



RSET's

**Durgadevi Saraf**  
**institute of management studies**

**WE CREATE LEADERS**

# PROSPECTUS

## 2020 - 2022



# PGDM

(Two-Year full-time Program Approved by AICTE)

“

A strong, positive self-image is the best possible preparation for success."

”

-Joyce Brothers





## MAIN DONOR'S MESSAGE

Shri Mahavirprasad G. Saraf  
Founder and Managing Trustee,  
Kirandevi Saraf Trust

Dear Student,

At the outset, let me welcome you to Durgadevi Saraf Institute of Management Studies!

It gives me immense pleasure to watch the Institute growing over the years with dynamism unique to itself, in line with the vision and mission of Rajasthani Sammelan Education Trust (RSET). I am very happy to share that Durgadevi Saraf Institute of Management Studies (DSIMS) has been ranked the 7th Best B-School amongst privately managed B-Schools in Mumbai as per TimesB-School ranking 2019.

The essence of business today is to understand the rapidly changing global as well as domestic business environment. DSIMS imbibes this spirit in itself and also disseminates the same thinking to its students for preparing them to meet these challenges. DSIMS offers Two years full-time MMS program approved by University of Mumbai & AICTE & Two years full time Post Graduate Diploma in Management (PGDM) approved by AICTE. Our PGDM program with specializations in Finance, Marketing, Operations and HR goes beyond the scope of Management Education and aims to gear-up students to compete with the best in the industry. The institute also offers short term autonomous week-end course of Executive Program in Management & also plans to start many autonomous short term courses relevant to today's business scenario.

The progressive educational values and skills imparted by the institute include international collaboration with reputed foreign universities. For the past three years, our PGDM students have been visiting Ottawa University, Kansas, USA under Study Abroad Program of PGDM to undergo two courses offered by them for a period ranging between 4 to 8 weeks. During 2019 all the 2nd year students of PGDM

program also visited Germany, Switzerland and France as a part of their International Immersion.

The PGDM program of DSIMS provides a complete revamp of the traditional curriculum by introducing application based syllabus to develop the contemporary skills in demand in consultation with the industry expert to make students' job ready. The qualitative grooming at the institute ensures holistic development of each and every student to gear them up. It is my sincere wish that Durgadevi Saraf Institute of Management Studies be ranked as one of the top management institutions in the years to come.

Our family extends continued support to DSIMS and wishes the institute best of luck in living up to its motto...

**"We Create Leaders".**

“

**An investment in  
knowledge**

**pays the best  
interest.**

**- Benjamin Franklin**

”

# Vision, Mission & Goals



## Vision

To be one of the preferred B- Schools in India by developing socially sensitive business professionals with global mindset.

## Mission

- To create a culture for academic excellence
- To emphasize on social sensitivity
- To inculcate global mindset amongst students

## Our Enduring Goals

At DSIMS, we believe that investment in a sincere and dedicated team provides impetus to us for creating a new paradigm of professional management education. This facilitation process will be enhanced by unique styles of delivery and wide-ranging support material. Our advanced, robust and world-class infrastructure further encourages the process of sculpting fresh ideas that will mould young minds in these times of immense competition.

DSIMS is named in the loving memory of Late Smt. Durgadevi Saraf, mother of main donor, Mahavirprasad G Saraf.



## CHAIRMAN'S MESSAGE

Shri Ashok M. Saraf  
Chairman, Management Council - DSIMS  
President - RSET

Dear Student!

Welcome to the campus of Durgadevi Saraf Institute of Management Studies.

We are delighted that you have decided to be a part of our academic journey. We strive to provide an enriching and holistic learning experience at DSIMS for which we have created a state-of-the-art infrastructure that will facilitate excellent teaching-learning experience and also encourage research. While the academic resources and infrastructure facilitates the learning process, having a resourceful team of faculty is required to impart right skill sets to be a successful manager. Our team comprises of members who possess vast experience in the field of management education, passionate and dedicated and are engaged in lifelong learning supported by efficient administrative staff. We, at DSIMS, believe in providing students with quality education that will drive them to foster leadership towards sensitized and inclusive development. Durgadevi Saraf Institute of Management Studies (DSIMS) is running Two years full-time Master in Management Studies (MMS) approved by University of Mumbai & AICTE & Two years full time Post Graduate Diploma in Management (PGDM) approved by AICTE. We are also running short term autonomous week-end course of Executive Program in Management. Our PGDM program with different specializations is being imparted with an aim to cater to the current and future needs of Multinationals and Indian companies operating in the international arena.

To create global connect in students; we have tied-up with many prestigious foreign universities for student & faculty exchange programs. Our institute has signed MOUs with Frankfurt School of Finance and Management, Frankfurt, Germany for academic collaboration and many other

institutes in Europe and USA. DSIMS has also been sending PGDM students to Ottawa University, Kansas, USA for the past three years under Study Abroad Program for a period ranging between 4 to 8 weeks to undergo two courses there. I am happy to share that the students of Ottawa University also visited our institute during January 2019 under students exchange program for 10 days. During September 2019, all the PGDM students of DSIMS visited Germany, Switzerland and France as a part of their study tour abroad.

I firmly believe that the academic endeavors of the faculty coupled with various co-curricular, extra-curricular & outreach programs will definitely help to enrich you professionally as well as will inculcate ethical values. On behalf of DSIMS I wish you luck for an enriching and successful 2 years journey towards completing your management program.



**Education is a  
progressive  
discovery of  
our own ignorance.**

**- Will Durant**





## DIRECTOR'S MESSAGE

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Dr. C Babu  
Durgadevi Saraf Institute of  
Management Studies

Dear Leaders,

Let me compliment you for choosing DSIMS as your preferred destination. You will surely benefit from the 70 years of legacy our institute carries in serving humanity by spreading quality education among hundreds of thousands of students.

DSIMS, an offshoot of the Rajasthani Sammelan Education Trust, has carved a niche in the pursuit of world-class management education in India. Having earned the distinction of being among the top 10 B-schools in Mumbai, our glorious nine-year journey has seen us achieve numerous milestones. We have a holistic approach to management education, with a special emphasis on human values and ethics. Our carefully-designed curriculum is delivered to suit the dynamic requirements of business today.

At DSIMS, students learn through several innovative programs and practices. Our professors have painstakingly created various centers of excellence like the 'DSIMS Leadership Development Centre' and the 'DSIMS Case Study Centre', programs like 'Leaders in Management', and variety of student forums and clubs in various disciplines such as Marketing, Human Resources, Finance and Operations for conducting various learning activities.

The pedagogy at DSIMS is another notable differentiator. Each professor, through personal mentoring and coaching, ensures that students approach their subjects with deep analytical insight and with great hunger for curiosity. Faculty members invest considerable time on each and every student, within and outside the classrooms, creating long-lasting associations that often transcend the duration

of the programs.

Innovation in teaching is an ongoing process at DSIMS. Students learn contemporary management practices through our well-placed associations with top-notch international Business schools. They are regularly exposed to many international professors and have opportunities to interact with students the world over through student-faculty exchange programs.

Thoughtful initiatives have helped adhere to our single motto of creating leaders who become a successful asset to the Family, the Society and the Nation.

What is Success?

"To laugh often and much; To win the respect of intelligent people and the affection of children; To earn the appreciation of honest critics and endure the betrayal of false friends; To appreciate beauty, to find the best in others; To leave the world a bit better, whether by a healthy child, a garden patch, or a redeemed social condition; To know even one life has breathed easier because you have lived. This is to have succeeded"

-Ralph Waldo Emerson

DSIMS lives closest to Emerson's famous quote than most. The leaders we create display balanced emotions, have the wherewithal to make a significant contribution to the world, and usher meaning into the life of those around them.

Welcome to DSIMS. Welcome to success!

# About DSIMS

DSIMS is all set to welcome another fruitful academic year in its stride. The initial years witnessed tremendous success, coupled with admiration from reputed industry and renowned academic community. We are proud to lay a strong foundation with a robust curriculum, where we lay emphasis on the overall development of our budding leaders. The different curricular emphasis is designed to match their learning abilities and interests. At DSIMS we strongly believe in the philosophy of "KAIZEN" or continuous improvement. This is evident in our continuous endeavors to elevate our benchmarks year on year and to compete with the best.

We ensure to make learning more enjoyable and meaningful for students, while developing the desired skills and values that will put them in good stead for the future. These include placing greater emphasis on non-academic program within the curriculum, such as Entrepreneurial Cell "E-cell", Leader-in-Making, Thought Leadership Forum, Experiential Learning, International and Rural Immersions etc. Our induction / orientation program is designed to educate and provide opportunities for graduates to transform themselves to postgraduate students.

DSIMS is promoted by the esteemed members of the distinguished Rajasthani Sammelan Education Trust, renowned for its contribution in the field of education in India. We aim to follow a consultative style of management which encourages participation in the development of the institute. The Board of Governors is committed to developing an institution of quality and integrity. To this end, it has established an independent Management Council comprising of eminent educationists, administrators and achievers from different walks of life. The Management Council brings to the institute, its expertise in administration, technology-aided learning and education management.



## Durgadevi Saraf institute of management studies



# About Rajasthani Sammelan Education Trust (RSET)

**Rajasthani Sammelan Education Trust (RSET)**, a registered public charitable trust was established in the year 1948 at Malad, Mumbai. With an aim to promote various educational, charitable and social activities, the trust has pioneered in providing educational opportunities to various sections of society. During the last seven decades the trust has played a very vital role in promoting and providing better education from primary to post graduation in the fields of Commerce, Management, Information Technology and Media Studies. Apart from its educational pursuits, Rajasthani Sammelan Education Trust also caters to the social and humanitarian needs of the society.

Rajasthani Sammelan Education Trust had started its educational activities for girls, but in due course of time, it has opened its doors to boys as well. At present more than 16,000 students are receiving education in various educational institutions run by the Trust. Thousands of students beyond the boundaries of the campus are enrolled with Kunjibihari S. Goyal Online Academy (GOLD).

#### **The Educational Institutions owned and run by Rajasthani Sammelan Education Trust are:**

- Kudilal Govindram Seksaria Sarvodaya School
- Kudilal Govindram Seksaria English School
- Ramniwas Bajaj English High School
- Mainadevi Bajaj International School
- Mainadevi Bajaj International Play school.
- Durgadevi Saraf Junior College
- Ghanshyamdas Saraf College of Arts & Commerce
- Kirandevi Saraf Institute of Complete Learning
- Durgadevi Saraf Institute of Management Studies
- Deviprasad Goenka Management College of Media Studies
- Ladhidevi Ramdhar Maheshwari Night College Of Commerce
- Kunjibihari S. Goyal Online Academy

#### **Other organizations owned and managed by Rajasthani Sammelan includes:**

- Draupadidevi Sanwormal Women's Hostel
- Ramdhar Maheshwari Career Counseling Centre
- Provinchandra D. Shah Sports Academy
- Jankidevi Bilasrai Bubna Boys' Hostel

#### **Rajasthani Sammelan Education Trust is also providing many other facilities in its educational campus that include:**

Dhurmaj Bajaj Bhavan (Community Hall), Durgadevi Saraf Hall, IT Hub, Food Court, Ramnarayan Saraf Educational Outlet, RS CA Study Centre, IRB Endowment Scholarship



Fund, Vijay Pal Singh Health Centre, Kirandevi Saraf Library and Reading Room, BKT Endowment Freeship Fund, Janakidevi Bilasrai Bubna Endowment Freeship Fund and Lalchand Dalmia Golf Cart.

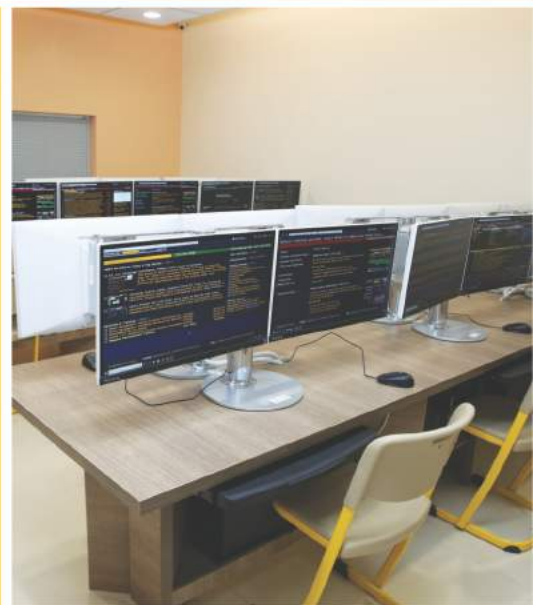
The Trust is providing financial assistance to needy persons for medical treatment through Trivenidevi Deora Chikitsa Sahayta Kosh. Scholarships are also provided to needy students to complete their education.

Rajasthani Sammelan Education Trust has completed a mega project of renovation and revamp of its premises by construction of a twelve storied building in its educational campus in which presently Durgadevi Saraf Institute of Management Studies, Mainadevi Bajaj International School, Kudilal Govindram Seksaria Sarvodaya School and Kudilal Govindram Seksaria English School are housed with all state of art facilities. On the 11th and 12th floors of the building, Draupadidevi Sanwormal Women's Hostel is located with all best possible amenities. The Trust has also constructed a new building with all latest amenities for Ramniwas Bajaj English High School and Deviprasad Goenka Management College of Media Studies. The Trust has also started Jankidevi Bilasrai Bubna Boys' Hostel near RSET campus. Rajasthani Sammelan Education Trust has been granted Hindi Speaking Linguistic Minority Status by Government of Maharashtra.





# Glimpses of facilities @ RSET



# Governing Council as per AICTE norms 2017-2022

<b>Composition of the Committee</b>	<b>Names</b>
Chairman nominated by the Trust	Shri Ashok M. Saraf
	Shri Kailash Kejriwal
	Shri Nandkishore Gupta
Members nominated by the Trust	Shri Jairaj Thacker
	Shri Samir Choksi
	Dr. C. Babu
Principal / Director Member - Secretary	Dr. Ajeet Singh
Nominee of the AICTE - Regional Officer	Dr. Dinesh Harsolekar
An Industrialist/Technologist/Educationist from the Region to be nominated by the concerned Regional Committee as nominee of the Council out of the panel approved by the Chairman of the Council.	Prin. S. G. Chitale
Nominee of the Affiliating Body	Dr. Abhay Wagh-Director
Nominee of the State Government (DTE)	Nomination awaited (letter sent to Government)
An Industrialist/ Technologist/ Educationist from the Region nominated by the State Government	Dr. Sharad Kumar
Two teachers elected by teachers of the institution	Dr. Beena Prakash
	Shri Vinod Agarwalla
Additional Members nominated by the Trust	Smt. Archita Rajpuria
	Shri Banwarilal Jhunjhunwala
	Shri Suresh Pansari
	Shri Madhusudan Maheshwari
	Shri Sunil Kabra
Educationist from the region nominated by the Trust	Dr. Sunanda Kar



# Board of Studies

## FINANCE

Name	Designation	Organization
Mr. Ajay Bordia	Partner	Positron Consulting Services
Mr. Raj Benahalkar	Chief Risk Officer	National Commodity & Derivative Exchange
Mr. Parimal Sheth	Director	J R Laddha Financial Services Pvt Ltd
Mr. E. N. Venkat	Partner	Aavishkar Frontier Fund
Dr. Dipali Krishnakumar	HoD-Finance	Symbiosis-Pune
Dr. M. Venkateshwarlu	Professor, Accounting and Finance Area	NITIE
Mr. Sameer Gaud	AVP	Edelweiss Financial Services
Dr. Brinda Jagirdar	Retd. General Manager & Chief Economist	State Bank of India
Mr. Amit Mehra	Partner	Unicorn India Ventures

## HR

Name	Designation	Organization
Mr. Sanjay Chaturvedi	Business Partner-Global Operations	Sun Pharma
Dr. V .V. Gavraskar	Professor	Institute of Banking Personnel Selection
Dr. Preeti S. Rawat	Professor OB/HR & Editor-Business Perspectives and Research	K.J. Somaiya Institute of Management Studies and Research
Dr. Samta Jain	General Manager HR	Team Global Logistics Pvt. Ltd
Mr. Neeraj Agrawal	VP - Corporate HR	J M Baxi & Co.


## MARKETING

Name	Designation	Organization
Mr. Manoj Paul	President & COO	GPS Global Systems Inc.
Dr. Ranjan Chaudhuri	Associate Professor, Marketing	NITIE
Mr. Nishith Bhandarkar	Head - Marketing & Brand Service	Media Nexxt Inc.
Mr. Deepan Bhatt	GM-Sales	Polyset Plastic Private Limited
Dr. Mohan B. Rao	Associate Dean	IES Management College and Research Centre
Mr. Cajetan Dsouza	Consultant, Director Sales	SuperMac Industries

## OPERATIONS

Name	Designation	Organization
Mr. Arif Siddiqui	Founder Director	Coign Consulting
Mr. Harish Chatterjee	Vice President	Raymonds
Dr. Gita Kumta	Former Head IT Dept	NMIMS
Mr. K. V. Subrahmanyam	Ex - Exec. Currently, self-employed business consultant	VP, Value Labs
Dr. Sachin Kamble	Associate Professor	NITIE

# PGDM Admission

Course:	Duration:	Intake:	Institute type:	Fees:
Post Graduate Diploma in Management (Approved by AICTE, recognized by DTE and Govt. of Maharashtra)	Two years full time.	120 seats	Private / Unaided. Hindi Linguistic Minority	Rs. 3,62,500/- fees per year plus Library Deposit of Rs. 5,000 (Refundable).
				

Payment of fees should be made in digital format (NEFT/RTGS) directly into the

Bank of Baroda, Sunder Nagar Branch, Mumbai 400 064. Account No: 35020100005207, IFSC Code: BARBOSUNGOR (fifth letter is numerical zero) in favour of "RS-DSIMS", within 10 days from the date of admission letter.

## ELIGIBILITY CRITERIA

Basic Qualification:

- The candidate should be an Indian National.
- Passed minimum three years duration Bachelor's Degree awarded by any of the Universities recognized by University Grants Commission or Association of Indian Universities in any discipline with at least 50% marks in aggregate or Equivalent.
- Obtained non-zero score at any one of the following entrance examinations required for admission in the concerned Academic Year; MH-CET, CAT, ATMA, GMAT, MAT, CMAT, CET, XAT. Any other (as per the AICTE norms for minority colleges).

## APPLICATION PROCESS:

- The Application Form for PGDM is available online on the institute's website: [www.dsims.org.in](http://www.dsims.org.in)
- The student needs to fill & submit the form online and pay application form fees of Rs. 2,000 through online payment mode.
- Submit a printout of the downloaded PDF application form along with the Entrance Score Card and Graduation Mark sheet, (if appearing, submit last semester mark sheet) within two days from the date of submission of online form.
- Only on receipt of the form and application fees, one would be considered for GD/PI.
- Submission of online admission form does not guarantee an admission to the PGDM Programme.

## ADMISSION CRITERIA:

- Admission to the programme is based on Admission Test, Group Discussion, Personal Interview, Past academic performance and participation at sports, and other cultural events at inter-collegiate, inter-state, national and international level.
- The Institute will prepare a merit list based on the percentile of marks at the admission test and short list candidates for the next stage of selection process (i.e Group Discussion and Personal Interview).
- Weightage for the various components for admission are as follows:

Component	Weightage
Score in Common Entrance Test	50%
Group Discussion	15%
Personal Interview	15%
Academic Performance	10%
Sports, Extra-Curricular Activities, Academic Diversity & Gender Diversity	10%



- The Institute will prepare a merit list based on the total score at admission criteria.
- The selected candidates will be communicated through their registered email address.

# PGDM Admission

## MERIT SCHOLARSHIP:

### **Category A+ : Scholarship Amount: Rs. 1 lakh per year:**

Students who have scored 85 percentile & above in CAT/XAT/GMAT (GMAT score above 700 ) and have secured 70% and above in their graduation examination

OR

Students who have scored 90 percentile & above in MH-CET/ CMAT and have secured 70% and above in their graduation examination

### **Category A1 : Scholarship Amount: Rs. 75,000/- per year:**

Students who have scored 75 percentile & above in CAT/XAT/GMAT (GMAT score above 650) and have secured 65% and above in their graduation examination

OR

Students who have scored 80 percentile & above in MH-CET/ CMAT and have secured 65% and above in their graduation examination

OR

Students who have scored 95 percentile & above in MAT/ATMA and have secured 65% and above in their graduation examination

### **Category A2: Scholarship Amount: Rs. 50,000/- per year:**

Students who have scored 70 percentile & above in CAT/XAT/GMAT (GMAT score above 600) and have secured 60% and above in their graduation examination

OR

Students who have scored 75 percentile & above in MH-CET/CMAT and have secured 65% and above in their graduation examination

OR

Students who have scored 90 percentile & above in MAT/ATMA and have secured 60% and above in their graduation examination .

## REFUND OF FEES

In the event of a student withdrawing before the starting of the Course, the entire fee collected from the student, after a deduction of the processing fee of not more than 1000/- (Rupees One Thousand only) will be refunded by the Institution. In case, if a student leaves after joining the Course and if the vacated seat is consequently filled by another student by the last date of admission, the Institution will refund the fee collected after a deduction of the processing fee of not more than 1000/- (Rupees One Thousand only) and proportionate deductions of monthly fee where applicable. The last date for withdrawal of PGDM admission for the purpose of refund of fees shall be 25th July of every year. In case the vacated seat is not filled, the Institution will refund the security deposit only.

**Note:** The selected candidates will have to observe the "Code of Conduct" as defined by AICTE, DTE and the Institute. A copy of the "Honor Code" of the Institute will be given to the student at the time of admission, which contains details regarding Anti Ragging and other aspects of discipline. The student will need to return the "Honor Code" to the institute duly signed by him / her.

### **Prohibition of Ragging**

Institute shall take all necessary and required measures, including but not limited to the provisions of these regulations to achieve the objectives of eliminating ragging within the institution or outside (Refer UGC Regulations on curbing the menace of ragging in Higher Educational Institutions, 2009)

# CURRICULUM

Conventional MBA offering traditional courses fall short of the expectations of the industry. In a globalized world, where enterprises span continents and markets keep evolving, the MBA curriculum too has to change. The PGDM at DSIMS reflects this paradigm shift in the board room expectation. The Post Graduate Diploma in Management (PGDM), though named conventionally, offers specializations that are reflective of the new management ethos. Students at DSIMS will get to specialize in four unique streams that are the cornerstone of modern enterprises. It equips the students to become business leaders who can act wisely and forcefully in a hyper competitive interlinked business ecosystem.

The PGDM is an All India Council for Technical Education (AICTE) approved two-year full-time program. The program is spread across six trimesters over two years.

The first and second trimester are common for all the students, the students can choose any one out of the four customized specialization domains offered from third trimester onwards, namely:

- Financial Management (Financial Markets)
- Human Resource Management (Organizational Psychology and Human Resource Management)
- Marketing Management (Marketing and Communications)
- Operations Management (Logistics & Supply Chain Management)

## First Year Courses (Subject List) Trimester I

Fundamentals of Management  
Financial Accounting & Reporting  
Marketing Management  
Business Communication  
Organisational Behaviour  
Operations Management-I  
Managerial (Micro) Economics  
Quantitative Techniques

## Trimester II

Human Resources Management  
Corporate Finance  
Operations Management-II  
Entrepreneurship  
Indian Economy & Policy  
Corporate Law  
Negotiation & Selling Skills  
Rural Immersion (Only Grades will be assigned)

## Trimester III

Business Research Methods	Core
Project Management	Core
Indian Ethos and Business Ethics	Core
Analysis of Financial Statements	Finance
Financial Markets, Products & Institutions	Finance
Financial Planning & Wealth Management	Finance
Credit Markets	Finance
Learning & Development	HR
Human Resource Policy, Practices & Audit	HR
Performance Management System	HR
Talent Acquisition & Management	HR
Retail Management	Marketing
Consumer Behaviour	Marketing
Sales Management & Distribution	Marketing
Rural Marketing	Marketing
Transportation & Warehousing	Operations
Business Forecasting & Demand Planning	Operations
Total Quality Management & Lean Six Sigma	Operations
E-Commerce & Retail	Operations



# CURRICULUM

## Second Year Courses Trimester IV

### Core Courses

Summer Internship Program  
Corporate Strategy  
Corporate Governance

### Specialization Courses

Equity Research  
Derivatives & Risk Management  
Multi Asset Portfolio Management  
Mergers, Acquisitions & Corporate Restructuring  
Corporate Valuation

Total Rewards at Work  
IR & Labor Welfare  
Competency & Assessment Centers  
Organisation Design & Culture  
International HRM

Product & Brand Management  
Integrated Marketing Communications  
Advanced Sales Management  
Digital & Social Media Marketing  
Services Marketing

Operations Planning & Control  
Technology Management  
Supply Chain & Logistics Management  
Operations Research Applications  
Sourcing Management

Finance  
Finance  
Finance  
Finance  
Finance

HR  
HR  
HR  
HR  
HR

Marketing  
Marketing  
Marketing  
Marketing  
Marketing

Operations  
Operations  
Operations  
Operations  
Operations



# CURRICULUM

## Second Year Courses Trimester V

### Core Courses

International Business  
Leadership & Team Dynamics at Work  
CSR & Environmental Sustainability  
International Immersion (Only Grades will be assigned)

### Specialization Courses

Financial Analytics	Finance
Financial Regulation & Compliance	Finance
Private Equity & Venture Capital	Finance
FinTech	Finance
Financial Inclusion	Finance

Labour Legislation	HR
Psychometric Testing	HR
Employee Engagement	HR
HR Analytics	HR
Organizational Change & Development	HR

Marketing Analytics	Marketing
Customer Relationship Management	Marketing
B2B Marketing	Marketing
Emerging Trends in Marketing	Marketing

Infrastructure & Facility Management	Operations
Operations Analytics	Operations
Best Practices & Innovations in Operations	Operations
Enterprise Systems	Operations

## Second Year Courses Trimester VI

### Core Courses

LIM (Leaders In Making)-Only Grades will be assigned  
Capstone  
Workshops (Each student is required to opt for 2 workshops of 1.5 credits each of 15 hours)

### Specialization Courses

Behavioral Finance	Finance
Financial Risk Management	Finance
Strategic HRM	HR
Positive Psychology & Employee Well Being	HR
Strategic Marketing	Marketing
Green Supply Chains	Operations



Investment Strategies



Infrastructure Management



Instructional Design



HR Compliance



Digital Marketing



Advertising Management



Supply Chain Analytics



Block Chain Technology

\*LIM Activities are conducted during the entire program. Grade is incorporated in VI Trimester.

**Please note:** Some of the courses may be changed for 2020-22 on the basis of decisions of the Academic Council. The latest list of courses will be provided at the time of admission.





# What We Do Differently

@ DSIMS



The world has changed over a period of time and along with this the needs of the industry and the expectations about managers have also undergone a sea change. But management education has not progressed much beyond where it all began. The result is that the Industry believes "management graduates are not employable from day one". The industry demands management graduates who can be productive from day one, who have a global outlook but a local mindset and whose education is relevant for these turbulent times.

To meet the requirement of the Industry and to keep the sanctity of the class room learning, DSIMS has developed a series of unique interventions - a unique, blended pedagogy which aims to produce a day one, job ready managers.

We would classify our innovations into two broad categories:

1. Innovations in class room pedagogy 2. Innovations beyond class room initiatives

### Leader in Making (LiM)

DSIMS has designed a set of beyond classroom initiatives - branded as "Leader in Making" (LiM) that will inspire, test and challenge the ideas, knowledge and concepts of modern management.

These interventions aggregate theory, practice and experience into a powerful course that will form the foundation of student's future as a global manager.

Apart from imparting education to the students, we also pay special attention to inculcate human values and grooming students for bright career. Our Institute continuously strives to develop students to realize their latent potential while acquiring professional knowledge. We provide the students with career guidance and conduct courses on personality, communication and other such skills. These courses focus on enhancing students' personality and on preparing them for their future careers for enhancing their employability.

#### Aims and Objectives of LiM Program:

- To assess students' strength and weaknesses to obtain not only generic but need based interventions.
- To improve students' employability quotient by giving them an edge; by providing skills and work related learning.
- To help students realize their potential.
- To enable them with new knowledge; and empower them to gather a broader perspective and greater confidence.
- To guide students for a critical transition into a position of greater responsibility.
- To help in increasing students' overall effectiveness and reduce their learning curve.

#### Nonpareil Pedagogy

We have nurtured one of the best learning environments at DSIMS. The learning process at DSIMS begins before the students enter the learning rooms and continues far beyond the institute. The rigorous yet flexible process focuses on combining clarity on the core concepts with the constraints of execution in a dynamic, globalized environment. The learning process includes experiential learning, workshops, case analysis, role plays, presentations, debates and discussions. The effort is supplemented by our "Corporate to Campus" effort where select Industry leaders are invited to interact with the students. As a student of DSIMS, you will get a chance to interact with some of the best minds of the Indian Industry.

#### Business News Analysis (BNA)

To improve your reading and analytic skills of students and help them remain contemporary and relevant, DSIMS conducts "Business News Analysis" sessions, where they follow the significant news and developments on sectors of their choice and share their readings and understanding with their peers. The sessions are moderated by faculty members who further add to the perspective.

#### Business Immersion

Business Immersion makes students examine, analyze and evaluate complex process that challenges managers along the business cycle.

The program begins with the students doing a thorough, structured analysis of the major sectors of the Economy. Periodically, the students will present their understanding of the sectors to a panel of faculty and Industry leaders from the concerned sectors. The panel will guide the students and ensure that the learnings are maximized.

After the industry analysis, the students deep dive into the sector of their choice. In this process, the students get familiar with the regulatory guidelines, current industry best practices and emerging next practices. This will be done through both industry visits as well as interaction with a wide range of experts. On completion of this exercise, the students identify their role within the sector and study the pre requisites of

excelling in the role. This includes close interaction with a few role models from the sector. The students learn the processes and rules that govern the operations of the chosen role, the skills and knowledge needed to excel.

#### Analytical and Critical Thinking - ACT

We have developed the ACT to help our students develop their ability to weigh alternatives, make decisions and evaluate seemingly contradictory facts. ACT is anchored in the necessity to inculcate the art of critically analyzing any issue and developing cogent and powerful arguments for and against any broad, multi discipli-nary issues that face the nation, the society or the corporate.

#### This exercise aims to develop the following in our students:

- Analytical writing skills
- Strategic planning and data acquisition
- Creative thinking
- Asking the right questions
- Logical reasoning

#### Broad based reading

The distinctive feature of our curriculum is the wider reading that the students have to do to prepare for the class - including the use of news paper, magazine articles, thought leadership pieces from journals and blogs in the class room to drive learning.

#### Thought Leadership Forum (TLF)

Great leaders are not born, but made. In keeping with this adage, students read, listen to and interact with leaders from the corporate world, who are invited to the campus to share their experiences of practicing leadership and achieving excellence in diverse domains.

#### Meet the Celebrity

This intervention aims at bringing accomplished writers and known personalities to the campus. Students get an opportunity to interact with these high achievers and learn during this process.

#### Entrepreneurship Development Cell (E-Cell)

The Entrepreneurship Development Cell of DSIMS was set up in 2015. To promote entrepreneurship among the DSIMS students and create an environment conducive for entrepreneurial activities.

The students get exposure to various professional courses like Student Entrepreneurship Development programme wherein professional experts help the students to make business plan and carry their ideas forward in the market. Because of such initiatives students become more confident in expressing their ideas and learn the talent of thinking out of the box.

#### Bringing Industry to classroom

At DSIMS we ensure to organize guests sessions in each subject under the academic curriculum. These guest sessions are conducted by seasoned industry practitioners and are embedded into the regular lecture schedule. This sessions help the students relate the classroom learning to industry applications.

#### International Academic -Interface

- DSIMS and ESSCA (Ecole Supérieure des Sciences Commerciales d'Angers), France signed a Memorandum of

Agreement (MOA) in 2015, crafting an agreement for

- academic collaboration including student exchange, faculty exchange and collaborative research.
- DSIMS and Northumbria University, England signed a Memorandum of Understanding (MOU) on 07-May-2015, crafting an agreement for academic collaboration. The MOU broadly encompasses exchange of scholarly ideas/expertise and research; the support of specific discipline interaction; the development of programmes to include student exchange; and advanced entry from one institution to the other where the students are appropriately qualified.
- DSIMS and University of East London (UEL) signed a Memorandum of Understanding (MOU) on 19-June-2015, crafting an agreement for collaboration. The MOU broadly encompasses internationalization of the institutes' campuses, involving students exchange, faculty exchange and research collaboration.
- DSIMS and Oxademy Graduate School, Oxford, UK signed a Memorandum of Understanding (MOU) on 25-Nov-2015 for a long term academic partnership.

Many foreign academicians and dignitaries have also visited DSIMS and addressed students.

- A talk on "China's Urbanization Strategy" by Dr. Caryn Callahan, Professor, School of Business, Chaminade University, Honolulu, Hawaii, U.S.A
- A talk on "Paradigm Shift in the Middle Eastern Economics" by Dr. Nora Colton, Deputy Vice Chancellor (Academic), University of East London
- A talk on "Living in US" was delivered by Dr. Frank Trocki from Cornerstone University, U.S.A
- Dr. Karl Markgraf, Associate Vice President for International Affairs, Virginia Polytechnic Institute and State University visited DSIMS campus for exploring possibilities of mutual academic associations in future.
- Mr. Mahendra Gupta, Dean and Geraldine J. and Robert L. Virgil Professor of Accounting and Management, Olin Business School, Washington University in St. Louis visited DSIMS campus on special invitation.
- Ms. Rosemary Anne Mathewson, Consultant with City

University New York (CUNY)- Baruch College visited DSIMS to explore various platforms for collaboration.

- Dr. DeWald Marylou, Associate Dean/Professor at Ottawa University visited DSIMS to explore various platforms for academic collaboration in the future.
- Dr. Russ McCullough, Economics Professor of Ottawa University, took six classroom sessions with DSIMS PGDM students on the subject 'Economic Freedom' comparing different major economies (Countries)

DSIMS invited Prof. Hugh Munro, Professor of Marketing & International Business and former MBA Director at the Lazaridis School of Business & Economics at Wilfred Laurier University to teach a complete course on "Corporate Strategy" to our PGDM students of batch 2017-19. Prof Hugh Munro spent 2 weeks with our students. This gave the students an International perspective of business strategy in a globalised business environment.

#### DSIMS Case Study Centre

Case based teaching is an important tool for DSIMS teaching pedagogy. DSIMS, indeed, right from its inception has been subscribing Harvard Business cases. The institute has developed a congenial eco-system that encourages professors to continuously prepare own cases for academic discussions. Apart from arm chair cases, DSIMS professors have written many live cases. Thanks to the institutes deep industry connect, faculty members have established very good network with Mumbai based companies and write cases after conducting interviews with senior executives and other stakeholders.

DSIMS is one among very few B-Schools in India that boasts of it's own case study centre. Under this centre, the institute's experienced faculty members with their industry and academic experience write own cases for classroom discussions. Business cases of several Indian industries have been written on variety of fields - marketing, finance, human relations and entrepreneurship management by in-house faculty.

DSIMS Case Study Centre further invites CEOs to come to class rooms to interact with students to share their experiences.



### DSIMS Leadership Development Centre

The institute has established DSIMS Leadership Development Centre to nurture leadership capabilities of all stakeholders. DSIMS has a strong faculty team that undertakes researches on leadership Development.

Under DSIMS Leadership Development Centre, the institute takes up many Faculty Development Programs to hone their mentees' leadership capabilities. The institute further conducts many leadership development programs for young students in and around Mumbai.

The centre has intensively studied notable Indian business and social leaders. The centre further researched of many leading Harvard Professors' contributions on leadership development. Based on the finding DSIMS Leadership Development Centre has developed interesting modules for numerous seminars, workshops, faculty development programs and management development programs.

### Building and Strengthening International Connect

#### Student Exchange Programs

DSIMS in its quest to strengthen global connect, signed a Memorandum of Understanding (MoU) in 2017 with the prestigious Ottawa University (OU), Kansas, to facilitate our PGDM students to study 2 credit courses in this 150 year old university famous for delivering education class apart.

Since 2017, PGDM students of DSIMS are visiting OU to study courses like- Servant leadership and Business Ethics. DSIMS faculties have visited OU to address students and to interact with their prestigious faculty and members of the management. In May-June 2019, 27 PGDM students have attended the courses at OU.

OU students with one of their distinguished Economics Professor and few Trustees visited DSIMS in January 2019 for an academic cum cultural exchange program at DSIMS campus. These OU students attended 15 classroom sessions in

the area of Finance, Marketing, Human Resources, Operations, Indian Economy, Indian Culture and Ethos. The OU students were highly satisfied with the exposure gained through the visit which they have reflected through their formal feedback.

The Economics Professor of OU, Dr Russ McCullough took six classroom sessions with DSIMS PGDM students on 'Economic Freedom'. The Trustee of OU, Ms Wynndee Lee interacted with senior members of the management of DSIMS to discuss on more avenues of further strengthening ties between the two institutions.





## Collaboration with



## Harvard Business School Online

Durgadevi Saraf Institute of Management Studies is pleased to collaborate with Harvard Business School Online to offer its PGDM students an exceptional and enriching learning experience.

Students pursuing PGDM have an option to apply for any of the following courses which will be available to the students at 50% scholarship or more.

- Business Analytics
- Economics for Managers
- Financial Accounting
- Sustainable Business Strategy
- Entrepreneurship Essentials

An MoU was signed recently between Rajasthani Sammelan Education Trust and Harvard Business School for offering online programs to students pursuing higher education at RSET institutions.

### Durgadevi Saraf institute of management studies





# Harvard Business School Online

We are pleased to associate with the prestigious



We look forward to delivering an exceptional and enriching learning experience to Students and Alumni of Rajasthani Sammelan Education Trust through this association.



Collaboration powered by



# INSTITUTE'S INITIATIVES

## Rural Immersion

Rural India is changing rapidly. The rural development initiatives like MNREGA have increased the discretionary spending in Rural India. The rural consumer is now spending more. But the biggest question is – Who are these Rural Consumers? How do they think or act? What makes them good consumers? What influences their spending? These are some of the questions that managers need to answer if they are to enter the rural markets.

Prof. C K Prahalad, in his seminal work, re-introduced Rural India to corporate India. However, if Corporate India plans to enter rural markets, they need a breed of managers who have a firsthand feel for this market. This is the market of tomorrow and the students need to be sensitized to the dynamics of doing business in rural India.

Rural Immersion Program at DSIMS helps our students

understand rural markets, supply chains, rural consumers and potential models through field trips over a period of one week. This initiative uses the experiential learning model to create a complete manager who can stand up to the pressures of modern world.

Apart from collecting and analyzing objective data from rural consumers, households, intermediaries and retailers, students explore the peculiarities and characteristics of industries located in rural areas. They interact with industrial units to gain a well rounded experience, which provides them clarity and understanding of the five M's of management: Money, Manpower, Material, Machine and Methods and their application in rural India.

DSIMS takes all its PGDM students to rural areas of India every year. The aim of this immersion is to sensitize the students on how the Rural India operates.

## Rural Immersion



# INSTITUTE'S INITIATIVES

## International Immersion

International Immersion is designed to expose students to work practices in an environment different from "home culture". It helps students understand macro economic situation, various economic parameters of the host country from business management perspective. During the immersion, students interact with leading Chamber of Commerce, global companies; attend lectures by eminent professionals and business heads on global economy & business practices. International Immersion Programme for the Post Graduate Diploma in Management students is a unique initiative and a major differentiator with the other B-schools.

It provides the PGDM students with an in-depth exposure to the business environment, geo-political and cultures scenarios of other nationalities of a significant world market, thus preparing them better for a career in the integrated global

economy. It further helps to create global consciousness and promote cultural sensitivity. It facilitates to establish network of overseas institutions for mutual exchange and learning.

This also helps students to get first-hand experience of the country and get acquainted with culture, work ethos, education, industries, economic and business policies which are instrumental in the accelerated growth of the nation. By traveling abroad to meet and interact with local business leaders, government officials and also academicians of some reputed universities, students have the opportunity to learn from a tremendous group of professionals while also immersing themselves in another culture and building life-long relationships.

This is a compulsory activity for PGDM students. Students receive a briefing and are oriented towards these visits before they proceed for international immersion.





International Immersion is scheduled for seven days as per the Academic Calendar keeping in view the convenience and whether conditions of the particular countries. The locations are selected in consultation with the students which generally cover two countries (preferably in Europe or any advanced locations).

The students are oriented and get a thorough hand on knowledge about the PESTEL analysis related to the international setting. The entire programme is oriented towards ensuring that the participants get a chance to relate their classroom learning to a real life situation and the vice versa. It also provides insights on the various dimensions of international developments and Geopolitical system. Students are required to submit a report of their learning to ensure adequate absorption through this exposure. They are prompted to draw comparisons between different economic set-ups across the globe. Students are graded based on the knowledge gained during the immersion.

Students at DSIMS, in consultation with a faculty coordinator, research and narrow down the countries and the industries or firms they would like to visit. The programme generally includes visits to places like Educational Institution of international repute (preferably a B School), Financial Institution (Bank, NBFC etc), Stock Exchange, Manufacturing Units, etc.

For last four years our students visited some of the advanced countries in Europe like Germany, Switzerland Belgium, Netherlands, France, etc. for International Immersion. In 2019 the PGDM students of batch 2018-20 visited Germany, Switzerland and France. They have visited places like the Munich Business School (in Germany), Flyer- a leading manufacturer of electrical bicycles (in Switzerland), BMW Welt, and Mercedes Benz Museum to name a few.

The students also visited places of tourist interest like City Squares, Mount Titlis in Switzerland, Rhine Falls, Allianz Arena (Olympic Football stadium at Munich), Swiss Tourism Office, and Chamonix (in France).

## Alumni Club

DSIMS has constituted a very vibrant Alumni Club. This alumni club is very effectively utilized to strengthen the association of alumni with their alma mater. Every year his club organizes a "Home Coming Weekend" wherein many sports activities were conducted.

## Industry-Institute Partnership Cell (IIPC)

DSIMS students are exposed to practices of professional managers through numerous guest lectures. The guest speakers are carefully chosen to represent a wide domain of functions and industries. Apart from bringing the corporate to the campus, the IIPC is active in taking the campus to the corporate. DSIMS identifies the corporate and arrange for a site visit to observe the ground realities.

Our students have visited NSE, Mumbai; Mumbai Port Trust; Bisleri, Santacruz, Mumbai; Mahindra at Kandivali; Raymonds at Vapi, Warehouses in Mumbai and Coke plant in Varanasi, Rashtriya Chemicals & Fertilizers (RCF) in Mumbai and Godfrey Phillips India Ltd. in Mumbai.

### Bloomberg Financial Research & Analysis Lab

To provide extensive and up to date knowledge of financial research, RSET has installed twelve Bloomberg terminals for DSIMS especially for training in Algorithm based trading.

The Bloomberg Professional Service provides students with an additional tool that can enhance their class-room learnings, supercharge their job search and add a valuable skill to their resumes. With over 14,000 functions on the Bloomberg Professional Service, it is a powerful tool in researching and analyzing different areas of the finance industry.

Since industry uses Bloomberg extensively, there is a dire need for newly hired Under Graduates and MBA Graduates to have extensive workable knowledge of Bloomberg.

Most academic institutions do not impart Bloomberg training and hence the palpable skills gap between industry requirements and the academic training.

There has been a clear trend in forward-looking academic institutions to setup Bloomberg Labs and train students in Bloomberg.





**Significant  
Events  
@ DSIMS**

## DSIMS: Budget Session 2019

DSIMS Economics Club (DEC) organized Budget Session on 13 July, 2019. The session was in the form of interactive panel discussion. There were three panelists- Dr. Brinda Jagirdar, Independent Director on corporate boards and former Chief Economist, SBI; Mr. Rajiv Seth, Executive Director, Standard Chartered Bank and Mr. Priyank Ghia, Partner, Chokshi & Chokshi. The panel was moderated by Dr. Sumana Chaudhuri, Chairperson PGDM Program at DSIMS. The panelists discussed the implications of several issues of Union Budget 2019. The address from the panelists ranged from discussions relating to achieving an ambitious target of \$5 trillion by the year 2024, getting the fiscal and revenue numbers correct, rationalization of the tax structure, treating the NPA and NBFC crisis by recapitalizing banks, Startup incentivisation, and surcharge on FPIs to the proposed disinvestment and exploring possibility of sovereign bonds. The students keenly participated with avid interest in this session, putting forward intriguing & thought provoking pointers for discussion directed at the panelists. The budget 2019 session was the first step to the industry orientation for the newly joined batch at DSIMS, Mumbai.



## DSIMS in Association with NHRDN organizes Business Leadership Quiz

On 16th of November 2018, the National HRD Network (NHRDN) in association with Durgadevi Saraf Institute of Management Studies (DSIMS) hosted 7th Business Leadership Quiz, for the Western Regional round. More than twenty teams from various organisations have participated in the event. Dr. C Babu, Director, DSIMS welcomed the guests and participants and addressed the gathering with his inaugural speech. This event was followed by invigorating speech of Dr. Yudhvir Sawhney Dy, Director IILM and Dr. Neil Sequeira, VP HR & Administration, Kokilaben Dhirubha Ambani Hospital. Mr. Ajay Poonia, the Quiz Master for the event



started the preliminary round with questions related to varied backgrounds from historic events to current affairs. Six teams were shortlisted for the quizzing round. Mr. Harsha P. Bhoslae Chief People Officer, Nayara energy LTD, announced the results wherein, Mahindra & Mahindra secured first position. Godrej & BPCL were first runners up and second runners up. These three teams were selected for the National Final round, to be held at New Delhi. The event thus culminated into an enthralling and memorable experience, encouraging knowledge to the fellow students.

## DSIMS 10th Foundation Day 2019

On 31st August'19, DSIMS celebrated its 10th Foundation Day and Academic Inauguration. The occasion was graced by Chief Guest Dr. Harish Mehta, the founder and executive chairman of Onward Technology limited. Dr. Kondap, Director General and Dr. Babu, Director, DSIMS, shared their insights with students. Shri. Ashok Saraf, President, RSET and MD, Sarex Group of Companies, spoke about the role of hard work in every student's life for achieving success. Dr. Mehta spoke about digital policies and its impact on the fast growing Indian



IT industry and opportunities arising out of convergence of vast technologies. Shri Mahavir Prasad and Shri Ghanshyamdas Medal for excellence were given to MMS and PGDM students for academics. The students from various batches were also felicitated with awards for their contributions beyond academics by Chief Guest and President RSET. The event successfully ended with vote of thanks proposed by Dr. Sarita Vichore, Associate Dean, DSIMS.

## Remsons International Research Conference 2019

DSIMS organized its Sixth Remsons International Research Conference (RIRC) on 16 March, 2019 under the aegis of Remsons Centre for Management Research. The Theme of the conference was 'Digital Trans-formation of Business-The Way Forward'. Chief Guest, Mr. Krishna Kejriwal, CMD Remsons Industries delivered his insightful speech on changing business strategies to keep pace with the speed of digitization. Keynote Speaker Dr. N. Rajendran, Chief Technology Officer, NPCI highlighted the issues and new opportunities of Payments through Digital Modes. The inaugural session was presided over by Mr Ashok Saraf, President RSET.

There was a Panel Discussion by a combination of esteemed Panelists from different fields who had wide experience of implementation of different aspects of business using digitization which brought new insights to the audience.

Dr. Sharad Kumar, Dean, DSIMS moderated the panel discussion.

Altogether 18 research papers were presented in two different tracks. On the basis of fair evaluation by the session chairs and blind reviewers, three best papers were chosen for cash awards of fifteen, ten and five thousand rupees respectively. The awards and certificates to the presenters were given by the valedictory speaker Mr Jayesh Bahadur. The conference was a grand success.

### DSIMS-PGDM Convocation 2019

Durgadevi Saraf Institute of Management Studies (DSIMS) held its seventh Annual Convocation ceremony for the award of diplomas to the PGDM batch of 2017-19 on 11 May, 2019.

Mr. Ramanan Ramanathan, Mission Director of the Atal Innovation Mission, NITI Aayog, Govt of India was the Chief Guest of the occasion.

President RSET and Chairman DSIMS Shri Ashok Saraf welcomed Mr. Ramanathan, invited dignitaries, trustees of RSET, parents and graduating students. Shri Ashokji applauded the students and bestowed them with his strong message to be thankful to their parents, managing time to keep pace with the ever changing world, acquiring leadership skills, embracing technology and following good ethics. Director General RSET (Rajasthani Sammelan Education Trust) Dr. N M Kondap delivered his welcome address. He shared the ten Cs of Corporate Culture with the graduating students.

Dr. C.Babu presented the Director's Report covering significant activities and achievements of DSIMS during Academic Year 2018-19. Director's Report covered the academic excellence, social outreach, International Collaboration, International Immersion, good placement and recognitions of DSIMS faculty members' and students' achievement. He announced that DSIMS is ranked 7th Best B School in Mumbai according to the survey by Education World May 2019. Dr. Babu appreciated the efforts taken by the faculty members in achieving the excellence.



Mr. Ramanan Ramanathan in his convocation address applauded the parents of the graduating students and the faculty members of DSIMS for their selfless commitment in shaping the young minds with right kind of spirit and knowledge to contribute to the world of business and management in a better fashion. Mr. Ramanathan advised the graduating students that they should aspire to become job creator. Instead of daring to dream, he said that they should dream to dare and convert the million challenges of India into opportunities. He took the names and the quotes of many great personalities in various fields and tried to motivate and energized graduating students so that they can also ding in the Universe to make an impact in the rest of the world.

The stellar highlight of the entire event was the Award Ceremony. The 110 graduating students were awarded with diploma certificates by Chief Guest Mr. Ramanan Ramanathan, President RSET Shri Ashok Saraf, Hon. Secretary RSET Shri Kailash Kejriwal, DG Dr. N.M. Kondap, Director Dr. C. Babu and Dean Dr. Sharad Kumar. The toppers of each program across each domain have received Academic Excellence Award. Ms. Trisha Maniar of PGDM (2017-19) received Academic Excellence Award for scoring highest CGPA as well she received Sri Sunil Kabra Rolling Trophy award for being the academic topper of the PGDM batch 2017-19. Ms. Anandita Hemmady bagged the Student of the Year Award and Sri Kailash Parasrampuriah Rolling trophy in appreciation of her academic excellence, sports and Institution building activities. Best faculty and staff were also awarded for their outstanding contribution towards the functioning of the Institute.

Associate Dean Dr. Sarita Vichore administered the MBA oath to graduating students. Dean Academics and Research Dr. Sharad Kumar delivered the vote of thanks expressing gratitude to all those present in the ceremony and to all those who made this convocation a grand success.

### DSIMS - YUWA - SABRANG 2019

Team YUWA of DSIMS organized Annual Cultural Fest Sabrang '19 on 24th and 25th of January. The Theme of the event was VILLAINS.

The Event was sponsored by Raj Parekh productions, Stoups and Twigs, Nutra Basket, Stop n Shop, Water Finance, Sai Sarovar, KD Constructions, Navratna Auto parts and Pin It Up. Day one began with the 'Parade of villains', followed by 'Court of villains' - Court room debate amongst the mascots. Workshop on 'lessons on Ramp Walk' was also conducted by Ms. Maushmi Badra. The day came to an end with treasure hunt.

Day two kick started with opening act by YUWA Core team, Talent hunt round for Selecting Mr. and Ms. Sabrang Titles followed by group dance and fashion show. The event was judged by Mr. Vishal Gandhi, Ms. Maushmi Badra, Mr. Prabhu Shetty, Ms. Richa Singh and Ms. Vani Garg. Games like Tug of war, Hogathon, Twister, Trio, Buzz wire, Water Pong etc were included in later half of the day. Sabrang '19 was concluded with the prize distribution for winners and a disc jockey night.

# CONCLAVES



## Financia 2019

Durgadevi Saraf Institute of Management Studies graciously organised Financia 2019-20 on 16th November 2019 with the central theme of 'Financial Prudence - It's role in lending and investing'. Financia being the flagship conclave of finance at DSIMS, witnessed a multifarious set of amicable experts from the industries, namely, Mr. Eshwar Karra -CEO (Special Situations Fund) of Kotak Bank as the key note speaker. The panellists comprised of Mr. Tajinder Singh Setia(IndusInd Bank), Mr. Anubhav Srivastava - (ICICI Bank), Mr. Rajesh Bathija - (Sterling & Wilson Pvt Ltd) and Mr. Srikanth Santhanam(Uttam Galva Steels Limited). The panel discussion was moderated by Mr. Anjan Ghosh - (ICRA).



The event was co-ordinated by Convenor Prof. Apurva Mehta and was supported by AssociateDean & HOD finance, Dr. Sarita Vichore.

Financia2019-20 has organised different gaming events such as XL ninja, Finopoly, Word Gamble for all the B-school students. The event was held with the perspective of providing some great learning experience. Financia 19-20 also organised daily quizzes which was a great success. Prof. Priyanka Oza organised the intercollegiate events supporting the theme of the conclave. The theme helped students get an overview about the corporate governance and the current scenario of the market.



## HR-O-Scope 2019

The HR committee (Utkarsh) of Durgadevi Saraf Institute of Management Studies organised its 8thEdition of HR-o-Scope 4.0 on 23rd November 2019. The theme of this year's conclave was, "HR 4.0-Implications & Challenges". The event commenced with the speech of eminent keynote speaker Mr. Ashish Apte (CEO of PEW Group), on "Increased focus on Employee Productivity and Engagement". He also shared the overview of the industry in relation to digital HR. The key note speech was followed by the panel discussion on "Emerging trends, Opportunities & Challenges of HR 4.0". The panel discussion was moderated by Ms.Shampa Bhattacharya (Head HR-Mid Markets, Art of Living). The panel members



were Mr Chirag Warty (CEO, Quanical Solutions), Ms. MinalKoparde (Head HR, Eternis Fine Chemicals Ltd.) and Ms. RashmaNathani (AGM Head HR, Nanavati Super Speciality Hospital). Team Utkarsh has organised a series of events and competition in this 8thedition of HR-o-Scope, which included Assessment Centre, QuizzArds and Poster Making.

The participants were from various reputed B- Schools across Mumbai. The deliberations and discussions has helped the students to gain the perspective of HR 4.0 and its impact in HR field.



# CONCLAVES



## Opsession '19

On 7th December '19, the Strategy Club of Durgadevi Saraf Institute of Management Studies organized its 9th Operations and Supply Chain Management Conclave - Opsession '19 on the theme - "Electric Mobility", in association with Raymond Ltd. and Khimji Poonja Freight Forwarders Pvt. Ltd.

The event began with a video on e-mobility followed by Dr. Somesh Banerji, HOD Operations, delivering the welcome address. Thereafter, the event hosts, Ms. Nisha Walawalkar and Ms. Preeti Sharma, introduced the speakers.

Mr. Kushal Banerjee (HPCL) shared his insights on EV's market



outlook. Mr. Dipak Kokate (EESL) spoke about government's vision on e-mobility by 2030 and the EESL's positive experience on fuel substitutions. Mr. Murlidhar Phatak (Siemens) emphasized on charging infrastructure. Ms. Alka Bhagat (BASF) elucidated on challenges with e-mobility and advanced polymer solutions.

A video on Flyer, Switzerland based e-bike factory, featuring PGDM students during their international immersion, was shown. An electrifying discussion took place amongst the panelists and was moderated by Dr. Sachin Kamble (NITIE).

The event successfully ended with Col. Sunil Kumar proposing the vote of thanks with immense gratitude.



## Touge '19

On 30th November 2019, Durgadevi Saraf Institute of Management Studies (DSIMS) organized its 8th Marketing Conclave - Touge '19. The theme was "Marketing Opportunities in the Age of Technology".

Mr. Subhabrata Saha COO, Farm Division, Mahindra and Mahindra Limited, was the keynote speaker. Using the examples of technology applications- such as telematics and mapping of crops & soil, he explained how M&M is employing technology for the benefit of both- farmers and to build its own brands & sales.

This was followed by a panel discussion. The esteemed



panelists were Mr. Subhabrata Saha (Mahindra and Mahindra), Mr. Kushal Sanghvi (India Lead, Integral Ad Science), Mr. Vishnu A. Subash, (Director, Consulting, PwC, Customer Experience and Engagement Transformation) and Mr. Amitabh Sinha (CEO, Global Space Technologies Limited.). The discussion was moderated by Dr. Ranjan Chaudhuri (National Institute of Industrial Engineering). The key take away from the session were the rise of technology enabled customization of the customer experience, progression from segmentation to personas, growing use of AI and digitalization in health management due to paucity of doctors especially in remote areas and the challenges of customer loyalty. The discussion ended with Q & A about data privacy, government policy and outlook of the industry about investment for technology.



# INSTITUTIONAL SOCIAL RESPONSIBILITY (ISR) CELL



## DSIMS- Institutional Social Responsibility (ISR) Cell

Being socially responsible helps an institution build a reputation in different ways; it helps attract socially conscious students and improves the acceptability of the school among the local communities. In addition focus on Institutional Social Responsibility (ISR) and sustainability may be able to attract better faculty, students and recruiters. At Durgadevi Saraf Institute of Management Studies (DSIMS) we aim to bring Social Responsibility as one of the differentiators. The institute strongly believes in being socially responsible and has undertaken certain initiatives in the areas of education / social awareness and environment. This in turn improves the social sensitivity and leadership skills of our young budding business management students. DSIMS's ISR activities are conducted under Project SAHYOG. Sahyog means cooperation. This was initiated since 2016. Prior 2016 few activities were undertaken independently under social causes. Project Sahyog activities are categorized under two major heads namely Academics and Beyond Academics.

**Academics:** primarily aim is to sensitize students towards social issues and developing social sensitivity through subjects and lectures organized for the same. The students were sensitized with respect to environmental/social issues like E-waste, sustainability, role of Ethics etc. Sessions are even organized on sensitive topics like Sexual Harassment at Workplace.

**Beyond academics:** Students organise various activities which are more experiential and aims at connecting with the society and other stakeholders like corporates and NGO through student involvement. Certain initiatives like Student leadership programme, are conducted in collaboration with NGO's like Kotak Education Foundation, IDF, GOONJ, Rotary Club and Lions Club. The collaboration with these organizations has really enhanced the social sensitivity levels of the participating students.

Certain initiatives like educating Sarvodaya school students English and Computer aimed at development of leadership skills, along with a sense of fulfillment for making small difference in someone's life. In addition for two consecutive years Poster making Competition was conducted by students of DSIMS for 660 Sarvodaya School Students. These initiatives are conducted independently by DSIMS students under the guidance of the concerned Faculty.

Cricket for Social Responsibility (CSR) the flagship event of DSIMS is the true example of sowing the seed of social sensitivity and leadership skills amongst the management students. The funds raised during the event were donated to participating NGO's. In addition from past two years children

from an orphanage are also invited to be a part of the initiative. Eminent corporates like UPL, Morgan Stanley, Intelnet Global Services, IndusInd Bank, Carnival Cinemas, KCD Heritage Pvt. Limited, Zing HR, BLR Logistics, Reliance Mutual Funds, Team Global and Book My Show are consistently participating in the event to extend their support for a cause. At the closing of the event the corporate teams gave a concluding feedback of having fun and frolic. They especially were happy about the care that the students took while on and off the field.

DSIMS Faculty and Administration staff have also created a fund which financially support the student/staff as per the discretion of the management for the purpose of education (self or dependent), medical etc.



# AWARDS AND ACCOLADES

## Institutional Awards

1. DSIMS received ISO certification for Quality Management Education by Lloyd's Register LRQA
2. DSIMS is ranked 7th in the Best B-School survey by Education World
3. DSIMS is ranked as 33rd among the Top Private B-Schools in India, as per Times B-School survey 2019
4. DSIMS has been awarded as the Best Institute for its marketing outreach program. The award was presented to top thirty B-Schools all over India by Social Media firm ASMA at their Annual Convention.
5. Trustees of IDF conferred Social Impact Award 2019 to DSIMS at the IDF Foundation Day function at ISKCON, Juhu, Mumbai on 25th September 2019.

## Student Accolades/Awards

1. Ms. Abhilasha Bohra and Mr. Aditya Dhanuka of first year MMS won second best paper award at Remsons International Conference 2019 for the paper titled "Binge-Watching Research Paper".
2. Ms. Shivani Murarka from MMS Semester I was awarded a scholarship at the Annual Scholarship Function organized by Higher Education Forum (HEF) at D.Y. Patil

University, Belapur and was awarded a cheque of Rs. 10,000/-.

3. On 21st December, 2019, the following students of PGDM and MMS II year received Freeship and Scholarship Awards.

- a. Ms. Charvi Hasmukh Shukla (HR) from MMS II year received IRB Freeship Fund & Ms. Rupali Sarawagi (Finance) from MMS II year received Jankidevi Bilasrai Bubna Endowment Freeship Fund.
- b. Mr. Pratik R. Vaidya (Finance) from PGDM II year received BKT scholarship award.





# SCHOLARSHIPS

To enable the deserving students to receive the benefits of a world class education, DSIMS provides a number of scholarships and freeships. Based on a combination of merit and means, these scholarships are designed to help the students complete their education.

**DSIMS delivers this benefit in three flavours:**

1. Freeship for one student from PGDM - the primary criteria being economic status of the student and merit within the selected students.
2. IRB Scholarship for two students from PGDM for academic excellence in the first year.
3. Durgadevi Saraf Medal and Ghanshyamdas Saraf Gold Medal for one student from PGDM - for all round academic excellence in the first year.

The scholars are selected by a panel of faculty from DSIMS and forwarded to the trustees of the Rajasthani Sammelan Education Trust for final decision.

The scholarship amount varies and is awarded on a yearly basis - making it mandatory for the scholars to continue their performance every term.

The methodology and application procedure are available in the student handbook, which is issued to the students on admission.



# BEYOND CLASSROOM ACTIVITIES

## Co-Curricular Activities

Learning @DSIMS is not confined to classroom. It is healthy blend of beyond class room initiatives and student led activities.

### Finance Club - "FinDS"

The Finance Club at DSIMS encourages students to pursue careers in Finance. The club helps students appreciate perspectives far removed from the typical class room framework, thereby enhancing learning and creating better synergies with people and organizations. Some of our activities include:

- **Market Monday:** The analytical skills are put to test with real-life, risk-taking situations of an investor with an opportunity to take effective decisions of 'how to invest', 'where to invest' and 'how much to invest' in a multi-asset world.
- **Jobs and Careers:** A career in finance is a challenge. We help build the necessary skills and job capabilities among ourselves to ensure we are job ready from day one.
- **C3-Corporate Campus Connect:** An initiative to invite senior finance professionals to interact with students and mentor us. We also organize corporate visits to observe the day to day activities among the financial services providers.
- **Regulatory Recce:** Keeping updated and making sense of the rules and regulations that govern the financial services world.

### Supply Chain Club

The Supply Chain Management Club aims to assist DSIMS students to gain a clear understanding of the opportunities, career paths, trends, and current challenges and issues in operations management. The club enables this through inviting eminent speakers, conducting plant tours, discussion panels, faculty interactions, and other activities. The club leverages these programs to assist students with job and internship searches. The activities of the club include:

- **Supply Chain Conclave:** An annual seminar series on Supply Chain Management that sets the tone for the supply chain club.
- **Industry day:** The club organizes an Industry day, where students of other disciplines are introduced to the Supply Chain Industry. This helps the new students at the institute to make an informed career choice.

- **Career Treks:** The club actively identifies career skills that are crucial for success in the supply chain and operations sector by reconciling skills with the job demands. This will help the club members develop practical career enhancing skills.
- **Speaker Series:** We learn from the industry experts by inviting them to visit the campus and interact with our members. This helps students build a network of industry experts.
- **Industry Visits:** The club organizes industry visits to get a first hand feel of the supply chain and Operations of various firms.

### HR Club - "Utkarsh"

Utkarsh is the HR Club of DSIMS serving as a platform to learn the various aspects of HR and to understand how HR can serve as strategic partner to drive the company's strategic plans. The activities at the club include:

- **Act-O-HR:** Role play on contemporary HR issues and concerns. Students are given a situational theme on which they have to create a role play. Through the role play students try and address the HR issues while suggesting creative and practical solutions.
- **Workshops, Seminars and Quiz Competitions:** Under these interventions students are given a chance to participate in various workshops, seminars and quiz competitions organized outside DSIMS campus.
- **Management Games:** Students gain management acumen by participating in various management games. This helps them learn the nuances of management theories through experiential learning.

### Marketing Club - "Vibranz"

Vibranz is an intra college marketing club, conducting various activities across streams including advertising, sales, branding, social media etc. The club believes in inculcating a spirited attitude amongst the students to participate in a proactive manner.

This year vibranz conducted two major events- Game of Brands, a quiz based event to test off the feet grasp of brands and case study competition, which made the student test their logical and analytical skills. Vibranz hopes to continue more activities in the future to keep on building the students' domain knowledge.

## Economic Club

The Economic Forum is a student-run initiative dedicated to the pursuit of both professional and enthusiast interests in economics. The club aims to introduce the study of economics as core to managerial education. The activities at the club include:

- Budget Bash: an in-depth analysis of the annual budget by a panel of eminent economists with divergent views.
- The Economic Debate: a series of debates on contemporary issues that will help students get a better insight into the developments across the globe and their impact on Indian economy.

## Extra Curricular Activities

### Copa De

Copa De is an annual inter B-school football and cricket event hosted by students of DSIMS. Football and cricket teams from various business schools across Mumbai participate in this event which is held across 3 days.

Format of the game is such that the teams are divided in groups of two with each group consisting of three teams. The top two teams of the two groups then proceed to the semi-finals. The winner of the Semi-final 1 & Semi-final 2 then proceed to battle for the coveted trophy.

The teams compete for the trophy playing with great intent and true sportsman spirit and eventually contribute to make this event a grand success.

### Sports Club- "VERSUS"

"Versus" signifies the true and positive spirit of competition or conflict. It signifies war, a fight to discover the best amongst all. "Versus" is the sports initiative taken by DSIMS as a whole, in which the students, faculty and staff come together and contribute wholeheartedly and exhibit oneness.

It is a platform in which hidden talents and abilities are showcased. Various events like cricket, football, volleyball, badminton, table tennis, carrom board and a plethora of track events are organized by the students which demonstrate team spirit, the art of playing strategically in times of pressure and

developing new tactics to outsmart the opposition.

### Cultural Club - "YUWA"

Youth United with Ambition, the YUWA club of DSIMS is highly enthusiastic to encourage the students to take the legacy and culture of DSIMS to the next level. YUWA club organizes and manages the flagship cultural fest of DSIMS - SABRANG. YUWA also takes care of various events like imbibing the vibes of Indian tradition by initiating the Traditional day, Garba Night, Teacher's Day, World Aids Day, Friendship Day and many more such enticing events that keep the DSIMS environment vibrant and youthful.



# Activities held under the Aegis of Remsons Group Management Research Centre

## Journal Publications 2018 - 2020

Faculty : Dr.Sarika Jain  
Title : Construct validation and exploration of turnover intentions of sales employees: evidences from India  
Journal Name : International Journal of Indian Culture and Business Management (an Inderscience Publication)  
Issue : Scopus Indexed Journal ABDC list of Journals  
Type : International

Faculty : Dr.Sarika Jain & Dr. Sarita Vichore  
Title : "Oasis: Keeping Environmental Concerns at the Forefront"  
Journal Name : Sansmaran  
Issue : 174-183(February-2018)ISSN-2278-7801  
Type : National

Faculty : Dr. Sharad Kumar and Ms Pooja Goswami  
Title : Has Indian Rupee really depreciated compared to Major Currencies  
Journal Name : The Indian Banker  
Issue : December 2018 ISSN 2349-7483  
Type : National

Faculty : Dr. Sharad Kumar  
Title : 13 Attributes of Effective Managers (13 C's)  
Journal Name : Bank Quest  
Issue : September 2019 ISSN-00194921  
Type : National

Faculty : Mr. Anthony Colaco  
Title : Building Strategies in a Digital World  
Journal Name : Shodadiya,Aditya Institute of Management Studies & Research,International Research Conference  
Issue : May,2018 ISSN 2347-8403  
Type : National

Faculty : Ms. Priyanka Oza  
Title : A Contextual Framework of Corporate Social Responsibility and its impact Financial Performance - A Bibliometric Analysis  
Journal Name : International Journal of Research and Scientific Innovation (IJRSI) ISSN No. 2321-2705  
Issue : Volume V, Issue XII, December 2018  
Type : National

Faculty : Mr. Apurva Mehta  
Title : Infrastructure Growth and Capital market challenge in India  
Journal Name : International Journal of Research and Scientific Innovation (IJRSI)  
Issue : Volume VI, Issue I, January, 2019  
Type : National

Faculty : Dr. Beena Prakash & Prof.Kusum Pawar  
Title : Adoption of Disruptive Technologies in Higher Education'  
Journal Name : HEF's Indian Journal of Higher Education  
Issue : Volume IX-Issue II July-December 2018-ISSN-0976-1314  
Type : National

# Activities held under the Aegis of Remsons Group Management Research Centre

Faculty : Dr. Padma Singhal  
Title : Confirming the factors of product quality:A Study on Two Wheeler Users in India  
Journal Name : Research Direction(UGC Approved)  
Issue : Vol 6, Issue 4, p 12-24,2321-5488  
Type : National

Faculty : Dr Sanchita Banerji  
Title : Impact of Work Life Balance on Employee Motivation-An Empirical Study with Reference to Banking Industry  
Journal Name : Atharva Research Journal  
Issue : ISSN No.-2231-4350 2019 Volume 11, Issue No.2  
Type : National

Faculty : Dr Sanchita Banerji  
Title : Change leaders change adversity into advantage- a conceptual study  
Journal Name : University Publications Proceedings, (University of London Union)JLU,UK International Journal of Arts & Sciences  
Issue : ISSN No. - 1943-6114 2018 Volume 11, Number 02  
Type : National

Faculty : Dr Padma Singhal  
Title : Visual Merchandising: Scale Development and Constituent Factors'  
Journal Name : International Journal of Advance and Innovative Research'  
Issue : ISSN 2394-7780 Volume 6, Issue 2(1), April-June 2019, p 78-85 IJAIR Impact factor 7.36  
Type : National

Faculty : Dr Sarika Jain  
Title : "Exploring the moderating role of core self-evaluation in the relationship between demands and work-family enrichment"  
Journal Name : Journal of Indian Business Research(JIBR),emerald Publication, Scopus Indexed  
Issue : Accepted  
Type : International

Faculty : Dr Sumana Chaudhuri  
Title : "Social and Economic Impact Analysis of Vadinar Refinery of Essar Oil: The Case of a Mega Refinery"  
Journal Name : Indian Economic Journal (IEJ) Sage Publications, ABDC  
Issue : Accepted  
Type : International

Faculty : Dr Nehal Joshipura  
Title : The Volatility Effect: Recent Evidence from Indian Markets  
Journal Name : Theoretical Economics Letters, ABDC,B Journal ISSN Print: 2162-2078  
Issue : Volume 9, Number 7, October 2019  
Type : International

# Activities held under the Aegis of Remsons Group Management Research Centre

## Magazine/Newspaper - 2019 - 2020

Author Name	Title of Case	Date
Dr.Nehal Joshipura	Mutual fund style box in Financial Express	9-May-17
Dr.Nehal Joshipura	How IPO shares get allotted to retail investors." published in Financial Express	30-Aug-17
Dr.Nehal Joshipura	Strategic Asset Allocation -Coulmn-Your Money	10-Aug-17
Dr.Nehal Joshipura	Financial Express on Equity Mutual Fund outperformance: A mixed bag at the best in column "Your Money"	14-Feb-18

## 2018-19

Dr.Nehal Joshipura	Financial Express on Want to invest in foreign equity? Know these Four ways to invest and their tax treatment	7th -July-2018
Dr.Nehal Joshipura	Financial Express on "Mutual Funds-Its Time to look at Index funds and ETF's"	8-Mar-19
Dr.Nehal Joshipura	Financial Express on "How a low-risk portfolio can give higher returns." Financial Express"	April 1, 2019: Page 11.
Dr.Sharad Kumar	Self Development for Enhancing Managerial Effectiveness" in abacus	January Issue

## 2017-2018

Dr C Babu	Leadership and Ethics in ITM Corporate Notepad	June 2019, volume 3 Issue 1
Dr.Nehal Joshipura	Stock Markets - Know how factor investing works	Financial Express   August 14, 2019



# Activities held under the Aegis of Remsons Group Management Research Centre

## Conference Presentations 2018 - 2019

Faculty : Dr.Sarita and Dr.Sarika  
Title : " Oasis: keeping environmental concerns at the forefront  
location : Annual Research Conference on 17th February, 2018 at Guru Nanak Institute of Management Studies, Mumbai

Faculty : Dr.Beena Prakash  
Title : Authentic Leadership- Role of Gender  
Journal Name : Internationale Conference on Advances in Women Entrepreneurship, Gender Equality, Law, Business and Social Sciences - 2018 on 13/04/2018 - 14/04/2018.

Faculty : Mr. Anthony Colaco  
Title : Building Strategies in a Digital World  
Journal Name : Aditya Institute of Management Studies & Research,International Research Conference February 16,2018.

Faculty : Dr. Sanchita Banerji  
Title : A Study of effectiveness of HRM Practices of employee retention in engineering industry  
Journal Name : International conference at M D Shah Mahila College of arts & Commerce on 28th April 2018

Faculty : Dr Beena Prakash & Prof.Kusum Pawar  
Title : Adoption of Disruptive Technologies in Higher Education'  
Journal Name : HEF Conference-1st December 2018

Faculty : Dr Padma Singhal  
Title : An empirical study to analyze the effectiveness of Advertisements targeting millennials  
Journal Name : International Marketing Conference K J Somaiya Institute of Management Studies and Research,7 and 8 Feb 2019

Faculty : Ms Sunita Pujar  
Title : Plan S: An opportunity or Challenge to Open Access  
Journal Name : 8th National Conference on 'Scholarly Communication and Scientometrics at Advanced Centre for Treatment, Research and Education in Cancer (ACTREC) in Navi Mumbai,ISBN: 978-93-5391-919-1 ; Pages: 106-113 in November 2019

# Activities held under the Aegis of Remsons Group Management Research Centre

## In House Case Studies 2018 - 2020

Name of Faculty	Title of Case
Dr. Chandrashekhar Kaushik	Online Pharmacy Store - A sweet or bitter pill, Published by JDC Bytco Institute of Management Studies and Research, Nashik, Sponsored by Savitribai Phule Pune University, ISBN no : 978-93-24457-19-3
Dr. C. Babu	Brazil's Embraer - Vying For A Piece Of Cake
Dr. C. Babu	IKEA - Scanning India's Marketing Environment
Dr. C. Babu	Legendary Brand Old Monk
Dr. C. Babu	Lens Kart - Cruising In Spectacles World
Dr. C. Babu	The Art Of Brand Extension
Dr. C. Babu	The Digital Biryani Behrouz - Will It Succeed
Dr. Sharad Kumar	Caselet On Improving The Effectiveness Of Training System
Dr. Sharad Kumar	Caselet On Effectiveness Of Various Selection
Dr. Sharad Kumar	Caselet On Identifying Different Ego States Based On The Behaviour
Dr. Sharad Kumar	Caselet On Management Styles To Motivate Juniors
Dr. Sharad Kumar	Caselet On Analysis Of Personality Traits Of Leaders
Dr. Sharad Kumar	Caselet On Employee Development And Succession
Prof. Somesh Banerji	Steve Jobs : He Gave The World Its " I"
Dr. C. Babu	Monaco Biscuits - Will competition rock the Boat
Dr. Sarita Vichore	Reliance JIO INFOCOM LTD & Reliance Communication - Calculation of Working Capital
Dr. Sarita Vichore	Bombay Dyeing and Manufacturing Limited - Performance @ Book Value of Shares
Dr. Shailja Badra	Demystifying Bond prices
Dr. Sadhana Ghosh	FMCG warehouse operations and challenges
Prof. Somesh Banerji	Rhine water levels stifle shipping, BASF Ludwigshafen production
Dr. C. Babu	Swiggy ....will it flourish?
Dr. C. Babu	Patanjali Stagnant Growth
Dr. C. Babu	Coco Elixir New Entrepreneur dilemma
Dr. C. Babu	What a idea sirji
Dr. Dhanshree Potey	Forest Trials
Dr. Dhanshree Potey	Lalbaug Cha Raja a Marketers' Delight
Dr. Dhanshree Potey and Dr. Neetu Bharadwaz	Ottima food pvt ltd
Dr. Dhanshree Potey	Amul Chocolates
Dr. Sharad Kumar	Influence of organisation culture on productivity, motivation and interpersonal relationship
Prof. Pooja Goswami	Employee Retention - to what extent ?



# Activities held under the Aegis of Remsons Group Management Research Centre

## Remsons International Research Conference on “Digital Transformation of Business- The Way Forward on 16th March 2019

Name of Faculty	Title of Case
Sayali Shelar Dr Sharad Kumar	Digitalisation on Efficiency of the Working Capital Finance Process & Financial Performance - A Study of Kotak Mahindra Bank Limited
Riya Brahmhatt Prof Pooja Goswami	Study of AI and EL tools in Talent Acquisition
Dr. Dhanashree Potey Mr. Jay Soni	A study on how digital payments have revolutionized the customer experience
Prabhneet Saluja Dr Padma Singhal	An Empirical Study to Explore the Brand Positioning Strategies in Personal Care Products
Ayushi Gupta Dr Sarita Vichore	Fundamental Analysis of Portfolio Management Services
Mr Adrian Pereira Dr Padma Singhal	Factors responsible for the growth of tourism in india
Ms. Sneha Pingle Dr. Chandrashekhar Kaushik	A Study on Digitalization of Matchmaking for Marriages in India
Sonali Gohil Dr Sharad Kumar	Finteching - “integration of banking with finance-based technologies”
Prof Anthony Colaco	Organizational Ambidexterity challenges for digital transformation
Prof Kusum Pawar	Digital Transformation and Performance Management System
Ms Kinjal Jethwa Dr Sarika Jain	Role of work-family conflict on job satisfaction and turnover intention - a study of hospitality employees
Mr Aditya Ms Abhilasha	Binge-Watching: Web-Series Addiction Amongst Youth

## Remsons International Research Conference on Sustainability, Growth and Corporate Governance-Way Ahead on 24th March 2018

Name of Faculty	Title of Case
Dr. Chandrashekhar Kaushik Ms. Urvashi Gopalani Mr. Kartik Rawal	A study on buying decision and identification of factors related to purchase of instant noodles.
Ms. Kusum Pawar Ms.Pooja Goswami	Performance Feedback as a Tool for Sustainable Employee Performance
Dr.Priti Pandey	Sustainability Reporting for securing Competitive advantage
Mr. Anthony Colaco	Sustainability and Organizational Learning - Strengthening the relation
Dr Sanchita Banerji	Workforce Diversity & Inclusion: Reward or Challenge
Aditya Goradia Dr. Sarita Vichore	Crypto currency - A Paradigm Shift in Investment
Ms. Kinjal Jethwa Dr. Sarika Jain	A study of csr initiatives at ipca laboratories
Prof.Ruchika Shoukeen	To study hybrid consumer behaviour in the retail apparel industry in India-- a conceptual framework

# Activities held under the Aegis of Remsons Group Management Research Centre

Papers published in The Management Quest- A Bi-Annual Research Journal of DSIMS under the aegis of Remsons Centre for Management Research (Online ISSN: 2581-6632)

Volume No.1 Issue No. 2	October 2018 - March 2019
Authors	Title
Dr. Sadhana Ghosh	Conceptual Framework of Performance Evaluation
Dr Dhanashree Potey	Book Review: Connecting Mythology and Management

Volume No.2 Issue No.1	April 2019 - September 2019
Authors	Title
Ms Sayali and Dr Sharad Kumar	Impact of Digitisation on Efficiency of the Working Capital Finance Process & Financial Performance - A Study of Kotak Mahindra Bank Limited
Dr Dhanshree Potey and Mr Jay	A study on how digital payments have revolutionised the customer experience
Mr Anthony	Book review-Making Good decisions

Volume No.1 Issue No. 1	April 2018-September 2018
Authors	Title
Mr. Amey Haldankar and Dr. Sharad Kumar	A Comparative Study of Financial Performance of Dena Bank vis a vis Five Leading Indian Banks
Mr. Neel Jani and Dr. Sarita Vichore	Trends and Scope of commercial lending in India
Dr. C. Babu	Book Review: Hit Refresh: The Quest to Rediscover Microsoft's Soul and Imagine a Better Future for Everyone, Satya Nadella (Ed.).2017



# Activities held under the Aegis of Remsons Group Management Research Centre

## Book/Book Chapters

Name of Faculty	Title of Case
Dr. Sarita Vichore	Reviewed a book titled - Security Analysis & Portfolio Management. Publication - Oxford University Press
Dr. Nehal Joshipura	Low Risk Anomaly: Evidence from India is published by Bloomsbury Publication as a chapter in an edited book - EMERGING HORIZONS IN FINANCE by A K Puri and Kanhaiya Singh from Fore School of Management.
Dr. Sharad Kumar and Ms. Pooja Goswami (one chapter in module)	Module of HRM in Advanced Management Book of IIBF
Dr. Sanchita Banerji Dr. Ruchi Anand	Perspective Management-Himalaya Publishing House(2019) ISBN-9789353676827- Rs 240 ,216 pgs



## Management Development Programs Conducted by Faculty

Faculty	Topic	Client	Dates	Duration
Dr. Sarita Vichore & Dr. Shailja Badra	Finance for non finance-client	Water wealth management pvt. Ltd	24th & 25th of November 2018	2 days
Prof. Somesh Banerji & Dr. Sadhana Ghosh	Supply chain Planning and Synchronization using advanced Analytics	BKT, Reliance and Raymond	02.03.2019	1 days



# THE MENTORS – A TEAM GETS DEFINED



**Dr. C. Babu**

## **Director**

Dr. C Babu is the Director of Durgadevi Saraf Institute of Management Studies (DSIMS), Mumbai. He is an MBA from Madurai Kamaraj University and has completed his PhD in Management from Faculty of Management Studies, Gurukul Kangri University, Uttaranchal.

Prior to joining DSIMS, Dr. Babu was the Director-in-charge at Chetana Institute of Management and Research, Mumbai. In the past, Dr. Babu has been associated with Management Institutes - YMT College of Management, Navi Mumbai, as Director and ITM Business School, Navi Mumbai, as Assistant Director. He has also held positions of Academic Head, at the Lalita Devi Institute of Management and Sciences, New Delhi Affiliated to Guru Govind University; and as the Dean of School of Management and Media Studies (SAMS), Dehradun, Uttaranchal. His area of teaching and research are on Consumer Behavior and Business Strategy.

Dr. Babu was actively involved in Business Simulation based teaching in Management Education with Prof. Pierre Mora, Bordeaux University, France. He was awarded as the Outstanding Dean for successfully setting up a new campus for School of Management and Media Studies (SAMS) in Dehradun and was also awarded as the Best Professor at ITM Business School, Navi Mumbai in 2006



**Dr. Sharad Kumar**

## **Dean - Academics, Research and Remsons Chairperson**

Dr. Kumar is M.Sc. (Statistics) from IIT Kanpur, M.A. (Psychology) from Kanpur University (Topper), PGDPM and MBA from FMS Delhi University, Ph.D. in Organisational Behaviour from Mumbai University and CAIIB from IIBF. Before joining DSIMS in 2012 he was holding the post of Adviser (CGM) in RBI dealing with Information Management Systems and Research and has been the member of various committees set up by the top management of RBI. He has been trained at Cambridge University on "Strategic Risk in Financial Services" and attended Advanced Management Program at ESCP European Business School at its London and Paris Campuses. His areas of specialisation are HRM & OB, Information Systems & Information Technology, Research Methodology, Banking & Finance and External Sector. He has widely published in national and international journals. He has also extensively travelled abroad in connection with attending seminars and conferences and represented RBI in various international forums.



**Dr. Sarita Vichore**

## **Associate Dean & Area Head- Finance**

Dr. Sarita Vichore is a Ph.D. in the area of Financial Services; she completed her doctorate from South Gujarat University. She has a dual degree in Management of Business Administration, majored in the area of Finance. She is also Masters in Commerce, and holds a degree of Cost and Management Accountant (CMA), USA. She is a member of Institute of Management Accountants United States of America. She has over 16 years of experience of Industry and academia. She has presented research papers in various National and International conferences, She also represented DSIMS at IMRA London UK for research paper presentation.

She has publications in referred National and International Journals. More recently she was invited for a guest session on Scaling up of the business to the esteemed entrepreneurs at Kauffman Foundation Kansas USA. Her teaching interests are in the areas of corporate finance, Performance Management, Valuations and Mergers & Acquisitions. Her research interest includes Micro Finance and Corporate Social Responsibility.

## FINANCIAL MANAGEMENT



**Apurva Mehta, Associate Professor**

Prof. Apurva has an MBA (International Finance) from Thunderbird, Sam Garvin International School of International Management, Arizona, USA & a Masters in Management Studies (M.M.S.) - Finance, Mumbai University. He has over two and a half decades of experience in Banking, Financial & Transaction Advisory Services. He specializes in International / Cross border Valuation, Fund raising and liquidity management. He worked for organizations like American Express Bank, Morgan Stanley, ICICI Bank and KPMG. His last stint was as a Senior Partner - Corporate Finance at Baker Tilly DHC. His research interests include looking at the Financially Distress asset market in the Indian banking system and the role of Asset Reconstruction Companies.



**Dr. Nehal Joshipura, Assistant Professor**

Dr. Nehal Joshipura has about two decades experience in industry and academia. Having received MBA in Finance from Bhavnagar University and being topper in MCA from Gujarat University (Rollwala), she has earned PhD on "Exploring Risk Anomaly in Indian Stock Market: the Test of Market Efficiency". She has published a number of papers in refereed management journals including ABDC listed international Journal Asian Journal of Finance & Accounting and Applied Finance Letters. In addition, she has presented papers at national and international conferences and won the best paper prizes at conferences like NICOM at Nirma University and Great Lakes - Union Bank Finance Conference. Her research and consultancy interests lie in practice-oriented aspects of portfolio management and wealth management like factor investing, investment strategies and quantitative investing.



**Dr. Shailja Badra, Assistant Professor & Chairperson (MMS Program 1st year)**

Dr Shailja Badra has earned Master's Degree in Financial Management from Jamnalal Bajaj Institute of Management Studies, Mumbai. After graduating several stepping stones- B.Ed, M.Ed and M.Phil, she has completed PhD from Himachal Pradesh University, Shimla in the year 2005. Dr Shailja has more than nine years of industry experience in different positions and five years of teaching experience in one of the leading Management Institute. She has published several research papers in National & International Journals. Her areas of interest include Research Methodology, Operations Research, Business Statistics and Financial Markets.



**Maneesh Gupta, Assistant Professor**

Prof. Maneesh Gupta has done his MMS (Finance) and B.E. (Computers) from University of Mumbai. He is currently pursuing his PhD from NITIE. He has nine years of experience in industry and academia. Prior to this he was associated with KJ SIMR. He has also cleared Financial Risk Management (FRM) Level I. His research interests are in Financial Connectedness, Financial Contagion, Volatility Modelling, Credit Risk Management and Finance Analytics.



**Priyanka Oza, Assistant Professor & Chairperson (MMS Program 2nd year)**

Prof. Priyanka Oza holds a Masters Degree in Management Studies from University of Mumbai and UGC-NET Qualification for Lectureship. She has around eight years of experience in academics and around a year and a half of experience in the industry. Priyanka has taken up various subjects in Finance Specialization as well as taken General Management subjects prior to joining DSIMS. In her earlier stint as an Assistant Professor, she has also been awarded as the Best Faculty from the Institute. She has presented research papers in Conferences and also published papers in peer-reviewed journals. Her teaching and research areas include Financial Accounting, Financial Management, Security Analysis & Portfolio Management, Fixed Income Markets, etc.

## HUMAN RESOURCE MANAGEMENT



**Dr. Sarika Jain, Associate Professor, Controller of examination & Head ISR**

Dr. Sarika Jain is a Fellow (PhD) of National Institute of Industrial Engineering (NITIE) in the area of Human Resources Management. She holds a first class Master's degree in Social Work with major specialisation in Human Resources & Social Work from Aligarh Muslim University (AMU). She has an experience of teaching of about 14 years. She has worked with Tata Institute of Social Sciences (TISS) on a national Project "Educational Status of Religious & Linguistic Minorities". She has received Devang Mehta Award for "Best Professor in CSR" in 2015. She has also published papers in peer reviewed journals of National and International Repute. Her teaching and research interest areas include Work-Family Balance, Organizational Behaviour, HRM, Business Ethics and CSR.



**Dr. Sanchita Banerji, Associate Professor & Chairperson- PGDM I year**

Dr. Sanchita Banerji is a Ph.D (HR), MBA, PGDMM with an experience of more than 15 years in the field of Management Education, Training and Consultancy. She has participated and presented papers in various National & International Forums, Seminars and Conferences and has several publications to her credit in Journals of repute. She has been invited as a Chairperson and Forum Speaker and is also empaneled in the Editorial and Advisory Board of various esteemed National & International journals. Her teaching and research interest areas include Principles of Management, Business Communication, OB, and HRM & Personality Development and Image Building.



**Dr. Beena Prakash, Assistant Professor**

Dr. Beena Prakash holds Masters Degree in Psychology and post graduate degree in HR. She has more than nine years of academic experience and five years of industry experience. Prior to joining DSIMS, she was Assistant Professor at TIMSR. Her Industry experience includes stints at Jindal Steel and Power Ltd., and IEL. She has presented research papers at both National & International Conferences and also published papers in International journals. Her areas of research interest are Performance Management and Employee Engagement.



**Anthony Colaco, Assistant Professor**

Prof. Anthony Colaco holds a Bachelor of Science degree in Chemistry, however he was more inclined towards the chemistry of humans in organization rather than that of organic and inorganic elements. This led him to successfully acquiring a Diploma in Human Resource Management (Xavier Institute of Management) and Labor Laws & Labor Welfare (Mumbai University). He holds Masters Degree in HRM from NMIMS. He has close to two decades of experience in industry and academics. He teaches courses in Human Resource Management. His areas of interest are learning organization, organizational learning, organization development and general management and organizational ambidexterity.



**Pooja Goswami, Assistant Professor**

Prof. Pooja Goswami is an MMS with specialisation in HR from Mumbai University. She is UGC NET qualified. She has also completed P.G. Diploma in Labour and Administrative Laws. She has been a topper in the area of HR & across specializations at DSIMS. She has also earned the degree of M.Com & completed various NSE certifications. She has over 4 years of experience. Her teaching and research interests are HRM, PMS, Employee Engagement, Rewards Management, Labour laws and Work life balance. She has presented research papers in various conferences. She is part of Remsons Centre for Management Research and assists Dr. Sharad Kumar, Dean, Academic and Research in various research activities of the Institute.

## MARKETING MANAGEMENT



**Dr. Chandrashekhar Kaushik, Associate Professor**

Dr. Kaushik is a doctorate in Marketing Management from Savitribai Phule Pune University (formerly University of Pune). He holds a degree in Pharmacy and is a post graduate in Master of Business Administration specializing in Marketing. Before joining DSIMS, he was as an Assistant Professor with IES Management College and Research Centre.

Dr. Kaushik has more than 20 years of experience in Industry and academics. He has around 9 years of experience in Pharmaceutical Industry with Production, Sales and Marketing areas. He has more than 11 years of experience in academics with areas of interest in Services Marketing, Retail Management, Rural Marketing and Business Communication. He has interest in Research and has published papers in National and International Journals like Sage and Springer and also written chapters in books.



**Dr. Padma Singhal, Assistant Professor, Area Head Marketing**

Dr. Padma Singhal is a Ph.D in Marketing Management from DAVV University, Indore. She has obtained an MBA (Marketing) and has eight years of experience in academia besides a three years stint in the corporate arena. She is a keen researcher and has numerous publications to her credit in various journals of repute. Dr Singhal's teaching and research interest includes Branding, Sales, Services and Strategy.



**Dr. Dhanashree Potey, Assistant Professor**

Dr. Dhanashree Potey had done her PhD from IIT Bombay in the area of Service Enterprises in India. After her graduation in Economics (major) from University of Mumbai and MMS Marketing from NMIMS, she has also undergone Certification Course on Entrepreneurship from Indian School of Business [ISB].

She has worked in companies like Apple Industries Ltd-Aptech, Anand Bazaar Patrika- Business Standard Ltd. Her areas of interest are marketing & sales, services marketing, business analytics, advertising & communication. She has published research work in national and international journals.



**Ruchika Shokeen, Assistant Professor**

Prof. Ruchika Shokeen did her MBA and DFM from Pune, and an EPRM from IIM Calcutta. She worked in the corporate sector with leading names like Britannia, Aptech, ICICI, Hindware and GHCL in Marketing and Retail functions. She has an experience of thirteen years as a corporate professional and has been in the education sector for five years. She has also been a National level athlete and was an integral part of the core team that organized Common Wealth Games 2010 in India, New Delhi. She is currently pursuing her Ph.D with AIMA



**Nilesch Deshpande, Assistant Professor**

Prof. Nilesch Deshpande is a pharmacy graduate(B. Pharm), with a first class specialization in marketing management (MMS) from the University of Mumbai. He has more than 20 years of experience in the marketing and sales domain. He has worked across Pharmaceutical, FMCG and FMCD industries. His last job was in the capacity of Associate Director of Marketing in a top 10 pharmaceutical organization. He has a passion for teaching and enjoys interacting with and facilitating the learning of young would be managers.



## OPERATIONS MANAGEMENT



**Somesh Kumar Banerji**, Associate Professor & Area Head-Operations & Chairperson, Placements and Corporate Relations

Prof. Somesh Kumar Banerji has a B Tech in Metallurgical Engineering from IIT Bombay and a PGDM from IIM Bangalore. He has more than 37 years of industry experience across industries like Automotive Components, Industrial Plastics, FMCG and Cold Rolled Steel & Allied Products. Prior to joining DSIMS, Prof. Somesh was Chief Industry Officer and Faculty Member at IIFM Mumbai and earlier, Controller of Projects, SCM & Infrastructure - Adam Smith Institute of Management, ICFAI group, Hyderabad. His areas of interest are Operations, Logistics, Project Management, Supply Chain Management, Disruptive & Predictive Technologies, Blockchain Technology and Supply Chain Analytics. He has received awards for Best Faculty of the year (DSIMS, 2016) and Best Faculty in Operations Management (Devang Mehta National Education Awards, 2016)



**Dr. Sadhana Ghosh**, Adjunct Professor

Dr. Sadhana Ghosh is M. Stat. from Indian Statistical Institute, Calcutta and Fellow of NITIE Mumbai. Before joining DSIMS, Sadhana worked with NITIE and held positions of Board Member NITIE, Dean Academic, Prof. - in- Charge Academics & Placement. She has more than three decades of experience in teaching, training and consulting. Her areas of interest are Quality Management, Six Sigma, Continuous Process Improvement and Business Analytics. She received Best Service Award from NITIE in 2013 and Best Teacher Award in Operations Management by the Jury of 19th Business School Affairs & Dewang Mehta Business School, Presented by HUL in Nov. 2011



**Zubin Sethna**, Assistant Professor

Prof. Zubin is qualified as an engineer and as an MBA from Mumbai University. He has 9 years of corporate experience in following areas: production management, production planning & purchase planning, 5S, housekeeping, safety, vendor co-ordination, inventory management, warehouse space optimisation, manpower planning and restructuring, scrap reduction, product-costing and new product development. For past 10 years, he has taught a variety of subjects : supply chain management, transportation management, warehousing, global-warming mitigation, waste management, production management, operations research, total quality management and geo-politics. He likes to gain and share knowledge.



## GENERAL MANAGEMENT ECONOMICS



**Dr. Sumana Chaudhuri, Associate Professor, Chairperson PGDM Program 2nd year**

Dr. Sumana Chaudhuri, Post-Doctoral Fellow of IIT Kharagpur (2018), received her doctorate from National Institute of Industrial Engineering (NITIE), Mumbai. Her area of specialization is in the field of Applied Welfare Economics and Infrastructure Economics. A National Merit Scholar, she is a first class M.Sc. in Economics from University of Calcutta. She has successfully completed a sponsored research project with Airports Economic Regulatory Authority of India (AERA). She has received the best paper award at the International Conference on Infrastructure Finance at IIT Kharagpur in 2010. She has also published articles in peer reviewed International journals and edited books. Earlier she taught at Institute of Marketing and Management, New Delhi.

## BUSINESS COMMUNICATION



**Sharmila Bonnerjee, Assistant Professor**

Prof. Sharmila Bonnerjee is a faculty in the area of Human Resource Management and Communication Skills at DSIMS, Mumbai. A graduate from Calcutta University, she has specialized in Human Resource Management in her PGDM program from Symbiosis, Pune. She has also done her Post Graduate Diploma in Software Exports Management, GNIIT S/W Exports, from NIIT Ltd. She is currently pursuing MA in Psychology specialising in Organizational Psychology from IGNOU. She has undergone training on "Handling Employee Relations" from Welingkar Institute of Management, Mumbai. Prof. Sharmila has a rich experience of about 14 years in both Industry and academics. She has worked with premier organizations like NIIT Ltd. and Asset International (a division of APTECH Ltd.).



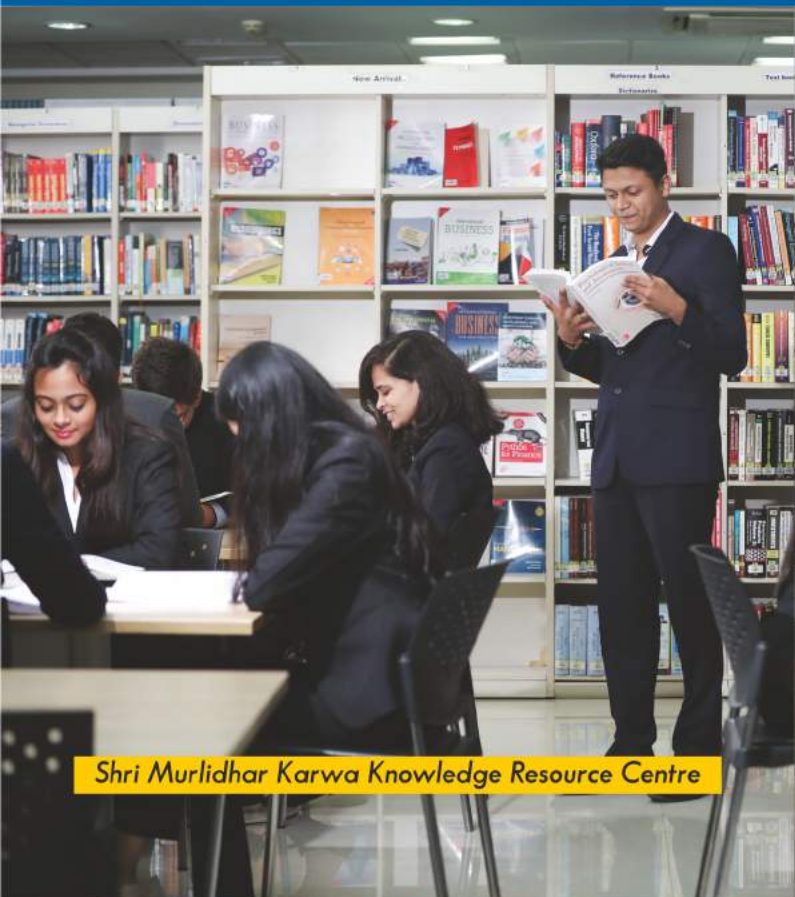
# VISITING FACULTY

Name	Designation	Company
Dr. Satish Ailawadi	Professor	IMT Ghaziabad
Mr. Abhishek Pawar	Managing Director	Skill Shaperz Training & Services Private Ltd
Mr. Ajit Kurvey	Former DGM & Academician	Wheelabrator Alloy Castings Limited
Mr. Amit Kumar	Digital Business Development Head - hometesterclub.com	Buchanan Group
Mr. Anil Agnihotri	Retired Vice Chairman	Mahindra & Mahindra Ltd
Mr. Anil Rander	Sr. VP - Finance & Legal	Tech Mahindra Business Services Ltd
Mr. Archis Sahasrabudhe	Promoter and Owner	Twine Outdoors
Mr. Arun Kamat	Proprietor	Arun Kamat & Company
Mr. B. Banerjee	Former Senior Vice President - QA	Associated Capsules group (ACG)
Mr. B. Dhongade	AGM- Law and HR	SICOM ARC LTD
Mr. Bibek Chattopadhyay	Head Corporate Communications	Ambuja Cement Limited
Mr. C.P. Joshi	Professor	K.J. Somaiya Institute of Management Studies & Research, Mumbai
Mr. Deepan Bhatt	General Manager - Sales & Marketing	Polysat Plastics Pvt. Ltd.
Mr. Devendra Asar	Former - General Factory Manager	Hindustan Unilever Ltd.
Mr. Devendra Mogare	Manager - Strategy and Planning	H-Energy (Hiranandani) Group of Companies
Mr. Indrasen Dhumal	Director	Prativ Technology & Engineering India
Mr. Jeet Shah	Partner	Veer Consulting services
Mr. K. K. Jain	Retired- Management Consultant	Voltas Limited
Mr. Kiran Rane	Product Head	IndusInd Bank Ltd.
Mr. Leslie Rebello	Director	LR Associates Pvt. Ltd.
Mr. Mahendra Yadav	Academician	Aditya Institute of Management Studies & Research, Yadavrao Tasgaonkar Institute of Management
Mr. Nandan Shrivastava	Chief Customer Care officer	Bank of Baroda
Mr. Nijai Gupta	General Manager - Treasury	Garware Polyester Ltd
Mr. Nitin Shinde	Supply Chain Consultant	Spectrum Chemicals , Adchem Technologies & Milan Pharma
Mr. P V Gupte	Partner and Promoter	Deepkamal Printing & Packaging Pvt. Ltd.
Mr. Prakash Gehani	Legal Consultant	—
Dr. Pritee Saxena	Dean - Placements	IBS
Mr. R. Krishnan	Engineer	Indian Institute of Technology
Mr. Ravindra Raswalkar	Former General Manager	Union Bank of India
Mr. Rustam Kutar	worked with BOI at various level	Bank of India
Mr. S.S.N. Murthy	Former - Dy. General Manager	Union Bank of India
Dr. Samta Jain	General Manager-HR	TeamGlobal Logistics Pvt Ltd.
Dr. Sarat Kumar Malik	Joint Director	Securities & Exchange Board of India

# VISITING FACULTY

Name	Designation	Company
Dr. Satish Ailawadi	Professor	IMT Ghaziabad
Dr. Satish Pai	CEO	People Plus Business Solutions
Mr. Saurabh Parikh	Head program management and PMO	Symantec India Counslting
Ms. Shruti Singh	HR Consultant & Trainer	Midas Consulting
Ms. Sonali Prajapati	Academician	M.V.M College
Ms. Sonia Nangallia	Academician	ICFAI Business School -Powai, Mumbai
Dr. Suhas Rane	Academician	S.P.Jain, NMIMS, IGTC, CII
Mr. Tapan Wagle	Director	TA & P EHS Consultants Pvt. Ltd
Mr. V. Mahadevan	Partner	L S Shetty & Associates
Mr.Prateek Singh	Sr.Copywriter	Phonethics Mobile Media Pvt. Ltd
Mr.Abhishek Seth	Assistant Manager	HR Talent Acquisition, Talent Management & Organization Development
Mr. Ajay Reche	General Manager - HR	Peninsula Land Limited Ashok Piramal Group Company)
Ms. Poorti Pradhan	Sr.Executive - Employee Engagement	Mahindra Logistics Ltd
Mr. Sameer Karna	Founder & Chief Mentor	The Training Curve and is a corporate trainer, driving customized training interventions
Prof. Bipin Vengsarkar		Biopac India Corporation Ltd.
Prof. Nitin Shinde	Supply Chain Consultant	Spectrum Chemicals , Adchem Technologies & Milan Pharma
Prof. Ajit Kurvey	Former DGM	Wheelabrator Alloy Castings Limited
CA Dr. S. P. Das	Associate Prof. cum Head -Centre of Excellence for CSR & Sustainability	Don Bosco Institute of Managemet & Research
Prof. Ritesh Gohil		Elara Capital
Prof. M H Varma	Adjunct Faculty	ICFAI Business School
Prof. Prateek Singh	Sr. Copywriter	Phonethics Mobile Media Pvt. Ltd
Prof. Leslie Rebello	Director	LR Associates Pvt. Ltd.
Prof. Vikas Sharan	Marketing & Corporate Communication	Aranca
Prof. Nitin Shinde	Supply Chain Consultant	Spectrum Chemicals , Adchem Technologies & Milan Pharma
Mr. Anil Agnihotri	Retired Vice Chairman	Corporate Center, Mahindra & Mahindra Ltd
Prof. CA Pallav Shah	Associated	Edelweiss Capital Limited a Public Limited
Prof. SSN Murthy	Retired as Dy. General Manager	Union Bank of India from its Risk Management Dept
Mr. Joydeep Sen	Senior Vice President - Advisory Desk - Fixed Income	BNP Paribas Wealth Management
Ms. Vasudha Agnihotri	Visiting Faculty	Media Institutes
Mr. B Banerjee	Former Senior Vice President - QA	Associated Capsules group (ACG)

# INFRASTRUCTURE & CAMPUS



Shri Murlidhar Karwa Knowledge Resource Centre



Beniprasad Luharuka Computer Lab

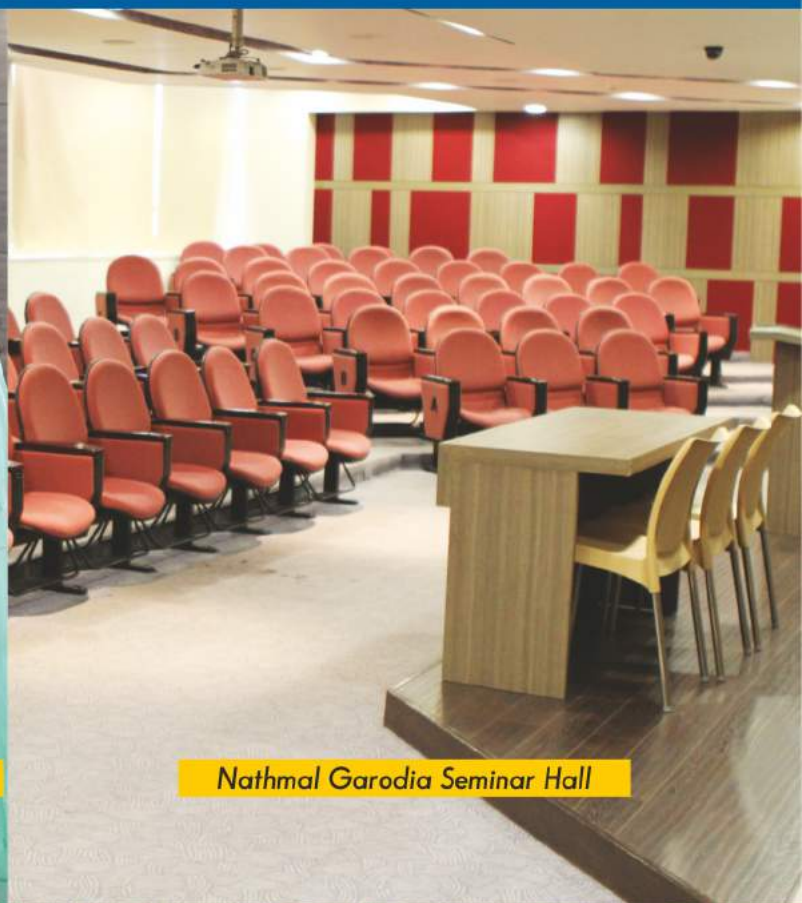


Classroom

# INFRASTRUCTURE & CAMPUS



Smt. Smita Mahavirprasad Agrwal Nevatia Seminar Hall



Nathmal Garodia Seminar Hall



Pravinchandra D. Shah Sports Academy

# INFRASTRUCTURE & CAMPUS

## Draupadidevi Sanwormal Women's Hostel



RECREATIONAL AREA



CAFETERIA



STUDENTS ROOM



HOSTEL PASSAGE

Draupadidevi Sanwormal Women's Hostel is housed on the 11th & 12th floor of the educational complex of Rajasthani Sammelan Education Trust. The hostel can accommodate 135 girl students.

The hostel has AC as well as Non-AC Triple Occupancy rooms on both the floors. All the rooms have attached toilets, designed in such a way that they can be serviced when the rooms are locked.

Each student in a room is provided with a bed, a writing table, a chair & a common sofa.

The hostel consists of a reception on the ground floor, a recreational area, a dining hall & a dry pantry on the 12th floor. The corridors of the hostel are naturally lit and ventilated by big skylights. Passages have been made colorful to give a lively ambience. Voids are provided between 11th & 12th floors for the students to communicate. There is Wi-Fi access, Breakfast & Dinner is provided to all the residents.

### FEE STRUCTURE

Type of Accommodation	Fees for 12 months	Fees for 6 months	Security Deposit
Triple Sharing AC Room	₹ 1,92,000	₹ 1,02,000	₹ 30,000
Triple Sharing Non AC Room	₹ 1,44,000	₹ 78,000	₹ 30,000

\* Fees subject to revision

# INFRASTRUCTURE & CAMPUS

## Jankidevi Bilasrai Bubna Boys' Hostel



TV Lounge



Quadruple Sharing Room



Study Area



CAFETERIA


Jankidevi Bilasrai Bubna Boys' Hostel is the latest addition in the educational endeavour of Rajasthani Sammelan Education Trust. The Hostel is located at a walking distance from RSET Campus. The independent Hostel building has seven floors and provides accommodation for 152 students. All rooms are air-conditioned and aesthetically designed. There are air-conditioned study areas on all floors where the students can sit and study. Also, all the floors have lounge and TV room for recreation of the students. Other facilities include communication room, dining room and games room. For the safety of the students, the building is equipped with fire detection and fire fighting system. CCTVs are also installed for 24 x 7 security. There is Wi-Fi access to the entire building. The building is maintained by professional house-keeping agency. For the convenience of the hostel inmates' breakfast & dinner is provided to them.

### FEE STRUCTURE

Type of Accommodation	Fees for 12 months	Fees for 6 months	Security Deposit
2 Bed Sharing AC	₹ 1,92,000	₹ 1,02,000	₹ 30,000
4 Bed Sharing AC	₹ 1,56,000	₹ 84,000	₹ 30,000

\* Fees subject to revision





# Summer Internship Program@ DSIMS

An MBA Summer Internship Program is a brief learning-oriented work experience with a company that is completed between the first and second year of the MBA program. Summer internships are compulsory for most business schools today. Essentially, an internship as an MBA student will allow students to apply the skills and lessons learned in a classroom in the real world of business. The 2014 year-end poll conducted by the Graduate Management Admission Council on 201 recruiters reveals a strong outlook for internship among employers. In 2014, 68 percent of employers said that they had recruited MBA students as interns in 2013.

As summer internships start after the first year of the course. The first year at most B-schools prepares the students in core business courses to prepare the ground for taking up specialised electives in the second year. Once in the course, until the summer internship project, their interaction with corporate is nil. It is only after the hands-on experience of the summer project that the real picture starts to build for them. They are better informed about their interests and the field that they would want to work in." Academic knowledge is all that most students have until the internships. The stay for about 8 weeks at a company is a hands-on training for students and a time to apply and observe theory in practice.

Growing number of institutes are setting up advisory boards for their curriculum comprising people from companies in order to make the management courses more relevant to the industry needs. The feedback from the corporate where a student completes his summer internship is often used as an input for curriculum upgrades. Additionally, the feedback of the company also adds to the student's grades and academic evaluation. At DSIMS the Board of Studies is one such body of

representatives both from the industry and the academia who meet annually to review the PGDM curriculum in order to make it more robust and industry ready. Hence Summer Internship Program bridges the knowledge gap between the academia and industry by strengthening the relationship both ways and is the most important component of MBA education.

Summer Internships also indicate B-schools which sectors are likely to generate more jobs in the immediate future. If a company shows an interest in recruiting a larger number of summer interns than usual, then B schools try and build a steady relationship with that company.

The summer placements to a great extent indicate how the final placements will be, not only for the second year batch which shall appear for final placements in a few months' time, but also for the first year batch students. Many companies use internships to recruit talent that fits their culture. Students are exposed to a network of professionals and hiring decision makers in that organization who will judge their performance during the tenure of internship. For most employers, interns are an economical way of "trying before buying." If the student as an intern lives up to their performance expectations, he/she would be hired easily.

Thus Summer Internships provide a very lucrative platform to the management students to network with the industry professionals, develop the required skills which will ensure them employment at the end of 2 months, in the form of a Pre Placement Offer which is converted as a permanent employment in the same company post the student finishes his/her course. It's finally a Win-Win situation both for the graduating students and the company hiring them.

## Student Testimonials

Below are some of the learning's in the form of testimonials which have been shared by the second year students of DSIMS on how they have found their Summer Internship Program a Path- Changer for them.

### **Mapro Foods Pvt. Ltd.**

"I did my SIP with Mapro Foods Pvt. Ltd. I was given a role of product promotion through BTL activities like in store sampling, where I interacted with the consumers face to face, understood consumer behavior, relationship building etc. This is how I took the classroom learnings to the ground zero, where I got the real time experience of sales promotion and learned the tricks of trade."

Sumer Bhowmick

Batch 2016-18-Marketing

### **HPCL**

"Summer internship experience with HPCL in sales gave me immense career flexibility. It was best thing that could have happened with me because you get to learn so much out there on the field. Its shows you a whole new picture of the world but the conceptual knowledge and practical learning which I got from my class room sessions helped me to learn the skills which were useful in sales. It also taught me to get out of my comfort zone. And most important of all, the completion of my project instilled in me confidence that no matter how tough objectives may seem, there is always a way to achieve it. The key to its perseverance and hard work."

Bhavesh Shah

Batch 2016-18-Marketing

### **Siyarams**

I feel very fortunate that I had the privilege to do summer Internship in one of the most reputed company in textile Industry. Advertising and Branding was completely new for me, but friendly and motivated atmosphere of Branding Department supported me in completing my Project and helped me in gaining some new insights of the Advertising and Branding World. Analysing Branding Strategies of Core Competitors of "Oxemberg" was one of the main project which I did in my SIP apart from the Research project. As a student of DSIMS, I was always supported by my Faculty Mentor for completing my Research Project which was very much admired and appreciated by the Organisation. During my SIP, I have learnt how an Apparel Branding and Advertisement are done which has done a great value addition to my Marketing Subjects.

Chirag Dembla

Batch 2016-18-Marketing

### **Motilal Oswal Securities Limited**

Nothing is comparable to a real world experience. My learnings boosted up when my theoretical knowledge united with my practical experience. Motilal Oswal Securities Limited gave me an exposure to real world and different issues, along with detailed insights about financial markets which will further help me build my career path. The work was based on real world situations, which was fascinating with a positive

atmosphere in Company.

Riddhi Gala

Batch 2016-18-Finance

### **HyperCity**

I did my summer internship of two months from HyperCITY. My time over there gave me a brief glimpse of the rigors of corporate life and how to best handle them. My time dealing with vendors on behalf of the company taught me the finer details of vendor negotiation. I learnt how to give corporate presentation and my time management skills was both challenged as well as honed during my time in the office. I had first-hand experience on learning how all the functions of HR are integrated together.

Prashant Varghese

Batch 2016-18-HR

### **A PLUS capital services LLP**

I have done my summer internship at A PLUS capital services LLP and my role was cold calling clients to convince them to open DEMAT account with our company. Major challenge faced was convincing people over a call and building trust with them, but at the end of 2 months I learnt how to talk to clients professionally and it helped in enhancing my communication skills and an added benefit was good knowledge of share market. Apart from that I also had a great corporate engagement during my 2 month summer internship.

Kruti Gajera,

Batch 2016-18- Finance

### **Brand Keeda**

I have done my internship at Navi Mumbai based consulting company BrandKeeda. As once Benjamin Franklin said "Tell me and I forget. Teach me and I remember. Involve me and I learn", during my tenure as intern in BrandKeeda, I had been given opportunity to have hands on experience in creating, training and development programs for multiple clients. My internship program had given me opportunities to challenge my limits and to learn new traits such as leadership skills, self-analysis, communication skills and more and have developed myself to be a better person academically, professionally and personally. As there is proof needed to validate words, my first position in best SIP competition prove that internship with right people and right organization with a right attitude and hard work does create wonders in life.

Kruti Gajera,

Batch 2016-18- Finance

### **Bhilai Engineering Corporation**

I did my summer internship at Bhilai Engineering Corporations., As a student of operations; I took my academics learning one step ahead in the world of 3D Printers. My work was to study the 3D printing manufacturing in Mumbai and understand all the challenges associated with it faced by the different industries. 3D printers are the future of manufacturing and understanding it is a challenge, but by the guidance provided by college as well as industry mentor the task became easier. My SIP was a great learning experience for me

Dipti Tiwari

Batch 2016-18-HR

# SUMMER INTERNSHIP COMPANIES' FEEDBACK



**Sayali Shelar | MMS Finance | Batch 2017-19**

The work place behaviour and etiquette shown by the student is good. Tendency towards being punctual and commitment to work is well exhibited. Very good initiation skills shown. The study & remarks provided by the students would be of help to us.



**Suyash Keshav | MMS Marketing | Batch 2017-19**

He is a Quick Learner & a quiet personality. He is good at Content Writing and can be a good fit for marketing.



**Jimit Shah | PGDM\_Finance | Batch 2017-19**

Exemplary performance by the intern, lot of help provided and rigorous callings & meetings done to achieve the targets.



**Titiksha Haldankar | PGDM Operations | Batch 2017-19**

She seems to be very smart & hardworking girl. She grasps things very easily & has an eagerness to learn.



**Sanchit Kelkar | MMS Finance Batch | Batch 2017-19**

We found him a talented student, dedicated in work; he adapted to work culture very well. He has potential to grow in business world.



# ALUMNI CONNECT @ DSIMS

Alumni of any institute always remain an integral part of the institute and play a role of its brand ambassador. It is more so for the professional institutes like management. The contribution of alumni has been very significant for creating the image of any top ranked institute. Institutes always look towards their alumni for any help and professional support particularly for mentoring the students and their placements. DSIMS Alumni Association is committed to the cause of building strong Alumni network which is very vibrant and is actively involved in the institute's growth.

Though DSIMS Alumni Association was informally active since the year 2016 but the association took a formal shape in August 2019 with their annual alumni meet - Rendezvous

2019 taking place in December 2019. Rendezvous 2019- the annual alumni meet of DSIMS was dedicated to entrepreneurial start-ups. Many of DSIMS alumni have made us proud by creating a mark in the Indian start-up space. DSIMS wishes to leverage the alumni ecosystem in bolstering the entrepreneurial spirit amongst the students and fellow alumni by recognising these alumni who have carved a dedicated space for themselves in this highly competitive entrepreneurial landscape.

Alumni are the real torch-bearers for any Alma Mater. DSIMS is very proud for the great recognition and accolades they have earned for their institute. We wish them all the best for all their future endeavors.

## Alumni Association Committee



President Neel Jani  
(MFM 2014-17)



Vice President Monik Jain  
(PGDM 2015-17)



Secretary Chirag Agarwal  
(MMS 2016-18)



Treasurer Anandita Hemmady  
(PGDM 2017-19)



Honorary Member Aaliya Mulla  
(PGDM 2016-18)



Honorary Member Akshay Shetty  
(MMS 2016-18)



Honorary Member Vikas Yadav  
(MMS 2017-19)

# ALUMNI CONNECT @ DSIMS

## ALUMNI TESTIMONIALS

### **Nirav Chauhan**

Course Completed - PGDM Finance

Year of Passing - 2016

Present Organization and Designation - Integreon Managed Private Solutions



Looking back at my time at DSIMS, I can see how blend of experienced faculty members, unique curriculum, up to the mark infrastructure and a sound learning environment helped us grow academically and made us industry ready from the very first day we join corporate. I feel myself fortunate to be part of DSIMS family. The PGDM course encourages students to look beyond theories, enables us to relate concepts to real world and develops the power of creativity in us.

For me the whole tenure of 2 years has been most memorable, but to point out one it would be International Immersion. International Immersion, wherein I was the captain of the ship, helped us understand different business environment and business building in different geographies and scenarios. On a personal level, the trip was my first initiative at this institute which helped me experience and understand a very core aspect of management which is "People Management".

I would like to credit DSIMS for transforming me from an individual who use to feel shy or glitch in talking with someone to a more confident, mature and responsible professional. "The distance between your dreams and reality is called DISCIPLINE" and this is taught at DSIMS.

### **Sumeet Acharya**

Course Completed - PGDM Marketing

Year of Passing - 2018

Present Organization and Designation - Alliance Tire Group, Management Trainee



My experience at DSIMS has meant career advancement to a highly responsible and challenging position in a leading-edge Tire manufacturing Company ATG. Along with that goes an increased sense of self-esteem and a feeling of accomplishment and personal satisfaction.

I found welcoming classmates, engaged faculty, and a built-in community in DSIMS. I really enjoyed the teacher-student feedback, the contents of the courses and the teaching framework offered and specially the expert guest lecturers.

Our batch was the first to attend a two month long course under student exchange program at Ottawa University Kansas USA.

We took up servant leadership and business ethics as our main papers at Ottawa University. These papers helped us grow in life and understand the value of ethics in business, preparing us to become better than yesterday. I have learned much more from books than my experience in my time at DSIMS, be it international immersion in Germany and Switzerland to our rural immersion at Amul factory in Gujarat. I owe my success to this esteemed institution.

### **Divya Tibrewal**

Course Completed - MMS Finance

Year of Passing - 2017

Present Organization and Designation - Ernst & Young LLP (EY), Assistant Manager



### **Post-graduation is an exciting time**

It is both - an ending and a beginning; it is warm memories of the past and big dreams for the future. DSIMS was the key to those locks of my life which I thought would never open. DSIMS gave me a platform to rise and fight back. Right from the best faculties to the excellent infrastructure and a diverse peer group, DSIMS is everything you need as a prerequisite to enter the corporate world.

Right from the first interaction with Sharmila Ma'am and expressing the desire of being the part of the growth story of DSIMS to

# ALUMNI CONNECT @ DSIMS

winning the best speaker award, from sitting and making notes in all the lectures to helping all my friends with the same during exam time, from expressing the desire of being the best at everything at everything - Course, extra-curricular activities and grabbing the best job to Sarita Ma'am and achieving the same, from being a part of the annual financial conclave - Financia to being the event head for the same, literally EVERYTHING that happened in the institution was memorable.

The course structure of MMS is designed in such an amazing manner that it gives us a holistic view of how the eco-system of a corporate set-up works, the pre-formed project groups consisting of students across domains gives that feel of how working with people from different educational backgrounds can be. The open door policy between the faculty and the students is another very important facility that DSIMS provides. Right from education to skill development to personality building, DSIMS gives it all. Looking forward to continue my association with DSIMS forever.

## **Mr. Neel Jani** **MFM 2014-17 Batch**

Dear Fellow DSIMS Alumni and Readers,

It is an honor and a privilege for me to be elected and chosen to serve as the President of DSIMS Alumni Association for the next 3 years.

The mission and commitment of our Alumni Association remains not just to keep the alumni connected to this great institution, but also to one another and to support the students who would follow us as future DSIMS graduates.

I endeavour to build upon an alumni framework and execute the legacy initiatives carried out within the DSIMS Alumni umbrella, as well as, the new ideas and initiatives envisioned by fellow alumni members and association office-bearers. For this, I welcome any and all suggestions which you believe could prove to be valuable to our functioning and growth.



## **Mr. Chirag Agarwal** **MMS 2016-18 Batch**

As it is rightly said "You should never forget the place you started from" so being a fellow Alumnus, It is always being a pleasure to give back to our alma mater. And being the Secretary of the Alumni Association I feel it as an honour to give it my best to the Institute. It is indeed my earnest desire to bring the alumni closer and I truly believe that this association will help to reconnect all of us.

We, as the alumni, are the foremost brand ambassadors and can play a vital role in the development of our Alma mater with our ideas and suggestions. We wish to nurture a rich culture among the alumni which leads to building a strong and connected alumni network.

The objective of the DSIMS Alumni Association is to connect and establish a wide network among all the alumni. The Alumni Association could contribute in multiple ways. Firstly, we can contribute to our alma mater through our expertise and experience. Secondly, we can connect with each other and think of how we can give back to our Alma Mater. Through this Alumni Association, we can form local chapters in various cities in India developing and creating a presence across the country. Besides these, industry-institute interactions like internships, seminars, lectures and other initiatives would help the student community gain exposure and build successful careers.

We are together embarking on a journey that would benefit the Alumni, the Institute, and society at large. I Hope this Association will help to create and will also love to listen many success stories as a DSIMS Alumni.



## **Ms. Nisha Harpalani, PGDM Marketing, 2017-19**

College is one of those experiences you would most likely never forget, from the first day you step on campus grounds to the last day of graduation. For many DSIMS graduates, the future lies beyond the walls of their alma mater. Since DSIMS was founded, alumni have made significant progress and impact; from establishing start-ups, working in the corporate world to impacting the community through various projects.



As a graduate of DSIMS, I firsthand know the fine quality of education provided to students. I appreciate not only the education I received, but also the values that DSIMS instilled in me—a critical perspective of the world and a focus on social justice. I am also proud that the Institute has become a leader in sustainability and sought to involve students in decision-making. DSIMS has always encouraged students to acquire career information actively in order to get trained and be prepared for it in the future. I was keenly interested in Hospitality sector and here I am on the path of becoming the Assistant Manager- Business Development in Siesta Hospitality Services Limited. Nevertheless, there are a few who have found their niche right here at DSIMS just like me, contributing to the community in a variety of ways and being a source of inspiration and guidance to many students.

The most memorable moment of my life in this journey was winning the Award for “Securing the highest marks in the area of Marketing”. This was made possible by the blessings and teachings of my professors.

When you spend about 80% of your time at a place, you grow to love it, and I love that what I’m doing here at Siesta Hospitality leaves a visible mark of my college’s teachings. Every day there is an increase in my learning curve and the small community feels like a family now. Seeing the impact DSIMS makes in the lives of students by providing us with all kinds of support, watching our daily progress, the outcomes we achieve and seeing us all graduate has been very fulfilling for us as students. Fulfillment defines success for me. My alma mater has developed my capacity to make an impact beyond its boundary walls.

Apart from academics, I also participated in various co-curricular activities, CSR initiatives, rural and international immersions which gave me a perfect balance of academia and fun. Remember that life does not end when you graduate; it continues, grows and thrives.

## **Mr. Saurabh Vyas & Mr. Shreyank Mishra PGDM Marketing 2016-18**

The word entrepreneur comes from the French word “Entreprendre” meaning to undertake. In simple words, entrepreneurship is a process of combining capital, land and labor to manufacture goods or provide service through the formation of a firm after taking into consideration the financial as well as personal risk involved in the process.

We need to understand why entrepreneurship is important in current Indian context.



In today’s competitive world, people study hard to get good placements and become one of a million in corporate structure. People want to become a part of a process. Entrepreneurs are the one who want to stand different from the process and setup a company who can hire people with same passion and interest.

People ask us why the employee turnover rate is high nowadays. We reply them that the world has noticed three revolutions in recent years.

One was when our grandfathers use to work. They focused on fulfilling basic necessities like Food, Shelter and clothes. They worked a dominated culture for many years. Second was when our parents use to work for luxury life where they focused on better standard of living. People in earlier times, wanted to start a business but as they were focusing on standard of living or on basic necessities they were unable to switch jobs or do start - ups. Our generation focuses on better working culture and wants to be recognized by the superior authorities for their ideas and hard work.

Entrepreneur is a person who understands current situation and market and provides such liberty to the generation to come up

# ALUMNI CONNECT @ DSIMS

with new ideas. We all have entrepreneur skills in our life the only difference is we need motivation. Today the world is based on data and connectivity. This idea was also integrated by an entrepreneur.

Example -

We had a dream of making food processing vending machines. We planned it and started importing machines from china. As we got the confidence of developing our own pizza and french fries vending machine, we started with two person in the company. Today we have more than 100 people working in our company.

So people ask How come other people fail in start-up and you people succeeded?

My answer to them was -

- 1 **Passion** - we need to be passionate about our project or product.
- 2 **Market analysis** - We have a monopoly business in Asia. We analyzed that people are not comfortable with other person touching their food and also if the chef or people change the taste of the product is lost. The labor is costly and also people are more concerned about their health.
- 3 **Overcome fear** - Initially we had fear & we also have today that what if people don't want to change or don't want to accept machines over people. We decided that we will try our level best to make others understand about standardization & quality of food.
- 4 **Fail** - Failure is the most important thing. You need to fail before you succeed because if you succeed before any failure then you are not on the right path.

People have mentioned a lot of examples of succeeding in life but no one explains what to do when you fail. You have to be more powerful and more passionate about making the thing happen. Any business which is different from others is difficult and challenging but more of fun.





# PLACEMENTS OPPORTUNITIES @ DSIMS

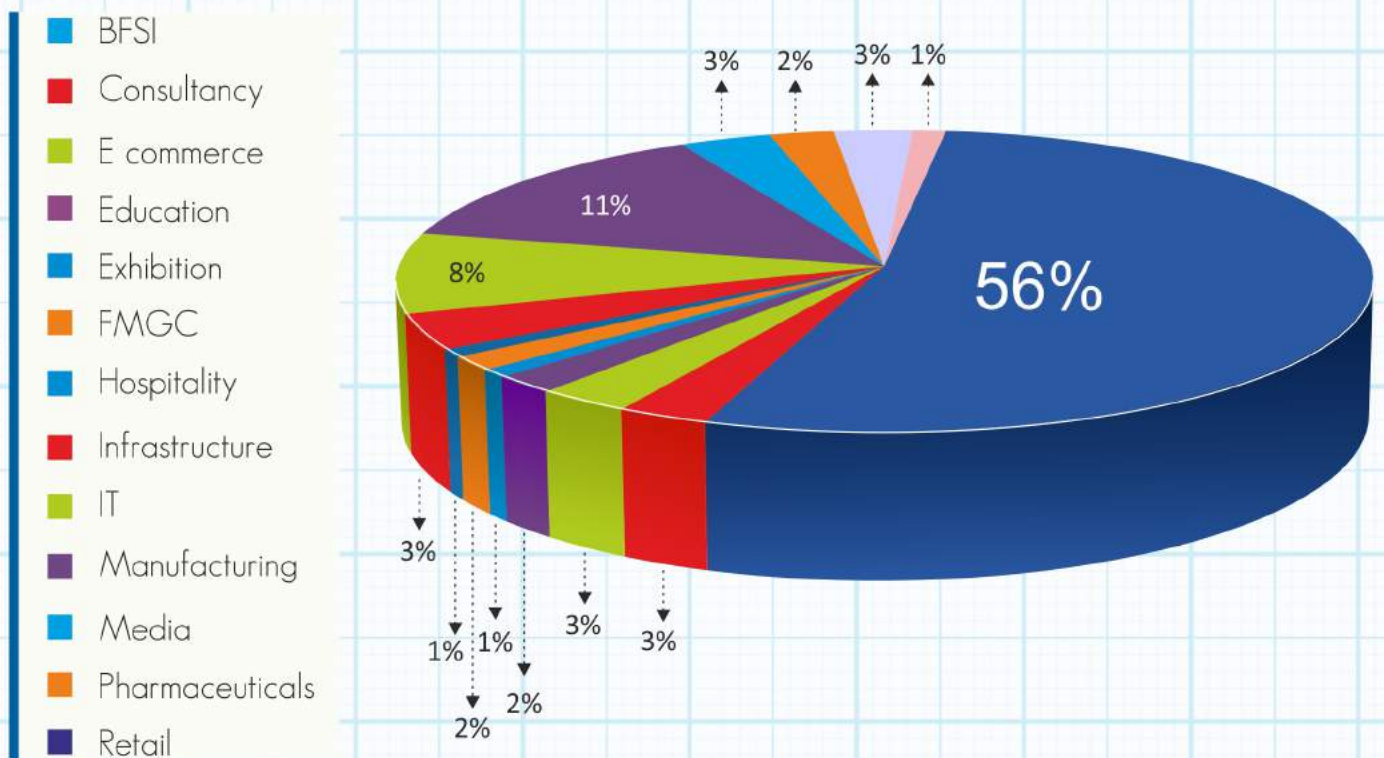
DSIMS continued with its excellent record of placements in 2018-19, achieving 92% placement, with 211 out of 230 graduating students either being on-boarded by the corporate sector or opting for entrepreneurial ventures.

More than 400 organizations across diverse sectors engaged with DSIMS during the 2018-19 placement campaign.

As a part of our earnest endeavors to provide our students with the best placements in the industry we follow student grading system where students are graded monthly, based on their academic performance, aptitude, skill sets etc. More comprehensive and well designed interventions are designed under MIM and LIM programs with emphasis on monitoring the student progress and their clarity of career objectives. More frequent counseling by faculty and mentors and interaction with successful alumni is done to realign the graduating students' mindsets and expectations.

Some of the leading organizations such as ITC, Rashi Peripherals, Mahindra Logistics, Berger Paints, ATG Group, Glenmark Pharmaceuticals, SK Group, Balkrishna Industries, Reliance Retail and many others have been recruiting consistently from DSIMS.

## SECTORWISE PLACEMENTS - 2019



“ Leadership is about taking responsibility, not making excuses. ”  
 - Mitt Romney

# PLACEMENTS OPPORTUNITIES @ DSIMS

## LIST OF PLACEMENT COMPANIES: Our Major Recruiters

# PLACEMENTS OPPORTUNITIES @ DSIMS

 Share India <i>You generate, we multiply</i>	 ULTIMA <i>Creates Specialties</i>	 ASHIKA GROWING & SHARING WITH YOU	 THOMSON REUTERS	 HDFC BANK
 glenmark A new way for a new world	 MSCI	 DECIMAL POINT Innovative Research Solutions	 FROOTLE <i>fruit in a bottle</i>	 firstcry .com
 fundwise	 MORNINGSTAR	 S.K. Logistics	 SS&C GlobeOp®	 CMIE Centre for Monitoring Indian Economy Pvt. Ltd.
 CUNIX <i>Understand. Trade. Transact.</i>	 CRISIL An S&P Global Company	 Capgemini	 GANDHI Automations Pvt Ltd	 AYUSYA Naturals <i>Real. Pure. Effective.</i>
 AXIS BANK	 BKT	 BNP PARIBAS	 CampHire <i>Making Ideas Happen!</i>	 uti UTI Mutual Fund
 BOX8	 SHOPPERS STOP START SOMETHING NEW	 Brickwork BUILDING	 AIDAC CREATE THE CHANGE	 SKITES PHARMA Private Limited
 IndusInd Bank	 UBS FORUMS <i>Codenames   Research   Awards</i>	 Mahindra LOGISTICS	 NAVTEK SOLUTIONS <i>Connecting ideas with business</i>	



# Office Bearers, Trustees & Members of the Managing Committee of Rajasthan Education Trust (2017-2022)

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Shri Pansari Alok S.	Shri Rajpuria Yogendra K.	Shri Saboo Arun S.

Note: Names appearing above are printed in alphabetical order of surname and within a family names are printed as per seniority

# COURSES @ RSET

 <p>Kudilal Govindram Seksaria <b>sarvodaya school</b> INSPIRE, INVENT, INITIATE</p> <p>Established in 1959</p>	<p>The school is authorised by the Maharashtra State Board of Education to offer SSC syllabus &amp; the medium of instruction is Hindi.</p>	 <p><b>KGSS</b> www.kgss.org.in</p>
 <p>Kudilal Govindram Seksaria <b>english school</b> INSPIRE, INVENT, INITIATE</p> <p>Established in 2010</p>	<p>The School is authorised by the Maharashtra State Board of Education to offer SSC syllabus &amp; the medium of instruction is English.</p>	 <p><b>KGES</b> www.kges.org.in</p>
 <p>Ramniwas Bajaj <b>english high school</b> UNLEASH YOUR POTENTIAL</p> <p>Established in 1985</p>	<p>The School is affiliated to the Council for the Indian School Certificate Examinations and follows the ICSE curriculum from Nursery to Std.X.</p>	 <p><b>RBHS</b> www.rbhs.org.in</p>
 <p>Mainadevi Bajaj <b>International school</b> GIVING WINGS TO YOUR DREAMS</p> <p>Established in 2009</p>	<p>Authorised International Baccalaureate Diploma Programme (IBDP). Authorised - Cambridge Primary Programme (CPP). International General Certificate of Secondary Education (IGCSE).</p>	 <p><b>MBIS</b> www.mbis.org.in</p>
 <p>Durgadevi Saraf <b>junior college</b> IN PURSUIT OF EXCELLENCE</p> <p>Established in 1975</p>	<p>The Junior College is authorized by HSC Board of Government of Maharashtra to offer higher secondary courses in arts, commerce &amp; science. College has started Bi-focal in science stream. The students have the option of selecting Computer Science &amp; Electronics as their subjects of choice.</p>	 <p><b>DSJC</b> www.dsjc.org.in</p>
 <p>Ghanshyamas Saraf <b>college of arts &amp; commerce</b> EDUCATION EMPOWERS</p> <p>Established in 1983</p>	<p>Affiliated to University of Mumbai</p> <p><b>Undergraduate courses:</b> B.Com B.Com (Accounting &amp; Finance), B.Com (Banking &amp; Insurance) B.Com (Financial Markets), B.M.S., B.M.M., &amp; B. Sc IT.</p> <p><b>Post Graduate Courses:</b> M.Com (Accountancy), M.Com (Business Management) MCJ - Masters in Communication &amp; Journalism. MFTNMP - Masters in Film Television and New Media Production.</p>	 <p><b>GSCC</b> www.sarafcollege.org</p>
 <p>Kirandevi Saraf <b>institute of complete learning</b> WIDENING HORIZONS</p> <p>Established in 2005</p>	<p><b>University / Institute</b> Tilak Maharashtra University ICOPF (Mysore University) Helen O'Grady International</p> <p><b>Courses</b> BCA, BBA MBA- Finance, MBA+ APFP, CFP Teacher Training Program</p>	 <p><b>KSIL</b> www.ksil.org.in</p>

# COURSES @ RSET



Durgadevi Saraf  
institute of management studies  
WE CREATE LEADERS

Established in 2010

## University & AICTE Approved courses:

- Two years full-time Master in Management Studies (MMS)
- Two years full time Post Graduate Diploma in Management (PGDM)

## Autonomous Programs

- Global Entrepreneur Program
- Family Managed Business Administration
- Entrepreneurship Program
- Women Entrepreneurship Program
- Event Management
- Supply Chain Management



**DSIMS**  
www.dsims.org.in



Deviprasad Goenka  
management college of media studies  
INDIA'S PREMIER MEDIA SCHOOL

Established in 2010

- 1) AICTE approved (2 years full time) Post Graduate Diploma in Management (PGDM) with specialization in
  - (a) Media & Entertainment and
  - (b) Advertising & Communications
- 2) Bachelor of Arts Film, Television & New Media Production - affiliated to University of Mumbai
- 3) Courses in affiliation with University of Mumbai's Garware Institute of Career Education and Development:
  - (a) Post Graduate Diploma in Digital Marketing
  - (b) Post Graduate Diploma in Communication Design
  - (c) Certificate Course in Digital Film Making
  - (d) Certificate Course in Sound Engineering & Design
  - (e) Certificate Course in Cinematography



**DGMC**  
www.dgmcms.org.in



Ladhidevi Ramdhar Maheshwari  
night college of commerce  
ENLIGHTENING FUTURE

Established in 2014

Rajasthani Sammelan Education Trust has started a Night College in its educational campus in the name of Ladhidevi Ramdhar Maheshwari Night College of Commerce from the academic year 2014-15. The college is affiliated to the University of Mumbai and offers B.Com course. Ladhidevi Ramdhar Maheshwari Night College of Commerce has accommodated students who have passed out from evening section of Durgadevi Saraf Junior College as well as other deserving students from the nearby areas.



**LRMC**  
www.lrmc.org.in



Ramdhar Maheshwari  
career counseling centre  
STEERING TO SUCCESS

Established in 2011

- Career Assessment and Guidance
- Professional Consultancy
- Personalised Skill building
- Learning Difficulty Assessments
- Remedial solutions for Academic Difficulty
- IQ & Aptitude Assessments
- Occupational Therapy
- Personal Counseling
- Workshops for Teachers, Parent and Students
- Study Abroad Counseling
- SAT/GRE/GMAT/ILTES/TOEFL Coaching
- Speech & Drama Programme

**RMCC**  
www.rmcc.org.in



Kunjibihari S. Goyal  
online academy  
LEARNING BEYOND BOUNDARIES

Established in 2014

Rajasthani Sammelan Education Trust has started an Online Academy to extend educational facilities to a large number of students who are unable to attend regular lectures in a college. At the same time, there are many students who are anxious to study further. Through online academy, lectures of well qualified lecturers will be available on the website and students will be able to study from the convenience of their own home. Besides, the student will be able to view the lecture on the website again and again to clear his/her concept. The online academy will provide lectures of degree and post-graduate courses.

**GOLD**  
www.goldelearning.com



Mainadevi Bajaj  
international playschool  
YOUNG EVOLVING MINDS

Established in 2014

Rajasthani Sammelan Education Trust continues with its endeavors in the field of education with its new initiative for Toddlers which is, Mainadevi Bajaj International Playschool. The Trust aims to lay the foundation of learning for tomorrow's Global Citizen. Mainadevi Bajaj International Playschool is the first IPC Accredited Playschool in Mumbai, India and offers a Playgroup and Pre Nursery.



**MBIP**  
www.mbip.org.in



RS CA  
study centre  
INTELLECTION HUB

Established in 2015

Rajasthani Sammelan Education Trust has started RS CA Study Centre. In the city like Mumbai there are space constrains in many houses and students often face inconvenience to study in a peaceful atmosphere. This study centre proves to be a boon to many students, as they are able to study in a quite environment. The study centre remains open from morning till late evening for the benefit of students. The ICAI Extension counter has also been opened at the RS CA Study Centre for the benefit of its students and members, for submission of various documents and distribution of study material to CA students.



**RSCA**  
www.rsca.org.in

# FACILITIES @ RSET



Dhurmal Bajaj  
bhavan  
COMMUNITY PARADISE

Established in 1975

Dhurmal Bajaj Bhavan is a community hall which was constructed in the year 1975-76 with the handsome donations received from Shri Dhurmal Bajaj Charity Trust & other philanthropists of the community. It is situated on S.V. Road, on the opposite side of the Educational Complex of Rajasthani Sammelan Education Trust. It has a spacious, air conditioned hall on the ground floor with a seating capacity of 350 persons. The building has two more halls on the first & second floors. There are air conditioned rooms adjacent to the hall on all the floors. Dhurmal Bajaj Bhavan caters to the needs of the community, as it is rented out to the people for marriage & other social & business purposes. Many cultural activities of the schools & colleges of the trust are also conducted in Dhurmal Bajaj Bhavan.



Trivenidevi Deora  
chikitsa sahayta kosh  
HELPING TO HEAL

Established in 2001

Rajasthani Sammelan Education Trust has set up Trivenidevi Deora Chikitsa Sahayta Kosh to provide medical help to needy people. It is managed by Trivenidevi Deora Chikitsa Sahayta Kosh Committee. The committee receives applications for medical help from needy people and on scrutiny of the applications, sanctions and disburses medical aid to the concerned persons who have applied for the same. Many people including the staff of all the institutions have availed of this facility from time to time.



Durgadevi Saraf  
hall  
TREASURING MEMORIES

Established in 2002

Durgadevi Saraf Hall is constructed in the educational complex of Rajasthani Sammelan Education Trust & is an air conditioned, sound proof hall with state of the art facilities. It has a seating capacity of approximately 300 persons & is mainly used for organizing seminars, conferences & cultural activities of the educational institutions of the trust. Besides, it is sometimes also given to the members of the community for marriage & other social needs. The hall has all the facilities to cater to business meetings. It has 2 air conditioned rooms adjacent to the hall.



Rajasthani Sammelan  
I.T. hub  
LINKING GLOBALLY

Established in 2010

To maintain universally accepted IT Standards in security, availability and data management, Rajasthani Sammelan Education Trust has decided to have an IT Hub as proper data centre which is supported and managed 24 x 7. The IT Hub is constructed on the 10th floor of the new building, in a built-up area of 3800 sq. ft. It is fully air conditioned and is operational. The main aim of constructing the IT Hub is to make all course material available on line to our students, easy flow of interaction between student and teacher through electronic medium, to create alumni data and keep students attached to our organization life-long through web, to safe guard the campus using video vigilance and electronic access control, to control the entire admission process of all institutions centrally, to safe guard all available data and provide fast internet services within the campus.



Rajasthani Sammelan  
food court  
FOOD FOR THOUGHT

Established in 2010

Rajasthani Sammelan Education Trust has started a cafeteria in its premises to provide snacks of large varieties to students. The cafeteria is situated on the ground floor on the south side of Durgadevi Saraf Hall in a total built-up area of approximately 4500 sq. ft. It is used by staff and students of all institutions. Various food items of different price range are supplied by the cafeteria to the students & staff of all our institutions. The cafeteria supplies all kinds of snacks and beverages to the canteens of all the institutions of Rajasthani Sammelan Education Trust.



Ramnarayan Saraf  
educational outlet  
ONE STOP EDUCATION SHOP

Established in 2010

Rajasthani Sammelan Education Trust has started an educational outlet in its campus by the name of Ramnarayan Saraf Educational Outlet. This educational outlet is dedicated to the memory of late Shri Ramnarayanji Saraf. The educational outlet is constructed on the ground floor of the new building of Ramniwas Bajaj English High School on the rear side, in a built-up area of 5000 sq. ft., with an independent entrance. In this educational outlet, all stationery items, text books etc. are sold at a reasonable price so that students need not go out to purchase such items elsewhere. It also has xeroxing facility for staff and students.



Vijay Pal Singh  
health centre  
WEALTH OF WELLBEING

Established in 2014

Rajasthani Sammelan Education Trust has constructed Vijay Pal Singh Health Centre on the ground floor of the new building of Ramniwas Bajaj English High School and Deviprasad Goenka Management Institute of Media Studies, in a built-up area of approximately 1200 sq. ft. The health centre is fully air-conditioned and has a well equipped clinic, managed by trained and experienced staff and qualified medical professional prepared to meet the emergencies. The health centre caters to the students of all institutions of Rajasthani Sammelan Education Trust for health check-up. It will also conduct health and wellness educational seminars for staff, students and parents.



# OTHER INITIATIVES



Kirandevi Saraf  
library and reading room  
WORLD OF KNOWLEDGE

Kirandevi Saraf Library and Reading room offers reading room facilities to such students who do not have a peaceful environment at their house. The reading room is open to all students from Standard 8th onwards. The Kirandevi Saraf Library and Reading room facility is available to the students from 6pm in the evening to 9pm and from 9am to 9pm on Sundays & holidays. The library is manned by staff of Rajasthani Sammelan Education Trust and the students are enrolled on payment of nominal fees to access the facilities.



Draupadidevi Sanwamal  
women's hostel  
HEAVENLY DOMICILE

University Grants Commission (UGC) has given a special grant to GSCC under X Plan to start residential facilities for women students to pursue higher education. RSET's Draupadidevi Sanwamal Women's Hostel is state-of-the-art infrastructure with two and three bedded A.C. and non A.C. rooms, Wi-Fi enabled recreational area, a dining room, a dry pantry and laundry facility. The hostel has round the clock vigilant security services with CCTV surveillance.

[www.dswhostel.org.in](http://www.dswhostel.org.in)



Pravinchandra D. Shah  
sports academy  
FITNESS REGIME

Pravinchandra D. Shah Sports Academy is built on a 24,000 sq ft area with the most modern infrastructure. The Academy offers sports facility like Tennis, Basketball, Box Cricket, Futsal, Handball, Netball, Hockey, Skating & a walking track. Pravinchandra D. Shah Sports Academy will perhaps be the new sports landmark in the north western part of Mumbai and will add a new dimension to the educational endeavour of Rajasthani Sammelan Education Trust.

[www.pdsa.org.in](http://www.pdsa.org.in)



B K T  
freeship endeavour fund  
FOSTERING KNOWLEDGE

Rajasthani Sammelan Education Trust has started BKT Endowment Freeship Fund to provide freeship to those students who cannot afford education due to lack of funds. BKT Endowment Freeship Fund is going to provide opportunity to many deserving students to obtain suitable education and thereby make progress in their life by becoming properly qualified.



Remsons Group  
management research centre  
MANAGEMENT RESEARCH

Rajasthani Sammelan Education Trust has started Remsons Group Management Research Centre (in memory of Radhadevi Harlalka) in Durgadevi Saraf Institute of Management Studies. Research is an important part of management education for its growth and development. Remsons Group Management Research Centre has been playing an active role in the area of research in management studies. This has given an opportunity of interaction with scholars of reputed universities all over the globe. The Director as well as faculty members of DSIMS have been presenting research papers in many international and national seminars and workshops. We are sure that in future, many scholars will successfully complete Ph. D Programme from Durgadevi Saraf Institute of Management Studies.



I R B  
scholarship endowment fund  
HONOURING EXCELLENCE

Rajasthani Sammelan Education Trust has started IRB Scholarship Endowment Fund to provide scholarships to all meritorious students of all the institutions of Rajasthani Sammelan Education Trust. This will give encouragement to many brilliant students to achieve further excellence in education. Meritorious students will be further motivated to work hard and give their best performance in the field of studies.



Jankidevi Bilasrai Bubna  
endowment freeship fund  
EMBOLDENING STRENGTHS

Rajasthani Sammelan Education Trust has started Jankidevi Bilasrai Bubna Endowment Freeship Fund to give freeship to the needy and deserving students studying in various educational institutes of RSET. The Jankidevi Bilasrai Bubna Endowment Freeship Fund will provide the much needed financial support to such students who do not have the financial means to pursue their education.

# NEW INITIATIVES



Jankidevi Bilasrai Bubna  
**boys hostel**  
A WISE HIVE

Jankidevi Bilasrai Bubna Boys' Hostel is the latest addition in the educational endeavours of Rajasthani Sammelan Education Trust. The hostel provides safe and secured accommodation to male students coming from other states and abroad in Mumbai for obtaining higher and professional education. It is housed in an independent building with seven floors and is situated near RSET campus. It has all state of art facilities such as a canteen, air-conditioned study area on all the floors, lounge and TV room, games room etc. All the rooms are air-conditioned.



Rajasthani Sammelan  
**finishing school**  
A NEW BEGINNING

With the increasing globalisation and the foray of multinationals, organisations are looking at globally savvy individuals. To meet the fast changing requirements of the corporate world, RSET's proposes to start a Finishing School that will impart training in soft skills, communications, personality development etc with a view to groom the students for challenges of internationally benchmarked corporate world.



Rajasthani Sammelan  
**skill development centre**  
SCULPTING SKILLS

The proposed Skill development centre aims to advance the skill sets of the students to compete in a global environment. The objective is to provide necessary information and training to develop the skills sets of the students and make them industry ready. The Skill Development Centre will help bridge the industry-academia gap for employability.



Rajasthani Sammelan  
**teachers' training institute**  
BUILDING FOUNDATIONS

The Teacher's training institute aims to be a prominent name in the field of providing teacher's training courses. The Institute will aim to provide high quality training programs to aspiring teachers who want to get into the teaching profession as well as to those who are in the teaching profession to transform them into experts and prepare them for the rapidly changing dynamics of the global teaching methodologies and new approaches of teaching.



The Pledge One program provides an opportunity to pledge undertaking education for the under privileged strata of the society studying in the aided section of the educational institutions of Rajasthani Sammelan Education Trust. The donations received under the Pledge One program is utilised in an equitable manner to ensure that these students receive Quality Education in an environment that nurtures growth.























To encourage bright students studying in the Kudlil Govindram Seksaria School, Rajasthani Sammelan Educational Trust has come up with an endowment fund titled "Bright Sparks Endowment Fund". This fund has been conceived to provide educational enrichment to talented and deserving students studying in Grade 5 and above.

















## Institutions

 <b>Kudilal Govindram Seksaria sarvodaya school</b> <small>INSPIRE, INVENT, INITIATE</small>	 <b>Kudilal Govindram Seksaria english school</b> <small>INSPIRE, INVENT, INITIATE</small>	 <b>Ramniwas Bajaj english high school</b> <small>UNLEASH YOUR POTENTIAL</small>	 <b>Mainadevi Bajaj international school</b> <small>GIVING WINGS TO YOUR DREAMS</small>
 <b>Durgadevi Saraf junior college</b> <small>IN PURSUIT OF EXCELLENCE</small>	 <b>Ghanshyamdas Saraf college of arts &amp; commerce</b> <small>EDUCATION EMPOWERS</small>	 <b>Kirandevi Saraf institute of complete learning</b> <small>WIDENING HORIZONS</small>	 <b>Durgadevi Saraf institute of management studies</b> <small>WE CREATE LEADERS</small>
 <b>Deviprasad Goenka management college of media studies</b> <small>INDIA'S PREMIER MEDIA SCHOOL</small>	 <b>Ladhidevi Ramdhar Maheshwari night college of commerce</b> <small>ENLIGHTENING FUTURE</small>	 <b>Ramdhar Maheshwari career counseling centre</b> <small>STEERING TO SUCCESS</small>	 <b>Kunjbihari S. Goyal online academy</b> <small>LEARNING BEYOND BOUNDARIES</small>
 <b>Draupadidevi Sanwormal women's hostel</b> <small>HEAVENLY DOMICILE</small>	 <b>Pravinchandra D. Shah sports academy</b> <small>FITNESS REGIME</small>	 <b>RS CA study centre</b> <small>INTELLECTION HUB</small>	 <b>Mainadevi Bajaj international playschool</b> <small>YOUNG EVOLVING MINDS</small>
 <b>Jankidevi Bilasrai Bubna boys hostel</b> <small>A WISE HIVE</small>	 <b>Rajasthani Sammelan skill development centre</b> <small>SCULPTING SKILLS</small>	 <b>Rajasthani Sammelan teachers' training institute</b> <small>BUILDING FOUNDATIONS</small>	 <b>Rajasthani Sammelan finishing school</b> <small>A NEW BEGINNING</small>

## Endowment Funds & Research Chair

 <b>Remsons Group management research centre</b> <small>MANAGEMENT RESEARCH</small>	 <b>I R B scholarship endowment fund</b> <small>HONOURING EXCELLENCE</small>	 <b>B K T endowment freeship fund</b> <small>FOSTERING KNOWLEDGE</small>	 <b>Jankidevi Bilasrai Bubna endowment freeship fund</b> <small>EMBOLDENING STRENGTHS</small>
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## Facilities

 <b>Dhurmaal Bajaj bhavan</b> <small>COMMUNITY PARADISE</small>	 <b>Durgadevi Saraf hall</b> <small>TREASURING MEMORIES</small>	 <b>Trivenidevi Deora chikitsa sahayata kosh</b> <small>HELPING TO HEAL</small>	 <b>Ramnarayan Saraf educational outlet</b> <small>ONE STOP EDUC-SHOP</small>
 <b>Vijay Pal Singh health centre</b> <small>WEALTH OF WELLBEING</small>	 <b>Kirandevi Saraf library and reading room</b> <small>WORLD OF KNOWLEDGE</small>	 <b>Rajasthani Sammelan I.T. hub</b> <small>LINKING GLOBALLY</small>	 <b>Rajasthani Sammelan food court</b> <small>FOOD FOR THOUGHT</small>

# DURGADEVI SARAF INSTITUTE OF MANAGEMENT STUDIES