



# Manthan



EDITOR FROM FACULTY OF MANAGEMENT STUDIES (FMS), GURUKULA KANGRI VISHWAVIDYALAYA. VOL. 29, ISSUE 16, 2015.

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**Gurukula Kangri  
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## From the Dean's Pen.

### In Faculty of Management Studies (FMS, GKV)

we nurture the overall personality of future intelligentsia and make them good human beings. I am glad to offer the various courses in management to different sections of society with a mission to make this world a more peaceful and meaningful place to live.

Over the last couple of years, FMS has differentiated itself as a leading B-school through continuous improvement in its business teaching pedagogies and sincere efforts to groom students. The role of a good educational institution is to bring out the latent abilities of students so as to ensure their overall development. FMS has always believed in the new concept of all work and play without learning making a dull boy, so we lay emphasis on learning propelled teaching instead of traditional teaching pedagogy. Believing that the young minds of today will become the policy makers of tomorrow, FMS tries to provide its young intellectuals, the opportunities to explore new tools and techniques to hone their skills. Today, in the intellectual, technical and competitive era, it is essential to be intuitive, creative and communicative to survive. FMS provides a platform to the young minds by conducting conferences, symposiums, business quizzes, poster making and many other outreach programs regularly so that they can pioneer out of box thinking and tackle future challenges intelligently and calmly.

It is our alumni that makes us an intrinsically interfaced industry-academic body. Wherever they go, whatever they achieve, one thing remains unchanged and that is the relationship with FMS, faculties and students that give FMSians the linkage with the industry for better placement record every year.

## Our Legacy...

Faculty of Management Studies [FMS] established in the year 1996, is running two post-graduate courses: (i) Master of Business Administration (ii) Master of Business Administration (Business Finance) and BBA as under Graduate Course. The mode of selection of these courses are through CAT, MAT, CMAT, XAT, SNAP entrance exams. Besides this, Ph.D. program is also running in different areas of management. The Faculty aims at providing quality conscious managerial manpower for the industries and for that purpose FMS aims at developing competent professional managers for ensuring competitive business environment and to infuse entrepreneurial and innovative styles in the future managers.

Besides this, there are multifaceted objectives to research, consultancy and managerial excellence. Marching ahead to the path of success, faculty providing Wi-Fi environment and video conferencing facility to the students and faculty members. FMS, Gurukula Kangri Vishwavidyalaya, Haridwar is among the best teaching, research and consulting institutions. The Faculty has established itself as a world-class teaching and research institution and is involved in consulting and training programmes for the industry.

The alumni of the faculty hold, Inter alia, top management positions in the best of Indian as well as multinational companies. Besides the professional achievements, FMS provides the ideal setting and background conducive to learning where a student is a treasured asset.

**Production &  
Operations  
Management**

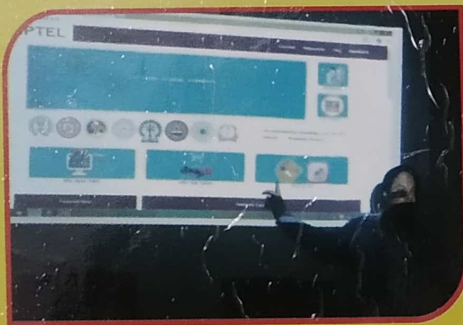
**Prof. (Dr.) Pankaj Madan**



## About FMS

FMS, an ISO 9001:2008 certified faculty established in 1996, initially started with MBA program and in the year 2000 two more programs were added in the course basket. Besides this Ph.D. program is also supporting the academic vibrations, 51 Ph.D. degrees have been awarded since its inception. Nearly 1500 alumnus are working in responsible and strong echelon leadership positions in various MNC's. FMS program too favored the academic add ons in the student fraternity. Faculty aims at developing the competent professional managers for ensuing competitive business environment and to infuse entrepreneurship style in budding managers. FMS is ranked among Indian premier B-schools for its efforts in managerial capacity building.

## Workshop on 'NPTEL'



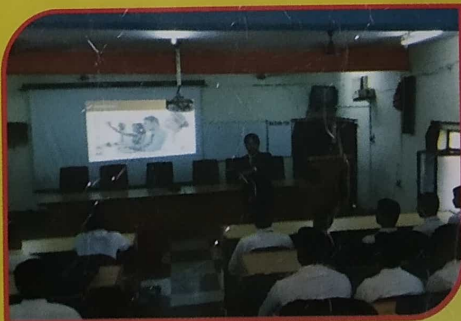
Workshop in progress.

The National program on technology enhanced learning (NPTEL), a project funded by M H R D provides e-learning through online

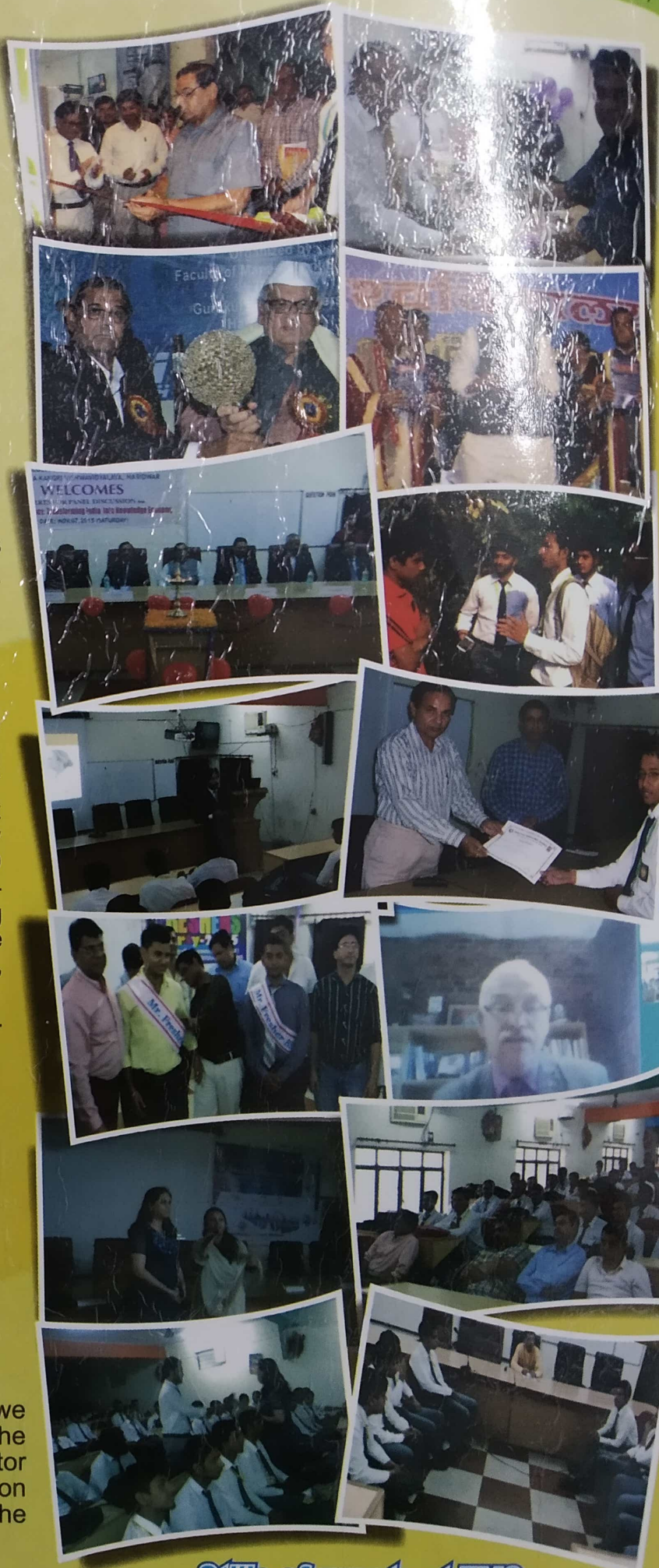
web and video courses in Management, Humanities and Engineering. So to harness the learnings of this initiative Mr. Ashish Arya conducted this workshop in FMS.

## Connect with 'Alma-Mater'

In FMS we always strive to keep in touch with our alumnis, we always invite them in one or the other events being



conducted in the FMS, in one such effort we invited Mr. Mandeep Singh Bagga one of the alumni from batch 2006 working as Asst. Director Deutsche Bank who enlightened the students on the various requirements and demands of the corporates in the present scenario.



Stills of events at FMS.



## Oratory Competition

There is lot of whisperings on the technology and good governance in whole of the country, so to observe the Good Governance Day Mr. Sanchit Dagar convened a State level Oratory Competition on "Use of Technology and Innovations in Promoting Good Governance" on 24<sup>th</sup> December 2014.



Student receiving the prize.

## Freshers



The Fresher

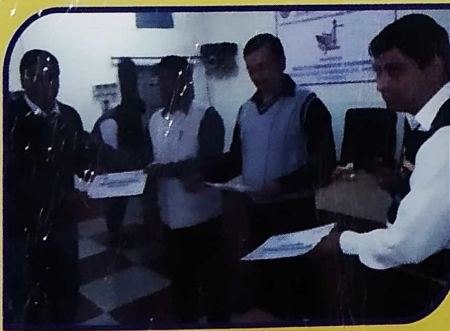
A fresher party is a party you throw for someone who are new. You might give a fresher party to the people who are coming to your Institute.

5<sup>th</sup> September 2015 was marked as the way for

welcoming juniors to the new dimensions of learning and also equally bestowing the memories in the hearts of Juniors.

## Entrepreneurship Awareness Camp

A series of camps were organized to promote entrepreneurship abilities in the students so they can in place of running from pillar to post can also take the initiative of starting their own ventures and could become



Certificate Distribution by Guest

bread givers in place of bread earners. The series showed a huge rally of students from different colleges. The event was governed by Dr. Anil Dangwal and Dr. Rajul Bhardwaj on 24<sup>th</sup> February 2015. The series was graced by eminent speakers from different horizons who took it as a challenge and tried to infuse the essence of entrepreneurship in the veins of participants.

## Digital India Week

Digital India programme was launched by the Honourable Prime Minister Narendra Modi on July 1<sup>st</sup>, 2015 at New Delhi. One week from 1<sup>st</sup> - 7<sup>th</sup> July was assigned for conducting various programmes



Inaugural Ceremony

also took the matter seriously and Prof. Pankaj Madan Head & Dean FMS, GKV, was appointed as Nodal Officer, by university administration to conduct Digital India Week. He with other faculty members and in association with CSI and IDEA organized a series of programmes Digital India Week in the FMS campus from July 2- 7, 2015.

## Managing your Resources

Event Coordinator Mr. Sanchit Dagar conducted 3rd Poster Competition on the theme "MANAGING YOUR ASSETS", on 24<sup>th</sup> September 2014. A total of 150 posters were pinned for display.



Inaugural of Poster Competition

## Radio Talk



Prof. Pankaj Madan in Recording Room

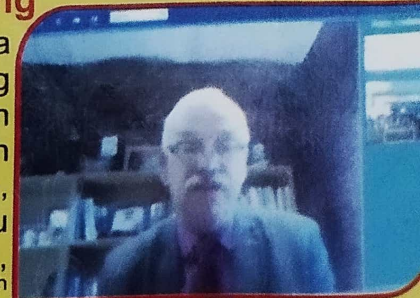


Prof. V.K. Singh in Recording Room

It is matter of great pleasure that Professors from FMS are from time to time invited for the "Talk Shows" being organised by All India Radio(AIR), Najibabad for discussion on various issues being faced by society and methods to mitigate out those.

## Video Conferencing

FMS has conducted a live video conferencing session for students on 'Sports for Peace' with Mr. Henn Vallime, Director, Parnu college, Estonia, Europe on 25<sup>th</sup> September 2015



Video Conferencing



## Institution Day

Institution Day in India is celebrated every year on 6<sup>th</sup> of November 15, as the Constitution of India was adopted by the Constituent Assembly on 26<sup>th</sup> of November in the year 1949 and came into force on 26<sup>th</sup> of January in 1950. This day is marked as the 125<sup>th</sup> Birth Anniversary of Dr. B.R. Ambedkar, the Father of Constitution of India. Mr. Ashish Arya Organized the seminar on Preamble of Constitution of India, Mr. Ramesh Singh, Civil Judge, Sr. Division was invited for lecture on Preamble of India, Thanks giving was in the hands of Prof. S. P. Singh



**Inaugural Ceremony**

## Panel Discussion on Financial Literacy



**Panel Discussion on Move**

"India into Knowledge Economy" was organized on 6<sup>th</sup> November 2015. The experts from Education, Insurance, Banking & Investment Mr. Puneet Jain, Circle Head, PNB, Prof. Yashwant Gupta, HP University, Shimla and Mr. Puneet Jain from SEBI were invited for discussion. A healthy Q&A round between the students and experts was created touching various aspects like Financial Literacy, Financial Inclusion, Financial Planning, Knowledge Economy, Risk v/s Return, Time value of Money, Saving and Investment, Banks' schemes, Govt. Securities, Bonds, Shares and Mutual funds.

## International Human Rights Day

Periodically Prof. V.K. Singh use to organize many events, in the row one such important day, International Human Rights Day was convened by Mr. Ashish Arya on 10<sup>th</sup> of December, pledge was taken at the function and expert advocate Anuj Sharma enlightened the students on the topic.



**While Taking Pledge**

## A CSR Initiative

We designed our curriculum uniquely by adding CSR as a part of our teaching schedule, we keep post Lunch session on every Saturday towards the CSR activities.

In this, students are sent to areas where they could put their contribution in social

setting in collaboration with various NGOs under the leadership of Dr. Vageesh Paliwal.

## Our Distinguished Alumni



**At Ganga Ghat for Cleaning**



**Mr. Naveen Rajput**  
Entrepreneur  
Texas Pharma

**Mr. Azim Ansari**  
HSE Officer  
HLG Group  
Dubai



**Mr. Amit Sharma**  
Area Manager  
Airtel

**Mr. Shantanu Das**  
Territory Manager  
Sharp Business Systems



**Mr. Bhavesh Bhardwaj**  
Regional Head-North  
Bharti AXA  
Delhi

**Mr. Prashant Rathore**  
Regional Manager  
Pearson  
New Delhi



**Mr. Ashutosh Ghosh**  
Territory Manager  
Pfizer

**Mr. Marut Sah**  
Zonal Manager-North  
Airtel-Lucknow

## Faculty Ph.D. Progression till date

Prof. S.P.Singh	Ten Awarded
Prof. V.K.Singh	Sixteen Awarded
Prof. Pankaj Madan	Ten Awarded

Student with highest percentage of attendance



**Abhishek Chauhan**  
BBA 5th Sem

## Achievements

*Bharat Vidya Shiromani Award  
presented to Dr. Rajul Bhardwaj  
for Outstanding Achievements  
in the field of education  
at New Delhi  
on 22nd December 2014  
by International Institute of  
Education & Management*



## Students Reflections Never Quit

When things go wrong as they sometimes will,  
When the road you're trudging seems all uphill,  
When funds are low and the debts are high,  
And you want to smile, but you have to sigh.  
When care is pressing you down a bit,  
Rest if you must, but don't you quit.

As life indicates that maintain balance where,  
There is a combination of joy and sorrow,  
Victory and defeat, success and fellows.  
Oh my friend! Oh my friend!

Rest if you must, but don't you quit.

By Biswajit Choudhury MBA 1<sup>st</sup> Semester

## Give Yourself A Break

The fear of making a mistake is the biggest mistake as it creates uncertainty. One of the greatest tragedies of life for many of us is that we want to be perfect all the time in all the undertakings. We want top slot in all the exams and want to excel everywhere, without realizing our limitations. We forget that no man in this world is absolutely perfect. Each one of us has certain weakness which becomes a boulder in our way of becoming perfect. We reprimand ourselves for not being perfect. It fills us with tension, frustration and makes us unable to concentrate, unable to sleep and unable to find peace of mind.

We start undermining our own potential, when a mistake can be corrected, why do we suffer this mental torture? Why do we brood over it, when it can be rectified? All it needs is a bit of self-introspection and one more chance. We should not give up hope in ourselves when we commit a mistake. Rather we should try to find out the cause and work over it. Try, try & try till you succeed. You commit the biggest blunder if you deprive yourself from one more chance and if you do so, your remorse will hunt you all the time. Thomas Edison committed the same mistake for nearly ten thousand times before he invent electricity.

Had he not shown the ruthless determination in correcting and rising above it, he would not have invented electricity, which we are enjoying today and making its best use. To commit a mistake is a human nature but to rise above it is a real human achievement.

We all commit mistake now and then but we must thank God for making us capable of correcting the mistake. The capacity of rising above a mistake is the beginning of real success. It gives us the immense confidence that boots our self-image. It gives us the opportunity to make something of ourselves, to find our true worth & help us in realizing our true big self.

There is an old adage: "Wise men do not consider that making no mistake is a blessing rather they believe that the great virtue of man lies in his ability to correct his mistakes & continually to make a new man of himself"

By Ayush MBA 1<sup>st</sup> Semester

## Teacher are Really Great

Education is a jewel, one likes to wear, without it life is full of tears if knowledge is glad, teacher is mine. Who gives us light, which enables us to shine.

We are crude, you make us refined. What is life? To us you defined. Your knowledge is an ocean but ours is a drop. Your effort makes us a hit, otherwise, we would have been a flop. You fill in us the spirit to struggles to win; by sharpening our brain forgiving all over sin. With honesty and truth, as our friends. Miles away from the world of lies through your teachings we are sent.

You are 'Great' and your greatness gives us a start. We, your students respect you from the depth of our hearts. Bless us and your blessing will motivate till the end in the long run of life, you will prove to be our "True Friend".

By Jatin Bhatia, MBA 1<sup>st</sup> Semester





## Crowd Funding in India

Crowd funding is an online money-raising strategy. It works as a collective effort of many individuals, who network and pool their resources to support efforts initiated by other people. Individual projects and businesses from a large number of individuals, allowing innovation, entrepreneur and business owner to utilize their social networks to raise capital.

With this new opportunity comes the need to facilitate the transfer of funds from those who were looking to donate or invest to those needs of the capital."

Crowd funding is based on three types of actors : project initiator who propose the idea and /or project to be funded; individual or groups who support the idea; and a moderating organization (platform) Crowd funding have been growing rapidly in recent years. The recent research estimates that there were 1250 crowd funding platforms across the world. The amount of funds committed through the modal has enjoyed and higher growth with \$16.2 billion raised up from \$6.1 billion in 2013. Major players of crowd funding are U.S., Europe and Asia

By **Mayank Anand MBF 3rd Semester.**

## Aie Zindagi

Thodi si khushi dekar  
Kyu rooth jati hai mujhse  
Bta aie zindagi tu !!  
Thodi si hasi dekar  
Kyu muh mod leti hai mujhse  
bta aie zindagi tu !!  
Maana ki zindagi isi ka naam hai  
Lekin khushiyo ki jagah gam ki taadaat hmesha jyad  
kyu  
bta aie zindagi tu !!  
Kyu ek kaali raat ki trah horhi hai tu  
Kyu koi savera wapas lekar nhi derhi hai tu  
bta aie zindagi tu !!  
Rone ki na aadat na chahat hai meri  
Par kyu har dafa mujhko rulati hai  
bta aie zindagi tu !!  
Hasna meri fitrat hai  
Par kyu meri hasi mai adchne lati hai  
bta aie zindagi tu !!  
Bahut hua tera ye ehsan mujhpar  
Ab ya to tu badal ja warna mere hatho badnam hogi  
Sun le aie zindagi tu !!

By **Aaditya Pathak BBA 3rd Semester**

## क्या लिखू?

विद्यालय की पुस्तिका छप रही है। मिला मुझे यह समाचार  
सोचा कि मैं लिख डालू लेख दो-चार  
कविता लिखूँ, कहानी लिखूँ या लिखूँ कोई लेख  
इसी सोच में बैठा मैं सिर तकिये पर टेक।  
पूछा भैया विषय बताओ या कोई प्रसंग  
जिसे पढ़ें मजे से सब होये न कोई तंग  
इन्हीं विचारों में खोकर जब दिमाग होने लगा खाली  
तब मैंने टूटे-फूटे शब्दों में यह कविता लिख डाली।

अर्जुन प्रजापति

## The One

There is only one caste;  
The caste of humanity.  
There is only one religion;  
The religion of love.  
There is only one commitment;  
The commitment of truthfulness.  
There is only one law;  
The law of cause & effect.  
There is only one god;  
The omnipresent, omnipotent, omniscient lord.  
There is only one language;  
The language of heart & silence.

BY **Hem Pratabh Shahi BBA 3rd Semester**





## Department of Management Studies, Dehradun

### About DMS

The Department of Management Studies was established in the year 1996. At present DMS is conducting full time programs Master of Business Administration (MBA), Master of Business Finance (MBA(BF)) and Bachelors in Business Administration (BBA). Besides this Ph.D in Management is also

### Students Reflections

#### Environmental Protection

Mahatma Gandhi has rightly said that **We can find peace among ourselves when we find peace in nature.** The environment and economy are really two sides of the same coin. If we can not sustain the environment, we can not sustain ourselves.

Protection of environment is very essential in today's scenario as a clean environment is essential for healthy living. The other reason to protect the environment is that the earth is warming i.e. global warming is causing climate patterns to change. The next and the most important reason to worry is about our biodiversity which is getting negatively influenced by environmental degradation due to human activities, climate change and pollution. Today, it is very unfortunate situation that the environment is facing a major threat the world over. Protection of the environment is not the responsibility of the government or NGOs only but it is responsibility of every individual to save and protect the environment. This is the high time to take some action and act rationally towards protection of our environment. It's the time to Toughen up a little!

By **Arunima Jugran, BBA, 1<sup>st</sup> semester**

#### Importance of Education for All

*"Education is the most powerful weapon we can use to change the world"-Nelson Mandela*

Education is essential for everyone. It is the level of education that helps people earn respect and recognition. It is indispensable part of life both personally and socially. It goes without saying that education has a positive effect on human life. Only with the education and knowledge people can enlarge their view about the world. However, the unequal standards of education is still a problem that needs to be solved. In areas where residents are not able to receive an appropriate education,

life can not be as thriving and prosperous as in those places where there is a high standards for education. Education plays such an rudimentary role in our society that we can not even imagine a life without it. It helps us to develop healthy surroundings but it also generates an advance community. As a matter of fact, everything we create today is based on the knowledge that we obtained throughout our life by way of education.

Every child should be given equal opportunities to learn and study. The development of a country depends vastly on the standards of education, therefore, it must do everything in its power to improve it. Education is absolutely beneficial for society as a whole. It is a lifelong process to each person that needs to be reinforced throughout life. However, we need educational system that may eradicate illiteracy and may provide the common man an access not only to basic education but also to higher and technical education.

By **Lovnee Paul, MBA 1<sup>st</sup> semester**



Student with highest percentage of attendance

**Vrinda**

MBA, 3rd Sem

#### Departmental Ph.D. Progression till date

Prof. Surekha Rana	Nine awarded
Dr. Bindu Arora	Eight awarded
Dr. Patiraj Kumari	Six awarded

#### Our Distinguished Alumni



**Ms. Sumit Kaur**  
IRS  
Badodara

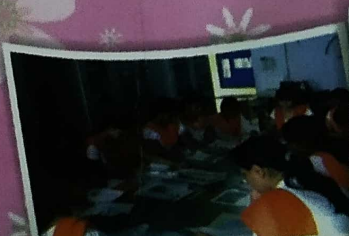
**Ms. Alpna Saral**  
Financial Advisor  
USA



**Ms. Nivedita kothiyal**  
Associate Professor,  
IRMA, Anand.

**Aditi Prabhakar**  
Entrepreneur  
Bangalore

#### Stills of DMS





## Press Release

गठकल की पहचान आत्मिक एवं मानसिक उन्नति के रूप में : सुरेन्द्र कुमार

[illegible]

## देजिटल विवज में कुनाल अब्बल

चयन हुआ  
हस्ताक्षर: गुरुकुल कांगड़ी शिक्षा में पीएचडी  
नेतृत्व: श्री. अशोक तिवारी व डॉ. राजेश देवदत्त

रहें राजगार के अवसर

निवेश की विकल्पों की

जानकारी बेहद जरूरी

की ओर से जेनेसैट प्रविष्टि शुरू हुई। इस

का गौरव सूर्यवंशी का वजन

[illegible]

**खुलेसमेंट सप्ताह आरंभ**

विश्व में प्लेसमेंट सप्ताह आरंभ हो गया है। इसमें पहले दिन आइसीआइसीआइ बैंक और

१०० करोड़ के खर्चों का कार्यक्रम है।  
 १०० करोड़ के खर्चों का कार्यक्रम है।  
 १०० करोड़ के खर्चों का कार्यक्रम है।

[illegible]

का प्रभाव है। अतः हमें यह समझना पड़ेगा कि प्रभाव के मूल कारणों में से कौन से प्रभावित हैं। यदि वे प्रभाव के कारणों में से हैं, तो वे प्रभाव के कारणों में से हैं।

[illegible]

मैं बरतों में कलकत्ता की हवा  
तुम होंगे या प्रेम का सपना  
मिलना, कलकत्ता में, प्रेम का पलक

दूरियों की हड़ताल !

और अलकों की चयन कला  
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**Apotheosis Team of FMS**

**Sitting (from left): Mr. Girish Joshi, Mr. Sanchit Dagar, Dr. Rajul Bhardwaj, Dr. Anil Dangwal, Prof. V.K. Singh, Prof. Pankaj Madan, Prof. S.P. Singh, Dr. Vageesh Paliwal, Mr. Ashish Arya, Mr. Sunil Kumar, Mr. A.B. Joshi, Mr. Kamal Singh**

Standing (from left): Mr. Sunil Kumar, Mr. Sushil Kumar, Mr. Harender, Mr. Sonu Kumar