

**DSMS**



RSET

**Durgadevi Saraf  
institute of management studies**

**WE CREATE LEADERS**



Affiliated to University of Mumbai

**MMS**

TWO YEAR FULL-TIME Masters Degree Program in  
Management Studies

**PROSPECTUS 2017 - 2018**

# D

RANKED  
**8<sup>TH</sup>**  
**TOP**

AMONG PRIVATE B-SCHOOLS IN  
MUMBAI AS PER BUSINESS  
WORLD RANKINGS 2015

**BW|BUSINESSWORLD**

# S

RANKED  
**8<sup>th</sup>** among the  
**Top B-Schools**  
**in Mumbai**

AS PER THE

**Times 3 School**

SURVEY 2017

**A4**

RATED "A4" UNDER  
B SCHOOLS  
OF WEST INDIA BY

**AIMA**  
ALL INDIA MANAGEMENT ASSOCIATION

# I M M



RANKED AS  
**ASIA'S**  
**FASTEST**  
**GROWING**

PRIVATE EDUCATION  
INSTITUTE AT THE WCRC  
LEADERS EXCELLENCE  
AWARDS 2012-13

**AA+**

RATED "AA+"  
FOR 2015 BY

**CAREERS360**

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## MAIN DONOR'S MESSAGE

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

It gives me immense pleasure in congratulating Rajsthani Sammelan Education Trust (RSET) 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 six 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, a part-time Executive Program in Management (EPM), 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 to develop into corporate leaders of tomorrow. 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 holistic development of each and every student to gear them up to compete 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...

“We Create Leaders”.



## 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 award 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 corporate and 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 Education Trust (RSET) 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 RSET, 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.

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. Our thrust has been to enhance and nurture the entrepreneurial spirit in our students to make the best use of demographic dividend India is heading towards.

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 endeavors.



**The best Preparation  
for tomorrow is doing  
your best today**

**-H. Jackson Brown, Jr."**





## DIRECTOR GENERAL'S MESSAGE

Dr. N. M. Kondap

Director General  
DGMC & DSIMS

The changing scenario of Indian Higher Education suggests that the traditional form of Higher Education may be on its way out and by the next decade, it could present a radically different picture. The next decade will be visualized in terms of changing social values, attitudes and norms, knowledge dissemination, impact of technology & technology driven learning. The focus will revolve around ethics, values, governance & internationalization of Higher Education with quality as the buzz word.

Accreditation, innovation and leadership imperatives will significantly affect the Higher Education. Private sector will play a major role in development & growth of Higher Education System in India. Added to the above, Disruption has changed the entire education system and is influencing corporate policy & strategy. Companies are associating with campuses to address the issues like Technological Disruption, Innovation and Creativity.

We, at Durgadevi Saraf Institute of Management Studies (DSIMS) are aware of the changing landscape of Indian Higher Education System and its impact on the stakeholders, specially, the technological disruption. The program architecture is designed and developed taking into consideration the quality, curriculum and pedagogy.

The curricula is designed & developed based on Industry feedback and the best International practices. Academic

rigor is maintained through the design and delivery of the programs.

Student Development is an on- going process with some of the innovative approaches such as International Immersion, Rural Immersion, Manager-in-making (MiM) and focus on 'complete student'. Students are encouraged to develop an entrepreneurial spirit and are provided opportunities to undertake innovative solutions to the critical issues and challenges faced by the Corporates.

Management Development Programs are Industry focused and are customized. Nationally and Internationally acclaimed Faculty and Industry experts are invited under Industry Academia network.

### **At DSIMS, we believe in:**

- Creating future leaders
- Nurturing Excellence
- Complete student development

**Welcome to a vibrant DSIMS Family!!!**



## DIRECTOR'S MESSAGE

Dr. C Babu

Director

Durgadevi Saraf Institute of Management Studies

Built on the proud legacy of Rajasthani Sammelan's philanthropic accomplishments, DSIMS has achieved many millstones in six years.

Innovative Curriculum, International Exposure, Individual Attention and Industry oriented Pedagogy are some of the key ingredients that propelled DSIMS into a higher orbit B-School among many thousand Institutions in India.

Our vision of creating leaders for business and non business organizations permeates in every initiative from the very first day students walk into our Institute. Leadership creation is a continuous process at DSIMS.

Regular exposure to experiential learning, peer learning, and community service by our qualified faculty, makes students industry-ready from day one of their corporate career to compete in this ever-dynamic, domestic and international business environment.

Our Industry connect is another feather in DSIMS cap. Each course is delivered by a combination of academician and practicing business leaders in order to give a blend of concepts and applications. Besides, students get ample opportunities to interact with world renowned academicians. The institute has initiated many collaborative partnerships with leading management schools across the world to enhance overall quality of teaching and knowledge

dissemination.

We whole-heartedly welcome you to be a part of this Centre of Excellence—"DSIMS".



**What we Learn becomes a part of who we are.**



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 with emphasis on social sensitivity.

## Our Enduring Goals

At DSIMS, we believe that investment in a sincere and dedicated team provides impetus to us for creating leaders belonging to the 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 to ignite entrepreneurial spirit to combat immense competition. The value system at DSIMS also inculcates social sensitivity within our budding leaders to become responsible corporate citizens of tomorrow.

# About Rajasthani Sammelan Education Trust (RSET)

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 six decades and more, 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 community.

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 15,000 students are receiving education in various educational institutions run by the Trust. Thousands of students beyond the boundaries of the campus are enrolled with Kunjibhari 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 Playschool.
- 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
- Kunjibhari S. Goyal Online Academy

Other organizations owned and managed by Rajasthani Sammelan include

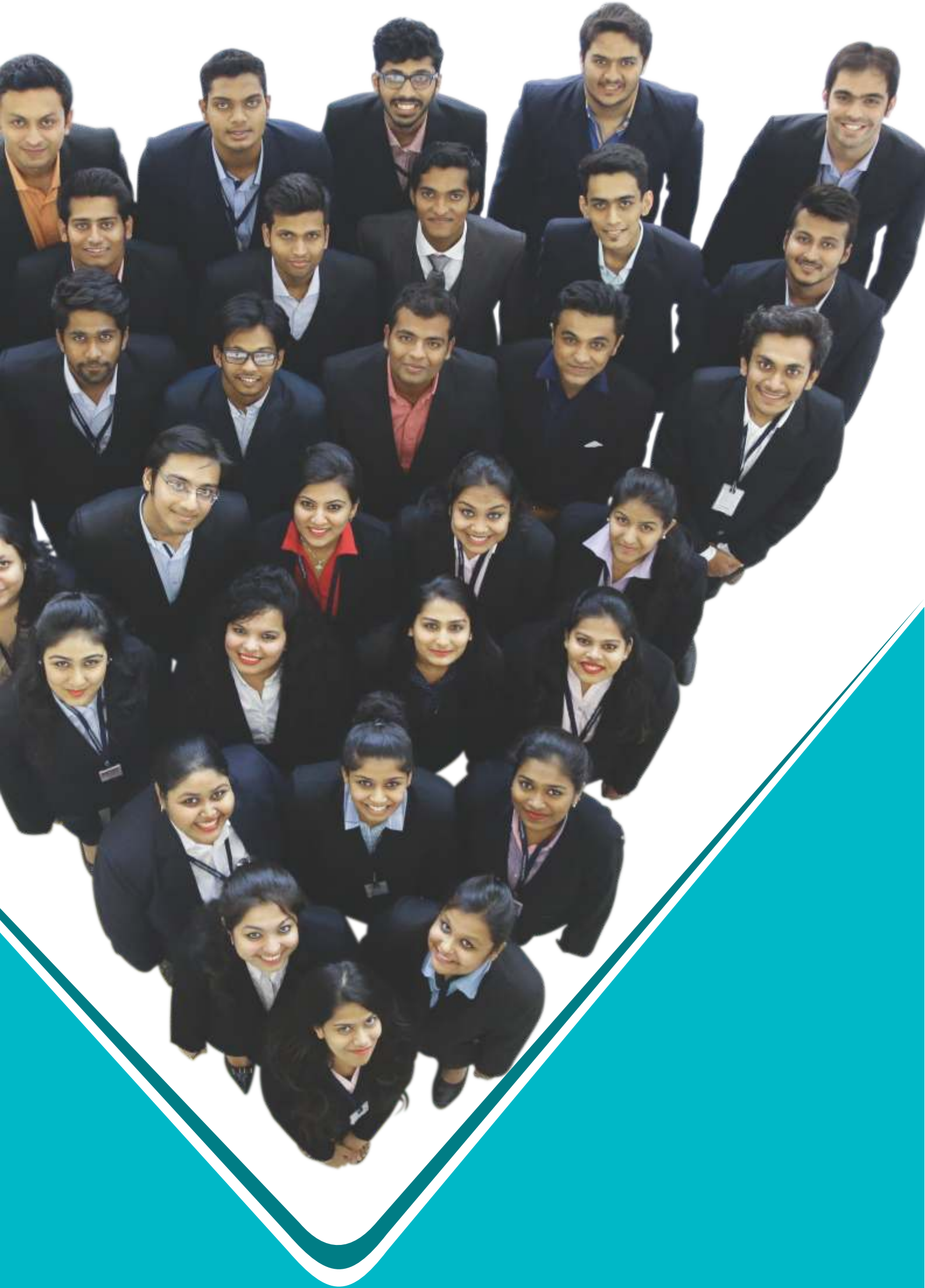
- Draupadidevi Sanwaram Women's Hostel.
- Ramdhar Maheshwari Career Counseling Centre.
- Pravinchandra D. Shah Sports Academy.
- Janakidevi Bilasrai Bubna Boys' Hostel (New Initiative)

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

Dhurmaj Bajaj Bhavan  
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  
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.





# | 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 are 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 "SOCH",

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

Mr. Ashok M. Saraf	Chairman
Mr. Kailash Kejriwal	Secretary
Mr. Nandkishore Gupta	Jt. Secretary & Treasurer
Mr. Jairaj C. Thacker	Member
Mr. Samir Choksi	Member
Mr. Vinod Agarwalla	Member
Ms. Archita Rajpuria	Member
Mr. Banwarilal Jhunjhunwala	Member
Mr. Suresh Pansari	Member
Mr. Madhusudan Maheshwari	Member
Mr. Sunil Satyanarayan Kabra	Member
Prof. Y K Bhushan	Member - Educationist
Mr. Ramesh Unnikrishnan	Member - Regional Officer (WRO-AICTE)
Prin. S G Chitale	Nominee of Mumbai University
Dr. Subhash Mahajan	Member - Director, Technical Education, Nominee of the State Government - DTE
Dr. N M Kondap	Special Invitee
Dr. Sunanda Kar	Special Invitee
Dr. C Babu	Director - Member Secretary (Ex-Officio)
Dr. Sharad Kumar	Member - Rep. Teaching Staff (Dean - Academics & Research)
Dr. Sarita Vichore	Member - Rep. Teaching Staff
Ms. Beena Prakash	Member - Rep. Teaching Staff



## | Members of Board of Governors

## Office Bearers, Trustees & Members of the Managing Committee of Rajasthan Sammelan (2012-17)

<b>Shri Saraf Ashok M</b>	President	<b>Shri Bajaj Vinodkumar R</b>	Vice President
<b>Shri Kejriwal Kailash</b>	Hon. Secretary	<b>Shri Jhunjhunwala Banwarilal</b>	Treasurer
<b>Shri Khemka Jagdish Prasad</b>	Joint Treasurer	<b>Shri Kabra Sunil S</b>	Hon. Joint Secretary
<b>Shri Saraf Lalit S</b>	Hon. Joint Secretary		

### Donor Trustees

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Shri Bajaj Rajkamal R	Smt. Bajaj Deepa V	Smt. Bajaj Seema R
Ms. Bajaj Smriti R	Shri Bajaj Abhishek V	Ms. Bajaj Anushree R
Shri Bubna Ramprakash B	Shri Chandgothia Rajaram N	Shri Deora Vinodkumar
Shri Garodia Ashok	Shri Goenka Mahesh B	Shri Goenka Sajjan
Shri Goenka Satish	Shri Goenka Suresh	Shri Goenka Narendra
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Shri Saraf Ashok M	Dr. Saraf Naresh M	Shri Saraf Prakash M
Smt. Saraf Neera A	Smt. Saraf Renu N	Smt. Saraf Shilpa P
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Shri Dalmia Shrikant L	Shri Goyal Badrinarain	Shri Jhunjhunwala Banwarilal
Shri Kabra Satyanarayan	Shri Kejriwal Kailash	Shri Maheshwari Piyush
Shri Parasrampur Kailash	Shri Rajpuria Kamalnayan	

### Donor Managing Committee Members

Shri Poddar Arvind	Shri Saraf Sharad	Smt. Shah Amira
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### Managing Committee Members

Shri Agarwalla Vinod B	Shri Biyani Kailash	Shri Chirania Sudheer
Shri Dalmia Vinod L.	Shri Deora Sureshkumar M.	Shri Goenka Shailesh
Shri Goenka Neeraj	Shri Gupta Rajendraprasad	Shri Gupta Nandkishore
Shri Joshi Ashwinikumar	Shri Kabra Sunil S.	Shri Khemka Jagdishprasad
Shri Khemka Madhavprasad	Shri Maskara Vishwanath	Shri Pansari Navin
Shri Pansari Kapal	Shri Podar Vinod V.	Shri Poddar Rajiv
Shri Rajpuria Nikhil	Shri Ruia Ramniranjan	Shri Saraf Arun
Shri Saraf Lalit	Ms. Shah Anushka	

### Special Invitees

Shri Dalmia Girdharilal L	Shri Lath Sunil	Shri Pansari Alok
Shri Rajpuria Yogendra	Shri Rungta Ajay	Shri Saboo Arun

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

# MMS 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: **120 seats**

Institute type: Private / Unaided. Hindi Linguistic Minority

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

Fees: Rs. 1,90,615/- interim fees (applied to Shikshan Shulka Samiti) for the year 2016 – 18. 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 Sanshodhan 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. 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 / Transfer 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 31.03.2015)
- 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

## Application Process

1. The Application Form for MMS is available online on the institute's website: [www.doms.org.in](http://www.doms.org.in)
2. The student needs to fill & submit the form online and download the PDF of the submitted form.
3. Submit a printout of the downloaded PDF along with the DD of Rs. 2,000 towards the Application fee to the Admissions Officer at the institute in person or by courier.
4. The form and DD should reach the institute within 7 days.
5. Only on receipt of the form and application fees, one would be considered for GD/PI.
6. Submission of online admission form does not guarantee an admission to the institute.



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.

## ELIGIBILITY CRITERIA

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 2016-18.

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.

# Curriculum

## ELIGIBILITY CRITERIA

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 specializations namely:

- Financial Management
- Human Resource Management
- Marketing Management
- Operations Management

## First Year Semester I

### Core Papers:

Perspective Management  
Financial Accounting  
Business Statistics  
Operations Management  
Managerial Economics  
Effective and Management Communication  
Organizational Behaviour  
Negotiation and Selling Skills

## First Year Semester II

### Core Papers:

Marketing Management  
Financial Management  
Operations Research  
Business Research Methods  
Human Resource Management  
Business Environment  
Corporate Social Responsibility  
"Analysis of Financial Management (For Finance Students)"  
"Entrepreneurship Management (For non- Finance Students)"

## Second Year Semester III

### Core Papers:

International Business  
Strategic Management  
Summer Internship Report  
Specialization Papers:

### Finance

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

### HR

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

### Marketing

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



### Operations

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



## Elective I Elective II

### Finance Electives:

Commodities Market  
Fixed Income  
Strategic Cost Management  
Derivatives and Risk Management

### HR Electives

Global HRM  
Employee Rewards Management  
Human Resource Audit  
Performance Management Systems

### Marketing Electives

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

### Operations 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:

### HR

Management of Change  
Strategic Human Resource Management

### Operations

Strategic operations Management  
Project Management

### Marketing

Strategic Marketing Management  
Integrated Marketing Communications & Digital Marketing

### Finance

Financial Modeling  
Mergers Acquisitions & Corporate Restructuring

## Elective I Elective II

### Finance Electives

Wealth Management  
Treasury Management  
Behavioral Finance  
Project Finance

### HR Electives

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

### Marketing Electives

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

### Operations Electives

Six-Sigma  
World Class Manufacturing Service  
Service Operations Management  
Lean Manufacturing

# THE DSIMS VALUE ADD

Corporate India looks to value addition at every step. As an institution that creates 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.

## Manager in Making (MiM)

DSIMS has designed a set of beyond classroom initiatives – branded as “Manager in Making” (MiM) 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 and enhancing their employability.

## Aims and Objectives of MiM 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.

## Glocal Orientation

We live up to the tag line of the institute – “We create Leaders”.

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. This intervention is optional for the MMS students.

## 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. This intervention is optional for the MMS students.

## Personal Effectiveness

Influencing Power of Communication – this is another aspect of the robust MiM program, which is carried out very diligently at DSIMS. 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.

## 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 known faces and learn during this process.

### 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. They are quite fruitful and help the students relate the classroom learning to industry expectations.

### International Academic –Interface

- Durgadevi Saraf Institute of Management studies (DSIMS) and ESSCA (Ecole Superieure des Sciences Commerciales d' Angers), France signed a Memorandum of Agreement (MOA) in 2015, crafting an agreement for academic collaboration.
- Durgadevi Saraf Institute of Management studies (DSIMS) and Northumbria University, England signed a Memorandum of Understanding (MOU) on 07-May-2015, crafting an agreement for 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.
- Durgadevi Saraf Institute of Management studies (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 student exchange, faculty exchange and research collaboration.
- Durgadevi Saraf Institute of Management studies (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 professors and dignitaries have also visited DSIMS and addressed students on myriad subjects.

- 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.



# INSTITUTE 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. This intervention is optional for the MMS students.



## 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 coordinator, 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. This intervention is optional for the MMS students.

## HR Meet

DSIMS initiated to organize an exclusive HR meet from the year 2015. This initiative is for an elite group of HR personnel to collectively come together and deliberate on pertinent trends in the management sphere. Eminent speakers from corporate are invited as panelists for the panel discussion. The event is graced by a large number of HR professionals from various sectors. The HR meet gives the audience an opportunity to enhance their knowledge and hone their skills in the domain of HR.

## Alumni Club

DSIMS has constituted a very vibrant Alumni Club. This alumni club is very effectively utilised to strengthen the association of alumni with their alma mater. This club organized a "Home Coming Weekend 2015" on 06-Dec-15 wherein many sports activities were conducted. Many more such events are calendared in the future in order to build a robust Alumni connect.

## 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.

# CONCLAVES

## OPSESSION 2017: DIGITAL TRANSFORMATION OF INDUSTRIES

Op session '2017 (6th edition) was successfully held on 21 January, 2017 and was graced by senior industry professionals – Keynote Speaker Dr Ganesh Natarajan (5FWorld), Dr Sukanta Padhy (AllianzTire), M/s Milind Shahane (TatalIndustries), Shibasish Pramanik (Abbott),



Shirish Bhargava (RaychemRPG), Vinayak Marathe (RelianceTechnology) and Abhijit Yenpure (Anulom).

## HR-O-SCOPE'2017

The annual flagship HR event – HR-O-SCOPE'17 was organized by Team Utkarsh on 21st of January, 2017. The Theme for the conclave was “Emerging HR Trends and Innovative HR Practices”. This prestigious event witnessed the presence of highly privileged dignitaries starting from the keynote speaker Ms. Shuchi Chatterjee and our distinguished speakers and panelists Mr. Sanjay Jha, Mr. Devrajan. R, Mr. Melvin Mathias, Mr. Unmesh Rai and Mr. Amit Suman.

The one day event was filled with edifying speeches and panel discussion by the esteemed speakers and panelists. Along with some tantalizing pre-event activities viz Quizomania, Mannequin Challenge and Good to Great which was a bind of fun and knowledge that received participation from students of reputed institutes and corporate. The winners were awarded with prizes in the closing ceremony.

## FINANCIA 2017

Durgadevi Saraf Institute of Management Studies – DSIMS graciously organized Financia'17 on 22nd January, 2017 with the central theme of “Financial Innovations - Existing Scenarios and Emerging Trends in Banking and Finance Sector”. Financia being the flagship conclave of finance at DSIMS, witnessed a multifarious set of amicable experts from the industry, namely, Dr. M Narendra- Ret. Chairman & MD at Indian Overseas Bank, as the key note speaker, Ms Sonali Johari- at HDFC life, Mr. Yagnesh Desai- CA & CPA (USA), Consultant at Yagnesh Desai & Co., Mr. Amit Trevedi -





Author & Speaker at Karmayoga Knowledge Academy, Mr. Lokesh Mallya- Fund Manager-CFA & FRM at SBI MF, Mr. Manoj Alimchandani- as speakers & panelists. Financia'17 simulated business situations in the form of Mock-Stock, FinQ & Crack the Interview for all the B-School Students. The event was co-ordinated by Dr. Sarita Vichore, Professor & HOD Finance along with the finance department at DSIMS.

This year, the team had conducted a lot of interesting and fun events like the Mock Stock, FinQ and Crack-the-Interview. These events were planned with the agenda of not only entertainment but also with a tremendous learning perspective. Financia'17 also had daily online event-Daily Quiz to build the excitement for the Conclave and this year's online quiz was a real success. Many students have followed it and have won lots of exciting prizes. With the Conclave and the events, based on the central theme, the managers of tomorrow get a platform where they can practically apply their skills and put theory into action.





## TOUGE 2017

Durgadevi Saraf Institute of Management Studies (DSIMS) organised a very informative & interesting conclave sponsored by Shoppers Stop at their campus on Sunday, 22nd January, on the theme, Indian Marketers- "Their ability to innovate: Issues and Challenges".

This was the fifth Marketing Conclave, which has become a signature event at DSIMS. The event was patronized by corporate professionals, academicians and management students from top notch B-Schools.

Mr. Ranajit Ghosh, National Director, Maxus India, Group M, delivered the keynote speech, emphasizing the need of transformation for effective & efficient innovation.

Prof. Ravi Banerjee, convenor of the conclave, who delivered the welcome address, stated the issues and challenges faced by organizations during transformation & innovation, thereby throwing the theme, open for panel discussion.

The essence of the same was that a surprising number of innovations failed not because of some flaw or because the market was not ready, but due to wrong insights gathered by the companies, leading to wrong ideation & initiatives, faulty implementation to ultimate failure.

The learning was that companies should establish a strong connect with the customers in order to understand what they need & want.

The panellists were Mr. Atul Natu (Godrej), Mr. Alok Kapoor (Mahindra), Mr. Salman Bukhari (Luxury Brands Consultant), Dr. Ranjan Chaudhuri (NITIE) & Mr. Kallappa Pattannashetty (Mondelez International).

Touge'17 encapsulated brain stirring events like Brand Nerd, Market Mayhem & Product Niti. The events were judged by Mr. Umesh Dubey from Unilever & Mr. Sanjeev Chawla from IBM.





# SOCIAL INITIATIVES

DSIMS is always being an integral part of the economy when it comes to giving back to the society at large. DSIMS considers it as social, economical and environmental responsibility to foster sustainable local development as well as add value to the local economy in which it operates. Our social initiatives take place through an Institutional Social Responsibility (ISR) Cell.

**The main rationale for having ISR Cell is to focus on coming together of “hearts, minds and hands” of the various stakeholders’ to give back to the society at large continuously.**

## **Objectives:**

- a) ISR Cell aspires to conduct a series of collaborations with NGO'S and government agencies for CSR projects on the areas such as health, education, environment and community development.
- b) It empowers students by providing opportunities to participate in social outreach programs of the institute so as to enable them to serve the underprivileged section of the society, and enhance their quality of life by willingly contributing skills and knowledge
- c) Incorporating and integrating ISR education in the curriculum of the institute.

The plan is to associate with one of the school where our students will be organizing poster competition; thereby making the students aware about the environment issues. DSIMS students will also impart awareness among the school students about basic hygiene. They will impart training to the students on english communication and computer skills.

DSIMS believes in contributing to the society with a difference on a continuous basis and its small initiative will indeed lay the foundation of sustainable development of our economy at large.

“

**We Rise by  
lifting Others**  
- Robert Ingersoll

”



To enable the deserving student 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 flavors:

1. Freeship for one student from MMS – the primary criteria being economic status of the student and merit within the selected 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 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.



## SCHOLARSHIPS





## 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.

### 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 intervention 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, quiz based events 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 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.





## 22Yards

22 yards 2015 is an annual inter-B school cricket event hosted by students of DSIMS. B-school cricket teams from all over Mumbai participate in this event which runs across 5 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 semis. 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, carom 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.

## DSIMSAmbassador's Club

DSIMSAmbassadors are the students who are the backbone of all events organized at the institute. It is a very enterprising and active set of students who are ever-ready to take responsibility on their shoulders and always deliver with impeccable precision. The students of this club are selected after vigorous rounds of screening aimed at judging their communication prowess and stage presence.

### February 2016

- International Conference-DSIMS under the aegis of Remsons Centre for Management Research organized an International Research Conference on Emerging Management Practices on 6 February, 2016. The conference was inaugurated by Dr G Viswanathan, Fonder Chancellor, VIT University, Vellore. The Guest of Honour was Dr N Jayasankaran, Director General of BIM, Trichy. The three technical sessions were moderated by Dr Srinivasa, Prof JBIMS, Dr Smita Shukla, Prof University of Mumbai & Dr Ashish Pandey of IIT Bombay. The valedictory address was delivered by Prof Y K Bhushan, Senior Advisor, campus Head of IBS, Mumbai. The best 3 papers were selected by the panel of judges headed by Dr Hema Santhanam for the cash awards.

### March 2016

- HEF Convention- DSIMS hosted Seventh Annual Convention of Higher Education Forum (HEF) on 5 March, 2016. The theme of the convention was 'Creating Student-Centric Great Higher Education Institutions'. Dr A K Sengupta, Founder & Convenor of HEF said that it's a challenge for the Academic Institutions to manage emotion & expectations of students. The Keynote Speaker Prof J Philip, President XIME Bengaluru & Former Director IIM Bangalore emphasised more on Human Touch & Student Mentoring. Dr. Swapna Koshy from University of Wollongong, Dubai, provided the international perspective. Dr. Ganesh Natarajan, VC and CEO, Zensar Technologies, Pune, talked of the progression of learning in a student's life.

DSIMS

# EVENT

GALLERY-2016



- Thought Leadership Forum- On 18 March, 2016 DSIMS organized a session with Brand Creator Mr Datta Nadkarni, VP Strategic Alliance of United Software Associates and Marketing Strategist of Global Brands like– Coca-Cola, Philips, Colgate-Palmolive; under the ambit of Thought Leadership Forum. He shared his experience of creating Brands like– Gold Spot, Coca-Cola etc. On the theme of Brands & Beyond, he deliberated on the transformations which took place in recent times in Marketing Strategy and in Advertising Sector.

- Meet The Celebrity- On 19 March, Dr Ambi Parameswaran, Executive Director and CEO of Draft FCB Ulka Advertising graced the event as the Celebrity Guest to accentuate his valuable insights on one of his most fascinating books titled 'For God's Sake'. The students were amazed to imbibe the marketing essentials directly from the Marketing Guru.

- Post Budget Session-Post Budget Session on 19 March, 2016 had been organized by the DSIMS Economics Club, Arthashastra. Mr Paresh Parekh, Partner Ernst & Young, delivered the key note address on Transforming Indian Economy. The eminent Panelists, Mr Parekh and Mr Alpesh H Gandhi, Associate Director BMR Advisors have covered all the nine pillars mentioned in the budget as a special category.

#### April 2016

- BMA Award- Our golden girl Ms Sonal Lohiya received the BMA Best Management Student Award on 10 April, 2016.
- Global Quest- As a part of Global Quest initiative, DSIMS organized an International Guest Session on 29 April, 2016. A distinguished Professor and a prolific Researcher Dr David Zepeda of D'Amore McKim School of Business, Northeastern University, Boston, Massachusetts delivered a session on Supply Chain Management in Health Care Industry.

#### May 2016

- Convocation- DSIMS organized its fourth Annual Convocation on 14 May 2016. The Degrees were awarded to the graduating class, PGDM batch 2014-16, along with the Three Years Part Time Batch (2012-15) & MMS Batch (2013-2015).
- The occasion was graced by the Honorable Shri Suresh Prabhu, Railway Minister Govt. of India and Dr. Santrupt Mishra CEO, Carbon Black Business and Director, Group Human Resources of the Aditya Birla Group, Trustees of Rajasthani Sammelan Education Trust (RSET), Head of Institutes, Eminent Academicians, and leading Corporate Professionals.

#### June 2016

- Placement Dept organized Summer Internship of 8 weeks for the Academic Batch 2015-16. Many notable companies hired DSIMSians for Summer Internship.

#### July 2016

- Special Engagement Program- A one week Special Engagement Program had been designed for PGDM Batch 2016-18. The program commenced from 18 July to shape the young minds in the Journey of their Transformation towards being the Future Leaders of India.

#### August 2016

- Foundation Day & Academic Inauguration- On 12 August 2016 DSIMS organized the Foundation Day to welcome the students of the new academic year.– The event was to mark the Academic Inauguration for the 6th batch of PGDM and the 7th Batch of MMS. Mr Ashok Saraf presented the Ghanshyamdas Saraf Gold Medal for academic excellence to Ms Akansha Gaggar (PGDM batch 2015-17) and Durgadevi Saraf Medal to Mr Rohit Singh (MMS batch 2015-17). The above recipients received the award with a cheque of Rupees twenty one thousand each. The Chief Guest for the day Mr Ninad Karpe, MD & CEO of Aptech Ltd deliberated on human technology interface and envisioned the kind of synergy which it can bring for the advancement of our society.

On this occasion, DSIMS inaugurated her first newsletter EDGE, showcasing the Excellence of DSIMS in Globalised Economy. DSIMS also unveiled its own anthem in this occasion.

- ISTD Panel Discussion- On 27th of August, 2016, a panel discussion was organised by the ISTD – Indian Society for Training and Development in the Durgadevi Saraf Institute of Management Studies. The theme for the panel discussion was "What next after the Bell Curve in Performance Management System?" The panel included an elite group of members namely, Mr. Sanjeev Pankar – Senior Director Human Capital Tax and Regulatory Services at PWC, Mr. Pramod Sadarjoshi – Senior Director Asia Pacific HCM Strategy and Transformation at Oracle, Mr. Aniruddha Khakale – Group Director HR Emerson Process Management India and Mr. Durgesh Bhatt – GM HR Sandhya Group.
- Achievers Zone- On 27th August, our proud alumni shared their journey from Campus to Corporate to the current batch of students.

#### September 2016

- Best SIP Competition- The Best Summer Internship Project Competition, 2016 an intra-collegiate SIP competition was conducted at Durgadevi Saraf Institute of Management Studies. Top 5 best summer internship projects



were selected through a vigilant screening process by internal expertise faculty members followed by an assessment through an external panel member comprising of well known and professional industry experts like Dr. Anil Sutar - Professor from Tata Institute of social sciences and Dr. Gita Kumta - Professor, NMIMS. Later on the competition amongst these top 5 best SIP projects was held on 17th of September, 2016. The participants delivered astonishing presentations and were assessed accordingly by a highly experienced jury panel comprising of Mr. Venkat, Senior Executive of MNC Oil Major (Royal Dutch Shell Group), Mr. KVS - Board Member of Zensoft Services and Dr. Trivedi - Area Chairperson of Finance at University of Mumbai, (KJ Somaiya). A prize distribution ceremony, presided by Mr. Ashok Saraf – Chairman DSIMS, was conducted on 19th of September, 2016.



### October 2016

- Entrepreneurship Awareness Drive (EAD) - In association with Entrepreneurship Cell of IIT Kharagpur, Durgadevi Saraf Institute of Management Studies (DSIMS) organised an “ENTREPRENEURSHIP AWARENESS DRIVE-2016” on the 14 October, 2016. This prestigious event witnessed the presence of illustrious corporate dignitaries, like Mr. Govind Shrikhande (Managing Director, Shoppers Stop), Mr. Ajit Joshi (CEO, BKC Reliance Industries), Mr. Sadashiv Nayak (CEO, Big Bazaar-Future Retail Group), Mr. Sasha Mirchandani (Founder and CEO, KAE Capital), Mr. Nilesh Gopali (Country Head, CloudBuy), Ms. Navita Yadav (Managing Director, Structured Finance- VISTRA) and Mr. Ashish Fafadia (CFO, Bloom Ventures). The panel discussion was centered on the theme of “Retail Market’s Sustainability at the time of E-Commerce boom”.



### November 2016

- DSIMS (Durgadevi Saraf Institute of Management) Mumbai in collaboration with IGIDR (Indira Gandhi Institute of Development Research), Mumbai jointly organized two days' Workshop on KOHA: An Open Source Software for Library Solutions' during November 11-12, 2016. Altogether 32 participants from Mumbai, Pune and Indore, have attended the workshop.



### December 2016

- An event on Decoding Assessment Centres was hosted by Durgadevi Saraf Institute of Management Studies (DSIMS) in association with NHRDN on Saturday 3rd December, 2016. The key speaker for the inquisitive event was Mr. Neeraj Agrawal, VP- HR & OD, J.M Baxi Group. The event witnessed a massive presence of various dignified industry experts, academicians and students from various institutes. An assessment centre is a process where candidates are assessed to determine their suitability for





## Activities Undertaken Under The Aegis of Remson Group Management Research Centre

# JOURNAL PUBLICATIONS

### INTERNATIONAL JOURNALS

- **Dr.SaritaVichore**  
"Balanced Scorecard: Adoption for Government & Non-Profit Organization", published in "The International Journal's Research Journal of Social Science and Management", April 2013, (ISSN 2251-1571).
- **Dr.Sumana Chaudhuri**  
"Study on Cost Benefit Analysis in Appraisal of Infrastructure Projects: A Critical Review" published in "Advances in Management" Journal: Volume 7 (5), May 2014.
- **Ms. 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.Sumana Chaudhuri**  
"Estimation of fair rate of return on equity for Delhi International Airport" published in the "Journal of the Airports Council International". The article has been co-authored with Professor Bijan Vasigh of Embry-Riddle Aeronautical University, Daytona Beach, Florida.
- **Dr.Sarika Jain**  
"Role of Demographic Variables in Work - Family Enrichment: A Study of Sales Employees in India" published in "International Journal of Business and Management Invention" (IJBMI): Volume 4, Issue 5, May, 2015, Page No. 8.
- **Dr.Sarika Jain**  
Submitted a paper on "Mediating role of work-family conflict in the relationship between demands and turnover intentions" in "International Journal of Happiness and Development" (IJHD). Paper has been accepted, journal number and the month of publication is awaited.
- **Dr.SaritaVichore & Ms.Shazneen B Gandevia**  
Published a paper on "Understanding the link between input-throughput-output model of organization behavior and the input-throughput-output model for adult learning and the learning outcomes" An Asian journal of multidimensional research (a double blind refereed & reviewed international journal; issn:2278-4853 Vol 5, issue 7 July 2016.
- **Dr.Nehal Joshipura**  
The Volatility Effect: Evidence from India, "Applied Finance Letters", Issue no.: Vol 5, No 1.

### NATIONAL JOURNALS

- **Dr.Nehal Joshipura**  
"Low Risk Anomaly: A New Enemy of Market Efficiency" published in "The IUP Journal of Financial Risk Management": Volume 10, No. 3, September 2013.
- **Ms. Ekta Joshi and Dr.Sharad Kumar**  
"Relationship between Locus of Control and Role Stress in IT Industry" published in "Udyog Pragati": Volume 37, No. 4, October- December 2013 issue, (ISSN 0970-3365).
- **Ms. Beena Prakash**  
"A Study of Key Growth Drivers and Challenges Faced by Indian Wireless", published in TIMSR Journal of Management Research: Volume 2, Issue No. 2, December 2013.
- **Dr.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.
- **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.
- **Mr. Amit Shrivastava**  
"An Empirical Study of Store Choice Model: An Endogenous Construct" published in "Adhyanan" – A Journal of Management Sciences": Volume 4, No. 2, December 2014 (ISSN: 2249-1066).
- **Mr.Amit Shrivastava**  
"A Study to Understand the Price Sensitive Buying Behaviour of Consumers" published in "Pacific Business Review International": Volume 7, Issue 7, January 2015.
- **Dr.Nehal Joshipura**  
"Exploring Risk Anomaly in Indian Stock Market" had been accepted for "ANVESH-2015" Doctoral Research Conference in Management organized by Nirma University, April 2015.
- **Dr.Sarika Jain**  
Jain, S. & Nair, S. K, "Work Support and Family Support as Predictors of Work to Family Enrichment and Family to Work Enrichment" in "Global Business Review" (Sage Publication), (Accepted For Publication).
- **Dr.Sarika Jain**  
Jain, S. & Nair, S. K. "Work-Family Conflict in India-Construct Validation and Status", "Asia Pacific Journal of Management Research", (Under Review).
- **Dr.Sharad Kumar & Mr.M. Sreeramulu**  
Published a paper on Employees' Cost and Productivity – A Comparative Study of Traditional and Modern Banks in India During 1997 to 2015 in the Journal "The Banker", published by Indian Banks Association (IBA) as a cover story in May 2016 issue. BOOK REVIEW

## BOOK REVIEW

### Dr. Sarita Vichore

Reviewed a book titled "Security Analysis & Portfolio Management. Publication" - Oxford University Press.

## PAPER PRESENTATION

### Mr. Amit Srivastava

"Availability Demystified"- at the National Seminar on Effectiveness, Ethics and Sustainability, NSEES 2013, organized by Indian School of Mines, Dhanbad, 6-7 December 2013.

### Dr. Nehal Joshipura

"Low Risk Anomaly: Evidence from India" in FORE International Finance Conference 2014 (FIFC2014) organized by FORE School of Management, New Delhi, 27 & 28 November, 2014

### Dr. Nehal Joshipura

"Asset Allocation using gold and market portfolio: Does it have the golden potential?" at the XIII Capital Markets Conference organized by Indian Institute of Capital Markets, Mumbai, 18 & 19 December, 2014.

### Dr. Sharad Kumar & Ms. Pooja Goswami

AIMS J L Batra Best Research Paper Award: Dr. Sharad Kumar & Ms. Pooja Goswami's Paper got selected for presentation at the Convention Venue, at the Institute of Management Studies, Ranchi University, Ranchi on 27th August, 2016.

## CONFERENCE PROCEEDINGS

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

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

### Mr. Ravi Banerjee

"How marketing communicators are redefining the rules of marketing communications as of now", 8th SIMSR Global Marketing Conference, 4-5 January 2013.

### Ms. Beena Prakash

"Organizational Excellence: Key to Managing Services in Competitive Environment", 10th AIMS International Journal on Management organized by IIM Bangalore from 6-9 January 2013.

### Mr. Amit Shrivastava

A Study of Price Sensitivity Behaviour in Personal Care



and Grocery Category", 5th IIMA Conference on Emerging Economies organized by IIM, Ahmedabad, 9-11 January 2013.

### Ms. Sharmila Bonnerjee, Ms. Ekta Joshi and Mr. V. S. Girish

"India - The Regional Management Education Hub: A Critical Analysis" in AMDISA's 12th South Asian Management Forum 2013: "Developing South Asia as a Global Hub of Management Professional – Role of Management Education" in Pune, 14-16 February, 2013

### Ms. Beena Prakash

"HR Challenges Managing Digital Natives" published in the Proceedings at the Eleventh AIMS International Conference on Management (AIMS-11) organized by AIMS International and IMT Ghaziabad and hosted at IMT Ghaziabad, 21-24 December, 2013 (ISBN: 978-81-924713-5-8).

### Dr. Nehal Joshipura

"Risk Anomaly – Empirical Evidence from Indian Stock Market", in select papers' proceedings published by Nirma University at their 17th International Conference – NICOM 2014. (ISBN : 978-81-923049-2-2).

### Dr. Sumana Chaudhuri

Attended International Conference conducted by Air Transport Research Society (ARTS) in association with R.H. Smith School of Business, University of Maryland at National University of Singapore, 2-5th July 2015.

## ARTICLES

### Dr. Sharad Kumar

Management Education in India – Opportunities & Challenges, in Abacus, October 2013.

### Mr. Prof. Zubin & Mr. Gajria

Published an Article about garbage problem, published in Financial Express (Magazine) in June 2016, announced in July 2016.

## CASE STUDIES

- **Dr. Sharad Kumar**  
“Merits and demerits of various appraisal methods used in promotions in a bank”.
- **Mr. Amit Shrivastava**  
“Mahindra First Choice Services: Creating a Value Proposition.”

## INTERNATIONAL CONFERENCE AT DSIMS (2014)

- **Dr. Sharad Kumar & Mr. Dinesh Rajput**  
“External sector developments in select Asian Countries during 2008-12: A Comparative Study
- **Dr. Sumana Chaudhuri, Ms. Rusha Das & Ms. Sharmila Bonnerjee**  
“Integrating India into ASEAN: An Infrastructural Perspective”
- **Ms. Prerna Ramuka & Ms. Kusum Pawar**  
“A review of Corporate Social Responsibility in Asia with special reference to China, India and Japan”

## INTERNATIONAL CONFERENCE AT DSIMS (2015)

- **Dr. Sharad Kumar**  
“Opportunities and Issues in Outsourcing Information Technology with Special Reference to Offshore Outsourcing”
- **Ms. Beena Prakash**  
“Coping Strategies of BPO Employees and Demographic Determinants”

- **Mr. Amal Roy**  
“Cold Chain Product Distribution & Reverse Logistics of Pharmaceutical Companies Operating in India”
- **Dr. Sumana Chaudhuri**  
“Outsourcing in the Light of Applied Welfare Economics”

## INTERNATIONAL CONFERENCE AT DSIMS - 2016

- **Arti Deepak Chandavarkar, Prof. Amal Roy, Humanitarian Logistics: an Indian Perspective**  
Humanitarian Logistics: an Indian Perspective
- **Pooja Somani, Prof. Amal Roy**  
Role of Supply Chain Management In Sme (small To Medium Size Enterprises)
- **Dr. Sarika Jain, Dr. Shree Kumar K. Nair**  
An Investigation of Turnover Intentions of Sales Employees: Evidences from India
- **Prof. Maneesh Gupta**  
Review of Literature of Asset Pricing Models
- **Dr. Sharad Kumar and M. Sreeramulu**  
Employees' Cost and Productivity – A Comparative Study of Traditional and Modern Banks in India During 1997 to 2015
- **Dr. Sumana Chaudhuri**  
Economic Regulation of Airports in India: Toward Structural Adjustment in Till Model

## INTERNATIONAL CONFERENCE AT DSIMS - 2017

- **Prof. Anthony Colaco**  
Open Innovation-The Way Forward
- **Dr. Chandrasekhar S Kaushik**  
A Study of Association between the Demographic Factors and Patients' Visit to Pharmacy
- **Dr. Sarika Jain, Dr. Shree Kumar K. Nair**  
The Future lies in Innovative Governance
- **Dr. Sharad Kumar & Mr. Pravin Shukla**  
A Comparative Study of Non-Performing Assets in Various Segment of Indian Banks with Special Reference to Priority and Non-Priority Sector Advances.

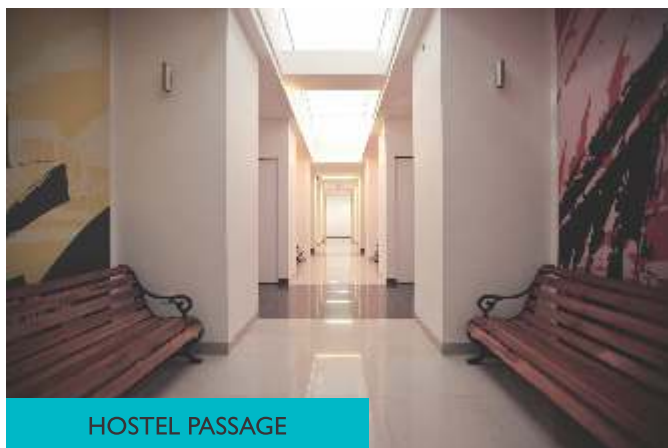




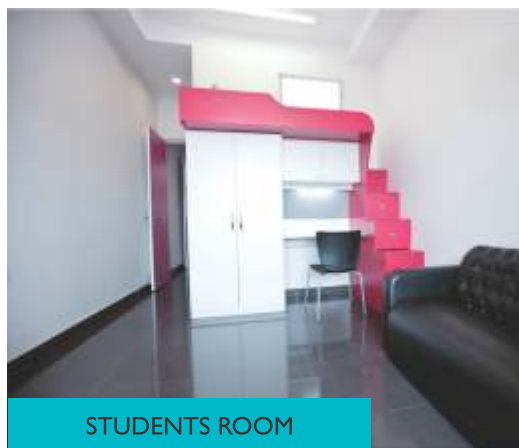
RECREATIONAL AREA



CAFETERIA



HOSTEL PASSAGE



STUDENTS ROOM

## Infrastructure & Campus

### Draupadidevi Sanwarmal Women's Hostel

**Draupadidevi Sanwarmal Women's Hostel** is housed on the 11th & 12th floor of the educational complex of Rajasthani Sammelan Education Trust. 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.

#### 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



# INFRASTRUCTURE AND CAMPUS



Nathmal Garodia Seminar Hall



Beniprasad Luharuka Computer Lab



Smt. Smita Mahavirprasad  
Agarwal Nevatia Seminar Hall



Pravinchandra D. Shah Sports Academy

RSET  
**Durgadevi Saraf**  
**institute of management studies**  
WE CREATE LEADERS



Shri Murlidhar Karwa Knowledge Resource Centre



Classroom

# I The Mentors – A Team Gets Defined



## **DIRECTOR**

### **Dr. C. Babu**

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 prestigious institutes like YMT College of Management, Navi Mumbai, as the 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.

Dr. Babu has conceptualized, designed and conducted unique training programs and introduced Executive Development Programs as a part of his Directorial initiative across various Business Schools in the country. His area of teaching and research are focused on Consumer Behavior and Business Strategy. Dr. Babu has published two books entitled Management and Technology - Emerging Trends and Perspectives (2012) and Management and Technology - Entrepreneurial Challenges and Opportunities in Emerging Economies (2013), both published by the Himalaya Publishing House. Dr. Babu was actively involved in Business Simulation based teaching in Management Education with Prof. Pierre Mora, Bordeaux University, France, in June 2007. 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.



## **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 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 RBI.

Dr. Kumar has been trained at Cambridge University on "Strategic Risk in Financial Services" and had attachments with Bank of England, UK and Bank for International Settlements (BIS), Switzerland. He also attended Advanced Management Program (AMP) at European School of Management at its London and Paris campuses. Dr. Kumar represented RBI in Global Forum on Trade Statistics jointly organized by UNSD and WTO at Geneva Switzerland. As a lead trainer, he has conducted training programs related to Information Systems Audit and Information Systems Security at Bank of Tanzania's Training Institute at Mwanza and Kenya School of Monetary Studies (KSMS), Nairobi. He has widely published in national and international journals. He is an approved Ph.D. guide of SNDT University in the Management field.

His areas of specialisation are HRM & OB, Information Systems & Information Technology, Research Methodology, Banking & Finance and External Sector.



# I The Mentors – A Team Gets Defined

## FINANCIAL MANAGEMENT



**Dr. Sarita Vichore** Professor & Area Head Finance

Dr. Vichore is a Ph.D. in the field of Management with work experience of around 10 years with various Business Organizations & reputed Management Educational Institutions. She is an MBA from Nagpur University & is also a Certified Management Accountant from Institute of Certified Management Accountants, USA. Her Research Interest include Micro Finance



**Dr. Nehal Joshipura** Assistant Professor

Dr. Nehal Joshipura has more than a decade long experience in industry and academia. Having received MBA in Finance from Bhavnagar University and MCA from Gujarat University, 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 interests lie in the areas of market efficiency, investment strategies and quantitative investing. She teaches courses like Multi-asset portfolio management, Alternative Asset Classes, Applications of Portfolio Analysis, Portfolio Management, Behavioural Finance in the area of financial markets. Her consultancy interest lies in the area of investments and portfolio management. She is SEBI registered investment advisor.



**Sagar Advani** Assistant Professor, Adjunct

Prof Sagar Advani has completed Financial Risk Management – GARP (Global Association of Risk Professionals), III Levels of Chartered Financial Analyst from CFA Institute, USA & Masters in Finance from ICFAI. He has an Industry experience of more than 6 years in Banking, Hedge Funds, & Equity Research.

With his area of passion and adore for Education, he has 8 years of professional experience with more than 10,000 training hours to his credit. His areas of interests include Investment valuation, Derivatives, Risk Management & Financial Planning.



**Maneesh Gupta** Assistant Professor

Mr. Gupta has done his MMS (Finance) from University of Mumbai. He has six 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 interest are in Credit Risk Management and Finance Analytics.

# I The Mentors – A Team Gets Defined

## HUMAN RESOURCE MANAGEMENT



**Dr. Sanchita Banerji** Associate Professor & Chairperson- PGDM I<sup>st</sup> year

Dr. Sanchita Banerji is a Ph.D(HR), MBA, PGDMM with an experience of more than 14 years in the field of Management Education, Training and Consultancy. She has participated and presented papers in various National & International 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 empanelled in the Editorial and Advisory Board of various esteemed National & International journals. Her teaching and research interest areas include Principles of Management, OB, HRM & Personality Development.



**Dr. Sarika Jain** Assistant Professor & Controller of examination

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 specialization in Human Resources & Social Work from Aligarh Muslim University (AMU). She has an experience of teaching of about 11 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 Organizational Behaviour, HRM, Business Ethics and CSR.



**Beena Prakash** Assistant Professor

Beena Prakash holds Masters Degree in Psychology and post graduate degree in HR. She has eight 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.



**Kusum Pawar** Assistant Professor & Chairperson-PGDM-2<sup>nd</sup> Year

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 work experience of over 12 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 Employee Engagement and HR Audit. She is currently pursuing MA in Psychology specialising in Counselling Psychology from IGNOU.



**Anthony Colaco** Assistant Professor

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 15 years of experience in industry and academics. He teaches courses in Human Resource Management. His areas of interest are learning organization, organizational learning and organization development.

# | The Mentors – A Team Gets Defined



**Pooja Goswami** Research Associate

Pooja Goswami is an MMS with specialisation in HR from Mumbai University (Durgadevi Saraf Institute of Management Studies). She has done her M.Com & completed various NSE certifications. She has worked with Angel broking Ltd and was associated with Raychem RPG Ltd during her summer internship. Her research interests are Employee engagement and work life balance. 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. Chandrashekar 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 14 years of experience in Industry and academics. He has more than 8 years of experience in Pharmaceutical Industry with Production, Sales and Marketing areas. He has more than 6 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.



**Ravi Banerjee** Assistant Professor & Chairperson (MMM/MFM/MHDRM)

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.



**Dr. Minakshi Kishore** Assistant Professor & Area Head Marketing

Dr Minakshi Kishore has 13 years of varied experience both in Academics & Corporate. She has been awarded PhD for doctoral work in Marketing Management field in the year 2015. She worked in corporate sector for 4 years and has rich experience in the area of Planning, Executing Business Development, Revenue Generation and Sales Administration in IT Training Industry. She has published research papers in leading journals and presented papers at National & International Conferences.



**Amit Shrivastava** Assistant Professor & Chairperson- MiM

Amit holds a PGDBM in Marketing and bachelors in mathematics. He is currently pursuing his Ph.D. 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 industrial experience with organizations in the area of B2B Sales, CRM and Profit Center Management. His doctoral training is in the area of rural consumer behaviour. He delivers subjects such as Rural Marketing, Quantitative Aspects of Marketing.

# I The Mentors – A Team Gets Defined



**Gaanyesh Kulkarni** Assistant Professor

First class rank holder in Masters of Marketing Management from Jamnalal Bajaj Institute of Management Studies, Mumbai; Prof. K. Gaanyesh is currently pursuing his doctoral program in management, from Mumbai University.

With a diverse industry experience spanning in excess of 25 years at key positions in Sales & Marketing and General Management, he has accomplished various awards and recognition for his performance and skills. Being strategic & result orientated in approach, he is acknowledged for his collaboration, networking, negotiation and peoples' skills. He was a visiting faculty to management institutes of Mumbai, for teaching marketing subjects and his research paper is under publication in national journal. He had also completed few consulting assignments for MSME clients between 2014 and early 2016, in the areas of Marcomm, Channel network and Salesforce management.

## OPERATIONS MANAGEMENT



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

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.



**Zubin Sethna** Assistant Professor

Zubin Sethna is qualified as an engineer and has an MBA from Mumbai University. He has 9 years of rich 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. Also, he has been a key user of ERP systems. For past 6 years, he has taught a variety of subjects related to operations-management specialisation: supply chain management, transportation management, warehousing, global-warming mitigation, waste management, production management, operations research and total quality management. He has interests not in only academics but also in cultural, sports & management competitions and industrial visits which enable 360 degree development of students.



**Dr. Sadhana Ghosh** Professor Adjunct

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 Award, Presented by HUL in Nov. 2011.

# I The Mentors – A Team Gets Defined

## GENERAL MANAGEMENT - BUSINESS COMMUNICATION



**Sharmila Bonnerjee** Assistant Professor & Chairperson-MMS-2<sup>nd</sup> Year

Prof. Sharmila Bonnerjee is a faculty in the area of Human Resource Management and Communication Skills at the Durgadevi Saraf Institute of management Studies, Mumbai. She is a graduate from Calcutta University with Honours in Botany, B.Sc. (Hons.) and has completed her Post Graduate Diploma in Business Administration from Symbiosis Centre for Distance Learning, Pune; specializing in Human Resource management. 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 and has attended workshop on “Case Method Teaching” jointly organized by Harvard Business Publishing and IIM, Ahmadabad. Prof. Sharmila has a rich experience of about 12 years in both Industry and academics. She has worked with premier organizations like NIIT Ltd. and Asset International (a division of APTECH Ltd.). Her teaching proficiency spans across subjects like Business Communication, Perspective Management, Organizational Behaviour and Human Resource Management. Her area of interest includes developing courseware and caselets in the domain of Business Communication for the MMS/PGDM Curriculum. Her field of research includes Barriers to Effective Communication focussing on “Organizational Barriers to Communication Flow”.

## GENERAL MANAGEMENT – ECONOMICS



**Dr. Sumana Chaudhuri** Assistant Professor

Dr. 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 Kharapur in 2010. She has also published articles in peer reviewed International journals and edited books.

## GENERAL MANAGEMENT – QUANTITATIVE TECHNIQUES



**Dr. Shailja Badra** Assistant Professor Chairperson-MMS- I<sup>st</sup> 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.

She is currently pursuing Post Graduate Diploma in Operations Research Management from Mumbai University. Dr Shailja has more than nine years of industry experience in different positions and three years of teaching experience in one of the leading Management Institutes. She has published several research papers in National & International Journals. Her areas of interest include Research Methodology, Operations Research, Business Statistics and Financial Markets.

# VISITING FACULTY

Sr. No.	Name	Designation	Company
1	Dr. A. K. Dasbiswas	Academician	Practicing Consultant
2	Dr. A. N. Sanghvi	Academician	-
3	Mr. Abhay Daudkhane	Manager -Training	Max Life Insurance
4	Mr. Abhishek Pawar	Managing Director	Skill Shaperz Training & Services Private Ltd
5	Mr. Ajit Kurvey	Former DGM & Academician	Wheelabrator Alloy Castings Limited
6	Mr. Amit Kumar	Digital Business Development Head - hometesterclub.com	Buchanan Group
7	Mr. Anil Agnihotri	Retired Vice Chairman	Mahindra & Mahindra Ltd
8	Mr. Anil Rander	Sr. VP – Finance & Legal	Tech Mahindra Business Services Ltd
9	Ms. Anuja Joshi	Academician	-
10	Mr. Archis Sahasrabudhe	Promoter and Owner	Twine Outdoors
11	Mr. Arun Kamat	Proprietor	M/s. Arun Kamat & Company
12	Mr. B. Banerjee	Former Senior Vice President – QA	Associated Capsules group (ACG)
13	Mr. B. Dhongade	AGM- Law and HR	SICOM ARC LTD
14	Mr. Bibek Chattopadhyay	Head Corporate Communications	Ambuja Cement Limited
15	Mr. C.P. Joshi	Academician	Practicing Consultant
16	Mr. Deepan Bhatt	General Manager – Sales & Marketing	Polyset Plastics Pvt. Ltd.
17	Mr. Devendra Asar	Former – General Factory Manager	Hindustan Unilever Ltd.
18	Mr. Devendra Mogare	Manager - Strategy and Planning	H-Energy (Hiranandani) Group of Companies
19	Mr. G.M. Bhatt	Academician	-
20	Mr. Indrasen Dhumal	Director	Prativ Technology & Engineering India
21	Mr. Jeet Shah	Partner	Veer Consulting services
22	Mr. K. K. Jain	Retired- Management Consultant	Voltas Limited
23	Mr. K. Sunil Unni	Educator-cum-trainer	-
24	Mr. Kiran Rane	Product Head	IndusInd Bank Ltd.
25	Mr. Leslie Rebello	Director	LR Associates Pvt. Ltd.
26	Ms. Madhumita Ghosh	Academician	-
27	Mr. Mahendra Yadav	Academician	Practicing Consultant
28	Mr. Mandar Desai	Independent Consultant	-

# VISITING FACULTY

<b>Sr. No.</b>	<b>Name</b>	<b>Designation</b>	<b>Company</b>
29	Mr. Manmeet Barve	Academician	Practicing Consultant
30	Ms. Megha Parulekar	Former Corporate Human Resource Professional & Corporate Trainer	-
31	Mr. Nandan Shrivastava	Chief Customer Care officer	Bank of Baroda
32	Mr. Nijai Gupta	General Manager - Treasury	Garware Polyster Ltd
33	Mr. Nitin Shinde	Supply Chain Consultant	Spectrum Chemicals, Adchem Technologies & Milan Pharma
34	Mr. P V Gupte	Partner and Promoter	Deepkamal Printing and Packaging Pvt. Ltd.
35	Mr. Prakash Gehani	Legal Consultant	-
36	Dr. Pritee Saxena	Academician	Practicing Consultant
37	Mr. R. Krishnan	Engineer	Indian Institute of Technology
38	Mr. Ravindra Raswalkar	Former General Manager	Union Bank of India
39	Mr. Rustam Kutar	Worked with BOI at various level	Bank of India
40	Mr. S.S.N. Murthy	Former - Dy. General Manager	Union Bank of India
41	Dr. Samta Jain	General Manager-HR	TeamGlobal Logistics Pvt Ltd.
42	Dr. Sarat Kumar Malik	Joint Director	Securities and Exchange Board of India
43	Dr. Satish Ailawadi	Academician	Practicing Consultant
44	Dr. Satish Pai	CEO	People Plus Business Solutions
45	Mr. Saurabh Parikh	Head program management and PMO	Symantac India Counslting
46	Mr. Saurabh Parikh	Head program management and PMO	Symantac India Counslting
47	Ms. Shelly Kuthiala	Academician	-
48	Ms. Shivani Parikh	Educator-cum-trainer	-
49	Ms. Shruti Singh	HR Consultant & Trainer	Midas Consulting
50	Ms. Sonali Prajapati	Academician	Practicing Consultant
51	Ms. Sonia Nangallia	Academician	Practicing Consultant
52	Dr. Suhas Rane	Academician	S.P.Jain, NMIMS, IGTC, CII
53	Dr. Sunil Lakadwala	Independent Consultant	-
54	Mr. Tapan Wagle	Director	TA & P EHS Consultants Pvt. Ltd
55	Mr. V. Mahadevan	Partner	L S Shetty & Associates
56	Mr. V. Seshadri	Academician	-

# PLACEMENT

The companies that have partnered with us:

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ABC Consultants  
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Affinity.com  
American Express  
Antal International  
Ariston Capital Services  
Bajaj Capital  
Bajaj Electricals  
Beyond Talent Management  
BLR Logistics  
BMA Wealth Creators  
Bonanza Online  
Business Standard  
Callan Research  
Canon India  
Canvera Digital Technologies  
Cello  
Chitte Industries Private Limited  
Citibank  
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CMS Computer Systems  
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DCB Bank  
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Emerald Hotel  
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Focus Management Consultants  
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Future Education  
Future Group  
Future Ideas  
Glenmark Pharma  
Godfrey Phillips  
Gratitude India  
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HR Anexi  
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HT (Live Mint)  
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ICICI Prudential  
ICICI Securities  
IIFL  
Indiabulls  
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Kuloday Group  
Kuloday Technopack  
L&T Infotech  
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  
Next Step Infotech  
Nine A  
Nmore  
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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





“

**Education is not  
preparation for life;  
education is life itself**  
- John Dewey

”



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

Established in 1959

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



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

Established in 2010

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



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

Established in 1985

The School is affiliated to the Council for the Indian School Certificate Examinations. It follows the ICSE curriculum for its students from Nursery to Standard IX which will later have natural growth upto standard X.



**RBHS**  
www.rbhs.org.in



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

Established in 2009

Authorised International Baccalaureate Diploma Programme (IBDP).  
Authorised - Cambridge Primary Programme (CPP),  
International General Certificate of Secondary Education (IGCSE).



**MBIS**  
www.mbis.org.in



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

Established in 1975

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



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

Established in 1983

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.  
MFTNMP -Masters in Film Television  
and New Media Production.



**GSCC**  
www.sarafcollege.org



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

Established in 2005

**University / Institute**  
Tilak Maharashtra University  
Punjab Technical University  
ICOFIP (Mysore University)  
Helen O'Grady International

**Courses**  
BCA, BBA  
MBA-HR/ Finance/ Marketing/ IT  
MBA + APFP, CFP  
Teacher Training Program



**KSIL**  
www.ksil.org.in



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)
- Three Years Part Time Post Graduate course in Management (MMM/ MFM/ MHRDM)

**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



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



Ladhivevi Ramdhar Maheshwari  
night college of commerce  
ENLIGHTENING FUTURE

Established in 2014

Rajsthani Sammelan has started a Night College in its educational campus in the name of Ladhivevi 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. Ladhivevi 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

- Learning Difficulty Solutions
- Counseling
- Speech & Drama Programme
- Career Assessment Test
- Career Guidance
- Study Abroad
- SAT/GRE/GMAT/ILTES/TOEFL Coaching
- Biological Aptitude Test (BAT)

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



Kunjibihari S. Goyal  
online academy  
LEARNING BEYOND BOUNDARIES

Established in 2014

Rajsthani 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



Mainadevi Bajaj  
international playschool  
YOUNG EVOLVING MINDS

Established in 2014

Rajsthani Sammelan 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. 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 Mainadevi Bajaj International Playschool offers a Playgroup program.



**MBIP**  
www.rsplayschool.org.in



RS CA  
study centre  
INTELLECTION HUB

Established in 2015

Rajsthani Sammelan has started RS CA Study Center. 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 center proves to be a boon to many students, as they are able to study in a quite environment. The study center remains open from morning till late evening for the benefit of students. The ICAI Extension counter has also be 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



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. 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 2001

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 2002

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 2010

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 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.



Established in 2014

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

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.



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 and the students are enrolled on payment of nominal fees to access the facilities.



Draupadidevi Sanwormal  
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. Rajasthani Sammelan's Draupadidevi Sanwormal Womens 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 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 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.



I R B  
scholarship endowment fund  
HONOURING EXCELLENCE

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



Janakidevi Bilasrai Bubna  
endowment freeship fund  
EMBOLDENING STRENGTHS

Rajasthani Sammelan Education Trust has started Janakidevi Bilasrai Bubna Endowment Freeship Fund to give freeship to the needy and deserving students studying in various educational institutes of RSET. The Janakidevi 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.



Rajasthani Sammelan  
**boys hostel**  
A WISE HIVE

Rajasthani Sammelan Educational Trust proposes to start a Boy's hostel that will provide accommodation to students interested in pursuing higher education in the educational institutions of RSET or any other institute. The hostel which will be situated in an exclusive building will have the most modern infrastructure and will include areas for recreation, dining, entertainment and laundry facility.



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, Rajasthani Sammelan'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. 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 Kudilal 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.



This is a social outreach initiative to reach out to empower women in our society. Through this initiative of Rajasthani Sammelan Educational Trust, we will empower women through various programs aimed at improving their self esteem and importance. With this initiative we propose to take a step into the direction of bringing about a revolutionary shift in the mindsets of the people of our country.



Rajasthani Sammelan Educational Trust proposes to start a Community Radio Station which will have a reach of about 10 km radius around the RS Campus. The primary focus of RS Radio is to cover education. Besides, RS Radio will also cover socially relevant issues that pertain to health, community welfare, local governance and programs that empower women.

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## Institutions

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

## Endowment Funds & Research Chair

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

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

## DURGADEVI SARAF INSTITUTE OF MANAGEMENT STUDIES

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