



# Manthan

ISSN 0973-7863



NEWSLETTER FROM FACULTY OF MANAGEMENT STUDIES (FMS/DMS), GURUKULA KANGRI (DEEMED TO BE UNIVERSITY) VOL. 34, ISSUE 21, 2021-22.

An ISO 9001: 2015 Certified

(Deemed to be University u/s 3 of UGC Act 1956)

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**Rahul**

## OFFICE MEMBERS DMS, HARIDWAR

**Shanta**

## From the Dean's Pen.

### Congratulations on 25 Bravura Years of

### FMS/DMS.

In Faculty of Management Studies (FMS, GK (DU)), 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 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 makes jack 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 platform to the young minds by conducting conferences, symposiums, business quizzes, poster making and many other outreach programs regularly to 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 industry for better placement record every year.

  
**V.K. Singh**

### 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 Economics) and BBA as under Graduate Course and two certificates courses in Sales Management and The Art of Happiness. The mode of selection of PG courses are through CAT, MAT, CMAT, GMAT 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 is providing Wi-Fi environment and video conferencing facility to the students and faculty members. FMS, Gurukula Kangri (Deemed to be University) 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.

## 25 Bravura Years of FMS/DMS

The Faculty of Management Studies (FMS) celebrated 25 years of offering outstanding education to our nation's brightest young minds. The department, founded in 1996 under the capable leadership of founding Dean-Prof. S.C. Dhamija, has since achieved significant success and advancement, carving out a place in management education across the country. During these years following academicians served as Dean of FMS – Prof. (Dr.) S.C. Dhamija, Prof. (Dr.) Ved Prakash Shastri, Prof. (Dr.) V.K. Singh, Prof. (Dr.) S.P. Singh, and Prof. (Dr.) Pankaj Madan.

FMS is an institution that has evolved from strength to strength throughout the course of its 25-year history. The department's greatest achievement is to witness its students ride the path of not just well-deserved success, but also to see them exercise tremendous wisdom in their acts, preserve clarity of thinking, and sense a deep-seated desire to improve the world.

This however, is only feasible because of the collaborative efforts of outstanding academicians, thinkers, practitioners, and philosophers who seek to make FMS a training ground for tomorrow's managers, innovators, entrepreneurs, and academicians.

The celebration of FMS's 25th anniversary would be incomplete without acknowledging the efforts of faculty and non-teaching members of FMS/DMS. In the middle of the joyous bells, you can hear the FMSians promising to promote excellent education, sustainable development, and to be a niche hub of innovation, entrepreneurship, and intrapreneurship, while also retaining Indian tradition in our endeavors.

### Investor Awareness Webinar

An Investor Awareness Webinar on "Future of Financial Management and COVID-19" was organized on February 10<sup>th</sup>, 2021 in collaboration with Awoke India Foundation through online medium. The webinar's objective was to educate participants on financial management practices and their significance in both their professional and personal lives. Mr. Pravin Dwivedi, President Awoke India Foundation, educated students, scholars, and faculty members on how to efficiently manage their personal money and the need to have a sound financial strategy in place to withstand upheavals such as COV-19, recession, inflation, and stagflation. This webinar was organized for FMS by Mr. Vyomkesh Bhatt.



**AWOKE India Foundation**  
**एवोक इण्डिया फाउण्डेशन**

LIVE Webinar on

## Investor Awareness Webinar

Theme: Future of Financial Management & Covid - 19

for the



Faculty of Management Studies, Gurukula Kangri (Deemed to be University)  
 (NACC ACCREDITED 'A' Grade Deemed to be University u/s 3 of UGC Act 1956)

10<sup>th</sup> February, 2021 (Wednesday)      11:00 a.m. - 12:30 p.m.

Speaker



Mr. Pravin Dwivedi  
 President, AWOKE India Foundation (AIF)

at

meet.google.com

Coordinator for FMS- Mr. Vyomkesh Bhatt



## Brand Failure Anatomization Competition

On March 8<sup>th</sup>, 2021, FMS hosted an online brand failure anatomization competition. The event was designed to highlight any brand, product, or service from any sector that has failed or is about to fail in the market. After conducting an analysis of the causes of their failure, the teams presented their explanations and solutions via Google Meet in the form of a power point presentation. A total of 15 teams from BBA and MBA/F/E courses contested the tournament. Prof. V.K. Singh, Head and Dean, addressed the students and encouraged them to engage with maximum enthusiasm and efficacy. Dr. Poonam Painuly functioned as the event's judge. The competition was overseen by Mr. Vyomkesh Bhatt. The following were the results:

First- Rakshit Sharma and Shivam Aditya, MBA 1<sup>st</sup> Sem.

Second- Nadinee Sharma and Swati, MBA 1<sup>st</sup> Sem.

Third- Harsh Chauhan, Navjot Singh and Nishant Rana, BBA 3<sup>rd</sup> Sem.



## International Web Conference on Women Entrepreneurship & Empowerment

On the 9<sup>th</sup> and 10<sup>th</sup> of April 2021, E.A.I.C. and FMS hosted a two-day international web conference in collaboration with Rabindranath Tagore University, Bhopal, and the Research Foundation of India. The conference's main subject was to inspire women to adapt their perspective toward women's

empowerment and to take steps toward financial independence in a patriarchal culture. The conference drew a huge number of attendees from around the country, as well as overseas participants from Canada, Sri Lanka, and the Sultanate of Oman. Prof. (Dr.) V.K. Singh Head & Dean FMS served on the online conference's Advisory Committee.



## International Web Conference on Women Entrepreneurship & Empowerment

9-10 April 2021

Faculty of Commerce, Education, Women Development Cell & IQAC, RNTU, Bhopal, MP (India)  
in collaboration with  
EAIC & FMS, Gurukul Kangri (Deemed to be University), Haridwar  
and Research foundation of India



## Admission 2021-22

For the academic session 2021-22, a total of 134 students were enrolled in MBA/MBA(BE) and BBA programme at FMS, while at DMS 45 female student were awarded admission. In total 70 student were admitted in MBA/MBA(BE) and 90 student in BBA at FMS and DMS while Certificate Course in The Art of Happiness and Sales Management has 10 and 09 admission respectively





## Orientation Program 2021

An Orientation Program was held by FMS for new students starting the MBA/E and BBA Programs from October 1<sup>st</sup>, 2021 to October 7<sup>th</sup>, 2021 in blended mode. The seven-day programme started with Prof. (Dr.) V.K. Singh, Head & Dean, FMS, welcoming address, whereby he educated the students about the vision and mission of FMS, introduced faculty and non-faculty members, the examination system, and the grievance redressal mechanism of the department.

Faculty members welcomed the students and congratulated them on their selection for MBA and BBA programmes. A lecture series was also organized for students on contemporary subjects such as Angel Investment, Venture Capital Funding, Start-ups, Atam Nirbhar Bharat Package, and Management Lessons from Bhagwat Geeta and Mahabharata.



### Prof. V.K. Singh appointed as Finance Officer

During the academic session 2021-22, Prof. (Dr.) V.K. Singh, Head & Dean FMS was assigned the role of Finance Officer, which added additional glitter to FMS's crown. Prior to this, he positioned as The Registrar, Controller of Examinations, Dean Student Welfare and IQAC, Director for Gurukula Kangri (Deemed to be University).

### Dr. Rajul Bhardwaj appointed as Placement Officer

Dr. Rajul Bhardwaj, Assistant Professor at FMS, has been appointed as the University's Placement Officer, which is a momentous occasion for the department. Every member of the FMS/DMS fraternity complimented him on his new and additional responsibilities.





### Ph.D. Awarded FMS/DMS in Session 2021-22

- |                                    |   |  |
|------------------------------------|---|--|
| 1. Guide: Prof. (Dr.) Surekha Rana | – | Divya Pant   |
| 2. Guide: Prof. (Dr.) V.K. Singh   | – | Nabila Ansari, Sidhi Verma, Santosh Kanojeya, Amit Agarwal |
| 3. Guide: Prof. (Dr.) Pankaj Madan | – | Kirti Sharma, Tanmoy Roy                                   |
| 4. Guide: Dr. Poonam Painuly       | – | Pragya Bharti  |

## *Birthday Celebrations at FMS*



**FMS continues its history of commemorating the birthdays of FMS members as a way of expressing gratitude for their contributions to FMS.**



**गुरुकुल काँगड़ी (समविश्वविद्यालय), हरिद्वार, उत्तराखण्ड**  
**Gurukula Kangri (Deemed to be University), Haridwar, Uttarakhand**

**5 - Days National Workshop on Overview of Tax Planning**  
 13-17 DECEMBER, 2021  
 3:00 - 4:00 pm  
 Online via Webex

**13. December, 2021**  
 Topic: GST: Exempt services - An Overview  
 Resource Person: CA K. Seeta Rajani  
 Moderator: Ms. Kolluru Lakshmi Goutami

**14. December, 2021**  
 Topic: Awareness of Tax Saving Schemes Among Individuals  
 Resource Person: Dr. Prashant Dev Yadav  
 Moderator: Mr. Yashraj Sharma

**15. December, 2021**  
 Topic: Corporate Tax Planning  
 Resource Person: Dr. K.K. Verma  
 Moderator: Mr. Subhash Chander Arora

**16. December, 2021**  
 Topic: Investment in Modern Era with Beneficial Tax Planning  
 Resource Person: Dr. Anshika Bansal  
 Moderator: Ms. Himani Sharma

**17. December, 2021**  
 Topic: E-filing of ITR  
 Resource Person: CA Akash Sharma  
 Moderator: Ms. Krishna Gupta

**Director:** Prof. Dr. V.K. Singh, Head & Dean, FMS  
**Coordinator:** Prof. Dr. Bindu Arora, Incharge, DMS

**Organizing Committee:** Dr. Poonam Painuly, Dr. Vivek Agrawal, Dr. Amit Agrawal, Mr. Vyomkesh Bhatt, Mr. Kapil Pandey  
**Technical Team:** Mr. Aditya Dhiman, Mr. Subhash Chander Arora, Ms. Himani Sharma, Ms. Krishna Gupta

**Faculty of Management Studies, Department of Management Studies**  
 \*No Registration Fees  
 \*E-Certificate to all Participants

## Tax Planning Workshop

FMS/DMS hosted a five-day virtual session on "Overview of Tax Planning" from December 13<sup>th</sup> to December 17<sup>th</sup>, 2021, which was broadcasted live on the YouTube channel "Gurukul Sandesh". A number of major areas of taxes were discussed, including GST-exempted services, tax-saving strategies for individuals, corporate tax planning, investment in the modern era with beneficial tax planning, and e-filing of income tax returns (ITR). CA K. Seeta Rajani, Dr. Prashant Dev Yadav, Dr. K.K. Verma, Dr. Anshika Bansal, and CA Akash Sharma were the workshop pitchers. A total of more than 700 registrations were received for the programme, which attracted participants from all around the country. Director and coordinator of the workshop, respectively, were Prof. (Dr.) V.K. Singh and Prof. (Dr.) Bindu Arora.

## Fire Mock Drill

On September 22<sup>nd</sup>, 2021, FMS held a fire drill to prepare staff for an emergency situation such as a fire, chemical accident, flood, cyclone, tsunami, or earthquake, or any other unforeseen occurrence with the potential to inflict harm or death. Most organizations, in times of emergency or during a life-threatening hazardous scenario, find themselves at a disadvantage owing to a lack of resources, coordination, or clarification of duties among stakeholders. As a result, a mock drill was held on the department campus with all faculty members and non-faculty members.

**Webinar on "How to be a Market Ready"**  
 BY MR. SHIVAM DIXIT  
 IIM LUCKNOW ALUMNUS  
 SALES HEAD AT NAVYUG INFO SOLUTION PVT. LTD.

**October 26, 2021**  
 3 - 4 P.M.  
 Online meeting via Google Meet  
<https://meet.google.com/aaf-xqnp-ihm>

**Director of Webinar:** Prof. V.K. Singh, Head and Dean, FMS/DMS  
**Coordinator of Webinar:** Prof. Bindu Arora, Incharge, DMS

**Organizing Members:** Mr. Kapil Pandey, Ms. Krishna Gupta, Dept. Of Management Studies (DMS), Faculty Of Management Studies (FMS), Gurukula Kangri (Deemed to be University), Haridwar (INDIA)

## Webinar on "How to be a Market Ready"

Faculty of Management Studies and Department of Management Studies organized a webinar on "How to be a Market Ready" in which Mr. Shivam Dixit, IIM Lucknow Alumnus, Sales Head at Navyug Info solution Pvt. Ltd. was invited as expert speaker. The webinar was conducted on 26<sup>th</sup> October

2021 via Google meet. The webinar was attended by MBA & BBA students, research scholars and faculty members of FMS & DMS. Prof. (Dr.) V.K. Singh was the director of webinar, while Prof. (Dr.) Bindu Arora was the coordinator of the webinar. Dr. Kapil Pandey and Ms. Krishna Gupta were the organizing members for the webinar.

## Placement Activities

Reputed companies participated in placement drive organized by the Corporate Affairs and Outreach Cell of University for the session 2021-22 offering lucrative positions to MBA & BBA graduates. TCS for Management, Hum Ek Madhyam, Himflax, Asahi India Glass, White Hat Jr., Force Bolt, Mobiloite, Arnab Infosoft Pvt. Ltd., E Ashwa Automotive Pvt. Ltd., Jeevansathi, Dish TV, Tata AIG, Arun Plasto Modulers India Pvt. Ltd., Midriff Info Solution Pvt. Ltd., DHL Supply Chain India Pvt. Ltd., ITC Saharanpur, HDFC Bank Gold Loan, Patanjali Ayurveda Ltd. and numerous other prominent corporations showed interest in recruiting students of FMS and DMS for 2021-22 batch.







### Group Discussion / Mock Interview Session for MBA Students.

Campus Placement offers job opportunities to students who are pursuing or getting to the end of a course. This process's main goal is to find brilliant and competent people before they finish their education. Every semester, the department holds group discussions and personal interviews for students in order to provide them with the necessary knowledge and expertise. This activity prepares the students for effective communication by helping them become more articulate. By taking part in such activities, students become more informed of national and global developments. Dr. Anil Dangwal, Dr. Rajul Bhardwaj, Dr. Amit Agarwal, and Dr. Mithilesh Pandey presided over the group discussion and mock interview session. Dr. Vivek Aggarwal, the Department Placement In-Charge, oversees these initiatives.

### Workshop on Rural Women Entrepreneurship "Candy Making"

In collaboration with the National Rural Livelihood Mission, FMS and DMS held a one-day virtual workshop on rural women entrepreneurs' "candy making" on January 7<sup>th</sup>, 2022. This workshop session enlightened the audience on the candy-making business of Lakhimpur Kheri women's with the assistance of NRLM. Mrs. Guddi Kumari, Block Resource Person, Saidhari Gram Panchayat, Lakhimpur Kheri, U.P., was the session's facilitator. The workshop's conveners were Prof. (Dr.) V.K. Singh, Head & Dean, FMS; Prof. (Dr.) Bindu Arora, In-Charge of DMS; and Mr. Piyush Kumar Singh, Block Development Officer, UP Government.

गुरुकुल काँगड़ी (समविश्वविद्यालय), हरिद्वार, उत्तराखण्ड  
Gurukula Kangri (Deemed to be University), Haridwar, Uttarakhand

**WORKSHOP ON RURAL WOMEN  
ENTREPRENEURSHIP**  
-"Candy Making"

Venue:-  
Saidhari Gram  
Panchayat  
Lakhimpur  
Kheri, U.P.

**7 JANUARY, 2022**  
12 - 2 PM

Google meet code  
jqw-tovv-wtm

Organized By  
Faculty of Management Studies and Department of  
Management Studies  
In collaboration with  
National Rural Livelihood Mission

**Trainer**  
Mrs. Guddi Kumari  
Block Resource Person  
Saidhari Gram Panchayat  
Lakhimpur Kheri, U.P.

**Conveners**  
Prof. (Dr.) V.K. Singh  
Head & Dean  
FMS  
Mr. Piyush Kumar Singh  
Block Development Officer  
UP Govt.  
Prof. (Dr.) Bindu Arora  
Incharge  
DMS

**Organizing Committee**  
Dr. Poonam Painuly  
Mr. Kapil Pandey  
Mr. Vineet Pandey  
Mr. Manoj Kumar  
Mrs. Anamika Bharti  
Ms. Krishna Gupta



### Webinar on "Career Opportunities in Investment Banking"

On January 18<sup>th</sup>, 2022, FMS/DMS hosted a one-day national webinar on the topic "Career Opportunities in Investment Banking," in which Shivani Chopra, CFA (USA), Corporate Consultant and Finance Trainer, informed MBA and BBA students about the various opportunities available in the investment banking sector. The webinar's organisers were Ms. Krishna Gupta and Ms. Komal Nagar, respectively. Prof. (Dr.) V.K. Singh served as the webinar's director, while Prof. (Dr.) Bindu Arora served as the webinar's coordinator.

**Gurukula Kangri (Deemed to be university), Haridwar, Uttarakhand**

**Webinar on "Career Opportunities in Investment Banking"**

Jointly Organized by  
Faculty of Management Studies &  
Department of Management Studies

**Keynote Speaker**

**Director**  
Prof. (Dr.) V.K. Singh  
Head and Dean  
FMS/DMS

**Coordinator**  
Prof. (Dr.) Bindu Arora  
Incharge  
DMS

**Shivani Chopra**  
CFA (USA)  
Corporate Consultant &  
Finance Trainer

**Date** January 18, 2022

**Time** 3:00PM-4:00PM

**Online meeting via Google Meet**  
<https://meet.google.com/jkd-wvgv-anz>

**Organising Members**  
Ms. Krishna Gupta  
Ms. Komal Nagar

### Three Day National Workshop on "Blockchain Technology and Its Applications"

Faculty of Management Studies and Department of Management Studies, organized three day national virtual workshop on "Blockchain Technology and Its Applications" from 07<sup>th</sup> - 09<sup>th</sup> February 2022 in which eminent speakers Dr. Anshika Bansal, Dr. Dheeraj Tandon and Dr. Pulkit Agarwal shared with the participants important concepts, structure, application and future of blockchain technology in different sessions. Prof. (Dr.) V.K. Singh serves as workshop director, while Prof. (Dr.) Bindu Arora served as convener for the workshop. The organizing team members were Dr. Mithilesh Pandey, Mr. Vyomkesh Bhatt and Dr. Kapil Pandey.

### Interactive Session on "Mutual Funds"

Mr. Ajeet Singh Tomar, an expert in mutual funds, served as a speaker in a live online interactive session on mutual funds held by FMS/DMS on January 22<sup>nd</sup>, 2022. Prof. (Dr.) V.K. Singh was the director of the event, while Prof. (Dr.) Bindu Arora served as the event's coordinator. Dr. Poonam Painuly was the session's organizer.

**गुरुकुल काँगड़ी (समविश्वविद्यालय), हरिद्वार, उत्तराखण्ड**  
Gurukula Kangri (Deemed to be University), Haridwar, Uttarakhand

**LIVE INTERACTIVE SESSION ON MUTUAL FUNDS**

With  
**Mr. Ajeet Singh Tomar**

**22 January 2022**  
**At 11:00 A.M**

Organized by  
Faculty of Management Studies &  
Department of Management Studies

**Director of the Event**  
Prof. (Dr.) V. K. Singh  
Head & Dean  
FMS

**Coordinator of the Event**  
Prof. (Dr.) Bindu Arora  
Incharge  
DMS

**Organizing Member**  
Dr. Poonam Painuly

**Online via Google meet**  
Code **abg-rsra-ycz**

**Moderator- Ms. Krishna Gupta**

**गुरुकुल काँगड़ी (समविश्वविद्यालय), हरिद्वार, उत्तराखण्ड**  
(विश्व में "सम" विवेक प्राप्त करने के लिए) गुरुकुल काँगड़ी (समविश्वविद्यालय)  
Gurukula Kangri (Deemed to be University), Haridwar

**3 DAYS NATIONAL VIRTUAL WORKSHOP**  
On  
**BLOCKCHAIN TECHNOLOGY AND ITS APPLICATIONS**

Organised By: Faculty of Management Studies (FMS)  
Department of Management Studies (DMS)

**Director**  
Prof. (Dr.) V.K. Singh  
Head & Dean  
FMS

**Convener**  
Prof. (Dr.) Bindu Arora  
In-Charge  
DMS

**7 Feb - 9 Feb 2022**

**Google Meet Link:**  
<https://meet.google.com/jkd-wvgv-anz>

**11:00 A.M. - 12:00 NOON**

**Dr. Anshika Bansal**  
Associate Professor  
Department of Commerce  
PG College, Kailash

**Dr. Pulkit Agarwal**  
Head, Department of  
Commerce, Mahatma Jyoti  
Bapu University  
Rampur (U.P.)

**Dr. Dheeraj Tandon**  
Associate Prof. HOD - MCA,  
Sri Aurobindo Institute of  
Management and Technology  
(SIAMT), Gurugram



### Deliberation on Union Budget 2022-23

On 12<sup>th</sup> February 2022, Faculty of Management Studies and Department of Management Studies jointly organized an online session wherein Dr. Anshika Bansal provided vital information on different aspects of the budget for the students of MBA& BBA. Prof. (Dr.) V.K. Singh served as the director, while Prof. (Dr.) Bindu Arora served as the convener for this session. The organizing members were Dr. Amit Agarwal and Mr. Vyomkesh Bhatt.

### Financial Awareness Program

Faculty of Management Studies and Department of Management Studies organized a 5 day Financial Awareness program under CSR activity in the city of Haridwar and Dehradun from 09<sup>th</sup> February- 15<sup>th</sup> February 2022. In these program the focus was on to develop financial literacy among the students. Dr. Amit Agarwal and Ms. Krishna Gupta were the trainer for theses session. Prof. (Dr.) V.K. Singh served as the director, while Prof. (Dr.) Bindu Arora served as the coordinator for this session.

### National Women Entrepreneurship Program

On 12<sup>th</sup> February 2022, Faculty of Management Studies and Department of Management Studies organized women entrepreneurship program on "Developing Women- The Untapped Reservoir of Talent" in which keynote speaker Mrs. Pooja Dwivedi, President Raj Laxmi Self Help Group shared with the participants finest real life practices and techniques that can be adopted to become a successful entrepreneur from the view point of women in today's scenario. Prof. (Dr.) V.K. Singh served as the director, Prof. (Dr.) Bindu Arora served as the coordinator for this session and Dr. Poonam Painuly were the conveyor for the session.

गुरुकुल कांगड़ी (समविश्वविद्यालय), हरिद्वार, उत्तराखण्ड  
Gurukul Kangri (Deemed to be University), Haridwar, Uttarakhand

Faculty of Management Studies  
&  
Department of Management Studies  
Invites you to

**SHOW YOUR TALENT**

**A Cultural Ecstatic**

Send your videos before  
15.Feb.2022  
on  
culturalevent2022@gmail.com

Best 3 Performers will be  
awarded exciting prizes

Director  
Prof.(Dr.) V.K.Singh  
Head & Dean  
FMS

Coordinator  
Prof.(Dr.) Bindu Arora  
Incharge  
DMS

Organising Secretary  
Dr.Mihir Joshi  
FMS

Organising Members  
Ms.Pallavi Bhardwaj  
Ms.Krishna Gupta

### Show Your Talent: A Cultural Ecstatic

Faculty of Management Studies and Department of Management Studies organized an online event Show Your Talent: A Cultural Ecstatic in which students of FMS and DMS were invited to share their talent of singing, dancing, poetry, etc. Students had to record their acts and send the videos by 15<sup>th</sup> February 2022 to the organizing team after which the following students were identified as star performers:

- Anuja Pandey, BBA I sem.,
- Shreen Saiyed MBA I Sem.,
- Mohd. Avaish Alam MBA(BF) III Sem., and
- Anurag Chauhan BBA I Sem.

Prof. (Dr.) V.K. Singh served as the Director, Prof. (Dr.) Bindu Arora served as the coordinator and Dr. Mihir Joshi were the organizing secretary for the event.



## Alumni Talk 2022

Dr. Ashish Arya and Dr. Poonam Painuly conducted a virtual Alumni Talk on 19<sup>th</sup> February 2022 with the FMSians who shared their life journey, important lessons and above all the mantra for achieving success in the professional and personal life. Moreover, FMSians shared how the institute has made them realized the importance of social responsibility and that really changed their course of life for better.

## Drug Awareness Campaign

From March 02<sup>nd</sup> to March 07<sup>th</sup>, 2022, the Faculty of Management Studies and the Department of Management Studies collaborated to launch a 5-day drug awareness campaign in the city of Haridwar as part of their CSR activity. Ms. Aditi Gupta and Mr. Sandeep Rohal shared information regarding the urgent crisis that the country is facing in terms of drug misuse, as well as strategies for addressing the problem. Students from a variety of Haridwar-based schools and institutes took part in this event. Prof. (Dr.) V.K. Singh was the campaign director, Prof. (Dr.) Bindu Arora was the campaign coordinator, and Dr. Poonam Painuly was the campaign secretary.

## One Week Online FDP

Faculty of Management Studies and Department of Management Studies conducted one week online FDP on "Teaching and Collaborative Learning for Business Education" from 23<sup>rd</sup> March to 29<sup>th</sup> March 2022. Faculty members from various higher education institutions, colleges, and universities in India attended the FDP sessions. The session's professional speakers were invited from a variety of prestigious and esteemed organisations. Mr. Pankaj Pandey, Dr. Shubhednhu S. Shukla, Ms. Shivani Chopra, Ms. Shilpa Bhatt Bhaguna, Mr. Yogesh Pandey, and Dr. Ruchi Rayat were the speakers for the FDP. Prof. (Dr.) V.K. Singh presided over the FDP program as chairperson, Prof. (Dr.) Bindu Arora as convener, Dr. Poonam Painuly as organizing secretary, and Dr. Vivek Aggarwal as joint secretary.



## National Workshop on "Data Analysis with SPSS"

Faculty of Management Studies and Department of Management Studies organized e-workshop on Data Analysis with SPSS from 21<sup>st</sup> February - 25<sup>th</sup> February 2022 in which Dr. Shailendra Kumar Singh were the keynote speaker. The workshop was aimed at enabling the participants to use SPSS software for their research in contemporary topics of Management. The five day workshop saw a high number of participants from across the length and breadth of the country. Prof. (Dr.) V.K. Singh served as the director, Prof. (Dr.) Bindu Arora served as the coordinator and Dr. Ashish Arya were the organizing secretary for the workshop.



## Alumni: Scholars and Management Students of FMS/DMS



**Dr. Naman Sharma**  
IIFT  
Kolkata



**Dr. Jugal Kishor**  
University of Rajasthan  
Ajmer



**Dr. Sidhi Verma**  
ITS  
Ghaziabad



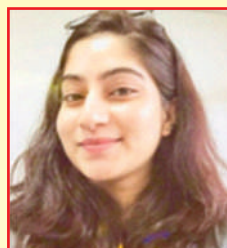
**Dr. Divya Pant**  
IILM University  
Gurgaon.



**Dr. Apoorva Bhatnagar**  
Sri Balaji University  
Pune



**Miss. Deeksha Ahuja**  
Manipal University  
Jaipur



**Miss. Sonam Gaur**  
Uttaranchal University  
Dehradun



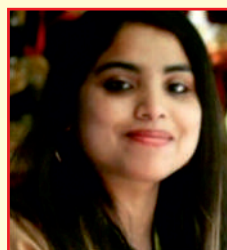
**Dr. Kirti Sharma**  
Chandigarh University  
Chandigarh



**Dr. Anshika Sharma**  
IIM, Udaipur Balicha Campus  
Udaipur



**Dr. Sagun Tyagi**  
Uttaranchal University  
Dehradun



**Dr. Nabila Anasri**  
Uttaranchal University  
Dehradun



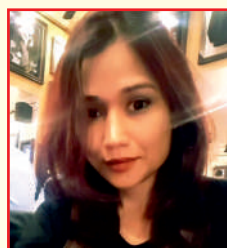
**Mr. Jitendra Pandey**  
Spice Jet Limited  
Delhi



**Mr. Surya Tyagi**  
Riva Travel and Tourism  
Dubai



**Dr. Naipal Singh**  
Punjab National Bank  
Mumbai



**Ms. Ashu Rawat**  
Azure Percept Microsoft  
USA



**Mr. Pankaj Srivastava,**  
HDFC Bank  
Chandigarh





### Partaking in Yajna

Faculty members and Non-faculty members of FMS regularly participate in the exercise of Yajna at least twice a month.

### ASHER Certificate Felicitation Ceremony



### Certificate of Appreciation

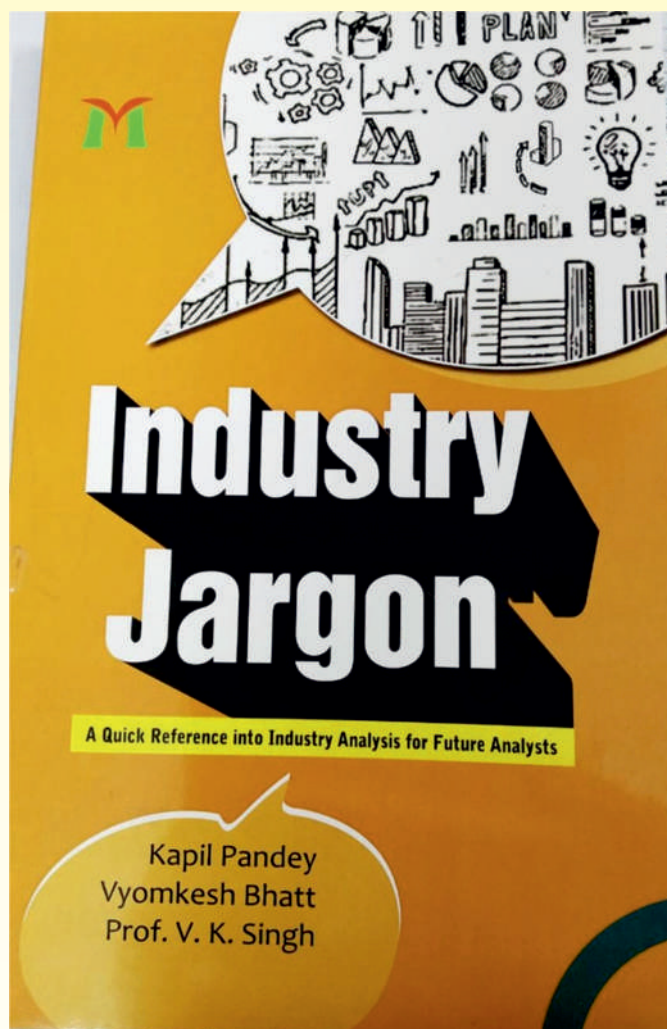
In the view of NAAC Accreditation (Cycle 3), Hon'ble Vice Chancellor Prof. Roop Kishore Shastri and Director IQAC Prof. R.C. Dubey provided Certificate of Appreciation on 26<sup>th</sup> January 2022 to the following faculty and non-faculty members for their untiring and excellent work. Awardees of the department were Prof. (Dr.) V.K. Singh, Prof. (Dr.) Pankaj Madan, Dr. Rajul Bhardwaj, Dr. Mihir Joshi, Mr. Vyomkesh Bhatt, Mr. Raj Kishore Rathore and Mr. Girish Joshi.

### Mr. Vyomkesh Bhatt received Certificate from AICTE for contribution as Primary Evaluator "Toycathon 2021"



### Book Release from FMS →

**Industry Jargon: A Quick Reference into Industry Analysis for Future Analysts by Kapil Pandey, Vyomkesh Bhatt and Prof. V.K. Singh.**



## Bon Voyage



**Dr. Vivek Aggarwal**  
1 Magnificent year at FMS



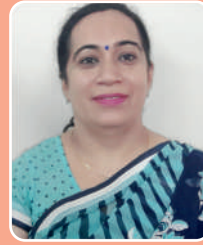
**Dr. Amit Agarwal**  
4 Glorious year's at FMS



**Dr. Mihir Joshi**  
4 Glorious year's at FMS

FMS Convey best wishes for their future endeavours.

## Welcome Aboard



**Dr. Indu Gautam**  
Area of Specialization Finance



**Dr. Ashima Garg**  
Area of Specialization HRM

## Outreach Activities

*Prof. (Dr.) Pankaj Madan with Governor of Uttarakhand Lt Gen Gurmeet Singh at NAAC Headquarters, representing Gurukula Kangri (Deemed to be University), Haridwar.*



*Mr. Kapil Pandey deliberating on Budget 2022 at SRM Business School, Lucknow*



*Dr. Sunil Kumar, Registrar, GK (DU) and Prof. V.K. Singh, Finance Officer, GK(DU) with Prof. (Dr.) Anil Sahasrabudhe, AICTE Chairman.*



*Dr. Ashish Arya was invited to deliver a lecture on Leadership at Chitakara University, Punjab.*



## Students Articles

### सड़क

मंजिल का झांसा देकर, ये सड़क मुझे सफर में लाई है  
 सफर के बाद की जीत तो बताई,  
 मगर अपनों से दूर रहने की हार, सड़क ने कहां बताई है?  
 सफर तो शुरू हो गया पर सोचा था कि वापस न मुड़ पायेंगे।  
 थोड़ा आगे जाने की चाह में, बस हम चलते ही जायेंगे।  
 थोड़ी दूर चलकर हमराही मिल गए सफर में  
 थोड़ा साथ चले कि रास्तों ने रुख अपना मोड़ दिया  
 फिर हमराही ने साथ अपना छोड़ दिया।  
 ऐ सड़क कहीं तो तेरा विराम होगा  
 एक दिन सड़क की आवाज आई कानों में  
 क्यों दूँढता है मंजिल को, सफर का आनंद लेता जा  
 हमराही तो आने जाने हैं, तू अकेला चलता जा  
 दर-दर भटका मंजिल के लिए पर आना तो वापस घर ही था  
 आखिरकार सड़क ही मुझे बतायेगी।

**Nitish**  
 MBA 1<sup>st</sup> sem  
 FMS, GK(DU)

### GBR Vol. 17 & Manthan Vol. 33 Issue 20 Launch

*The Gurukul Business Review (GBR) Vol. 17 and Manthan Vol. 33 Issue 20 were released by The Hon'ble Chancellor Dr. Satya Pal Singh, The Hon'ble Vice Chancellor Prof. (Dr.) Roop Kishore Shastri, and Prof. (Dr.) V.K. Singh, Head and Dean FMS and Finance Officer, GK (DU).*



### The Art of Humanity Blooms Within You

*There is a beautiful house of twinkling lights,  
 In which the love grooms as kindling knights,  
 Following the path of wisdom and soul,  
 Giving space for flower power,  
 Having a penchant for Ambrosia's bowl,  
 Celebrating each drop of the divine shower,  
 Cherishing the moments of Fika every day,  
 Choosing the path of seeds as one's say,  
 A seed that adores the art of care,  
 Which lightens up the sight, the moment you dare,  
 You dare to choose the seed of love,  
 The love you seek in nature's voice,  
 The same you find in a big cwtch,  
 The one which is diffused in parental joiice,  
 The art which is blessed in humane touch,  
 It's the same that a philanthropist carries,  
 A passion that emerges, when one marries,  
 The same which saints enlightens as an Agape love,  
 The art which even persuades in a leader's dove,  
 Arts of al the artists, Songs of al the singers,  
 Words used by al the writers,  
 Each instrument and every guide,  
 Different languages, different cultures,  
 Wants to spread a seed worldwide,  
 A seed of love and humanity,  
 That exists in each one of our inner guides,  
 Listen to the voice of that inner guide,  
 Whose sole aim is to feel that blooming pride.  
 Listen to it, nurture it and let it shine like a rainbow,  
 Which gives happiness and peace to others.  
 A seed of love.  
 The art of humanity Blooms within you.  
 Listen to it, It is within you.*

**Nandinee Sharma**  
 MBA 3<sup>rd</sup> Sem  
 DMS, GK(DU)

### Comptes Rendus

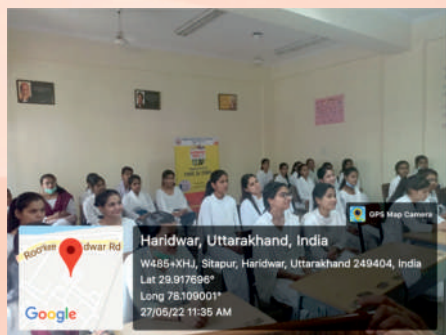
The first issue of Manthan was published in the year 2004, with the express purpose of giving regular information on activities, research, and extra-curricular activities undertaken at FMS and DMS. A unique ISSN number was granted to Manthan in the year 2007. Manthan has also acted as a platform for scholars and students to contribute articles and points of view in the newsletter. Today, Manthan has finished 18 years of continuous publication with great accomplishment. The whole fraternity would like to express their gratitude to all of the readers, authors, and advisers who have assisted in the publication of each issue.

**Editor in Chief** - Prof. (Dr.) V.K. Singh

**Editor** - Mr. Vyomkesh Bhatt.



## Department of Management Studies, Kanya Gurukul Campus, GK(DU), Haridwar

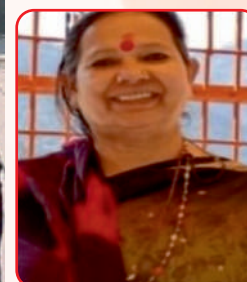


The Department of Management Studies (DMS) at GK(DU) Haridwar was established in the year 1996 for girls.. DMS is at present running two full - time Post Graduate programmes - MBA and MBA (Business Economics) and an Under Graduate Course, BBA (Bachelor of Business Administration) with an aim to nurture and develop management professionals. The curriculum of the courses is industry driven and prepare students for the everchanging business environment. The focus is not only to get placements in renowned corporate houses but also to develop a spirit of entrepreneurship in view of India's economic vision of Atmanirbhar Bharat. Management Programs help students develop the skills required to excel as business executives, such as the ability to quickly and

accurately analyse large amounts of information. These programs also teach students how to inspire and motivate people and command respect, skills that are vital for teamwork and tackle ambitious business projects.

DMS provides its students quality education with best of infrastructure facilities equipped with latest technology. The objective of the department is to impart quality education and state of art training to the students, exposing them to the current and developing areas of business management and corporate environment. The department has state of art facilities and a highly dedicated, multi disciplinary and committed faculty. The students who graduated from DMS, GK(DU) are working in prestigious corporate houses like Amanzi Technologies Private limited, Godrej & Boyce Mfg. Co Ltd, Advant Techservices India Private Ltd., HDFC Bank, Axis Bank, ICICI Bank to name a few and growing in their careers exponentially. DMS is one of the esteemed teaching and research institutions providing value based quality education to enable the students equip themselves to respond to the changing requirements of the industry in context of Indian ethos. DMS has an excellent intellectual wealth in the form of experienced faculty members with wide array of specialisation in industry and academics.

The strong industry academia bond of the department and the rich experience of its faculty members creates an excellent learning platform for academics as well as personality development. The department is run by competent faculty imbining the best of dedication and discipline. DMS is not a final destination but a transformative experience that help students make impact for years to come.



**Team DMS (From left to right): Dr. Ashmia Garg, Prof. Surekha Rana, Prof. Bindu Arora, Dr. Indu Gautam, Dr. Poonam Painuly**



