



Durgadevi Saraf <sup>TM</sup>  
institute of management studies

LOCAL EXPERIENCE, GLOBAL IMPACT

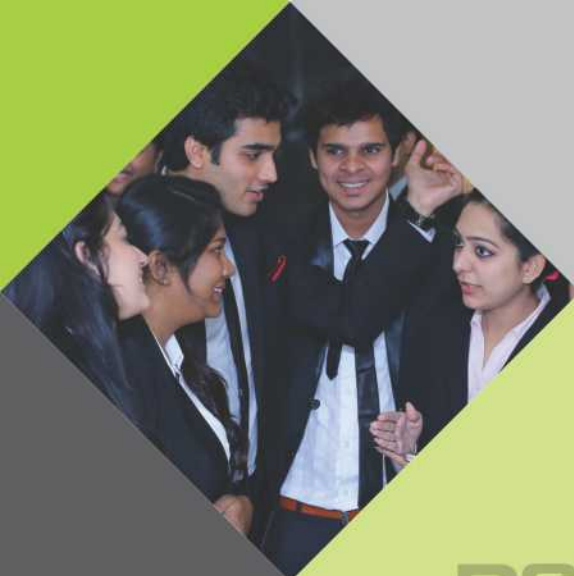
**DSMS**

2 years full-time

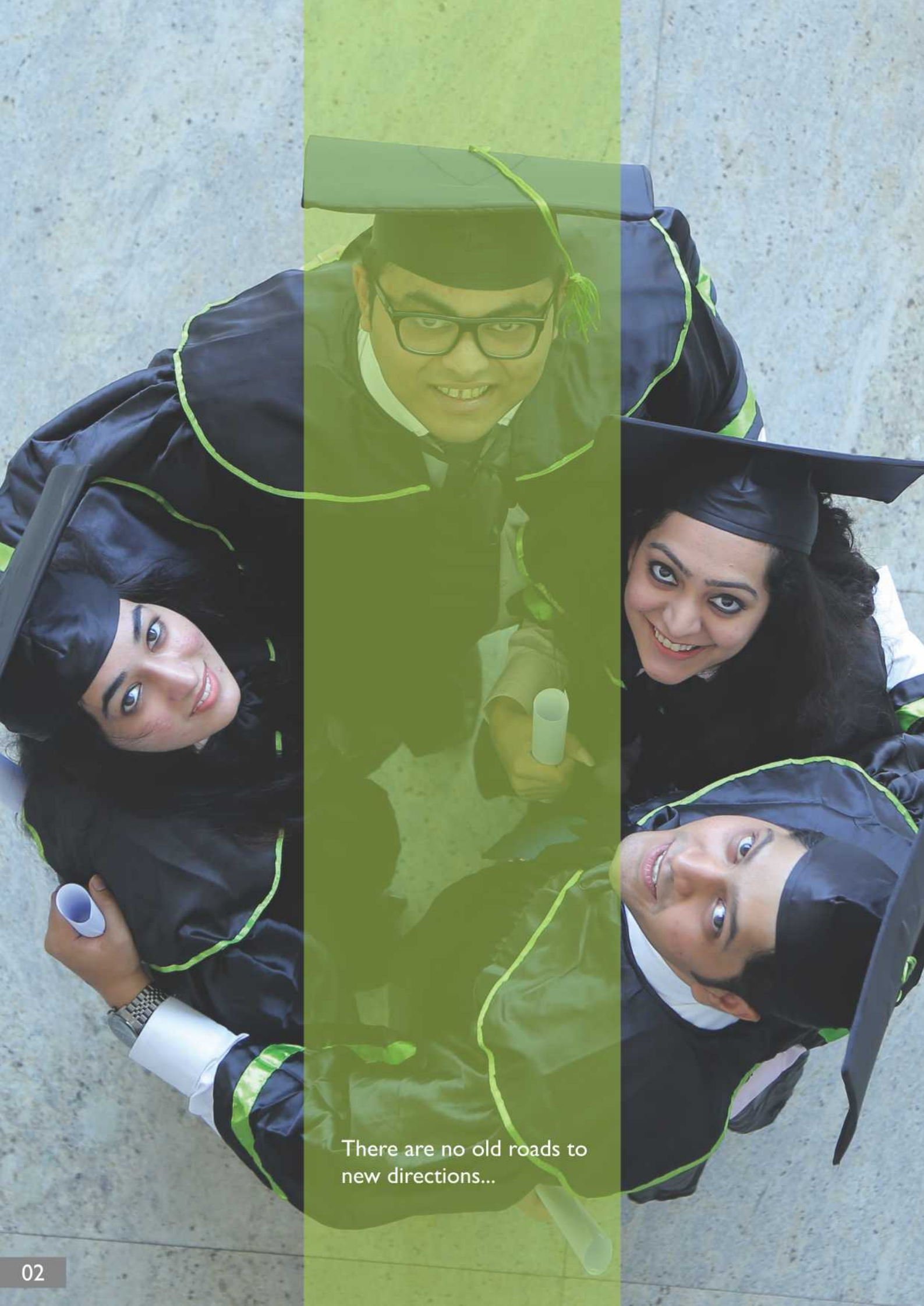
## Masters Degree Program in Management Studies (MMS)

Affiliated to University of Mumbai

**AIM. ASPIRE. ACHIEVE.**

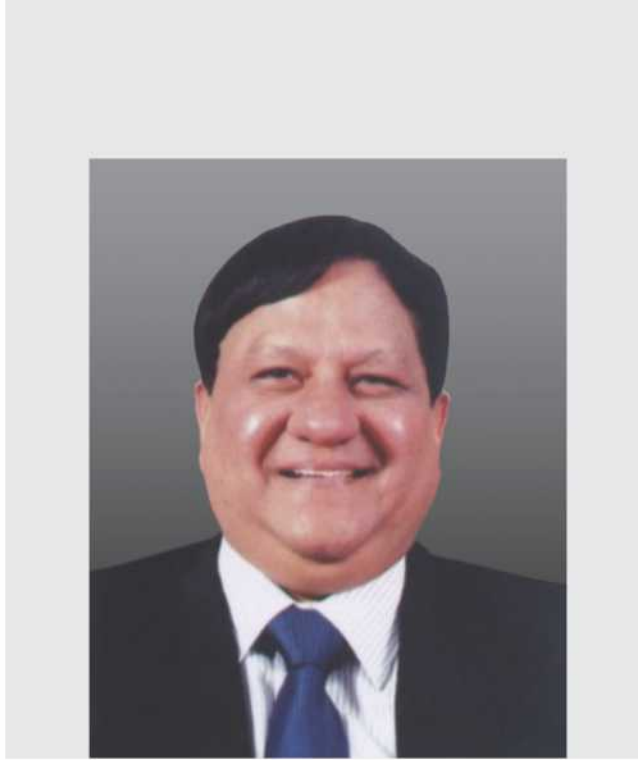


**DSMS**



There are no old roads to  
new directions...





## Main Donor's Message

Shri Mahavirprasad G. Saraf

Founder and Managing Trustee  
Kirandevi Saraf Trust

It gives me immense pleasure in congratulating Rajasthani Sammelan and Kirandevi Saraf Trust for the commendable progress achieved by their unique educational project-DURGADEVI SARAF INSTITUTE OF MANAGEMENT STUDIES, year after year:

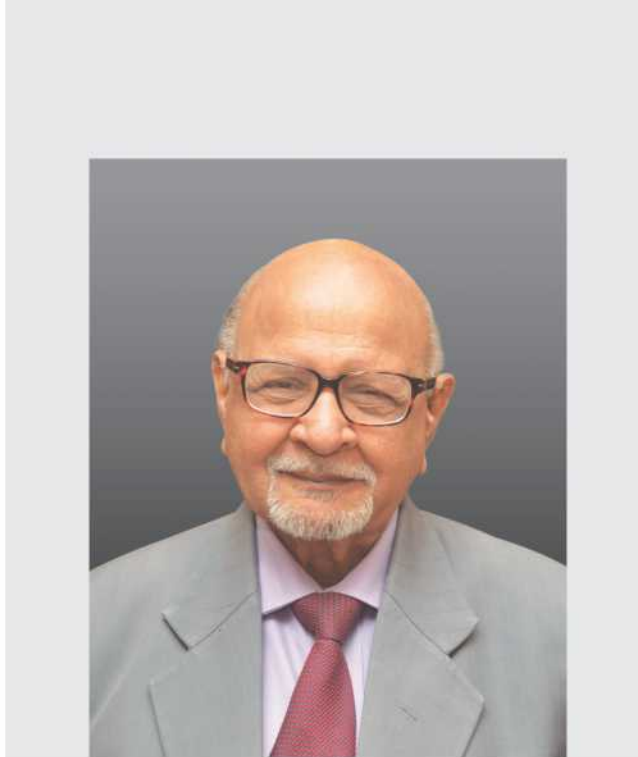
It is a pleasure to watch the Institute growing with dynamism unique to itself, in line with the vision and mission. The essence of business today is to understand the rapidly changing global as well as domestic business environment which is fraught with ambiguity and complexity and then strategizing to meet the growth plans. The institute imbibes this spirit in itself and also disseminates the same thinking to its students. DSIMS offers four major programs:- Two programs affiliated to Mumbai University - Two years full-time MMS program and three years part-time MMM / MFM / MHRDM program. Apart from this, DSIMS also offers two years full-time PGDM program and a part-time Executive Program in Management. Last year, two new programs were launched – a 15 month, week-end Post Graduate Program in Managing Family Business and a 3 month Diploma in Women Entrepreneurship.

The progressive educational values and skills imparted by the institute will help students in their holistic persona development. The programs introduced at DSIMS

provide a complete revamp of the traditional curriculum by introducing the latest syllabus or contemporariness in Management Education. The qualitative grooming at the institute ensures that each and every student performs at par with the best in the industry. 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.

DSIMS is privileged to have a dynamic, extremely experienced and a highly effective and motivated team of faculty and staff. The DSIMS Management Council has eclectic interests, expertise and multidimensional capabilities at its disposal. The institute has geographical advantages being located in the heart of the western suburbs. It also boasts of a state-of-the-art infrastructure with all modern amenities required by a management institute.

We extend our continued support to DSIMS and wish them luck in living upto their motto... "Local Experience. Global Impact".



## Advisor

### Prof. Y K Bhushan

Senior Advisor - IBS Business School, Mumbai  
Vice Chancellor of ICFAI University Meghalaya, Shillong

Professor Y K Bhushan is a product of Delhi University & Indiana University, USA and has been in the profession of teaching, educational administration and management consultancy for 51 years. He taught at Delhi University at the prestigious Shri Ram College of Commerce, and at National Institute of Co-operative Management. He then headed the Management Training Institutions of two major public sector banks in India. For 16 years, he was the Director and Madgavkar Chair Professor of HRM at Narsee Monjee Institute of Management Studies, Mumbai now a Deemed University. He was elevated as the Director General of the Institute in the year 2000. He worked as Director of International Educational Institute of Varkey Group at Dubai for over a year. He is currently working as Senior Advisor and Campus Head of the IBS Business School at Mumbai, dealing with academic and institutional excellence. In addition, he has been appointed as 'Vice Chancellor' of ICFAI University Meghalaya, Shillong. He has also been invited to be 'Senior Enterprise Fellow' of Essex University in UK.

Professor Bhushan is acknowledged as a leader in HRD, Training and Development and Management Education and has received many rewards including Life Time Achievement Award for his sustained contribution to education. He was elected as the President of Indian Society for Training and Development in 1989 and was President of AIMS in 1993 - 94. He received Ravi J Mathai National Fellowship awarded by AIMS. He was the President of AMDISA (Network of South Asian

Management Institutes) for two years between 2000-2002. He is a member of the Governing Council of Indian Institute of Banking and Finance and has been elected its Fellow. He has also served as a Member on the Boards of Directors of some corporates. He has also played an active role in International bodies in Management like INTERMAN. Professor Bhushan has sat on the jury for prestigious awards like QIMPRO Quality Awards and Indian Hospitality and Food Awards. He chaired the Review Committee for the reputed Tata Institute of Social Sciences in the year 2000.

Professor Bhushan has authored over a dozen books on Business and Management and contributed several papers in national and international conferences in areas like Innovation and Entrepreneurship, Training and HRD, Stress Management, and Management Education. He has also received the National Ishan Award for Best Author for the Book on 'Business Organization & Management', in the year 1999. He has guided several scholars for Doctoral degree and has been an examiner for PhD in some well known Universities in India.

He has offered over 100 Management Development Programmes, singly and jointly for corporates; including Voltas, Parle's, DHL, Geologistics, L&T, Hoechst, Aventis and Ajmal Perfumes, Dubai among others. He has also offered Management Consultancy to organizations like Mafatlal, Parle, Meltron, Health Total, Union Bank of India and several other corporates.





## Chairman's Message

Shri Ashok M. Saraf

Chairman, Management Council -  
Durgadevi Saraf Institute of Management Studies.

The excitement at Rajasthani Sammelan lives on, as we continue to grow and expand. It has been very fulfilling to steadily progress on the growth path; at the same time, it imposes its own challenges. Being in the field of education, a big responsibility lies on our shoulders as we facilitate the shaping of the current generation. We, at Rajasthani Sammelan, recognize this as the core of all our activities and it reflects in the way we manage and lead the Institutions built on sound values, mission and vision.

DSIMS has four major programs-Two programs affiliated to Mumbai University-the two years full-time MMS program and three year part time Masters Degree programs. Apart from this, DSIMS also offers two years full-time PGDM program and a part time Executive program in management. DSIMS also offers a 15 month week end post graduate program in managing family business and a 3 month Diploma in Women Entrepreneurship.

We are delighted that you have decided to be a part of our 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 infrastructure aids the learning process, having a resourceful team is basic to quality. Our

team comprises members who possess vast experience in the field of management education, are passionate and dedicated and are engaged in lifelong learning. We, at DSIMS, believe in providing students with quality education that will drive them to foster leadership towards sensitized and inclusive development.

In this era of globalization, there is an intensified effort to gain human resources of competitive advantage. We understand the relevance and importance of investing in the development of the youth and creation of a research environment; in propelling the nation into the sphere of contemporary civilization. The Global political economy is undergoing a vast shift and it is our collective responsibility to identify and acquire our space in this flux. I firmly believe that the solution lies exclusively in knowledge generation and transformation of that knowledge into inclusive solutions that will help us grow and prosper.

I welcome you to DSIMS and wish you all the best for your future endeavours.



## Director's Message

Dr. C Babu

Director

Durgadevi Saraf Institute of Management Studies

Our economy is witnessing a tectonic shift in this century. Indian business leaders are highly respected across the globe for their immense contributions. It is important for any one who wishes to pursue a management programme to join a Business School that is preferred by successful corporates.

DSIMS is one of a very few Business Schools in India that offers a unique two-year MMS programme with a clear business focus, intellectual discipline and a sense of teamwork approach.

In a short span of four years, DSIMS has won many accolades because of its pragmatic curriculum architecture. Distinguished academicians and business leaders of Mumbai University have designed MMS curriculum which enable management students to maintain their supremacy in the corporate world. Our students are offered plethora of works shops and seminars in addition to recommended curriculum of Mumbai University.

Faculty mentors at DSIMS believe in supreme managerial, entrepreneurial and leadership skills. Among various innovative initiatives that are embedded in our curriculum of MMS, a few notable ones are – a) Analytical and Critical Thinking module which is designed to

inculcate the art of critical analysis; b) Manager in Making module which is meant for Personal, Professional and Innovative Excellence; and c) Business, Rural and International Immersion modules which are meant for enhancing managerial decision making process.

Our industry connect is another feather in DSIMS cap. Each course is delivered by a combination of academicians and practising business leaders in order to give a blend of concepts and application to students. Besides, students get ample opportunities to interact with world renowned academicians in the campus due to our global leadership development initiatives.

Since DSIMS is nurtured and patronised by Rajasthani Sammelan, a noble trust which believes in philanthropy and community services for over six decades, our students are imbued with core values of assuming high responsibility.

In every input of DSIMS, our vision of shaping vibrant and young minds is visibly conspicuous.

We whole-heartedly welcome you to take part in this Centre of Excellence – DSIMS



## MISSION VISION AND GOALS

### Mission

DSIMS is committed to the mission of shaping vibrant, young minds who will excel in combining unique managerial skills for a changing world caught in a socio-economic and cultural vortex.

### Vision and Statement of Purpose

The vision of DSIMS is to be a world-class institution of high-quality learning that is in tune with the modern business environment. It aims at developing managers with a global mindset and impeccable character and virtue. A strong, resourceful team strengthened by the state-of-the-art infrastructure promises to make the learning process an enduring one. Although regionally located, DSIMS aims to leave a mark on the map of national as well as global economy.

### 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.



# ABOUT

## RAJASTHANI SAMMELAN

Rajasthani Sammelan, 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 six decades, the trust has played a very vital role in promoting and providing better education from KG to PG in the fields of Commerce, Management and Information Technology. Apart from its educational pursuits, Rajasthani Sammelan also caters to the social and humanitarian needs of the community.

Rajasthani Sammelan had started its educational activities for girls, but in due course of time, it has opened its doors to boys as well. At present 15000 students are receiving education in various educational institutions run by the trust.

The Educational Institutions owned and run by Rajasthani Sammelan are :

- Kudilal Govindram Seksaria Sarvodaya School
- Kudilal Govindram Seksaria English School
- Ramniwas Bajaj English High School
- Mainadevi Bajaj International 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
- Kunjbihari S Goyal Online Academy of Learning & Development

Other organisations owned and managed by Rajasthani Sammelan include

- Draupadidevi Sanwarmal Women's Hostel.
- Ramdhar Maheshwari Career Counseling Centre
- Pravinchandra D. Shah Sports Complex (New Initiative)

Rajasthani Sammelan is also providing many other facilities in its educational complex which includes: Dhurmal Bajaj Bhavan (Community Hall), Durgadevi Saraf Hall, IT Hub, Ramnarayan Saraf Educational Outlet, Vijay Pal Singh Health Centre, Food Court, Freeship Endeavour Fund (New initiative) and Kirandevi Saraf Library & Reading Room.

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.



Small opportunities are often  
the beginning of great enterprises

-Demosthenes



# 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 students. The different curricular emphasis's are designed to match their learning abilities and interests. A range of enhancements will be implemented in the course of the next two years which will be beyond our classroom initiatives.

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 programmes within the curriculum, such as Influencing Power of Communication, Manager-in-



## Members of Board of Governors

Shri Ashok M. Saraf  
Shri Kailash Kejriwal  
Shri Nandkishore Gupta  
Shri Jairaj C. Thacker  
Shri Samir Choksi  
Shri Vinod Agarwalla  
Smt. Archita Rajpuria  
Shri Banwarilal Jhunjhunwala  
Shri Suresh Pansari

Chairman  
Secretary  
Jt. Secretary & Treasurer  
Member  
Member  
Member  
Member  
Member  
Member



Making, Experiential Learning, Glocal Immersion. 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 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 all walks of life. The Management Council brings to the school, its expertise in administration, technology-aided learning and education management.

# gadevi Saraf f management studies



## Members of Board of Governors

Shri Madhusudan Maheshwari

Shri Sunil Satyanarayan Kabra

Prof. Y.K. Bhushan

WRO-AICTE or his nominee

Prin. S.G. Chitale

The Director of Technical Education or his Nominee

Dr. Sunanda Kar

Dr. C. Babu

Member

Member

Member - Educationist

Member - Nominee of AICTE

Nominee of Mumbai University

Nominee of the State Government - DTE

Special Invitee

Director - Member Secretary (Ex-Officio)

# Student Initiatives

Life at DSIMS is never all about academics. We balance academics with a healthy blend of beyond class room initiatives and student led activities.

## 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

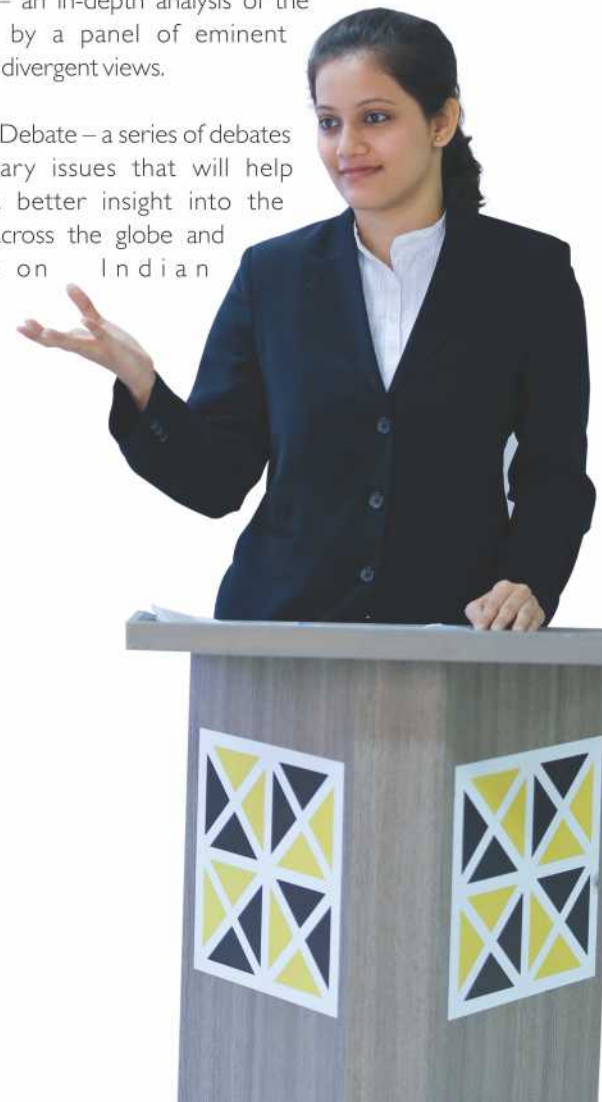
actively identifies career skills that are crucial for success in the supply chain and operations sector by reconciling skills with the job demands. This will help the club members develop practical career enhancing skills.

- **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.

## Economic Forum

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.





# ADMISSION

**Course:** Master of Management Studies (Approved by AICTE, recognized by DTE, Govt. of Maharashtra and affiliated to University of Mumbai)

**Duration:** Two years full time

**Intake:** 120seats

**Institute type:** Private / Unaided. Hindi Linguistic Minority

**Institute code:** MB-3350 (as given by DTE)

**Fees:** Rs. 1,65,000/- interim fees (applied to Shikshan Shulka Samiti) for the year 2015 – 16. The final fees will be approved by Shikshan Shulka Samiti. After the approval, the students need to pay the difference as per the directives of the SSS. In case of excess fees paid, the same will be refunded within four weeks after the approval.

We do not accept any kind of Capitation fee for admissions.

The Demand Draft/ Pay Order for the fees should be drawn in favour of "Durgadevi Saraf Institute of Management Studies", payable at Mumbai.

**Refund of Fees:** The fees will be refunded in case of cancellation of admission, as per the rules mentioned by DTE in the brochure MBA/MMS.

## Eligibility Criteria

In order to secure admission to two year full-time MMS course, the candidate should fulfill the following eligibility criteria:

1. Appeared/Passed with minimum of 50% marks in aggregate or equivalent CGPA ( 45% in case of candidates of backward class categories and Persons with disability belonging to Maharashtra State only) in any Bachelor's degree awarded by any of the Universities incorporated by an Act of the Central or State Legislature in India or other educational institutions established by an act of Parliament or declared to be Deemed as a University under Section 3 of the UGC Act, 1956 of minimum three years duration in any discipline recognised by the Association of Indian Universities, or possess an equivalent qualification recognized by the Ministry of HRD, Government of India.

AND

2. Appeared and secured positive non zero score in MAH-CET (Conducted by DTE) for Academic Year 2015-16. OR

Appeared and secured positive non zero score in CAT (conducted by IIMs)/ GMAT / MAT (conducted by AIMA) / XAT (conducted by XLRI) / ATMA (conducted by AIMS) / CMAT (conducted by AICTE) for academic year 2015-16.

Note: The selected candidates will have to observe the "Code of Conduct" as defined by AICTE, DTE, University of Mumbai 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:

## List of Documents required at the time of admission:

- Entrance examination score card
- SSC Mark sheet and Certificate
- HSC Mark sheet and Certificate
- Graduation Mark sheets of all 3 years and Certificates
- Leaving/Transference Certificate
- Migration Certificate
- Domicile Certificate
- Caste Certificate.(If applicable)
- Caste Validity certificate (If applicable)
- Minority Affidavit (If applicable)
- Gap Certificate(If applicable)
- Income Certificate(If applicable)
- Non Creamy Layer Certificate (Valid till 31.03.2014)
- 4 passport size colour photographs
- Nationality Certificate

Any Grievance / Complaint should be brought to the notice of following committees of the Institute. The Members of the various committees are put up on the Institute website and Notice Board:

- Grievance Committee
- Anti ragging Committee
- Women Cell
- Examination committee
- Library Committee
- Cultural Activity

# Curriculum

The Master of Management Studies (MMS) is a two- year full time management program affiliated to the University of Mumbai and is approved by the All India Council for Technical Education (AICTE).

The course structure has been formulated by University and includes four functional specialisations viz:

- Marketing • Finance • Operations • HR

## First Year: Semester I

### A) Core Papers:

Perspective Management

Business communication and Management Information Systems

Organisational Behaviour

Financial Accounting

Operations Management

Marketing Management

Managerial Economics

Business Statistics

## First Year: Semester II

### Core Papers:

Cost and Management Accounting

Financial Management

Operations Research

Human Resources Management

Legal aspects of Business and Taxation

Business Research Methods

Specialization Elective 1

Specialization Elective 2

**Summer internship**

### Marketing

Rural Marketing

Event Management

Retail Management

Export Documentation & Procedures

### Finance

Financial Markets products and Institutions

Analysis of Financial Statements

International Finance

Banking and Insurance

### Human Resources

Indian Ethos in Management

Human Resource planning

Human Resource Information Systems

Compensation & Benefits

### Operation

Total Quality Management

Supply Chain Risk and Performance Management

Designing Operations Systems

Technology Management and Manufacturing Strategy



# Second Year : Semester III

## Core Papers:

International Business  
Strategic Management

## Specialization Papers:

### Marketing

Product and Brand Management  
  
Sales Management and Sales Promotion  
  
Consumer & Industrial Buying Behaviour  
  
Financial Aspects of Marketing

### Finance

Advanced Financial Management  
  
Security Analysis & Portfolio Management  
  
Corporate Valuation  
  
Corporate Law

### Human Resources

Organizational Theory, Structure & Design  
  
Competency Based HRM  
  
Employee Relations and Labor Laws  
  
Training and Development

### Operation

Advanced Supply Chain Management  
  
Materials Management and Transportation  
  
Business Process Re-engineering and Benchmarking  
  
Manufacturing Resource Planning & Control

Elective I

Elective II



### Marketing Electives

Services Marketing  
  
Distribution and Supply Chain Management  
  
Marketing Research & Analysis  
  
Customer Relationship Management

### Finance Electives

Commodities Market  
  
Fixed Income  
  
Strategic Cost Management  
  
Derivatives and Risk Management

### Human Resources Electives

Global HRM  
  
Employee Rewards Management  
  
Human Resource Audit  
  
Performance Management Systems

### Operation Electives

Quantitative Methods in Operations  
  
New Product development and concurrent Engineering  
  
Industrial Engineering applications and Management  
  
International Logistics and Supply Chains

## Second Year: Semester IV

### Core Papers:

Management Control Systems  
Creativity & Innovation Management  
Industry Oriented Dissertation Project



### Specialization Papers:

#### Marketing

Strategic Marketing Management  
Integrated Marketing Communications & Digital Marketing

#### Finance

Financial Modelling  
Mergers Acquisitions & Corporate Restructuring

#### Human Resources

Management of Change  
Strategic Human Resource Management

#### Operation

Strategic operations Management  
Project Management

#### Elective I

#### Elective II

#### Summer internship

#### Marketing Electives

Quantitative Models in Marketing  
Business to Business Marketing  
Media Planning & Strategy Emerging  
Trend in Marketing

#### Finance Electives

Wealth Management  
Treasury Management  
Behavioural Finance  
Project Finance

#### Human Resources Electives

Corporate Governance and Social Responsibility  
Organizational Development  
Building Learning Organizations  
Role of HR in Knowledge Management

#### Operation Electives

Six Sigma  
World Class Manufacturing Service  
Operations management Lean  
Manufacturing



# The DSIMS Value add

Corporate India looks to value addition at every step. As an institution that prepares business leaders of tomorrow, we, at DSIMS live by the same credo. Apart from the mandated courses that we cover, we prepare our students for their role in corporate India through a series of innovative interventions.

## 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.

## Manager in Making (MiM)

Our MiM is a critically acclaimed process by which the students are prepared for life in a corporate setting. The goal of MiM is to transform the student into industry ready managers who can add value to the enterprise. MiM will help our students -

- Add value and relevance to potential employers with an understanding of business fundamentals and market place drivers
- Bridge the gap between theory and practice
- Gain first-hand experience of today's business challenges
- Act decisively in a global business environment

The MiM process has two thrust areas – Managerial Effectiveness – which deals with the skills required to be an effective manager and Personal Effectiveness – the skills required for creating personal effectiveness. These two core elements come together to create the managers corporate India looks for:

## Glocal Orientation

We live up to the tag line of the institute—"Local Experience. Global Impact." In the second pillar of MiM, students are offered two crucial interventions, the International & Rural Immersion.



**International Immersion** - In a globalised economy, competition for business will no longer be just within the boundaries of a nation, but from any corner of the world. We believe that for our students to become capable of working in such environment, they be exposed to various economies of this flat world. The International Immersion is designed to immerse our students with cross-cultural business issues. During these process-oriented studies, our students will get to interact with prominent professors, corporate heads and government officials.


**Rural Immersion** - Corporate India is rapidly entering the hereto under estimated rural markets of the Indian hinterland. This is the market of tomorrow. Through a week long exposure to markets in Rural India, students are sensitized to the dynamics of doing business in rural India.

## Personal Effectiveness

**Influencing Power of Communication** – To be an effective manager; clear, concise and fluent communication is vital. Through a series of initiatives which include essay writing, presentations, discussions, elocution, poetry reading and movie reviews, written and verbal skills of the students are enhanced.

**Experiential Learning** - "Tell me, and I will forget. Show me, and I may remember. Involve me, and I will understand." is the concept behind experiential learning. Through a series of out bound activities, students learn to work in teams and compete in teams. This builds leadership skills in students - skills which will be used in their corporate life.



A photograph of two men in dark suits and ties, engaged in a conversation. The man on the left is looking towards the man on the right, who is smiling. The background is slightly blurred, showing what appears to be an indoor setting with some blue and red elements.

### 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 analysing 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.

# Institute 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 and business practices.

This helps students get firsthand 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.

Students at DSIMS, in consultation with a faculty co-ordinator, research and narrow down the countries and the industries or firms they would like to visit. Based on the student feedback and the learning potential, the destination is chosen.

Like most of the initiatives, International Immersion too is a student led activity.



## Opession 2014 – accelerate your competitive advantage

The 4th edition of our prestigious Operations and Supply Conclave Opession 2014 with the theme SUPPLYING THE FUTURE was successfully hosted by DSIMS on 18th October 2014. The event was preceded by a very successful pan-India SIP competition for which we received 68 entries from over 24 different institutions, including NITIE, XLRI, IIMs, NMIMS, Welingkar, K.J. Somaiya and various others.

Several leading professionals from industry like Mr. Sukumar Narasimhan, SVP-RIL, Mr. Jayanta Chatterjee, Head-SC, Castrol India, Mr. Surendra Deodhar, Head-Materials, Reliance Life Sciences, Mr. Naval Sabharwal AVP, Hexaware Technologies and Mr. Pratin Vete, AD, Ernst&Young shared their knowledge and valuable insights on diverse cutting edge technologies.

The conclave was well attended by several industry professionals from Raymond Ltd, Khimji Poonja Freight Forwarders Pvt Ltd, Mahindra Realtors & Infrastructure Pvt Ltd, Bisleri International, Clearfast Air Cargo agencies Pvt Ltd, Tata Steel Ltd, Shree Ganesh Roadways and many consultants and academicians.

The event concluded with the distribution of prizes and certificates, a Vote of Thanks and an invitation to the delegates to attend the 5th edition of Opession in 2015.

## HR Conclave 2014

The annual flagship event of HR, HR-O-SCOPE- 2014 was held on 13th December, 2014 at the Durgadevi Saraf Institute of Management Studies. The theme this year was "Redefining HR Strategies to Enhance Organisational Effectiveness" stressing the importance of HR's strategic role in supporting the business and redefining the approach towards HR Transformation. Keynote speaker Mr. Devrajan R, Director HR at GlobeOp Financial Services opened the conclave by

articulating the need for alignment of the HR with business. The event saw active participation both from industry and academia. The esteemed list of speakers and panellists included some of the highly respected and seasoned personnel from the HR community: Ms. Minakshi Samant, Director- HR (South Asia ) Millward Brown, Mr. R. Padmanabhan, Senior Vice President, Learning & Development, HDFC Bank, Mr. Rahul Pinjarkar, Vice President & Head of Human Resources, Saint-Gobain , Ms. Hemalakshmi Raju, Head( L&D), Tata Motors, Dr. Ajoy V Kurup, Head (HR), PSIPL, Kalpataru Group. Panel gave their valuable insights on contextual factors emphasizing HR strategy changes through a moderated open panel discussions. The discussions provided tremendous insights from HR veterans who shared their vast experience with the audience.

The second half of this full day event was HRANNBHOOMI an intercollegiate event across best of the B-schools in Mumbai. Schools like K. J. Somaiya, Mumbai, Symbiosis Institute of Business Management, Pune, Thakur Institute of Management Studies and Research, Mumbai and St. Francis Institute of Management Studies and Research, Mumbai participated in a series of Management Games that challenged the students to showcase best of their managerial skills and leadership qualities. The end of the event was a prize distribution ceremony where prizes for all the activities were declared and SIBM, Pune emerged out to be the winner.

“ Leaders must be close enough to relate to others, but far enough ahead to motivate them. ”

- John C. Maxwell

The inaugural address was given by Prof. Beena Prakash, Programme Convener and Panel discussion was moderated by Dr. Sharad Kumar, Co-convener. Panel members deliberated upon challenges of acquiring, developing, engaging and retaining the talent in the present dynamic and competitive environment. Conclave generated lot of participation at student level. Students got insight into the emerging problems and strategies that could be adopted to address the problem.

In the second half of the day, HRannbhoomi – Intercollegiate event was organized where we had 11 teams participating across various HR events organized by Utkarsh team. First prize of Rs. 2000/- was won by DSIMS team, second prize of Rs. 1500/- by Lala Lajpat Rai Institute of Management (LLIM) and third prize of Rs. 1000/- by the team from Raheja College.

## Financia 2014

Financia is an annual event organised by the Finance Club at DSIMS (FinDS). It is aimed at bringing eminent people from Industry and Academia together for discussion on a topic of current interest.

Financia 2014 was held on January 25, 2014 at the DSIMS auditorium. India is a large economy with great potential. With this in mind, the theme for Financia 2014 was set as "Investing in India's future". The idea was to debate the best way forward for investing in India so as to reap maximum benefit – whether to invest in infrastructure, education, social initiatives etc.

The event began with an inaugural address by Dr. Sarita Vichore who set the tone for the panel discussion. This was followed by Keynote Addresses by Mr. Ashvin Parekh, Managing partner, APAS and Mr. Sameer Chandra, Director, Citibank. Next, the Director, DSIMS made a strong speech on the need for investing in Indian education. Thereafter, it was time for Panel discussion. The Panel Members were:

- Mr. Ashvin Parekh, Managing Partner, APAS
- Mr. Brij Gopal Jaju, Director and CFO, Welspun
- Mr. D. P. Sudhaker, CIO, Dept of Posts
- Mr. Sunil Sapre, VP, L&T Corporate Finance
- Mr. Parimal Sheth, Director, JRL Financial Services
- Dr. Varadraj Bapat, Faculty, Finance Dept, SOM, IIT Mumbai
- Mr. Dhananjay Sinha, Head of Research, Emkay Global Services

The Panel had an invigorating and lively discussion moderated by Prof. V S Girish.

After conclusion of the Panel discussion, prizes were awarded for Mock Stock and FinQ. As a part of Financia 2014, FinDS





had organised Mock Stock and FinQ. Mock Stock is an inter-college stock investment competition with participation by 98 students from 27 colleges. The software for the competition was provided by ICICI Direct. FinQ was an additional online quiz on economics and mathematics for Mock Stock participants. The programme concluded with a Vote of thanks by Dr. Kiran Karande.

## Touge'14

Durgadevi Saraf Institute of Management Studies (DSIMS) organized its IInd Marketing Conclave – Touge'14 at their campus on Tuesday, 18th February '14. The event was patronized by senior corporate professionals, academicians and management participants from top notch B-Schools.

The keynote speaker, Mr. Manoj Paul, Ex. COO Bharti Airtel highlighted the importance of Product Innovation, Pricing Strategies & out-of-box thinking as the must-focus marketing planks for all organizations. Mr. Pradeep Lokhande, CEO, Rural Relations emphasised the significance of drastic opportunities & challenges in the rural markets which the corporates & students must take cognizance of. Dr. Rakesh Singh, Director, DSIMS emphasized that the rural markets still need a major structural shift & impetus to catch up with the happenings in the urban world. The welcome address was delivered by Prof. Ravi Banerjee.

The essence of TOUGE'14 was panel discussion titled "CONTEMPORARY MARKETING CHALLENGES –

STAKEHOLDER VALUE MAXIMIZATION". The discussion boasted an erudite panel of speakers including Shri R. Suresh, Vice President Sales, UltraTech Cement Ltd; Shri Susshruth Aphankar, Assistant Vice President, Commercial Strategy, Idea Cellular Ltd; Shri Vaibhav Joshi, Head of Loyalty and Analytics, Shoppers Stop Ltd.; Shri Amiteshwar Singh, AVP – Marketing, Reliance Retail; Dr. Shri Ranjan Chaudhuri, Associate Professor-Marketing, NITIE besides the key note speaker. The discussion was moderated by Prof. Sharad Kanstia.

The panelists provided valuable insights & shared real life corporate experiences woven around the marketing strategies being adopted by organizations to overcome the current marketing challenges in pursuit of stakeholder value maximization. The discussion & deliberation amongst marketing experts was very insightful, informative & interesting for all the participants. The vote of thanks was cast by Prof. Amit Shrivastava.

The IInd half of the full day event encapsulated brain stirring events like KWIZNATION, DIGIPLAN & SELL IT for management participants where participation was received from institutions all across India including the likes of IIMs, NITIE, NMIMS, TAPMI, Symbiosis etc.

True to its aim, Touge'14 was a confluence of young guns, academicians and seasoned industry professionals.



# Social Initiatives

As a small contribution to helping India improve its corporate social responsibility, DSIMS initiated Project Sahyog in August, 2011.

Project Sahyog – “We Care We Share”

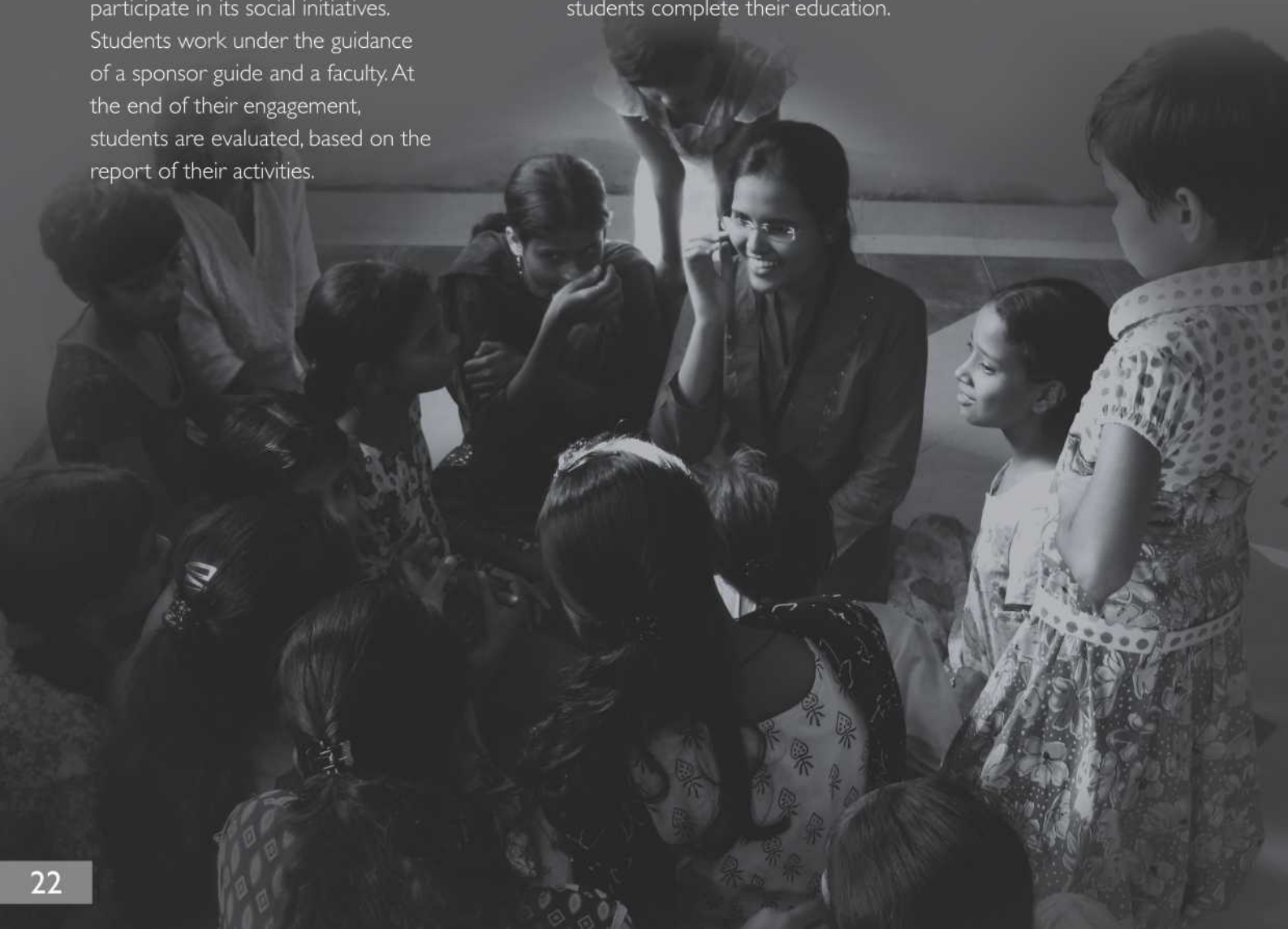
The project sensitizes students to social concerns so that they can incorporate a broader perspective which is socially sensitised and accommodative in nature in their decision making.

Design of the program: Students choose an NGO/Trust/ Corporate CSR Department of their liking and participate in its social initiatives. Students work under the guidance of a sponsor guide and a faculty. At the end of their engagement, students are evaluated, based on the report of their activities.

We are currently associated with

- POSAT Foundation
- Crayons Child education
- Swasthya Kendra
- Gaints Interantional
- Shanti Dhaam
- Snehalaya
- Asha Kiran Charitable Trust
- Dreamz Home
- Welfare of Stray Dogs
- Kumudben Vora Indusrtrial Growth for Blind People
- Muncheljee Banajee Blind School
- Lions Club International

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







Ruchika Didwania of MMS batch 2013-15 receiving the Scholarship Certificate and cheque from Shri Rajkamal Bajaj, Trustee Rajasthani Sammelan, during the annual IRB Scholarship distribution function 2014.



Mansha Jeetender of MMS batch 2013-15 receiving the Scholarship Certificate and cheque from Shri Rajkamal Bajaj, Trustee Rajasthani Sammelan, during the annual IRB Scholarship distribution function 2014.

# Scholarships

DSIMS delivers this benefit in three flavors:

1. Freeship for one student from MMS – the primary criteria being economic status of the student and merit within the selecte students.
2. IRB Scholarship for two students from MMS for academic excellence in the first year:
3. Durgadevi Saraf Medal and Ghanshyamdas Saraf Gold Medal for one student from MMS – 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 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.



Activities undertaken under the aegis of Remson Group Management Research Centre

National Journals

**Ms.Nehal Joshipura**

"Market Reaction to Stock Splits in Large and Liquid Stocks: Evidence from the Indian Stock Market" published in NMIMS Management Review, Double Issue, October - November 2013, University Day Special January 2014 Issue.

**Ms. Ekta Joshi and Dr. Sharad Kumar**

"Relationship between Locus of Control and Role Stress in IT Industry" published in Udyog Pragati, Vol.37 No. 4, October-December 2013 issue (ISSN 0970-3365)

**Dr.Rakesh Singh & Ms. Sharmila Bonnerjee**

"Sustainable Corporate Initiatives in Indian Agriculture – An Assessment" published in the "Selected Conference Papers" 11th South Asian Management Forum (SAMF) organised by Association of Management Development Institutions in South Asia (AMDISA) at Kathmandu, Nepal, May 16th & 17th, 2011

**Ms. Beena Prakash**

"A Study of Key Growth Drivers and Challenges Faced by Indian Wireless", published in TIMSR Journal of Management Research Vol. 2, Issue No. 2, December 2013

**Dr.Sumana Chaudhuri**

"Studies on Cost Benefit Analysis in Appraisal of Infrastructure Projects :A Critical Review" published in Journal "Advances in Management" –Vol.7(5) May (2014)

**Beena Prakash and Dr.SaritaVichore**

"To study factors facilitating disruptive innovation technology" published in "Business Sciences International Research Journal : Volume 2 Issue 1 (2014) (ISSN 2321 – 3191)

**Dr.Shalini Bariar**

"Social Media and its Role in Brand Building" published in International Journal of Scientific and Innovative Research (IJSIR) Vol.2, Issue-1 (January-June) 2014.

**Dr.SaritaVichore**

"Balanced Scorecard: Adoption for Government & Non-Profit Organization", published in "The International Journal's Research Journal of Social Science and Management" ISSN 2251-1571, April 2013

**Ms.Nehal Joshipura**

"Low Risk Anomaly : A New Enemy of Market Efficiency" published in "The IUP Journal of Financial Risk Management", Vol. X No.3, September 2013

**Dr.Sharad Kumar, Ms.Jyoti Parimal Sarkar and Ms.Sharmila Bonnerjee**

"Impact of Banking Penetration on Economic Growth: A State-wise Comparative Study" published in "Business Perspectives and Research" - Journal of K. J. Somaiya Institute of Management Studies & Research - January-June 2014 issue.

Conference Proceedings

Authors	Topic	Name of Conference/ Organizers
Ms. Beena Prakash	"HR Challenges Managing Digital Natives"	11th AIMS International Conference on Management (AIMS-11) organized by AIMS International and IMT Ghaziabad and hosted at IMT Ghaziabad, December 21 – 24, 2013 (ISBN:978-81-924713-5-8).
Prof.Nehal Joshipura	Risk Anomaly - Empirical Evidence from Indian Stock Market	17th International Conference – NICOM 2014 published by Nirma University (ISBN :978-81-923049-2-2)



## Paper Presentation

Authors	Topic	Name of Conference/ Organizers
Mr. Ravi Banerjee	How marketing communicators are redefining the rules of marketing communications as of now"	8th SIMSR Global Marketing Conference, January 4th & 5th, 2013.
Ms. Beena Prakash	"Organisational Excellence: Key to Managing Services in Competitive Environment"	10th AIMS International Journal on Management organised by IIM Bangalore from January 6th – 9th, 2013.
Mr. Amit Shrivastava	A Study of Price Sensitivity Behaviour in Personal Care and Grocery Category"	5th IIMA Conference on Emerging Economies organised by IIM, Ahmedabad, January 9th – 11th, 2013.
Ms. Sharmila Bonnerjee, Ms. Ekta Joshi and Mr. V. S. Girish	India - The Regional Management Education Hub :A Critical Analysis	AMDISA's 12th South Asian Management Forum 2013 : "Developing South Asia as a Global Hub of Management Professional – Role of Management Education" in Pune, February 14 – 16, 2013
Mr. Amit Srivastava	Availability Demystified	National Seminar on Effectiveness, Ethics and Sustainability, NSEES 2013 organised by Indian School of Mines, Dhanbad, 6-7 December 2013.

## Case Studies

**Dr. Sharad Kumar**

Merits and demerits of various appraisal methods used in promotion in a bank

## Articles by Dr. Sharad Kumar

**Abacus**

Management Education in India – Opportunities & Challenges , October 2013

## International Conference held at DSIMS on 14th March, 2014

**Dr. Sharad Kumar & Mr. Dinesh Rajput**

External sector developments in select Asian Countries during 2008 - 12 : A Comparative Study

**Ms. Sumana Chaudhuri, Ms. Rusha Das & Ms. Sharmila Bonnerjee**

Integrating India into ASEAN: An Infrastructural Perspective

**Ms. Prerna Ramuka and Ms. Kusum Pawar**

A review of Corporate Social Responsibility in Asia with special reference to China, India and Japan

# INFRASTRUCTURE AND CAMPUS

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Classroom



Nathmal  
Garodia Seminar Hall





Shri Murlidhar Karwa  
Knowledge Resource  
Centre



Beniprasad Luharuka  
Computer Lab



Draupadidevi  
Sanwarmal  
Women's Hostel



# THE MENTORS – A TEAM GETS DEFINED

## Director



**Dr. C. Babu**

**Dr.C.Babu** holds Master's Degree and Doctorate of Philosophy in Management. Before joining DSIMS, he was working as In-charge Director of Chetana's Institute of Management. He has twenty three years of experience. He worked with Business Schools - School of Management and Media Studies, ITM Business school, Dr.G.D.Pol Foundation, in senior positions as Dean, Assistant Director and Director. He was instrumental in starting a management school – LD Institute of Management, New Delhi, affiliated to Guru Gobind Indira Prastha University in the year 2004. His area of research is Marketing Management. He is a recognised PhD guide. He is an active member of Bombay Management Association, Indian Merchant Chambers, Indian Institute of Materials Management and All India Institute of Management. He has worked closely with Northumbria University, Newcastle, UK and EDHEC Business School, France on various academic assignments.

## Dean - Academics and Research



**Dr. Sharad Kumar**

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, he was working as 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. His areas of specialization are HRM & OB, Information Systems & Information Technology, Banking, Finance and External Sector. He has widely published in national and international journals. He has also extensively traveled abroad in connection with attending seminars & conferences and represented RBI in various fora.

## OPERATIONS



**Amal Roy**  
Associate Professor

Amal Roy is a Mechanical Engineer & Post Graduate in Industrial Engineering & Management from IIT, Kharagpur. He has over 35 years of corporate experience in senior positions in reputed Companies like ICI, GLAXO, DABUR, GHARDA CHEMICALS, SHREYA LIFE SCIENCES etc. He held the position of General Manager in Glaxo India, Profit Centre Head in Dabur India, Director in Gharda Chemicals, Vice President in Shreya Life Sciences. He has taught in various Management Institutes like NMIMS, Jamnalal Bajaj, Sydenham etc. He has also published technical papers, organised Industrial Seminars, and developed Case Studies on real life industrial projects. He is Fellow of Institution of Engineers, Indian Institute of Industrial Engineering & other Professional Institutes.



**Somesh Kumar Banerji**  
Associate Professor

Somesh Banerjee has a B.Tech. in Metallurgical Engineering from IIT Mumbai and a PGDM from IIM Bangalore. He has more than 37 years of industry experience across industries like Automotive Components, Industrial Plastics, FMCG, Steel and Allied Products. Prior to joining DSIMS, Somesh was Chief Industry Officer and Faculty Member at IIFM Mumbai and earlier, Controller of Projects, SCM & Infrastructure - Adam Smith Institute of Management, Hyderabad. His areas of interest are Logistics, Project Management and Supply Chain Management.



# THE MENTORS – A TEAM GETS DEFINED

## MARKETING



**Ravi Banerjee**  
Assistant Professor

Ravi Banerjee has about 20 years of experience with him, out of which 10 years are in the field of education, training & consultancy and another 10 years in sales & marketing. He is an M.B.A. from Lucknow University. His most recent and rich corporate experience has been with Dale Carnegie Training, where he was responsible for business development, played an active role in the first-of-its-kind endeavour, The Finishing School, which was started with the vision of providing employability skills to fresh graduates & making them industry ready and also catering to corporate requirements at various levels of management. He has also done consultancy assignments with Tata Nano, Ceat Tyres, Novartis and HCL, to name a few.



**Amit Shrivastava**  
Assistant Professor

Amit holds a PGDBM in Marketing. He is currently pursuing his PhD from the Indian School of Mines, Dhanbad. Prior to his joining DSIMS, he was with TIMSR, Mumbai. Amit brings with him over 14 years of professional experience with organizations like Max New York Life Insurance, Bharti Axa Life Insurance, Wipro BP services. His interests are market applications & rural marketing.



**Dr. Harshita Kumar**  
Assistant Professor

Dr. Kumar is a Ph.D. in the field of Management with work experience of around 10 years. She teaches courses in the area of marketing and general management. Her area of interest lies in Marketing communication and Research Methodology.



**Dr. Shalini Bariar**  
Assistant Professor

Dr. Shalini Bariar is PhD in marketing with 6 years of experience in academics and 7 years of experience in advertising industry. She has a number of international publications and has also attended and presented papers in various conferences. She is also a member of editorial board of International journal of Scientific research and innovation. She is actively involved in research and teaches courses in the area of marketing and general management. Her interest areas are Integrated marketing communications, branding and strategy.

# THE MENTORS – A TEAM GETS DEFINED

## FINANCE



**Dr. Sarita Vichore**  
Associate Professor

Dr. Sarita Vichore is a Ph.D. in the field of Management with work experience of around 13 years with various Business Organizations & reputed Management Educational Institutions. She is an MBA in finance & is also a Certified Management Accountant from Institute of Certified Management Accountants, USA. She is a corporate trainer in the field of Accountancy and Finance. Her Research Interest is Micro Finance.



**Dr. Kiran Karande**  
Associate Professor

Dr. Kiran Karande is a Ph. D. in Derivatives from IGIDR, Mumbai. He is also a B.Tech. (Mech Engg) from IIT, Mumbai and a PGDM (Finance) from IIM, Bangalore. He has extensive industry experience of more than 16 years in Derivatives and Risk Management. His research interests include Derivatives, Risk, Strategic Management and Game Theory.



**Nehal Joshipura**  
Assistant Professor

Nehal Joshipura earned MBA in Finance from Bhavnagar University and MCA from Gujarat University. She is currently pursuing her PhD on "Exploring risk anomaly in Indian stock market: The test of market efficiency." She has nearly a decade long experience in industry and academia. She was with Alliance University, Bangalore in her last assignment. She teaches courses in the area of information management and finance. She has published a number of papers in referred management journals. In addition, she has presented papers at national and international conferences. Her research interests lie in market efficiency, portfolio theory and application of information technology in management.



**Naina Gaud**  
Assistant Professor

Naina Gaud is a rank holder Chartered Accountant with 10 years of post qualification work experience. She was with the Investment Banking (Real Estate) division of Morgan Stanley Advantage Services for more than 6 years. She engaged in corporate trainings in areas such as advanced financial modelling, valuation & MS-Excel. Prior to joining DSIMS, she was an Assistant Professor at TIMSR. She is a commerce graduate from R.A. Podar College, Mumbai.



# THE MENTORS – A TEAM GETS DEFINED

## HUMAN RESOURCES



**Beena Prakash**  
Assistant Professor

Beena Prakash holds Master's Degree in Psychology and Post graduate Degree in HR. She has 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. Her areas of research interest are performance management and employee engagement.



**Sarika Jain**  
Assistant Professor

Sarika Jain holds a Master's degree in Social Work with major specialization in Human Resources & Social Work. She has an experience of teaching of about 5 years. She has also worked with Tata Institute of Social Sciences (TISS) on a national Project "Educational Status of Religious & Linguistic Minorities".



**Kusum Pawar**  
Assistant Professor

Kusum Pawar holds Master of Management degree from Dayalbagh Educational Institute (D.E.I), Agra with specialization in HR. She was awarded Director's Medal for securing highest marks in Economics Honors in D.E.I, Agra. She has industry experience of over 10 years. Her industry experience includes stints at Birla Sunlife Insurance Co. Ltd. and Max Life Insurance Co Ltd. She is a Certified ISO Internal Auditor for Max Life Insurance Co Ltd and was awarded "Best Process Auditor" certificate by Max. Her areas of research interest are Performance Management and HR Audit.

# THE MENTORS – A TEAM GETS DEFINED

## General Management - Business Communication



**Sharmila Bonnerjee**  
Assistant Professor

Sharmila Bonnerjee is a graduate from Calcutta University with B.Sc (Hons) in Botany. She has done her Post Graduate Diploma in Business Administration (PGDBA) from Symbiosis Centre for Distance Learning specializing in Human Resource. She has also done her Post Graduate Diploma in Software Exports Management (GNIIT S/W Exports) from NIIT Ltd and has over 8 years of work experience which includes both industry and teaching.

## General Management - Economics



**Sumana Chaudhuri**  
Assistant Professor

Sumana Chaudhuri received her doctorate from National Institute of Industrial Engineering (NITIE), Mumbai, India. 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 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 Indian Institute of Technology Kharagpur in 2010. She has also published articles in peer reviewed International journals and edited books.

## General Management - IT



**Shivani Parikh**  
Adjunct Faculty

Shivani Parikh is an MBA from NMIMS and has seven years of industry experience in Information Technology domain. She has worked with Polaris and Mphasis on multiple projects, at various international locations for clients like Deutsche Bank, Standards and Poor's, Citibank and Singapore Airlines. She has conducted corporate training in IT companies and has done IT consulting for international clients. Her area of focus is Business Analysis.





## Visiting Faculty

**Anil Agnihotri**, Retired Vice Chairman, Corporate Center, Mahindra & Mahindra Ltd

**Anuja Joshi**, Academician

**Amitabh Gupta**, Vice Presidents & Product Manager, India & Singapore, Leading Multinational Bank

**Abhay Daudkhane**, Max Life Insurance

**Abhishek Pawar**, Skill Shaperz Training & Service Pvt Ltd, Mumbai

**Ajit Kurvey**, Former DGM, Wheelabrator Alloy Castings Limited

**Akshay Damani**, M/s. A.Damani and Associates

**Arun Kamat**, M/s. Arun Kamat & Company

**Avani H Vajani**, Co-Founder of People first HR Solution

**B D Dhongade**, AGM- Law and HR, SICOM ARC LTD

**Bibek Chattopadhyay**, Head Corporate Communications - South Asia Region, Ambuja Cement Limited

**Chandur Bhaya**, Association with Financial Services industry

**Emelia Noronha**, Prahladrai Dalmia College of Commerce and Economics

**Indrasen Dhumal**, Prativ Technology & Engineering India

**Indrayani Deekshit**, iisham Consulting

**Jeet Shah**, Veer Consultancy Services

**K. K. Jain**, Retired- Management Consultant at Voltas Limited.

**K.T. Upadhyay**, Academician

**Kannan Rajarathnam**, Hinduja Group

**Leslie Rebello**, LR Associates Pvt. Ltd.

**Mahendra Yadav**, Academician

**Mamta Srivastava**, Academician

**Narendra Singh**, Former AVP, UTI Asset Management Company

**Nandan Shrivastava**, Chief Customer Care officer, (International Ombudsman), Bank of Baroda

**Prakash Chhugani**, Academician

**Prakash Gehani**, Legal Consultant

**Dr. Preeti Saxena**, Dean, IBS

**Raghukumari**, K. J. Somaiya Institute of Management Studies and Research

**Ravindra Raswakar**, Former GM, Union Bank of India

**R. Krishnan**, Engineer, Indian Institute of Technology

**Rajesh Deshpande**, Academician

**Satish Ailawadi**, Dean, K.J. Somaiya

**Dr. Sarat Kumar Malik**, Securities and Exchange Board of India

**Dr. Satish Pai**, People Plus Business Solutions

**Shelly Kuthiala**, Academician

**Shruti Singh**, Midas Consulting

**Shilpa Vohra**, Director, Narind Finvest Pvt. Ltd.

**Sonali Prajapati**, M.V.M College

**Shaktidhar**, IL&FS India Ltd.

**Dr. Suhas Rane**, Academician

**Saurabh Parikh**, Head program management and PMO, Symantec India Consulting.

**Syed Asfi**, Senior Manager, Vodafone India Ltd

**Prof. Sonio Nangallia**, Academician

**Tapan Wagle**, TA& P EHS Consultants Pvt. Ltd

**Prem Vijoy**, Tata Consultancy Services Limited

# PLACEMENT

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KPIT Cummins  
KPMG  
Kuloday Group  
Kuloday Technopack  
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LA Technologies  
LDS Infotech  
Lexi Pens  
Lotus Knowlwealth  
Lubrizol Advanced Chemicals  
Mahindra Logistics  
Margins View  
Markets & Markets Pvt Ltd.  
Matrix Cellular  
Maven Wires  
Media Worldwide  
MGB Advisors  
Money House Direct  
Morpheus Human Consulting  
Motilal Oswal  
Navine Flourine  
Neeeyamo  
Nestle  
Network 18 online  
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PagalGuy.com  
Pantaloan  
Piramal Group  
PNB Metlife  
Quant Capital  
Ranco Energy  
Randstad  
Reliance Digital  
Reliance Capital  
S.K. Logistics  
Sales Academy  
Serco  
Silicon Interface  
SK Logistics  
Sofomation  
Spark Recreations  
SS&C Globe op  
SS&C GlobeOp  
Standard Chartered  
Sutra HR  
SynCore Group  
Tam Media  
TAM Media Research  
Tata Consultancy Services  
Tata Croma  
Tata Motors  
TCS  
Test Funda  
Textile Industries  
Themis Medicare  
Thomson Reuters  
Total Shipping and Logistics  
Transparent Value  
Trident Hotels  
Trigyn Technologies  
Universal Hunt  
Value Consulting  
Verve Compusoft  
Vibrant Holidays  
Videocon D2h  
Virus Health Care  
Vogel Business Media India Pvt. Ltd  
William Penn  
Zycus Infotech



# INSTITUTIONS OF RAJASTHANI SAMMELAN




**Kudilal Govindram Seksaria sarvodaya school**  
INSPIRE, INVENT, INITIATE

The school is authorised by the Maharashtra State Board of Education to offer SSC syllabus & the medium of instruction is Hindi.




**KGSS**  
[www.kgss.org.in](http://www.kgss.org.in)

Established in 1959



**Kudilal Govindram Seksaria english school**  
INSPIRE, INVENT, INITIATE

The school is authorised by the Maharashtra State Board of Education to offer SSC syllabus & the medium of instruction is English.



**KGES**  
[www.kges.org.in](http://www.kges.org.in)

Established in 2010



**Ramniwas Bajaj english high school**  
UNLEASH YOUR POTENTIAL

The school wants to follow ICSE curriculum for its students from Nursery to standard VIII which will later have natural growth up to standard X.



**RBHS**  
[www.rbhs.org.in](http://www.rbhs.org.in)

Established in 1985




**Mainadevi Bajaj international school**  
GIVING WINGS TO YOUR DREAMS

Authorised International Baccalaureate Diploma Programme (IBDP).  
Authorised - Cambridge International Primary Programme (CIPP),  
Check point, International General Certificate of Secondary Education (IGCSE).  
Proposed Cambridge International Diploma for Teachers and Learners (CIDTL)




**MBIS**  
[www.mbis.org.in](http://www.mbis.org.in)

Established in 2009



**Durgadevi Saraf junior college**  
IN PURSUIT OF EXCELLENCE

The Junior College is authorized by HSC Board of Government of Maharashtra to offer higher secondary courses in arts, commerce & science. College has started Bi-focal in science stream. The students have the option of selecting Computer Science & Electronics as their subjects of choice.



**DSJC**  
[www.dsjc.org.in](http://www.dsjc.org.in)

Established in 1983



**Ghanshyamdas Saraf college of arts & commerce**  
EDUCATION EMPOWERS

Affiliated to University of Mumbai  
**Undergraduate courses:**  
B.Com  
B.Com (Accounting & Finance), B.Com (Banking & Insurance)  
B.Com (Financial Markets), B.M.S., B.M.M., & B.Sc IT.  
**Post Graduate Courses:**  
M.Com (Accountancy), M.Com (Business Management)  
MCJ - Masters in Communication & Journalism.



**GSCC**  
[www.sarafcollege.org](http://www.sarafcollege.org)

Established in 1983



**Kirandevi Saraf institute of complete learning**  
WIDENING HORIZONS

**University / Institute**  
Tilak Maharashtra University  
Punjab Technical University  
IGNOU  
ICOFP  
Karnataka State Open University  
Helen O'Grady International  
NAEMD  
Bharathiar University

**Courses**  
BCA, BBA  
MBA-HR/ Finance/ Marketing/ IT  
B.Com, B.C.A., M.C.A., M.B.A., M.A., DECE.  
MBA+APFP  
Teacher Training Program  
Event Management Courses




**KSIL**  
[www.ksicl.com](http://www.ksicl.com)

Established in 2005

# INSTITUTIONS OF RAJASTHANI SAMMELAN

## University & AICTE Approved courses:

- Two years full-time Master in Management Studies (MMS) approved by AICTE, recognized by Government of Maharashtra, Director of Technical Education & affiliated to University of Mumbai.
- Two years full time Post Graduate Diploma in Management (PGDM) approved by AICTE and recognized by Government of Maharashtra and Director of Technical Education.
- Three Years Part Time Post Graduate course in Management, Master in Marketing management (MMM), Masters in Finance Management (MFM) and Master in Human Resource Development Management (MHRDM) affiliated to University of Mumbai, approved by AICTE and recognized by Government of Maharashtra and Director of Technical Education.



Durgadevi Saraf  
institute of management studies  
LOCAL EXPERIENCE. GLOBAL IMPACT

Established in 2010

## Short term Autonomous Weekend Course

- Executive Program in Management
- Post Graduate Program in Managing Family Business
- Diploma in Entrepreneurship & Business Planning for Women



**DSIMS**

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



Draupadidevi Sanwamal  
women's hostel  
HEAVENLY DOMICILE

Established in 2011

Rajasthani Sammelan has started Draupadidevi Sanwamal Womens Hostel that provides residential accommodation to girl students pursuing higher education in the Institution run by Rajasthani Sammelan or in any other institute and not having residential facilities in Mumbai. The Hostel is on the 11th and 12th floor of the Management and International School building in the R.S. Campus with an accommodation for 131 students. The hostel has state-of-the-art infrastructure with two and three bedded A.C. and non A.C. rooms on both the floors and consists of a visitor's room, and informal space, a dining room, a dry pantry and laundry facility. The hostel has round the clock vigilant security services available for safety of the students.

**DSWH**

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



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

Established in 2010

- MBA (Media & Entertainment) + PGP in Media, Entertainment & Advertising BBA + UGP in Media, Entertainment & Advertising
- BA- Film, Television & New Media Production
- PGDM- (a) Media & Entertainment Marketing (b) Advertising & Marketing Communications
- **Post Graduate Diploma & Certificate Course in:**
- Digital Marketing • Cinematography • Communication Design
- Photography • Sound Engineering & Design • Graphic Design Digital Film Making



**DGMC**

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



Ladhidevi Ramdhar Maheshwari  
night college of commerce  
ENLIGHTENING FUTURE

Established in 2014

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



**LRMC**

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



Ramdhar Maheshwari  
career counseling centre  
STEERING TO SUCCESS

Established in 2011

- Learning Difficulty Solutions
- Counseling
- Speech & Drama Programme
- Career Assessment Test
- Career Guidance
- Study Abroad
- SAT/GRE/GMAT/ILTES/TOEFL Coaching
- Business Coaching

**RMCC**

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



Kunjbihari S. Goyal  
online academy  
LEARNING BEYOND BOUNDARIES

Established in 2014

Rajasthani Sammelan 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](http://www.goldelearning.com)



Rajasthani Sammelan  
international playschool @ MBIS  
YOUNG EVOLVING MINDS

Established in 2014

Rajasthani Sammelan continues with its endeavors in the field of education with its new initiative for Toddlers which is, Rajasthani Sammelan International Playschool. The Trust aims to lay the foundation of learning for tomorrow's Global Citizen. Rajasthani Sammelan's International Playschool is the first IPC Accredited Playschool in Mumbai, India. All teachers hold a diploma in preschool teaching. Teachers also receive training from IPC's teacher training, devised by an ex teaching fellow of Harvard University. The Rajasthani Sammelan International Playschool offers a Playgroup program and a Mother Toddler program- Baby Bonding.



**RSPS**

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



# FACILITIES AT RAJASTHANI SAMMELAN



Remsons Group  
**management research centre**  
MANAGEMENT RESEARCH

Rajasthani Smmelan 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 Center 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.



IRB  
**scholarship endowment fund**  
HONOURING EXCELLENCE

Rajasthani Smmelan has started IRB Scholarship Endowment Fund to provide scholarships to all meritorious students of all the institutions of Rajasthani Smmelan. 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.



Vishwanath Podar  
**study centre**  
INTELLECTION HUB

Rajasthani Smmelan proposes to start Vishwanath Podar Study Centre which is under construction. In a city like Mumbai, there are space constraints in many houses and students often face inconvenience to study in a peaceful atmosphere. This study centre will prove a boon to many students, as they will be able to study in a quiet environment. The study centre will be open from morning till late in the night for the benefit of the students.



Rajasthani Smmelan  
**freeship endeavour fund**  
FOSTERING KNOWLEDGE

Rajasthani Smmelan proposes to start a Freeship Endeavour Fund to provide freeship to those students who cannot afford education due to lack of funds. Freeship Endeavour Fund will provide opportunity to many deserving students to obtain suitable education and thereby, make progress in their life by becoming properly qualified.



Rajasthani Smmelan  
**media research centre**  
MEDIA RESEARCH

Rajasthani Smmelan proposes to start Media Research Center in Deviprasad Goenka Management Institute of Media Studies to encourage research in Media Studies. Media is a powerful means of communication for the present generation. Media also includes entertainment industry. The Media Research Center will help further growth in the areas of Mass Communication, Direction, Cinematography, Acting, Editing, Dialogue writing and other areas of media and entertainment.

# OTHER INITIATIVES OF RAJASTHANI SAMMELAN

Established in 1975



Dhurmal Bajaj  
bhavan  
COMMUNITY PARADISE

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. 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.

Established in 2002



Durgadevi Saraf  
hall  
TREASURING MEMORIES

Durgadevi Saraf Hall is constructed in the educational complex of Rajasthani Sammelan & 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.

Established in 2001



Trivenidevi Deora  
chikitsa sahayata kosh  
HELPING TO HEAL

Rajasthani Sammelan 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.

Established in 2014



Ramnarayan Saraf  
educational outlet  
ONE STOP EDU-SHOP

Rajasthani Sammelan 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.

Established in 2014



Vijay Pal Singh  
health centre  
WEALTH OF WELLBEING

Rajasthani Sammelan 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 for health check-up. It will also conduct health and wellness educational seminars for staff, students and parents.

Established in 2014



Kirandevi Saraf  
library and reading room  
WORLD OF KNOWLEDGE

The Kirandevi Saraf Library and Reading room will offer 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 will be available to the students from 6pm in the evening to 9pm and from 9am to 9pm on Sundays & holidays. The library will be manned by staff of Rajasthani Sammelan and the students will be enrolled on payment of nominal fees to access the facilities.

Established in 2010



Rajasthani Sammelan  
I.T. hub  
LINKING GLOBALLY

To maintain universally accepted IT Standards in security, availability and data management, Rajasthani Sammelan 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.

Established in 2013



Rajasthani Sammelan  
food court  
FOOD FOR THOUGHT

Rajasthani Sammelan 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.



# ABOUT

## DRAUPADIDEVI SANWARMAL WOMEN'S HOSTEL

**Draupadidevi Sanwarmal Women's Hostel** is housed on the 11th & 12th floor of the educational complex of Rajasthani Sammelan. The hostel can accommodate 131 girl students.

The hostel has Double Occupancy as well as 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.

### Salient Features

- 11th floor
  - Triple Occupancy – 25 Rooms
  - Double Occupancy – 1 Room
  - Rector's Residential Accommodation
  - Dry Pantry
- 12th Floor
  - Triple Occupancy – 18 Rooms
  - Laundry
  - Dry Pantry
  - Dining Hall – 40 Seater
  - Recreational Area
- Voids provided between 11th & 12th floors for students to communicate.
- All rooms with attached toilets.
- Toilets are designed in such a way that they can be serviced when the room is locked.
- Each student is provided with a cupboard, a writing table, a chair and a bed exclusively for herself.
- Each room has a sofa apart from the bed, cupboard, writing table & chair.
- Passage has a sky lit facility with Wi-fi for all students.
- An administration office to control the hostel.



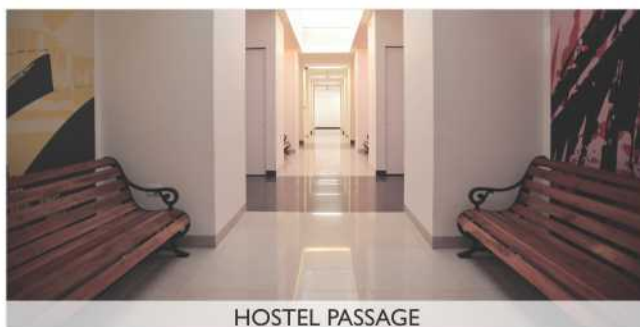
RECREATIONAL AREA



STUDENTS ROOM



CAFETERIA



HOSTEL PASSAGE

### Fee Structure

Type of Accommodation	Fees for 6 months	Security Deposit
Triple Occupancy Non AC	Indian Students: ₹ 66,000	₹ 25,000
Triple Occupancy AC	Indian Students: ₹ 90,000	₹ 25,000
Double Occupancy AC	Indian Students: ₹ 102,000	₹ 25,000

Disclaimer: There may be occasions that due to misinterpretation of Rules or any other cause a dispute / grievance may arise. Notwithstanding, the student and parent agree to, that the dispute, if any, shall be resolved within the jurisdiction of Mumbai only.



## Rajasthan Sammelan

### 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>LOCAL EXPERIENCE. GLOBAL IMPACT</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>Kunjabihari S. Goyal online academy</b> <small>LEARNING BEYOND BOUNDARIES</small>
 <b>Draupadidevi Sanwarmal women's hostel</b> <small>HEAVENLY DOMICILE</small>	 <b>Pravinchandra D. Shah sports academy</b> <small>FITNESS REGIME</small>	 <b>Vishwanath Podar study centre</b> <small>INTELLECTION HUB</small>	 <b>Rajasthan Sammelan international playschool @ MBIS</b> <small>YOUNG EVOLVING MINDS</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>Rajasthan Sammelan freeship endeavour fund</b> <small>FOSTERING KNOWLEDGE</small>	 <b>Rajasthan Sammelan media research centre</b> <small>MEDIA RESEARCH</small>
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### Facilities

 <b>Dhurma 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>Ramarayan 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>Rajasthan Sammelan I.T. hub</b> <small>LINKING GLOBALLY</small>	 <b>Rajasthan Sammelan food court</b> <small>FOOD FOR THOUGHT</small>



Indian Management Vol. 53 ; Issue 11 November 2014 has rated Durgadevi Saraf Institute of Management Studies, "A4" under B schools of West India



Careers 360 rates Durgadevi Saraf Institute of Management Studies, "AA+" for 2015



Ranked as Asia's Fastest Growing Private Education Institute at the WCRC Leaders Excellence Awards 2012-13



Ranked among the Top 150 B-Schools in India as per the Times B-School 2014 survey

## DURGADEVI SARAF INSTITUTE OF MANAGEMENT STUDIES

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