



Durgadevi Saraf
institute of management studies

WE CREATE LEADERS

DSiMS

PROSPECTUS 2016-18

PGDM

**Post Graduate Diploma
in Management**

(Approved by AICTE, 2 years full-time)



RANKED AMONG THE

TOP
150

B-SCHOOLS IN INDIA
AS PER THE TIMES B-SCHOOL SURVEY
2014

RANKED
8TH
TOP

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

BW BUSINESSWORLD

A4

RATED "A4" UNDER B SCHOOLS OF WEST INDIA BY

AIMA
ALL INDIA MANAGEMENT ASSOCIATION

AA+

RATED "AA+" FOR 2015 BY

CAREERS360



RANKED AS

ASIA'S
FASTEST
GROWING

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



MAIN DONOR'S MESSAGE

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

It gives me immense pleasure in congratulating Rajasthani 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.



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”.

VISION, MISSION AND

GOALS



Vision

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

Mission

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

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)

Rajasthani Sammelan, a registered public charitable trust was established in the year 1948 at Malad, Mumbai. With an aim to promote various educational, charitable and social activities, the trust has pioneered in providing educational opportunities to various sections of society. During the last six decades 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 also caters to the social and humanitarian needs of the community.

Rajasthani Sammelan had started its educational activities for girls, but in due course of time, it has opened its doors to boys as well. At present more than 15,000 students are receiving education in various educational institutions run by the trust.

The Educational Institutions owned and run by Rajasthani Sammelan are:

- Kudilal Govindram Seksaria Sarvodaya School
- Kudilal Govindram Seksaria English School
- Ramniwas Bajaj English High School
- Mainadevi Bajaj International School
- Durgadevi Saraf Junior College
- Ghanshyamdas Saraf College of Arts & Commerce
- Kirandevi Saraf Institute of Complete Learning
- Durgadevi Saraf Institute of Management Studies
- Deviprasad Goenka Management College of Media Studies
- Ladhidevi Ramdhar Maheshwari Night College of

Commerce

- Rajasthani Sammelan International Play School
- Kunjbihari S. Goyal Online Academy

Other organizations owned and managed by Rajasthani Sammelan include

- Draupadidevi Sanwormal Women's Hostel
- Ramdhar Maheshwari Career Counseling Centre
- Pravinchandra D. Shah Sports Complex

Rajasthani Sammelan is also providing many other facilities in its educational complex that include:

- Dhurmal Bajaj Bhavan
- Durgadevi Saraf Hall
- IT Hub
- Food Court
- Ramnarayan Saraf Educational Outlet
- RS CA Study Centre
- IRB Scholarship Endowment Fund
- Vijay Pal Singh Health Centre
- Kirandevi Saraf Library and Reading Room
- BKT Endowment Freeship Fund

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.

RSET



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, Global 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.

Members of Board of Governors

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
Dr N M Kondap	Member
WRO-AICTE or its nominee	Member - Nominee of AICTE
Prin. S G Chitale	Nominee of Mumbai University
The Director of Technical Education or its Nominee	Nominee of the State Government - DTE
Dr. Sunanda Kar	Special Invitee
Dr. C. Babu	Director - Member Secretary (Ex-Officio)

Academic Council

The Academic Council is an apex body comprising of well known academicians and professionals, to guide and shape the structure of academics at DSIMS.

Mr. Ashok M Saraf	Chairman
Mr. Kailash Kejriwal	Secretary
Dr. Y K Bhushan	Sr. Advisor, IBS
Dr N M Kondap	Director General, RSET
Dr. Pankaj Trivedi	HoD, Finance Somaiya Institute of Management & Research
Dr. R B Barman	Ex Executive Director RBI
Dr. Mayank Joshipura	Head Financial Markets NMIMS
Mr. Madan Sabnavis	Chief Economist CARE
Dr. Satishchandra Kumar	HOD, Dept. of Applied Psychology, Mumbai University
Dr. Asit Mohapatra	Senior Vice President HR Future Supply Chain Limited
Dr. Manjari Srivastava	Professor, NMIMS
Ms. Hemalakshmi Raju	Head L&D, Tata Motors
Dr Satish Ailawadi	Director, IMT Hyderabad
Dr Milind Shahane	CEO, DIESL (TATA Company)
Prof. Narayan Rangaraj	Prof & Head, IE & OR; IIT, Bombay
Mr Rajeev Saxena	COO, AGILITY Logistics
Mr. Alok Kapoor	Head- Marketing, Mahindra First Choice Services Ltd., Alumni- IIM A
Mr. Suman Srivastava	Consultant Marketing Unplugged., Alumni- IIMA, IMD Lucerne
Mr. Ashish Limaye	COO, Happy Finish.
Dr. R K Srivastava	Professor, SIMSREE
Dr. C Babu	Director, DSIMS
Dr. Sharad Kumar	Dean - Academics, DSIMS
Mr. R D Shetty	Executive Officer, DSIMS
Dr. Sarita Vichore	HOD, Finance, DSIMS
Prof. Amal Roy	Chairperson, Placements and Corporate Relations, DSIMS
Prof. Amit Shrivastava	Chairperson-MIM, DSIMS
Dr. Minakshi Kishore	HOD, Marketing, DSIMS
Prof. Sarika Jain	Controller of Examinations, DSIMS
Prof. Sharmila Bonnerjee	Chairperson-MMS, DSIMS
Prof. Kusum Pawar	Chairperson-PGDM, DSIMS
Prof. Somesh Banerjee	Convener Accreditation, DSIMS
Ms. Pooja Goswami	Special Invitee, Faculty DSIMS

BOARD OF STUDIES

HR

Member	Designation	Company
Mr. Sanjay Chaturvedi	Business Partner-Global Operations	Sun Pharma
Dr. V. V. Gavaskar	Professor	Institute of Banking Personnel Selection
Ms. Chetana Malaviya	Head (HR)	Edelweissfin, Mumbai
Ms. Reva Prakash	Principal Consultant & CEO	Verite HR Consultants
Dr. Preeti S. Rawat	Professor OB/HR & Editor-Business Perspectives and Research	K.J. Somaiya Institute of Management Studies and Research

FINANCE

Member	Designation	Company
Mr. Ajay Bordia	Partner	Positron Consulting Services
Mr. Raj Benahalkar	Chief Risk Officer	National Commodity & Derivative Exchange
Mr. Parimal Sheth	Director	J R Laddha Financial Services Pvt Ltd
Mr. E N Venkat	Partner	Aavishkar Frontier Fund
Dr. Dipali Krishnakumar	HoD-Finance	Symbiosis-Pune
Dr. M. Venkateshwarlu	Professor, Accounting and Finance Area	NITIE
Mr. Sameer Gaud	AVP	Edelweiss Financial Services

OPERATIONS

Member	Designation	Company
Dr. P N Mukherjee	Professor	NMIMS University
Mr. Arif Siddiqui	Founder Director	Coign Consulting
Mr. Subho Ghosal	Independent Mgt Consultant	(EX M&M)
Mr. Harish Chatterjee	Vice President	Raymonds

MARKETING

Member	Designation	Company
Mr. Manoj Paul	President & COO	GPS Global Systems Inc.
Dr. Ranjan Chaudhuri	Associate Professor, Marketing	NITIE
Mr. Nishith Bhandarkar	Head – Marketing & Brand Service	Media Nexxt Inc.
Mr. Deepan Bhatt	GM-Sales	Polyset Plastic Private Limited
Mr. Pradeep Dutta	Director – Retail World	GFK Nielsen India Private Limited

PGDM ADMISSION

Course: Post Graduate Diploma in Management (Approved by AICTE, recognized by DTE and Govt. of Maharashtra)

Duration: Two years - full time.

Intake: 120 seats

Institute type: Private / Unaided. Hindi Linguistic Minority

Fees: Rs. 3,90,000/- fees for the year.

The Demand Draft/Pay Order for the fees should be drawn in favour of "RS-DSIMS", payable at Mumbai.

ELIGIBILITY CRITERIA

Basic Qualification: In order to secure admission to first year of two-year full time PGDM course, the candidate should fulfill the following eligibility criteria:

Any Bachelor's degree of minimum three years duration with minimum 50% in any discipline recognized by the Association of Indian Universities, as per the norms of AICTE.

OR

Appeared for the final year examination of any Bachelor's degree of minimum three years duration in any discipline recognised by the Association of Indian Universities. Such candidates can be considered for provisional admission subject to passing the Degree exam, as per the norms of AICTE.

and

Appeared for any one of the following entrance examination required for admission in the Academic Year 2014-15:

- CAT • ATMA • GMAT • MAT
- CMAT • CET • XAT
- Any other (as per the AICTE norms for minority colleges) followed by GD/PI conducted at the institute level.

Application Process:

1. The Application Form for PGDM is available online on the institute's website: www.dsims.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 GDPI.
6. Submission of online admission form does not guarantee an admission to the institute

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

A copy of the "Honor Code" of the Institute will be given to the student at the time of admission, which contains details regarding Anti Ragging and other aspects of discipline. The student will need to return the "Honor Code" to the institute duly signed by him / her.

Prohibition of Ragging

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

Refund of fees

Refund of fees will be as per AICTE rules.



CURRICULUM

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

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

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

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

FIRST YEAR COURSES (SUBJECT LIST)

Trimester I

Fundamentals of Management
Business Economics
IT in Business
Financial Accounting and Reporting
OB I-Introduction to Behavioral Sciences
Marketing & Sales I
Business Statistics
Business Communication-I

Trimester II

Macro Economics
Cost & Management Accounting
Corporate Taxation and Planning
OB-II
Marketing & Sales II
Operations Research
Operations Management
Business Communication-II

Trimester III: Core Courses

Research Methodology
Corporate Law
Corporate Finance I
Human Resources Management

Trimester III: Specialization Courses

Analysis of Financial Statements & Valuation
Financial Markets and Institutions
Banking, Finance & Insurance
Training and Development
Compensation and Benefits
Human Resource Policy, Practices and Audit
Retail Management
Sales Management
Consumer Behaviour
Transportation and Warehousing
Materials Management
Operations Planning & Control



SECOND YEAR CORE COURSES

Trimester IV

Scenario Analysis & Decision Making
 Project Management
 Business-The digital way
 Entrepreneurship or Family
 Managed Business

Trimester V

Business Analytics
 CSR & Environment Management
 Corporate Strategy
 Entrepreneurship OR Family
 Managed Business

Trimester VI

Business Ethics & Corporate
 Governance
 Geo Politics

Specialization: A total of four specialization courses per trimester are offered (fourth trimester onwards). The courses offered are subject to the approval of the Academic Council Members.

*The curriculum may undergo change as per advice from the Academic Council.



SECOND YEAR SPECIALIZATION COURSES

FINANCIAL MANAGEMENT

Focus on Financial Markets: This course prepares the students to take up a career in the fast growing and exciting world of investment industry. In a world in which asset classes have multiplied, a plain vanilla course offering the traditional investment management perspectives will not suffice. The course provides a theoretical knowledge of Multi asset portfolio management, Global investment perspectives and quantitative finance, together with an applied set of courses looking at industry structure, regulations and trends.

Trimester IV

Corporate Finance-II
 Credit Markets (Fixed Income)
 Financial Econometrics
 Equity Research

Trimester V

Derivatives and Risk Management
 International Finance and Securities
 Operations
 Multi Asset Portfolio Management
 Alternate Asset Classes
 Strategic Finance (M & A)

Trimester VI

Behavioral Finance
 Applications of Portfolio Analysis
 Financial Information Systems and Modeling
 SME & Microfinance
 Financial Regulation and Compliance
 Market Microstructure

HUMAN RESOURCE MANAGEMENT

Focus on Organizational Psychology & Human Resource Management: The PGDM - OP & HRM includes the basic subjects offered in a traditional MBA curriculum, as well as a core of organization Psychology courses designed to meet the specialized needs of today's managers. The focus of the curriculum is to enable students to appraise organizational culture and discuss how it shapes business effectiveness. Besides this, the course content covers the role of motivation factors and their uses in an organizational context as well as the development of plans for process improvements and job enrichment. The course offers multi disciplinary themes in course work, including the globalization of the marketplace, ethical considerations and human resources' role in responding to changing technologies and demographics.

Trimester IV

Organisation Structure and Design
Performance Management System
Talent Management
Labour Legislation

Trimester V

IR and Labour Welfare
Competency Based Assessment & Psychometric Testing
Personal Effectiveness & Developing Interpersonal Skills
Organizational Development and Change Management

Trimester VI

Leadership Excellence & High Performance Teams and
Global HRM
Building Learning Organization and Knowledge Management
Employee Engagement

MARKETING MANAGEMENT

Focus on Marketing and Communications: MBA programs in Marketing are quite common. The DSIMS PGDM integrates Marketing and Communications in a strategic framework, enabling students to combine the analytical rigor of traditional marketing with the leverage of psychology of consumer behavior to deliver better decisions. Marketing and communication courses develop students into a dynamic marketing professional by honing analytical and critical thinking. These courses explore the links between corporate strategy, marketing strategy and communication strategy within a global framework.

Trimester IV

Customer Relationship Management
Product & Brand Management
Integrated Marketing Communication
Digital Marketing

Trimester V

Logistics Management
Marketing & Sales - Services
Rural Marketing
International Marketing
Media Planning & Analytics

Trimester VI

Strategic Marketing Problems
Business Marketing
Public Relations & Corporate Communication
Marketing Models

OPERATIONS MANAGEMENT

Focus on Logistics and Supply Chain Management: The PGDM L&SCM integrates two crucial aspects of the modern enterprise - Operations and the Supply Chain. Companies need innovative leaders with the vision and skill to manage the entire life cycle of goods and services across a global enterprise. The Supply Chain function is the backbone of any organization. SCM has evolved from being a merely tactical function to a business function. The L&SCM program is designed to introduce the key concepts needed to enable a business to organize and run an efficient Supply Chain. The program looks at contemporary issues in Operations and Supply Chain Management and creates a deep understanding of the issues involved in a very competitive and challenging environment which is constantly in a flux. It equips the participants with a good understanding of the ground level situation and enables them to take decisions keeping in mind the global impact of the decisions. Overall, the program would lead the participant to adopt an integrated approach and create a competitive advantage for the organization.

Trimester IV

Technology Management and Manufacturing Strategy
Operations Strategy
ERP
Business Process Reengineering

Trimester V

Logistics and SCM
Total Quality Management
e-Commerce and IT for SCM
Infrastructure and facility Management

Trimester VI

Business Forecasting and Demand Planning
World Class Operations
Risk Management and Lean Six Sigma
Sustainability and Green Supply Chains



Multivariate
Data Analysis

WHAT WE DO DIFFERENTLY @ DSIMS

Management education as we know it today is a poor copy of what Harvard Business School attempted in early 20th century. The world has changed in the past one hundred years. The needs of the industry have changed and the expectations about managers have changed. But management education has not progressed much beyond where it all began. The result is the now familiar chorus from the Industry "management graduates are not employable from day one". The industry demands management graduates who can be productive from day one, who have a global outlook but a local mindset and whose education is relevant for these turbulent times.

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

We would classify our innovations into two broad categories:

1. Innovations in Class room Pedagogy
2. Innovations in Beyond Class Room initiatives

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. As part of innovative pedagogy students of DSIMS are provided with Tabs with pre-loaded academic content in relation to their curriculum. The effort is supplemented by our "Corporate to Campus" effort where select Industry leaders are invited to interact with the students. As a student of DSIMS, you will get a chance to interact with some of the best minds of the Indian Industry.

Manager in Making (MiM)

To meet the requirement of the Industry and to keep the sanctity of the class room learning, DSIMS has developed a unique feature – The Manager in Making or MiM program.

Objectives of MiM Program

The MiM program provides:

- Job Market Recognition and Differentiation
- Bridge across Disciplines & Functional Knowledge
- First Hand Experience of Managers' Business Challenges
- Business Perspective on Critical Social, Economic and Political Issues
- Opportunity to See Dynamics of Innovation & Change

The overall objectives of the program are to provide an understanding of the cultural, historical, social, political, and business environments and to achieve a working knowledge of the business practices through direct interaction with managers, workers, and government officials.

The MiM program is divided in three broad disciplines:

- **Personal Excellence:**—A series of measures to enhance the personality and personal effectiveness of the students.
- **Professional Excellence:**—A series of measures to enhance the professional skills of students and equip them with a more balanced and global view of developments that affect their chosen firm, sector and the economy.
- **Innovative Zest:**—This series of interventions bring out the leadership and innovative thinking needed to survive turbulent times.



Manager in Making

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 your future as a global manager.

Business News Analysis (BNA)

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

Industry Immersion

In January 2012, Nitin Nohira, Dean of Harvard Business School unveiled what he terms as “the biggest curriculum change in nearly 90 years” at HBS– the Field Immersion Experiences for Leadership Development program. We call it Industry Immersion– an initiative where students engage in a 15 days long activity that will help them understand managerial decision making in corporate.

During these 15 days, students at DSIMS complement their classroom learning with our signature program –

The Industry Immersion. The industry immersion program is an effort to provide students, during their academic tenure, the experience of working with an industry. The key element of the program is an internship undertaken by the students, dealing with real issues and problems within an industry. The students are guided by a senior Industry Coach and a Faculty Mentor. The Industry Coach is a person from the industry who is neutral, experienced and competent in the industry and understands the important trends and developments. The Industry Coach provides insights into the ways of the industry that are seldom captured in articles and books - going beyond the numbers and prepare students to be successful in their careers.

Business Immersion

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

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

After the industry analysis, the students do a deep dive into the sector of their choice. In this process, the students



get familiar with the regulatory guidelines, current industry best practices and emerging next practices. This will be done through both industry visits as well as interaction with a wide range of experts.

On completion of the deep dive, the students identify their role within the sector and study the pre requisites of excelling in the role. This includes close interaction with a few role models from the sector. The students learn the processes and rules that govern the operations of the chosen role, the skills and knowledge needed to excel.

Analytical and Critical Thinking -ACT

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

This exercise aims to develop the following in our students:

- Persuasive Writing skills
- Strategic Planning and data acquisition
- Creative Thinking
- Asking the right questions
- Logical reasoning

Broad based reading

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

Thought Leadership Forum (TLF)

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

Meet the Celebrity

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

- Under this initiative Mr. Shyamal Majumdar, Executive Editor, Business Standard who authored highly acclaimed book, "BUSINESS BATTLES", was invited for an interactive session.
- An interactive seminar with Mrs. Rashmi Bansal, Author and Entrepreneur, was organized by DSIMS. She shared her experiences with the students and inspired them by quoting and illustrating examples of entrepreneurs from

her latest books "Follow every Rainbow" and "Take me Home".

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

- DSIMS students visit many institutes of international repute during their association with the institute. In 2016 students will be visiting ESSCA Management Institute in Hungary.
- The Rajasthani Sammelan Educational Trust (RSET) and University of East London (UEL) signed a Memorandum of Understanding (MOU) on 19th June 2015, crafting an agreement for collaboration. The MOU broadly encompasses internationalization of the institutes' campuses, involving student exchange, faculty exchange and research collaboration.

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.



INSTITUTE INITIATIVES

Rural Immersion

Rural India is changing rapidly. The rural development initiatives like MNRREGA 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.

International Immersion

International Immersion is designed to expose students to work practices in an environment different from "home culture". It helps students understand macro economic situation, various economic parameters of the host country from business management perspective. During the immersion, students interact with leading Chamber of Commerce, global companies; attend lectures by eminent professionals and business heads on global economy & business practices.

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.

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.

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 at Santacruz, Mahindra at Kandivali, Raymonds at Vashi, Warehouses in Mumbai and Coke plant in Varanasi.



International Immersion

CONCLAVES

HR-O-SCOPE- 2015

The annual flagship event of HR, HR-O-SCOPE- 2015 was held on 12th December, 2015 at the Durgadevi Saraf Institute of Management Studies. The theme of this year was “**Human capital as key differentiator - strategy to enhance and nurture**”. Keynote speaker Mr. Ravi Razdan, CIO & Head-HR, Jyothy Laboratories, opened the conclave by articulating the evolution of HR Enablers to nurture Human Capital. The event saw active participation both from industry and academia.

The esteemed list of speakers and panelists included some of the highly respected and seasoned personnel from the HR community-Mr. Ravi Razdan, CIO & Head-HR, Jyothy Labs ;Dr. Viresh Mathur, Sr. Vice President-HR, Balkrishna Industries Limited; Ms. Minakshi Samant, Director-HR (South Asia), Millward Brown; Mr. Ajay Reche, GM-HR, Peninsula Land Limited; Mr. Prasad Rajappan, CEO, Zing HR

Mr. Ravi Razdan, CIO & Head-HR, Jyothy Labs & other Panelists gave their valuable insights on contextual factors emphasizing on bringing Human back to Human Capital, evolution of HR Enablers to nurture Human Capital, How to combat war of talent, leveraging Human Capital for organizational effectiveness, role of Technology in complimenting Human Capital & Global Trends shaping the world of work.

The Second half of the conclave, post lunch comprises of



the event, “**HRanbhoomi**”, the intercollegiate management games competition. **HRanbhoomi** attracts students across different B Schools in Mumbai as participants to compete in several management games and win exciting prizes.

The second half of this full day event was HRANNBHOOMI an intercollegiate event across best of the B-schools in Mumbai participated in a series of Management Games that challenged the students to showcase best of their managerial skills and leadership qualities. The end of the event was prize distribution ceremonies were prizes for all the activities were declared by celebrity guests-Mr. Brijesh Tripathi & Ms. Chetna Mehortha.



Opsession' 2015

Opsession' 2015, the 5th edition of the annual Operations and Supply Chain Conclave hosted by Durgadevi Saraf Institute of Management Studies (DSIMS) was held on 17th October 2015. The Conclave was preceded by a pan-India competition of Summer Internship Projects (SIP) for management students. Contestants from prestigious B-schools like NITIE, L N Welingkar, K J Somaiya, SIES College of Management and Sydenham Institute participated.

The theme for the Conclave was "Make in India - Enabling the Vision".

The panel members were:

1. Mr. Gunjan Srivastava, MD & CEO of Bosch and Siemens Home Appliances Manufacturing (Keynote)
2. Mr. Surendra Deodhar, AVP and Head-Materials of Reliance Life Sciences
3. Mr. KV Subrahmanyam, Executive VP of Value Labs
4. Mr. Naval Sabharwal, AVP-Special Solutions Group, Hexaware Technologies
5. Col. Vijay Nair, VP of Reliance Digital

The speakers touched upon newer business opportunities in India and related economic and bureaucratic challenges of Make in India project.

The Conclave was sponsored by textile icon Raymond Ltd, Rhenus Logistics, Khimji Poonja Freight Forwarders, BLR Logistik (I) Ltd, Remsons Industries, Bisleri International, Shree Ganesh Roadways and Blue Star Logistics.

The Conclave concluded with the distribution of prizes and certificates to winners of the SIP competition and an invitation to attend Opsession' 2016.



Financia 2015

Financia is an annual event organized by the Finance Club at DSIMS (FinDS). It is aimed at bringing eminent persons from Industry and Academia together for discussion on a topic of current interest. Financia 2015 was held on January 24, 2015 at the DSIMS auditorium.

Financial innovation refers to any new development in a financial system that enhances the allocational efficiency of the financial intermediation process and improves the operational efficiency of the financial system by reducing the cost and risk of transactions in the primary and secondary markets in which financial instruments are traded. The last twenty five years have witnessed acceleration in the process of financial innovation. This has been spurred largely by increased volatility of exchange rates, interest rates and commodity prices and an increase in the pace of tax and regulatory change.

With the above background, the theme for Financia 2015 was set as "Financial Innovation in Emerging Markets".

The event began with an opening address by Dr. Sarita Vichore, Area Head, Finance who set the tone for the panel discussion. Next, Dr. C. Babu, Director, DSIMS spoke on the need for financial innovation. This was followed by a Key Note Address by Paritosh Basu, Professor, NMIMS. Immediately after, the inaugural edition of the Case Study Booklet was launched. Later, it was time for panel discussion. The panel members were:

1. Dr. Paritosh Basu, Professor, NMIMS (Keynote)
2. Mr. Vikram Sheth, MD, IB, Religare Capital Markets
3. Mr. J. N. Gupta, ex-ED, SEBI
4. Ms. Kunda Jadhav, India Head, Barclays Operations
5. Mr. Sanjay Karnatak, CIO, Tata-AIG
6. Mr. Laxmikant Gupta, Head, Risk Management, ICICI Ventures
7. Ms. Sonali Tipre, Director, Margin's view Consultancy

The panel had an interesting and lively discussion moderated by Dr. Kiran Karande. The topics argued and deliberated upon included financial innovation in developed vs emerging markets, urban vs rural markets, growth and development, disruption, regulatory and legal aspects and financial inclusion among others.

After conclusion of the panel discussion, prizes were awarded for Mock Stock, FinQ and Case Study competition which were organized as a part of Financia 2015. Mock Stock is an inter-college stock investment competition with participation by around 250 students from more than 60 colleges. The software for the competition was provided by ICICI Direct. FinQ is an online quiz on finance with around 200 students participating from more than 60 colleges. The Case Study competition on Financial Innovation had around 60 participants from more than 20 colleges with six being short listed for presentation and viva. The programme concluded with a Vote of Thanks by Prof. Nehal Joshipura.

Financia 2015 was a resounding success with excellent participation by faculty, staff and students of DSIMS as well as persons from industry and other colleges.

Touge 2015

Durgadevi Saraf Institute of Management Studies (DSIMS) organized its 3rd Marketing Conclave - Touge'15 at their campus on Saturday, 21st February, 2015. Prof. Ravi Banerjee welcomed everyone present and shared his insights on the theme. The Director Dr. C. Babu delivered the inaugural address.

The key note speaker Mr. Ashish Limaye, COO Happy Finish, India highlighted the importance of Customer Engagement, Customer Lifetime Value and Customer Relationship Management in his address. He rightly pointed out that even with the presence of Mass Media Communication, how one to one engagement with the customers plays an important role for every organization.

"CUSTOMER ENGAGEMENT" was the theme of the Panel Discussion for Touge'15. The discussion boasted of erudite panel of speakers which included:

1. Mr. Ashish Limaye, COO Happy Finish, India (Keynote)
2. Mr. Rajesh Ramadurai, Vice President Glenmark
3. Mr. Prem S. Narayan, Senior Vice President – Planning, Ogilvy & Mather
4. Mr. Raghuvendra Chaubey, Head Insights Reliance JIO
5. Mr. Sumeet Kabra, Director and Co-founder of Ram Ratna Group and Makemyhome.com
6. Mr. Nishith Bhandarkar, Customer Loyalty Strategist, Media Next
7. Mr. Satish Karandikar, Senior General Manager, Mahindra & Mahindra Ltd.

The Panel convincingly led discussion to cull out few critical points to drive Customer Engagement such as, engaging customer even when he is your prospect, humility is the biggest virtue, post sales is more critical than sales, the customer is the emperor and last but not the least quality is paramount to engage the customer. The panel discussion was ably moderated by Prof. Ravi Banerjee, the Convenor of the Marketing Conclave. The vote of thanks was casted by Prof. Amit Shrivastava.

The second half of the day was encapsulated with events like PRONIACS, FLIM FLAM and KWIZNATION 3. The judges for these events represented the giants of FMCG sector.

True to its aim, Touge'15 was a confluence of young guns, academicians and seasoned industry professionals.



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

Project Sahyog – “We Care We Share”

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

Design of the program:

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

We are currently associated with

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

Apart from Project Sahyog DSIMS also organizes **Blood Donation Camp** every year within the institute premise. This camp is organized by the students who conceptualize the whole event. The blood collected through the camp is given to the Blood bank with whose association the entire drive is carried out.

Students of DSIMS as part of social initiative also conduct various projects on public utility services like, railways, BEST transport and BMC. In these projects students undertake research on various issues pertaining to these public service utilities. The output of the research ensures betterment of the society by providing solutions to solve some of the critical and perennial problems associated with these public services.



SCHOLARSHIPS

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

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

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

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



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.



Durgadevi Saraf
institute of management studies
WE CREATE LEADERS

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

DSIMS Ambassadors 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.





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.
- **Ms.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.
- **Ms.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.

NATIONAL JOURNALS

- **Ms.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.
- **Ms.Nehal Joshipura**
"Market Reaction to Stock Splits in Large and Liquid Stocks: Evidence from the Indian Stock Market" published in NMIMS Management Review:Double Issue, October - November 2013, University Day Special January 2014 Issue.
- **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.
- **Ms.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.
- **Ms.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).
- **Ms.Sarika Jain**
Jain, S. & Nair, S. K. "Work-Family Conflict in India-Construct Validation and Status", "Asia Pacific Journal of Management Research", (Under 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.

Ms. 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

Ms. 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.

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).

Ms. 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. Harshita Kumar

"Retailing of Luxury Brand in India-The Way Forward" at the International Conference on Retailing & Branding organized by University of Madras with FICCI, 19 & 20 February, 2015.

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.

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 (14-Mar-2014)

Dr. Sharad Kumar & Mr. Dinesh Rajput

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

Dr. Sumana Chaudhuri, Ms. Risha Das & Ms. Sharmila Bonnerjee

“Integrating India into ASEAN: An Infrastructural Perspective”

Ms. Purna Ramuka & Ms. Kusum Pawar

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

INTERNATIONAL CONFERENCE AT DSIMS (14-Mar-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”

INFRASTRUCTURE AND 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



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INFRASTRUCTURE AND CAMPUS

THE MENTORS – A TEAM GETS DEFINED

Director



Dr. C. Babu

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

Dean - Academics and Research



Dr. Sharad Kumar

Dr. Kumar is M.Sc. (Statistics) from IIT Kanpur, M.A. (Psychology) from Kanpur University (Topper), PGDPM and MBA from FMS Delhi University, Ph.D. in Organisational Behaviour from Mumbai University and CAIIB from IIBF. Before joining DSIMS in 2012 he was holding the post of Advisor (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.

THE MENTORS – A TEAM GETS DEFINED

FINANCIAL MANAGEMENT



Dr. Sarita Vichore
Associate Professor
& Area Head Finance

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



Nehal Joshipura
Assistant Professor

Nehal Joshipura earned MBA in Finance from Bhavnagar University and MCA from Gujarat University. She is currently pursuing PhD on "Exploring risk anomaly in Indian stock market: The test of market efficiency." She has nearly a decade long experience in industry and academia. She was with Alliance University, Bangalore in her last assignment. She teaches courses in the area of portfolio management. She has published a number of papers in referred management journals including international journal like Asian Journal of Finance & Accounting. In addition, she has presented papers at national and international conferences and won the best paper prizes. Her research interests lie in the areas of market efficiency, investment strategies and portfolio theory.



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.

THE MENTORS – A TEAM GETS DEFINED

HUMAN RESOURCE MANAGEMENT



Sarika Jain
Assistant Professor
& Controller of examination

Sarika Jain is currently pursuing her PhD from National Institute of Industrial Engineering (NITIE) in the area of Human Resources. She holds a Master's degree in Social Work with major specialization in Human Resources & Social Work from Aligarh Muslim University (AMU). She has a teaching experience of about 10 years. She has worked with Tata Institute of Social Sciences (TISS) on a National Project "Educational Status of Religious & Linguistic Minorities". Her research publications are there in Journals of National and International Repute. In addition she has also presented research papers at both National and International Conferences.



Beena Prakash
Assistant Professor

Beena Prakash holds Master's Degree in Psychology and Post graduate Degree in HR. She has nine years of academic experience and five years of industry experience. Prior to joining DSIMS, she was Assistant Professor at TIMSR. Her industry experience includes stints at Jindal Steel and Power Ltd., and IEL. Her areas of research interest are performance management and employee engagement.



Kusum Pawar
Assistant Professor and
Chairperson-PGDM

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.



Anthony Colaco
Assistant Professor

Anthony Colaco holds Masters Degree in HR from NMIMS. He has more than a decade of experience in industry and academics. He teaches courses in Human Resource Management. His areas of interest lie in learning organization and organization development.



Pooja Goswami
Research Associate

Pooja Goswami is an MMS with specialization 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 interest are Employee engagement and work life balance.

THE MENTORS – A TEAM GETS DEFINED

MARKETING MANAGEMENT



Dr. Chandrashekhar Kaushik
Associate Professor

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

Dr. Kaushik has more than 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
and Chairperson-
MMM/MFM/MHDM

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



Amit Shrivastava
Assistant Professor and
Chairperson- MiM

Amit Shrivastava 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 reputed 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.



Dr. Minakshi Kishore
Assistant Professor and
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.

THE MENTORS – A TEAM GETS DEFINED

OPERATIONS MANAGEMENT



Amal Roy

Associate Professor,
Area Head-Operations
and Chairperson-
Corporate Relations
& Placement

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



**Somesh Kumar
Banerji**

Associate Professor

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



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.

THE MENTORS – A TEAM GETS DEFINED

GENERAL MANAGEMENT - BUSINESS COMMUNICATION



Sharmila Bonnerjee
Assistant Professor
and Chairperson MMS

Sharmila Bonnerjee is a graduate from Calcutta University with B.Sc (Hons) in Botany. She has done her Post Graduate Diploma in Business Administration (PGDBA) from Symbiosis Centre for Distance Learning specializing in Human Resource. She has also done her Post Graduate Diploma in Software Exports Management (GNIIT S/W Exports) from NIIT Ltd and has over 15 years of work experience which includes both industry and teaching.

GENERAL MANAGEMENT – ECONOMICS



Dr. Sumana Chaudhuri
Assistant Professor

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

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

Established in 1959



KGSS
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Kudilal Govindram Seksaria
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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.

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junior college
IN PURSUIT OF EXCELLENCE

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- 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 (1 year) in Digital Marketing (b) Post Graduate Diploma (1 year) in Communication Design (c) Certificate Course (11 months) in Digital Film Making (d) Certificate Course (9 months) in Sound Engineering & Design (e) Certificate Course (6 months) in Cinematography (f) Certificate Course (6 months) in Photography (g) Certificate Course (6 months) in Graphic Design



DGMC
www.dgmcms.org.in



Ladhivevi Ramdhar Maheshwari
night college of commerce
ENLIGHTENING FUTURE

Established in 2014

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



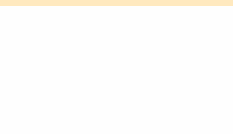
LRMC
www.lrmc.org.in



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

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



GOLD
www.goldelearning.com



Rajasthani Sammelan
international playschool @ MBIS
YOUNG EVOLVING MINDS

Established in 2014

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



RSIP
www.rsplayschool.org.in



RS CA
study centre
INTELLECTION HUB

Established in 2015

Rajasthani 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 been opened at the RS CA Study Centre for the benefit of its students and members, for submission of various documents and distribution of study material to CA students.





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

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

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 Educational Trust.



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.



Rajasthani Sammelan
media research centre
MEDIA RESEARCH

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



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.



PLEDGEONE
FOSTER A FUTURE

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.



BRIGHT SPARKS
Endowment Fund

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.



SAKSHAM
WOMEN EMPOWERMENT

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.



RS Radio

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.





Rajasthani Sammellan

Institutions



Kudilal Govindram Seksaria
sarvodaya school
INSPIRE, INVENT, INITIATE



Kudilal Govindram Seksaria
english school
INSPIRE, INVENT, INITIATE



Ramniwas Bajaj
english high school
UNLEASH YOUR POTENTIAL



Mainadevi Bajaj
international school
GIVING WINGS TO YOUR DREAMS



Durgadevi Saraf
junior college
IN PURSUIT OF EXCELLENCE



Ghanshyamdas Saraf
college of arts & commerce
EDUCATION EMPOWERS



Kirandevi Saraf
institute of complete learning
WIDENING HORIZONS



Durgadevi Saraf
institute of management studies
WE CREATE LEADERS



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INDIA'S PREMIER MEDIA SCHOOL



Ladhidevi Ramdhar Maheshwari
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ENLIGHTENING FUTURE



Ramdhar Maheshwari
career counseling centre
STEERING TO SUCCESS



Kunjbihari S. Goyal
online academy
LEARNING BEYOND BOUNDARIES



Draupadidevi Sanwormal
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Pravinchandra D. Shah
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RS CA
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Rajasthani Sammellan
international playschool @ MBIS
YOUNG EVOLVING MINDS

Endowment Funds & Research Chair



Remsons Group
management research centre
MANAGEMENT RESEARCH



I R B
scholarship endowment fund
HONOURING EXCELLENCE



B K T
endowment freeship fund
FOSTERING KNOWLEDGE



Rajasthani Sammellan
media research centre
MEDIA RESEARCH

Facilities



Dhurmal Bajaj
bhavan
COMMUNITY PARADISE



Durgadevi Saraf
hall
TREASURING MEMORIES



Trivenidevi Deora
chikitsa sahayata kosh
HELPING TO HEAL



Ramnarayan Saraf
educational outlet
ONE STOP EDU-SHOP



Vijay Pal Singh
health centre
WEALTH OF WELLBEING



Kirandevi Saraf
library and reading room
WORLD OF KNOWLEDGE



Rajasthani Sammellan
I.T. hub
LINKING GLOBALLY



Rajasthani Sammellan
food court
FOOD FOR THOUGHT

CONCEPT & DESIGN BY PV ADVERTISER

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