Recognition.

I wish the best to team IMS for achieving all that we are dreaming of and also congratulate the students, teachers and staff for making IMS a vibrant Institute.

(Prof M.K. Agarwal)



FDP on 'R' Software

February 28th to March. 1st, 2020

The Institute of Management Sciences organised a three days FDP on "**Research Methods using R-Software**" from **February 28th to March. 1st, 2020**. This 3 day Programme was designed to familiarize academicians and researchers with the advance statistical research tools and techniques, with special focus on the Software "R". The knowledge of modern methods and techniques of research are imperative for quality work. The workshop was well attended by research scholars and academicians.

Continued on page 13



Hon'ble Vice-Chancellor, University of Lucknow, Prof. Alok K Rai, Prof. Neeraj Kaushik (FDP Resource person), Prof. D.N.N.S. Yadav (Campus InCharge, New Campus), Prof. M.K. Agarwal (OSD-IMS) and Mr. Sanjay Medhavi (Head, DOBA) with the FDP participants.

Inside this issue:	Page	Inside this issue:	Page
IMS News Updates	2-3	Student Initiatives at the Institute	10-11
Special Lectures at IMS	4-5	Crusade Against COVID-19 at IMS	12
Making Students Industry Ready	6	Glimpses of Campus Life	13
Workshops for Students	7	Infrastructural Facilities at IMS	14
Placement Snapshot at IMS	8	Core Faculty at IMS	15
Life Skills Seminars	9	2019 Teacher's Day Celebrations	16
*****	*****	*****	*****

We invite you for WEBINAR ON

Strategy for Increasing Rural Income in Uttar Pradesh

KEYNOTE SPEAKERS

Monday, 20th April, 2020 at 5.00 PM
On Zoom App



Prof Bhagwati Prakash Sharma
Vice Chancellor, OB University, MOIDA

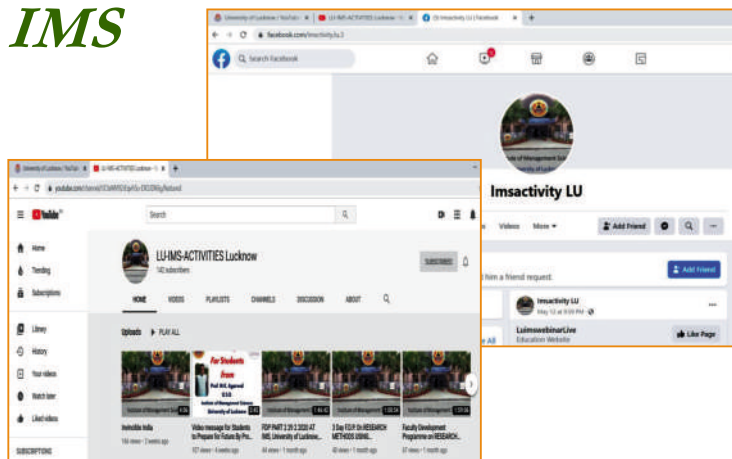


Prof N.K. Taneja
Vice Chancellor, CCS University, Meerut

Meeting ID: 895-0390-0749; Meeting Password: 318036
Join URL: <https://us02web.zoom.us/j/89503900749?pwd=--c04R0K1h1T1XhRkR2lR0tD0ZlZDZl>

Hosted By
Dr M.K. Agarwal
Professor, Department of Economics
OSD, Institute of Management Sciences
University of Lucknow
Mobile: 089600 66555; Email: mk.agarwal.uj@gmail.com

Facebook Page and Youtube Channel of IMS



The Institute of Management Sciences has its own official facebook page 'IMSactivity LU' where information about the Institute can be accessed. The Institute also has its YouTube Channel 'LU-IMS-ACTIVITIES Lucknow' where videos of FDPs, seminars and various other curricular and extra-curricular events held at IMS are uploaded. The channel also hosts YouTube lectures given by the IMS faculty members.

Industrial Visit

The students of *MBA(HR&IR)* Sem III were taken to *SLMG Beverages Private Limited* near Barabanki on January 30th 2020 for an Industrial Visit. They had the opportunity to see the manufacturing process inside the plant and were also briefed about the quality control efforts, future expansion plans, promotional activities and HR issues at SLMG. It was a great learning experience for the students. The visit was organized by *Dr. Archana Singh*, Course In-Charge of MBA(HR&IR).

New Members in IMS Governing Board

IMS takes pride in welcoming the new members of its Governing Board.

Well known media entrepreneur and author, **Dr. Sandeep Goyal** who is also the founding **Chairman of Mogae Media**;

Acclaimed tech wizard **Mr. Arvind Gupta**, **CEO, MyGov India** who has worked in diverse sectors in a variety of leadership, policy and entrepreneurial profiles in India and Silicon Valley, USA;

Erudite management guru, former faculty IIM Indore and currently **Director, MDI, Gurugram, Prof. P.K. Singh**.

MBA in Entrepreneurship and Family Business

The COVID-19 pandemic has drastically changed the entire economic scenario of the world. The need of the hour is self reliance. In keeping with the requirement of the times, the Institute of Management Sciences is introducing **MBA in Entrepreneurship and Family Business**. The course aims at nurturing entrepreneurs as well as grooming the family business heirs in the subtleties of management. Other Postgraduate and Undergraduate programmes offered include **MBA (Finance & Control)**, **MBA (Human Resource & Industrial Relations)**, **MBA (International Business)**, **MBA (Marketing)**, **BBA**, **BBA (Management Science)** and **BBA (International Business)**



Special Lectures at IMS

Gender Sensitization in the Workplace

February 6th, 2020

As part of the Centenary Celebrations, a special lecture series was organised on 6th February 2020 at IMS. **Prof. Usha Kiran Rai**, professor of Marketing at FMS, BHU delivered a lecture on the topic '**Gender Sensitization in the Workplace**'. Prof. Usha Kiran Rai started her lecture with a practical example of lack of gender sensitivity. It is not about men or women. Men need to become a little more sensitized towards women and vice-versa. This is something which needs to be put in place since childhood. Girls are given the training to be sub-

missive while boys are appreciated for being aggressive. Girls are biologically unequal to men, and if this fact is not understood, it can lead to repercussions for the girl. What is needed is Equity of opportunities. There has to be an awareness of our behavior, words and actions in presence and about the other gender. If gender sensitization is ingrained in the child from an early age, there will be a change in the society.

It was an enlightening lecture for the audience and new insights in behaviour patterns were gained.



Prof. Usha Kiran Rai interacting with the students after her lecture



Prof. Neeraj Kaushik giving students insight on various learning paradigms.

Learning Paradigms

February 7th, 2020

Prof. Neeraj Kaushik, Associate Professor at National Institute of Technology, Kurukshetra, gave an insightful talk about learning paradigms. He started with online learning options, elaborating on optimization techniques which ensure that the most clicked videos are higher up in the hierarchy. Hence what is important is going by the filters and going through the channel and playlist to make the best use and reach the most valuable videos for learning. He suggested the students access Google IO series, talk by Vineet Nayar 'HR would be dead by 2020', Deepak Malhotra lectures, which will add value to

their knowledge base. He said it is important to watch not just the content but to go behind the scenes and connect with the branding and marketing intended in it.

Giving students food for thought, Prof. Kaushik threw questions related to what kind of career plans students had, how many attended conferences, how many were serious about getting a job. He emphasized the role of Institute as being training and facilitation center rather than a placement giving agency.

Special Lectures at IMS

Open Mic on Entrepreneurial Avenues

February 11th, 2020

Institute Management Sciences organized an **Open Mic** with **Mr. Sarvesh Goel**, Chairman of **GD Goenka Public School**. Mr. Goenka is a well known educationist, entrepreneur, activist and philanthropist. An alumnus of the University of Lucknow, he shared his experiences while charting the path of entrepreneurship with the students as well as the contribution of the University of Lucknow in shaping his early life.

He talked about his journey from the very beginning to the establishment of GD Goenka Public

School. “When you start a business you have to play all the roles pertaining to the running of business, you have to be the owner and the employee at the same time” stressed Mr. Goel. He discussed about the entrepreneurial caliber, what does it takes from the start of a venture on our own to forming core team behind that business with the same vision. He gave his own mantras of running business by always keeping product quality over profit and second ensuring there should be no ego in business. It was an enlightening session for the students.



Mr. Sarvesh Goel sharing his experiences on entrepreneurship with the students at IMS.



Mr. K.L. Gupta engaging the students with anecdotes and lessons from managing the Police Force in UP.

Personnel Management with Special Reference to Police Department

February 27th, 2020

President's police medal awardee, **Mr. K.L. Gupta, Retd. Director General of Police Uttar Pradesh** delivered a speech and shared some valuable lessons from his prior experiences. He emphasized the importance of ‘element of surprise’ as well as ‘learning from the grassroots’ to become a successful leader. Citing examples where he used the ‘element of surprise’ to check the efficiency and working of the police constables, he guided the students on how to use surprise for their benefit. He talked at length about the importance of learning the basics in any job. An officer can be a successful

and humane leader only if he has experienced first hand the challenges and work scenario of his front-line workers.

The students listened to him with keen interest and also asked questions related to the commissionerate system of policing recently adopted by the Uttar Pradesh government, filing of complaints, policing and efficient traffic management protocols. Mr. Gupta explained the difference between the ‘Dual system of Control’ as it was existing till recent times and the newly approved system of Unified Command under the Commissionerate system.

Making Students Industry Ready

Industry Expectations from MBA Students

December 7th, 2019



Mr. Arpan Sanyal interacting with the students

The Institute of Management Sciences started the Centenary Lecture Series with a Special Interactive session-cum-lecture on 'Industry Expectations from MBA Students' by Mr. Arpan Sanyal, a senior professional at *Ernst and Young, LLP*. The insights provided by him were related to confidence building, problem solving, soft skills and people skills, to name a few. Mr. Sanyal recounting his experience stressed that for any industry it is

important for the candidate to be ever ready to learn-unlearn and relearn. He emphasised the importance of avoiding entanglement but ensuring involvement.

He highlighted the skills expected from certain identified sectors viz. FMCG, Pharmaceutical, Research and Consultancy. The session concluded with Mr. Sanyal answering questions from the students.

Entrepreneurial Challenges for Management Graduates

January 25th, 2020

A special lecture on 'Entrepreneurial Challenges for Management Graduates' with Mr. Anand P Srivastava, General Manager of Credit Vertical at *SIDBI's* Head Office, Lucknow was organised at IMS.

Mr. Srivastava talked about the increasing relevance of entrepreneurship in India, how a fresh graduate can go about setting up his own enterprise, what challenges await him, what support systems are available and what are the critical success factors that can help him succeed. Throwing light on the start-ups in the last 5 years, he told that since 2014 start-ups have collectively raised \$50 million, 3750 deals have been signed, have created 7,50,000 jobs and India today is home to the third largest start-up system after US and China.

Elaborating on who could be an entrepreneur, he emphasised four basic traits viz. A burning desire to make one's mark, risk taking ability, independence and self-confidence. He talked at length about the 5 challenges likely to be face by a



Mr. Anand P Srivastava giving tips to the students on managing entrepreneurial challenges.

budding entrepreneur which are (i) Idea, (ii) knowledge (iii) permissions (iv) handholding and (v) capital. Concluding the lecture, he gave the students some success mantras to become a successful entrepreneur and also the CHICK principle i.e. Clarity, Honesty, Idea, Courage and Knowledge

CV Designing Workshop

December 19th, 2019

An impressive resume or CV is the first communication between a applicant and employer. Keeping this in mind a **CV designing Workshop** was conducted by **Dr. Damini Saini** for the final year MBA students of IMS. She emphasized the importance of a CV as a personal branding document and hence discussed various formats, types of fonts to be used and colour schemes which can preferably be used. Dr. Saini gave a detailed presentation on the different sections a good CV should be having and how to highlight one's strengths while designing it. Since the students had been asked to come with a copy of their CV, she reviewed a few and talked about the flaws and strengths in each.

The students queries related to the length of CV, placement of the photograph, inclusion of references and maintaining a soft copy of the CV were all dealt by her patiently. The workshop was organized by **Dr. Smita Singh**



*Dr. Damini Saini
Asst. Prof. IIM Raipur*



The CV Designing Workshop and the Time Management Workshop in session at the Institute of Management Science.



*Dr. Astha
Sharma*

Time Management Workshop

January 18th, 2020

Self-improvement is essential for any individual. In line with this thought, a workshop on **Time Management** was organised by **Dr. Astha Sharma** and **Dr. Nimisha Kapoor** where they discussed priorities, concept of urgent and important, time management strategies and activities which waste time. Dr. Astha Sharma talked at length about the importance of working smarter rather than harder for managing time. She also shared with students insights on how to identify time wasting activities and suggested remedies for managing them. The second resource person, Dr. Nimisha Kapoor explained the Time Management Matrix to the students and apart from throwing light on the aspects of managing time, she had the students work on a practical exercise related to the Time Management Matrix. It was an enriching workshop for the students.

*Dr. Nimisha
Kapoor*



Placement Snapshot at IMS



Job Fair

March 6th, 2020

A Job Fair for the students of IMS and other departments was organized on March 6th 2020 as a joint effort between the Central Placement Cell of the University and Placement Cell of IMS. 21 companies drawn from diverse fields such as Banking, Information Technology, Publication, Media, Real Estate, participated in the fair and recruited students from the Institute.

Companies at the Job Fair included AXIS BANK, CALIBER BUSINESS, CAUSECARE CONSULTANTS, CHOLA GENERAL INSURANCE, E-MEDI HEALTH, EMROLD, HARS NEWS & TECHNOLOGIES, ICICI BANK, JARO GROUP, LIVE TODAY NEWS, MEGA MIND SOLUTION, NIIT, PRIVILEGE PEOPLE, RANDSTAD, READY RECRUIT, RED CHIEF, SAFEXPRESS, SRIRAM GROUP, STARTEK and THAKUR PUBLICATION.



Snapshots from the Job Fair at IMS on March 6th, 2020

Representative List of Companies recruiting in 2019-20

AEGON LIFE INSURANCE
ANTAL INTERNATIONAL NETWORK
ASIAN GRANITO
BANDHAN BANK
BRINDAVAN BOTTLETS
BYJUS
DEVIZER INNOVATIONS UNLIMITED
EVEREST INDUSTRIES
EXTRA MARKS EDU. INDIA PVT. LTD.
FINWIZARD TECHNOLOGY PVT. LTD.
HDFC BANK & HDFC LIMITED
ICICI PRUDENTIAL
INFO EDGE
INLEAD ELECTRONICS (OPPO)

ITECCO RECRUITMENT
JARO EDUCATION
KARAM INTERNATIONAL
LABRYNTH
LARSEN AND TOUBRO
NOVOTEL
O3 HIRE
PHOENIX UNITED
SIGMA TRADEWINGS
SRI BALAJI CONSTRUCTION COMPANY
SYSCOM SOFTECH (P) LTD.
TATA SKY
TELEMATIC SOLUTIONS
TISWAM TECHNOLOGIES PVT. LTD.

IMS Placement Cell

The Placement Cell at IMS actively works for generating placement opportunities, liaising with CPC (Central Placement Cell) and guiding the students for CV designing, interview and GD preparation. The highest salary package offered in 2019-20 was *10LPA with students getting placed even during the lockdown.*

The Placement Cell also works for providing Internship and On-The Job Training opportunities to the undergraduate as well as the postgraduate students of the Institute. Internships were offered at Reliance Jio, Syscom, Labrynthe, Finwizard Technology to name a few.



IMS students selected as interns at Reliance Jio with Jio Mentors Mr. Ashish Singh and Mr. Shrawan Dwivedi

Life Skills Seminars

Stress Management and Spirituality

February 3rd, 2020

Bramhakumari Gopi Patel, who is an experienced *meditation practitioner and a spiritual educator* discussed the three important causes of stress in modern life: availability of too many options, increasing pace of life and the intrinsic need to control the circumstances of an individual. She explained the importance of understanding the origin of stress in order to manage it in a better way. She compared an individual with a baby. She highlighted that it is a baby who has no stress. Talking about the three important forms of energy that balance in nature, she elaborated on the role of

the first energy is the self (atma), the second energy i.e. circumstances and event that happen around us and the third, which is the divine. She called them 'Drama' explaining to the students that all these three energies have to maintain a balance. If one wants to remain stress free, then, he should stay away from negative thoughts. It is the honest and pure thoughts towards others that lead to harmony and distressing. Answering a number of questions from the students, she concluded the session with a wonderful discussion on the difference between self-respect and ego.



Bramhakumari Gopi Patel being welcomed and introduced to the audience at IMS.



OSD, Prof. Manoj Agarwal and faculty members of IMS with Prof. Sunita Singh Sengupta and Prof. Usba Kiran

Spirituality and Management

February 6th, 2020

Prof. Sunita Singh Sengupta, currently Head and Dean, FMS, University of Delhi, speaking on '*Spirituality and Management*' highlighted the importance of giving space in the mind to each other. Sadbhavna and sadvichar are the strong pillars of providing inclusive leadership. Quoting from Rig Veda she said we are all one and there should not be any discrimination. The first step is to come out of the biases in the mind. A good manager can only be one who talks about the principle of inclusion. Spirituality sensitizes human beings and that is when we evolve. This grounding in our value sys-

tem, culture is what provides sustenance. Law of silence, how are we using the energy within us is important. 'I can drink the ocean, I can crumble the mountains' said by Swami Vivekanand speaks of his kind of determination. Mind is a fertile ground and the plant which takes root is dependent of the negative or positive thoughts in our mind. Hence, Prof. Sengupta emphasized that it is our nature which makes or breaks us.

She concluded her session with an oft heard quote 'Life is an echo, what goes around, comes around'.

Student Initiatives at the Institute

Inter Programme Debate Competition

February 14th, 2020



A debator putting across his point to the audience.

An inter-programme debate competition for the undergraduate students was held at the Institute of Management Sciences on 14th February, 2020. The debate was organised as part of the **centenary year celebrations** of the University of Lucknow. '**Advertisements: Helpful for consumers or just eye wash?**' was a highly relevant topic in the present marketing scenario where the clutter of brands are vying for the attention of the consumers.

A team of two students from each undergraduate management programme participated in the debate. All the debators argued extremely well, both for and against the topic, and captured the full attention of the audience.

The best team prize went to M.B.A.-Five year, represented by Nancy Chauhan and Shubh Kirti Arya. Shubh Kirti Arya was also judged the best speaker and Kushagra Rai (BBA-MS VI) was awarded a special mention. The judges for the debate were **Dr. Anjana Mohan and Dr. Smita Singh**.



OSD-IMS and students of the Institute paying tribute to the Pulwama Martyrs.



Core Team of the Expressions Club

Open Mic on International Women's day

March 4th, 2020



Anubhuti Rai (R), winner of Open Mic being presented the certificate by Dr. Smita Singh (L)

Under the guidance of **Dr. Shruti Aurora**, the students at IMS formed the **Expressions Club** aimed at providing a platform to the hidden talents of the students. The Expressions Club is a literary club formed to organize different literary events like debate, open mic, seminars, JAM sessions and various other such events that can add value and enhance the confidence of students. The Open Mic session was inaugurated by a self composed poetry recitation by Gyanendra from his book on poems titled '**Harshita**'. There were 20 participants from IMS as well as Faculty of Law who presented their views on the occasion of International Women's Day. Anubhuti Rai bagged the first prize, followed by Chandan who came second and Devang stood third. The event was judged by **Dr. Smita Singh, Dr. Ashish Sonkar and Dr. Pooja Sharma**.

Student Initiatives at the Institute

Decoding the Budget

February 15th, 2020

The students of the Institute Management Sciences under the guidance of **Dr. Vasudha Kumar** and **Dr. Priya** organized and coordinated a panel discussion on the Budget in order to understand its impact on business and economy. “**Decoding Budget 2020**” had the experts joining in from the fields of business, finance and academia.

The first half of the session had detailed presentations given by the students on the Union Budget 2020. The second half had seasoned experts decoding the budget for the audience. The eminent panelists included **Mr. Abhinav Pant** (owner of A. Pant & Co.), a well-known, erudite chartered accountant; **Mr Vikramjeet Singh**, Director (Business Development) at One Place Infrastructures Pvt Ltd. and **Prof. Salil Chandra** (retired

academician). Mr. Pant elaborated on the process of budget formation and how the budget has impacted the various sectors of the economy.

Mr. Singh, spoke at length about the real estate sector, and opined that this budget will help the sector to cope up with the issues it has faced after demonetization. Prof. Salil Chandra also enlightened the audience about the impact of budget on the youth, job opportunity creation as well as certain other outcomes.

The session ended with a round of questions which were answered by the panelists. The students were quite inquisitive about the various provisions of the budget and felt it was an enriching session.

FDP on R Software

contd. from page 1

Dr. Neeraj Kaushik, Head, Department of Business Administration, **NIT Kurukshetra**, a seasoned Statistics and Marketing Research expert was the resource person for the workshop. The participants were familiarised with R studio through lectures as well as practical examples.

The **valedictory session** and the closing ceremony of the workshop held on March 1st 2020 was attended by Prof. Alok Kumar Rai (Hon’ble Vice-Chancellor, University of Lucknow), Prof. D.N.N.S. Yadav (Campus In-Charge, New Campus), Prof. M.K. Agarwal (OSD-IMS), Mr. Sanjay Medhavi (Head, Department of Business Administration, University of Lucknow) and Dr Anupama Srivastava (Coordinator-ITS, University of Lucknow).

Prof. Rai appreciated the initiative taken by OSD-IMS and said these kinds of research and faculty development programmes will act as the backbone for a better future of faculty of management and other disciplines. The Guest of Honor, Dr Neeraj Kaushik said that software R will be adding to the skill of the researchers and will help them in enhancing their horizon of research. The Vote of Thanks was proposed by Prof. Manoj Agrawal, OSD-IMS.

The workshop was made possible due to the untiring efforts of **Dr. Vasudha Kumar** and the logistics and technical expertise of **Dr. Vineet Kumar**.



IMS students and faculty with panelists of the Budget discussion



The hon’ble Vice-Chancellor at the Valedictory session with Prof. N. Kaushik, Mr. S. Medhavi and Prof. M K Agarwal

Crusade Against COVID-19 at IMS



Some snapshots of online lectures on Google classrooms, Zoom and Youtube taken by IMS faculty members.

Where there is a will...there is a Way!

In the year 2020, the entire world faced it's toughest challenge due to the spread of coronavirus (COVID-19) pandemic. Countries across the world were in a stage of siege. India, too, was under lockdown for months. However, the desire to win against all odds saw the entire University fraternity explore options for continuing to work. OSD, faculty, staff and students of IMS made a concerted effort to carry out most of the teaching, research and mentoring activities on online platforms using different applications like *zoom, google classrooms & hangout, go to meeting, youtube*. Classes, case study discussions, quizzes and assignments all went online and YouTube lectures to facilitate learning and comprehension of the students were uploaded by faculty.



MBA(F&C) Sem II students of IMS created a video from their respective homes during the lockdown for raising awareness about COVID-19 and uploaded it on Youtube.
Url
<https://www.youtube.com/watch?v=IjvB-cqjH6w>

अब घर पर ही रहना है

Composed by Dr. Mukesh Srivastava

जिन्दगी थम गयी है
पूरे आसमाँ का ये कहना है
मत जाना घर के बाहर
क्यूँकि अब घर पर ही रहना है
महामारी से बाज़ार बंद है
स्कूल कॉलेज ऑफिस और पूरा समाज सन्न है
कहते हैं हाथ धो, मास्क पहनो
इस तरह ही विपत्ति ओके हराना है
मत जाना घर के बाहर
क्यूँकि अब घर पर ही रहना है
कहते हैं इंसान की तकदीर फैसला
उसके अपने कर्मों से होता है !
और कर्म जब समाज व देश के हित में हो,
तभी उसका कुछ औचित्य होता है !!
अब अपने कर्मों से,
ये दुनिया को दिखाना है
दहशत में है सब
पूरा भूमण्डल परेशान है
कैसे लड़ें इस कोरोना से

इसी यक्ष प्रश्न से हर एक शख्स अन्जान है
थोड़ा वक्त देना होगा
अपने शोधियों को
जो जुटे इससे निजात दिलाने को
साकार भी है प्रयत्नशील
हमें इससे बचाने को
भगवान से दुआ करनी है
उनकी कामयाबी से सबका भविष्य सुधरना है
मत जाना घर के बाहर
क्यूँकि अब घर पर ही रहना है
आओ करें विचार अपने कतब्यों का
क्या करना है, क्या नहीं
यही समय है मंथन करने का
समाज में यदि सभी सजग हो जायेंगे
देश तो क्या, दुनिया से इसे भगायेंगे
साथ आकर सभी ले ये शपथ
अपने अधिकारों से ज़्यादा कतब्यों का मोल निभाना है
मत जाना घर के बाहर
क्यूँकि अब घर पर ही रहना है



Poster pledging support to crusade against Covid-19 made by MBA(HR&IR) Sem II students of IMS

Glimpses of Campus Life



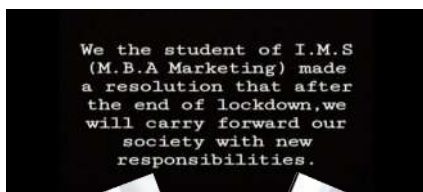
IMS team members with the trophy and certificates won in Hullad, Kashiyatra'20

Names of Hullad participants: Priyal Pandey, Shifa Alam, Pakhi Khare, Anjani Shah, Aditi Yadav, Nupur Yadav, Pratham Kumar Gautam, Mohit Punetha, Mohammad Shaquib, Umesh Bhatt, Yatharth Yadav, Zohair, Abhishek Agarwal and Shreevats Joshi



IMS MBA(HR&IR) students at the Start-up India Seminar

A Pledge by MBA



Students of MBA (Marketing) made a video in which they pledged to be responsible citizens even post Lockdown.

Participations

There was an active participation in 2019-2020 in cultural, sports, academic and social events by the students of IMS. Some of the events were Antarang (Techno Group of Institutions), Sanskriti Surabhi (Faculty of Law, University of Lucknow), Zeal (LLIM, Lucknow), Ojas (Jaipuria Institute of Management), Kashiyatra (IIT-BHU, Varanasi), Abhimukh (Guru Nanak Dev Girls Degree College) and Antaragini (IIT-Kanpur).

Cultural Participations

Team IMS won the **first prize in Hullad (Street Play)** at *Kashiyatra'20*, the annual Social-Cultural Fest organized by IIT(BHU), Varanasi, held from 17th to 19th January 2020. Tushar Khanna clinched 3rd prize in Mr. Kashiyatra and Pooja got the 3rd position in Hindi Khoj. Prince Raj (MBA 5 year) won numerous accolades in **solo singing and band wars** viz. 1st prize at Crosswindz (IIT BHU), 1st prize at Encore (IET Lucknow), 1st runner up in Unplugged (IIT Kanpur), 1st runner up at Aura (IT College) and 2nd runner up at Lake Side Dreams (IIT Kharagpur). Shivang Srivastava bagged the first prize for **self composed poetry** recitation in *Udgam* (BBD University) held on 7th & 8th November 2019. Shreya Pandey won the first prize in solo singing in *Ojas* at Jaipuria. Roshni and Anushka obtained a first prize in Foxtrot at *Sanskriti Surabhi*.

Sports Participations

Vipul Upadhyay and team won a silver in **Kabaddi** at *Sanskriti Surabhi*. Another feather in the cap was first position in **Table Tennis** Girls Doubles at *Zeal'20*, which was won by Deeksha Agarwal and Pragya Bharti. Nishant Singh (B.Com H), playing as part of Acharya Narendra Dev team won a special medal for the best innings in the Cricket match organized as part of *Inter Hostel Fest 2020*. The **Table Tennis Tournament** held at IMS on March 4th, 2020 had Mazharain Hussain of BBA emerging the winner.

MUN and Seminar

Chetan Dikshit participated as Nitin J Gadkari in the first edition of *Exuberance Model United Nations* (November 2nd & 3rd 2019). MBA(HR&IR) Sem II students attended a day long seminar at LBS on *Start-up India* on February 29th, 2020 and explored entrepreneurial opportunities as well as gained insights on challenges before new generation entrepreneurs.

Skill Upgrade

Shivang Srivastava completed a certificate course *nCOVID-19 Awareness and Prevention Program* by Apollo MedS kills.



Shreya Pandey with her trophy and prize won at Ojas, Jaipuria

Prince Raj during his performance at

Infrastructural Facilities at IMS

The Institute of Management Sciences caters to the needs of its students and ensures that there are adequate infrastructural facilities for them. These include:

Smart Classrooms: The Institute has two smart classrooms which are equipped with interactive whiteboard, projector and computer system. The smart classrooms ensure better engagement and increased collaboration in group presentations; it also aids increased learning as models and concepts can be 'shown' rather than 'told'.



Boys Hostel: Outstation boys enrolling for the under-graduate as well as post-graduate courses at IMS have the option of staying at the Management Boys Hostel in the campus.

Girls Hostel: Outstation girl students opting to pursue courses at IMS have the option of staying at Nivedita Hall which is centrally located, secure and well furnished.

Library: IMS has a well-stocked library with a vast collection of books by Indian and International authors on varied management subject and general reading. The library also has subscription to multiple national, international magazines and journals. Students can also access the books, journals and e-resources at Tagore Library.



Placement Cell: IMS Placement Cell works very effectively and efficiently round the clock to get the students exposed to the opportunities available in the market. The Placement Cell organises CV Designing, Counselling, Grooming and Etiquette workshops from time-to-time.



Canteen and Coffee Shop: The Campus has a canteen which caters to the requirement of the students. It offers a wide variety of snacks, mini-meals and beverages at subsidized rates. A Nes-cafe coffee shop in the Campus acts as a relaxation point for faculty and students alike. It also offers a few options of light snacks.

Indoor and Outdoor Sports Facility: The institute has adequate sports facilities for both indoor as well as outdoor sports. The

Institute has indoor sports facilities for Table Tennis, Carrom and Chess as well as outdoor sports facilities for Cricket, Football, Basketball, Badminton and Athletics.



Girls and Boys Common Room: There are separate common rooms for both boys and girls.



Computer Lab: Institute has state-of-the-art Computer Lab with high-speed internet connection and projector facility. Campus is wi-fi enabled with 2 Mbps lease line internet facility. There are regular classes scheduled for learning computer software in the time table. There are two well qualified Computer Programmers, who actively guide the students in preparing reports, presentations, excel calculations and application of software.

Seminar Hall: The Institute has a fully air-conditioned Seminar Hall for conducting interactions like seminars, lectures and presentations. The seminar hall is equipped with audio-video facility and has a capacity of 200.



Differently abled (Divyangjan) Friendly Resources: The Institute is sensitive to the needs of differently able students/teachers. The Institute's entrance has a ramp and rail to facilitate access. Rest room especially designed with ramp is available for differently abled students.

Parking Stand: There is ample space for parking vehicles at the campus.

Core Faculty at IMS



Dr. Astha Sharma
(Marketing)

A double graduate, double post-graduate, NET and Ph.D holder, she has been the batch topper in university. She is the faculty in-charge of MBA-Marketing. Also an **active member of the cultural committee** at I.M.S., she has over 15 years of industry and teaching experience. Besides marketing basics, her areas of teaching interest include consumer behaviour, and brand management.

Dr. Nazia Jamal
(Economics)

She has more than 12 years of experience including industry exposure. She has over 14 journal publications, 1 book and has presented 18 papers in national and international conferences. Her current administrative assignments include DQAC-IMS and IMS Placement representative in CPC.



Dr. Pooja Sharma
(Human Resource and Communication)

She has a keen interest in Psychology, which earned her a **Gold Medal for her Ph.D.** in Psychology in 2017. Her remarkable work in the field of education has recently been recognized by the Law Minister as well as the Education Minister. She has been awarded as an **Educationalist with a cause in 2019.**



Dr. Sanjeev Verma
(Information Technology and Quantitative Methods)

With 19+ years of teaching and research experience, he holds a Masters Degree in M.Sc. (Electronics), MCA, M.Phil (CS) and M.Tech (IT). He has **conducted 3 international Conferences** as Organizing Secretary, received **3 Awards**, published 6 research articles, 7 book chapters with national publishers and held several administrative positions viz Assistant Proctor, Assistant coordinator UP State B.Ed. Entrance exam in 2015-17, 2016-18 and is currently **Assistant Dean Students Welfare** (2020).

Dr. Vijay Shankar Pandey
(Finance and Accounts)

He has more than 9 years of teaching experience with finance and accounting, specifically modeling time series financial data for various financial decisions as his research domain. He is Ph.D. in Management (Finance) and Post graduate and **NET in Management, Commerce and Economics**. Financial and Management Accounting, Financial Management, Portfolio Analysis and Derivatives are his strengths.



Dr. Ashish Sonkar
(Marketing and Information Technology)

He is MBA, NET, PhD with 3 years industry and 15 years teaching experience. He has 20 national and 6 international publications and his interest areas are E-marketing, MIS, IT, Neural Network, Marketing and Research Methods.



Dr. Mukesh Srivastava
(Marketing and Quantitative Methods)

His industry foray was with Airtel and LIC after which he worked at Amity and Dayal Group, and received the 'Excellent Faculty' award. An avid researcher he has 16 publications to his credit, research paper presentations in national and International conferences/seminars and participation in 7+ workshops. His areas of interest are RM, OR, POM, Quantitative Techniques, Marketing Research and Marketing of services.



Ms. Shruti Aurora
(Finance and Accounts)

She has 10+ years of teaching and over an year of industry experience and is a holder of **NCMP level one certification**. Her area of research is Corporate Bond Market and has various national and international research publications and presentations in the area of finance. She received a **best paper award** in an international conference organized by IMS, Ghaziabad. She is also coordinator of MBA 5year and has held the post of Asst. Supt. (BBA and MBA) examination and results since 2014.

Dr. Smita Singh
(Strategy, Ethics and Retail)

A PhD in Business Administration, she has specialised in HR, Marketing and Physical Anthropology. An **NTSE (NCERT) and HRD Ministry scholarship holder**, she has 8 years industry and 12 years of teaching experience. She has to her credit publications in national and international journals, a book on Human Resource Development, 2 Best Paper awards at national level and has twice been a recipient of **Certificate of Appreciation** OSD/Director IMS for her outstanding contribution to IMS. Her areas of interest are Business Ethics, Strategic Management, Retail and Corporate Anthropology.



Mr. Yusuf Kamal
(Marketing and International Business)

He is domain expert of Digital Commerce, Marketing, and Artificial Intelligence in Management. Apart from publications in International and National Journals, he holds **5 Intellectual Property Rights** (Jurisdiction- GoI) and has vision to incorporate Internet of Things and other forms of Artificial Intelligence in Marketing. He has received his Doctorate, Masters and Bachelor degree from University of Lucknow. A **certified Microsoft Educator**, his digital teaching presence provides a remarkable amount of Foreign Exchange to the Nation.

Dr. Nimisha Kapoor
(Finance and Accounts)

A Fellow of Management Development Institute, Gurgaon, her area of interest is Corporate Finance. She has published research articles in International Journals. She also contributes teaching cases to leading case houses of the world including **Richard Ivey, Harvard** case collection and **Asia Case Research Centre**, Hong Kong.



Dr. Priya

(Human Resource and OB)
Dr. Priya is working as Assistant Professor in IMS, University of Lucknow. She has **14 years of teaching experience** and has published research papers in national and international journals and presented them in various seminars/conferences. Her paper has recently won the **Best Paper Award**. Her areas of interest are OB, HRM/IR and General Management.



Dr. Saurav Banerjee
(Marketing and Strategy)

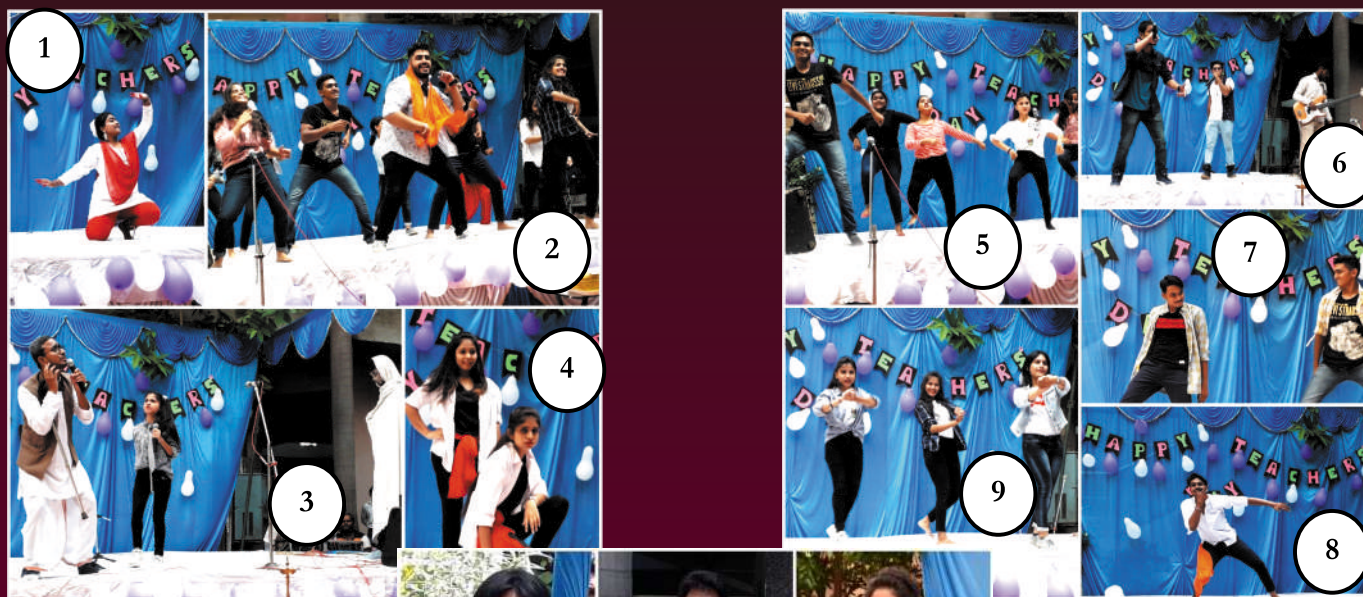
Topper in school, **national merit scholarship holder** and an **NCC cadet**, he is a B.Tech. from HBTL, Kanpur and MBA (IIT Delhi) with 13 years industry experience in India, Kuwait & UAE based companies. He has **trained in Germany, Finland, UAE & India**. Apart from teaching MBA students at DU, Jamia Milia, IMT Ghaziabad, he has conducted MDP for Power Grid, KIIT, EDI J&K and been a resource person for **Strategic Management for CLASSIE NET**, Chennai.



Dr. Vasudha Kumar
(Finance and Accounts)

She is a Ph.D. and NET in Commerce, has cleared **CA intermediate examination** and is the holder of **Accounting Technician certificate by ICAI**. She has been awarded the **best paper award** by IMS Ghaziabad at an international conference. With almost 12 years of teaching experience, she has also contributed many papers in the accredited journals and conferences.

2019 Teacher's Day Celebrations at IMS



1. *Pardesiya* by Tavish Siddiqui
2. Grooving to *Chhaiyya Chhaiyya* are Shashwat Tandon, Amod Upadhyay, Abhishek Agarwal, Shatakshi Jaiswal, Aditi Agarwal, Suchitra Srivastava, Pooja Srivastav, Shreya Bose, Tavish Siddiqui, Preksa Jain, Simran, Vaishnavi Gupta, Srishti Jaiswal and Roshini
3. Skit 'Puttan ki jaaydad' staged by Pakhi Khare, Suchitra Srivastava, Tusbar Mishra, Roshni, Shreevats Joshi, Vaishali Chauhan, Aditi Yadav, Shivani, Shifa Alam, Nitish Yadav, Yash Shankar, Areeb and Hrothbertina Shankar
4. Duet performance by Simran and Preksa Jain on 'Nacho saare'
5. Group dance on 'Shape of you' by Amod Upadhyay, Abhishek



10. Recitation of self composed poetry "guru shishya sambandh" by Dr. Pooja Sharma
11. Dr. Anoop Anand sang an English number which enthralled the audience
12. Dr. Smita Singh singing 'Nachdi Phira' from Secret Superstar
13. IMS Rock band presenting a medley of popular numbers from the 90's. Mohit Punetha on Synthesizer, Bhumika Chauhan as Lead Guitarist, Aditi Singh—Backing vocals, Kushagra Rai and Sunidhi—Lead vocals and Manvendra Raj Rastogi —Percussion)

- Agarwal, Shreya Bose, Tavish Siddiqui, Suchitra and Aastha Sharma
6. Aamir Aziz Khan (Rap), Shayne Pawar (Bass guitar) and Manvendra Raj Rastogi (Beat boxing)
7. Freestyle dance performance on 'Bade miyan chhote miyan' by Amod Upadhyay and Abhishek Agarwal
8. Lyrical dance performance was given by Amod Upadhyaya
9. 'Hoton pe aisie baat' by Aditi Agarwal, Suchitra and Pooja
10. Recitation of self composed poetry "guru shishya sambandh" by Dr. Pooja Sharma
11. Dr. Anoop Anand sang an English number which enthralled the audience
12. Dr. Smita Singh singing 'Nachdi Phira' from Secret Superstar

Admission Helpline for IMS

Dr. Priya

9450588342

Dr. Vineet Kumar

9415704024

Dr. Sanjeev Verma

9236183107

Mr. Manoj Srivastava

7991200625

Management Matrix
IMS Newsletter



Institute of Management
Sciences

Conceptualized, Designed and Edited by Dr. Smita Singh (E-mail : luimsnewsletter@gmail.com)