



Au fait

THE NEWSLETTER

FACULTY OF MANAGEMENT STUDIES

MOHAN LAL SUKHADIA UNIVERSITY

JULY-DEC. 2017
VOL. 2



Message From The Director



In the last few months, FMS has grown in stature and scope. During this period we have taken strides in development of the students with extravagantly providing them industrial exposure and a variety of co-curricular activities. The second volume of newsletter extensively captures the rigorous activities that have happened in the fields of academics, sports and cultural aspects. The newsletter also accounts for the achievements and accomplishments of the FMS faculty and scholars in attaining better skills and knowledge. This newsletter will give you better insights of our FMS.

Prof. Anil Kothari
FMS, MLS University

A light on events@FMS

July

- Students of M.B.A. (CMAT) & (FSM) visited Maharana Pratap Gaurav Kendra and Animal Aid Unlimited, Udaipur on 15th July, 2017.

August

- Lecture on "**Digital Marketing**" by Mr. Ajay Raj Acharya, Co-Founder, Obbserv, A digital marketing company based out of Udaipur was held on 5th August, 2017.
- Lecture on "**Quality Control**" by Mr. Yogesh Sardana, was held on 12th August, 2017.
- A Youth Development Programme was conducted for students by Dr. R.M. Krishnia on 18th, 19th and 20th August, 2017.

September

- Teacher's Day celebrated by the Faculty members and students on 5th September, 2017.
- A **Meditation camp** for **all** the students conducted by Ms. Alikhiya & Ms. Soumya, Sensei Organization, Delhi on 9th September, 2017.
- Mr. Ketan Bhatt, Vice President, HR Secure Meters delivered a lecture on General Management Lessons on 16th September, 2017.
- Fresher's Party for M.B.A. (CMAT) students was organized on 16th September, 2017.
- Guest Lecture on "**Digital Marketing**" delivered by Mr. Sarvesh Pancholi, Founder of Popularizers, Digital marketing company situated in Delhi on 23rd September, 2017.
- A workshop on "**Structural Equation Modeling**" for Research scholars was organized with Dr. Hemendra Dangi, Associate Professor, Delhi School of Economics as key resource person on 28th-30th September 2017.

October

- Organized Faculty Development Programme "**Train the Trainers**" conducted by **Infosys** for faculties of Mohan Lal Sukhadia University from 2nd to 7th October, 2017.
- A Cleanliness camp conducted by NSS was organized from 2nd to 9th October, 2017.
- Stone Laying Ceremony of **Centre for Entrepreneurship & Small Business Development**, Stone laid by **Hon'ble Minister of Higher Education, Mrs. Kiran Maheshwari** on 5th October 2017.
- Newsletter "**Au Fait**" was released by Hon'ble Minister of Higher Education, **Mrs. Kiran Maheshwari** on 5th October, 2017.
- Organized "**Diwali for Others**" a philanthropic activity to share Diwali Festival with needy people by helping them with Diya, Handmade Decorative items, Clothes, Stationary articles, Food items etc.

November

- "**Sexual Offence Awareness Programs**" for Girls and Boys was conducted by Ms. Archana at FMS on 3rd November and 11th November, 2017 respectively.

- Organized "**AIMS Northern Region Round-table conference**" on the Topic of Management Education: Indian Perspective on 4th & 5th November 2017.
- Two days **Industrial Trip** was organized to Mount Abu for the students of FSM III Semester on 10th & 11th November 2017.
- Workshop was conducted on "**Management Education: Indian Perspective**" for students of FMS on 13th November 2017.
- Technical sessions of "**All India Accounting Conference**" were held at Faculty of Management Studies on 18th & 19th November 2017.
- Fresher's Party for M.B.A. (FSM) students was organized on 20th November, 2017.
- Two days **Industrial Trip** was organized to Mount Abu for the students of BBA(ED) on 20th & 21th November 2017.
- A workshop on "**Commodity Derivatives**" conducted by Mr. K.V. Singh, VP Business Development at NCDEX was held on 25th November 2017.

December

- FMS contributed in organizing 33rd West Zone Youth Festival, "**Samvet**", **MLSU** held during 15th-19th December, 2017.
- Campus placement at FMS held on 7th December 2017, wherein 7 students were placed in **ICICI Prudential Ltd.**
- Campus placement at FMS held on 13th December 2017, wherein 3 students got placed in **ICICI Securities Ltd.**
- Campus placement at FMS held on 22nd December 2017, wherein 17 students got placed in **ICICI Bank Ltd.**

Achievers of FMS:

- Archi Saraswat, M.B.A. (CMAT) I SEM, won 1st prize in Hindi Debate Competition, organized by NSS.
- Rashmi Suthar, M.B.A. (CMAT) I SEM won 1st prize in Poster Making Competition organised by NSS.
- Wahida Raj, M.B.A. (CMAT) I SEM won 3rd prize in Poster Making Competition organised by NSS.



Life Lesson to Students by Ratan Tata

- Get used to the ups and downs of life. In life, things are never always good or always bad. Learn to go with the flow and make the best of any situation.
- People respect you more if you respect yourself. Do not show off before you prove yourself.
- Do not make the mistake of thinking you can get a high post or attain overnight success after graduating college. It takes a lot of hard work and effort.
- If you think your teacher is strict, scary, hard, and dangerous, wait until you meet your boss. Your old teachers will pale in comparison.
- Do not blame yourself for your defeat, just learn from your mistakes and move forward.
- Your parents were not as boring and unimaginative before you were born, they matured after caring for and nurturing you.
- Consolation prizes are only in school. In reality the rules are different for those who fail. There are No second Chances for Losers.
- In real life, you do not get vacation after a few months of work, like you do in school. You do not get the luxury of teachers in adult life. You have to rely on yourself and teach yourself.
- What is shown on TV is not the reality of life. In reality there is Work and only work.
- Study Constantly and work hard. Do not tease your friends there may come a time that you have to work under them.

ALUMNI CORNER

When I passed out from FMS in 1991 with Marketing and Finance as my specialisation, I had the least expectation that I would land up working in a Public Sector Undertaking dealing into minerals in Rajasthan. We market a mineral called Rockphosphate which is primary a raw material for manufacturer of a fertiliser called Single Super Phosphate which is popularly used in major crops and consumed by us.

In the world of chemical fertilisers and insecticides and pesticides, our food quality, our eating habits, and our overall health is at big stake. So what's the answer to it? ORGANIC is the key word which is slowly and steadily catching up among the Indian farmers in view of the aware consumers. It is also gaining popularity after states like Kerala and Punjab being seriously infested with the deadly disease of Cancer. The only solution to this is organic farming. Fortunately our Rockphosphate is ideally suited for manufacture of Organic Fertilisers providing a rich source of 'P' i.e. Phosphate. Our branded product RAJPHOS is an organic fertiliser too and finds direct application in the acidic soils of the country where Tea, Coffee, Rubber and Spices are grown. So eating healthy and nutritious food is the primary concern of the present times as we are what we eat. As such, in light of high commercialisation, adulteration in food items is on the increase causing severe ill effects to the health of public at large. The fast food craze too is taking its own toll on health. In the olden times, at least ethical practices were followed in food items with no or little adulteration. So it takes pride in being associated with the ORGANIC world which is the future and needs full support and preference of every health conscious individual. So stay healthy and eat organic...

Hanumant Singh,

Senior Manager (Marketing) RSMML, M.B.A. (1989-90)

Crypto Currency “JIO Coin”

Investment in crypto currency has become an idolization, but the very fact is, it equates to an unorganised system, which is not associated with any of the superintendence. One more crypto currency is adding to the mass is “Jio Money”. Reliance JIO Planning to launch their own crypto currency because of present trend across Worldwide. Total 50 Members team working for developing JIO Coin through Blockchain technology. Blockchain technology is where we can transfer the coins in various steps for one to another. They are also giving protection technology for wallets for safe from hackers theft. Most of Indians shows interest in bitcoins, Ethereum, Ripple and etc alt coins. Because Bitcoin Price increases to 20,000\$ in past 2 months. Due to this increment people kept an eye on all crypto coins and invested more number of rupees. We are looking forward for the fate of forthcoming Indian Crypto Currency.

Dr.Swati Bandi
Teaching Consultant
FMS M.B.A.(2007-09)

The strive to grab a job or hold a position in the professional front does not only end-up depending upon the institution, as such those b-schools or management institutes are the manufacturing factories of working people. In order to make one's own position,

one need to input own strength, will power, potential and diligence to stand out in the crowd. Along with gaining knowledge for degree, one should also focus on overall personality development to be able to compete in the fast pacing world. FMS is a Gurukul which not only impart knowledge but also provides students with an opportunity to develop one's own personality and make them capable of working in corporate environment.

Dimpy Suhalka

Project Fellow, FMS

M.B.A. 2012-14

FACULTY

PROF. KARUNESH SAXENA

- He delivered a keynote address on Quality of Education System at School Education Excellence Summit held at Jodhpur on 16th December, 2017.
- He delivered four invited lectures in refresher programme for teachers, HRDC, MDS University, Ajmer on 12th & 13th December, 2017.
- Conducted Faculty Development Workshop at Banasthali University, Jaipur on 1st & 2nd December, 2017.
- Delivered a keynote address and chaired a technical session at the International Conference, Melbourne, Australia on 6th & 7th July, 2017. A paper was also published in the conference proceedings of the same.
- Paper published titled "Effect of Light on Keeping Quality of Milk" published in Asian Journal of Home Science.

PROF. ANIL KOTHARI

- Appointed as the Director of Centre for Entrepreneurship and Small Business Development.
- Appointed as Organizing Secretary of 33rd West Zone Youth Festival, "Samvet" organized by Mohan Lal Sukhadia University from 14th-19th December, 2017.
- Appointed as Board Representative of Recruitment Cum Eligibility Exam for Teachers (REET) conducted by Board of Secondary Education, Rajasthan.
- Delivered a lecture on Team Building for IOCL Officers on 21st November, 2017.
- He was a member of the organizing committee and the Co-Chairman of Best Paper Presentation Session in the 40th All India Accounting Conference held at FMS on 18th-19th November, 2017.
- He delivered a lecture on Waste Management for NCC Cadets at University College of Science on 18th November, 2017.
- Invited for delivering Orientation Lecture in coursework held at MDS University, Ajmer.
- Prof. Kothari (Secretary, AIMS, Rajasthan Chapter) co-ordinated and hosted AIMS Northern Region Round Table Conference on Management Education: Indian Perspective dated 4th November, 2017.
- He conducted SEBI Workshop at Faculty of Management Studies on 6th and 7th October, 2017.
- He was the coordinator of Faculty Development Programme conducted by Infosys at FMS on 2nd - 7th October, 2017.

PROF. HANUMAN PRASAD

- He was the Convener at FMS of 33rd West Zone Inter University Youth Festival held from 15th-19th December 2017 organized and hosted by Mohan Lal Sukhadia University, Udaipur.
- He was also re-appointed as the Officer incharge of the University Central Library.
- Organized a workshop on "Structural Equation Modeling" for Research scholars on 28th-30th September 2017.
- He is also officiating as the Coordinator of NSS and conducted week long "Swachta Pakhwada" from 22nd to 28th October, 2017.
- Appointed as the Nodal Officer of SC-ST cell of Mohanlal Sukhadia University.

PROF. MEERA MATHUR

- She presented a paper titled "Sustainable Consumption in India: Selected Initiatives" in National Conference organized by Aishwarya Group of Institutions on 22nd-23rd December, 2017. (Best Paper Presentation)
- She was the member of Organizing and Managing Committee of 33rd West Zone Inter University Youth Festival held from 15th-19th December 2017 organized by Mohan Lal Sukhadia University, Udaipur.
- The Coordinator of the 'Best Paper Presentation Session' at 40th All India Accounting Conference held on November 18th-19th, 2017, organised by UCCMS, MLS University, Udaipur. She was also the member of the organizing committee of the conference.

FLT. LT. (DR) MANMEET SARDALIA (TEACHING CONSULTANT)

- Invited to co-chair the seminar conducted by BBA, UCCMS on 'Managerial Skills and Ethics'.
- She presented paper at SIMSARC Conference (14th -16th Nov'18) conducted by Symbiosis Institute of Management. Her paper titled 'Leadership Skills: An analytical study of Armed Forces Personnel and Corporate Executives' was selected for publishing in Scopus Indexed Journal.
- Paper published in International Journal of Advance Research and Innovative Ideas in Education on 'Career Attractiveness: Uniform Vs Civvies' (Volume-3, Issue-4, July 2017).
- Paper titled 'Effectiveness and the Armed Forces was published in International Journal of Scientific Research and Management. (Volume 5 Issue 7th, July 2017).
- She presented a paper on "Skill India: A Learning in the Cloud!" at the 40th All India Accounting Conference and International Seminar.

DR. SWATI BANDI (TEACHING CONSULTANT)

- Published paper in International Journal of Engineering, Technology, Science and Research, On "The Mutual Fund Industry: A View of Agents and Advisors on Micro SIP (Systematic Investment Plan)" (Vol.4, Issue 4, September 2017)
- Paper accepted for publication in Indexed Journal at SIMSARC Conference (15th -16th Dec. 2017) conducted by Symbiosis Institute of Management. Paper titled "Financial Inclusion through Mutual Fund's Micro SIP's".

DR. TARANNUM HUSSAIN (TEACHING CONSULTANT)

- She was awarded PhD. On the topic "A Study on Consumer Attitude towards Mobile Marketing in Udaipur".

Scholar's Achievement

FARHA NAZ KHAN

- Presented paper titled "Quantify the impact of IFRS adoption on corporate reporting practices in India." at IIM, Bangalore on 20th-22th Dec, 2017.
- Paper presented on "Independent Women Directors and Firm Performance: Evidence from India" at India Finance Conference at IIM Bangalore on 20th-22th Dec, 2017.

RITU MAHESHWARI

- Presented paper on "Rethinking Higher Education through Employee Engagement" in National Conference held at Aishwarya Group of Institutions, Udaipur, November, 17th-18th 2017 and sponsored by NITI Aayog, Government of India, New Delhi. (II Best Paper Award).

SHREYA SINGHVI

- Paper published titled "A Study on the impact of Rational Appeal in Television Advertisements on Management Students of Udaipur" in IJRESS in SIMSARC-2017, organized by Symbiosis Institute of Management Studies, Pune, on 14th-16th December 2017.
- Presented paper titled "Introduction of Eco-friendly Utensils to Dining Tables" in National Conference on recent advances in Environmental Quality Improvement & Conservation of Bio-Diversity, organized by Aishwarya Group of Institutions, Udaipur and DST, Rajasthan, on 22th-23rd December, 2017.

NIHA KHAN

- Paper published in the International Journal of Bioassays titled "Milk Adulteration: A Chronic Fear of Real Time".
- Paper published in the International Journal for Innovative Research in Multidisciplinary field on the title, "Insight to Organic Dairy Farming".

TWINKLE JAIN

- Paper published in International Journal of Trend in Scientific Research and Development on "A Comprehensive Study on Female Spouse Participation in Financial Communication during Family Financial Decision Making".



Leadership lessons by Abraham Lincoln:

- Get Out Of The Office And Circulate Among The Troops
- Persuade Rather Than Coerce
- Lead By Being Led
- Encourage Innovation
- Influence People Through Storytelling

Literary thought process by Students

The Journey

As I entered the Campus for the first time,
I was curious & partly anxious in my mind,
How was atmosphere inside, who knew?
Will it be a corporate hustle bustle or my school like!
The mystery soon got unraveled!
There came a tall thin man,
With a few distinct expressions,
Such was his persona that mesmerized everyone.
All my fear turned into a glee,
To listen to this speaker of utmost extraordinaire.
Prof. PK Jain became a major reason,
Why people hurried to college at 10.
Some out of fear for attendance,
Some like me to listen to his experience.
All the challenges, be it time constraints for projects,
Or difficult topics of presentation,
Prepared me for the real world,
Which I will face in future.
Such was this forum that allowed you to speak,
About who you are & what you feel.
I couldn't be more thankful to all my peers,
Professors, Scholars and Dear ones.
Who have taken this journey with me
For all the trouble that I have caused, I deeply regret
And believe me never shall my association with you end.
I will always be a part of this institution,
Who gave me my identity, my profession,
I would always think about this time as a journey,
Which will guide me & last till the very end!

ABBAS ALI PHALASIYA
M.B.A. (CMAT III Sem.)

ये सवाल है

ये सवाल है हर उस भारत वासी से
इस मिट्टी को माँ कहने वाली हर वाणी से
कि क्यों वो अपनी माँ की सेवा में कतराता है
क्यों हर दीपावली दिव्यों से ज्यादा पटाखे जलाता है
अपने आँगन में गाड़ियाँ अनेक चाहता है
मगर पौधों के लिए जगह नहीं बना पाता है
कहता है कि गरीबी देश की सबसे बड़ी बीमारी है
क्या नहीं जानता इलाज के लिए अकेला काफी है
कहता है कचरा फैलाना बुरी बात है
फिर क्यों सफाई करते समय सिक्कड़ती तेरी नाक है
यूँ तो सरकार से सुविधा पूरी चाहता है
फिर कर देते समय क्यों फकीर बन जाता है
यूँ तो कहता है देश के लिए मरने को तैयार है
पौरुष दिखलाने को हर दम तैयार है
फिर क्यों तू कुछ नहीं कर पाता है
अपनी ज़िम्मेदारियाँ क्यों नहीं निभा पाता है
क्यों नहीं समझता देश की अंदरूनी रक्षा तेरी ज़िम्मेदारी है
सीमा पे लड़ने को मेरे देश का जवान ही काफी है
खुशी है मुझे इस बात की
सीखा है मेरे देश की आवाम ने
उन वीर बलिदानियों के परिवारों से,
देश के उन सफाई कर्मचारियों से
नियमों का पालन करने वाले हर नागरिक से
ज़िम्मेदारी निभाने वाले हर एक व्यापारी से
तरक्की की राह पर मील नहीं कुछ कदम तो बढ़े हैं,
पीछे नहीं सब आगे बढ़े हैं।

JATIN JAGETIA
B.B.A.(Entrepreneurship) I Sem.



Snapshots by students 'Kushal, Arun, Chirayu' in spot photography competition

Glimpse of Various Activities at FMS



Mr. R. M. Krishnia



Meditation Camp for Students



Conducting Youth Development Programme



A visit to Animal Aid by MBA FSM Students



Faculty Development Program by Infosys



A visit to Mount Abu by BBA Students



71st Independence Day

Glimpse of 71st Independence Day & Janmashthami Celebration 2017



Stone Laying Ceremony of Centre for Entrepreneurship & Small Business Development



A workshop on "Management Education on Indian Perspective"

"Diwali for Others" a wall of kindness organised for helping needy people.

A visit to Pratap Gaurav Kendra by MBA CMAT Studens



AIMS Northern Region Round table Conference



Teacher's Day Celebration



Students Participating in NSS Camp



Release of the first edition of Newsletter "Au Fait" by Hon'ble Minister of Higher Education Mrs. Kiran Maheshwari