



## SWAMI KESHVANAND INSTITUTE OF TECHNOLOGY, MANAGEMENT & GRAMOTHAN

*Approved by AICTE, Ministry of HRD, Government of India  
Recognized by UGC under Section 2 (f) of the UGC Act, 1956  
Affiliated to Rajasthan Technical University, Kota*

**BROCHURE  
2021-22**

**MBA@SKIT**  
**WITH A DIFFERENCE**



BY  
RAJASTHAN TECHNICAL  
UNIVERSITY (RTU), KOTA

**FOR 4 CONSECUTIVE YEARS  
FROM 2017 TO 2020**

**DEPARTMENT OF  
MANAGEMENT STUDIES**

Swami Keshvanand Institute of Technology, Management & Gramothan (SKIT) inspired from the preaching of Swami Keshvanand, was established in the year 2000 by Technocrats and Managers Society for Advanced Learning. The promoters firmly believed in the gospel of educating the rural women folk so that the essence of their learning can be cultivated into their children's lives to improve the scenario in rural areas.

In order to fortify the same, they leaped forward to establish MRM Public School in Nirwana village of Sri Ganganagar district of Rajasthan in the year 1992. Pursuing the vision of the Great Saint Swami Keshavanand, who devoted his life for the cause of education and the uplift of the rural folk, the promoters added "Gramothan" to the name of the institute not only to epitomize his vision but also to extend their efforts to explore the use of engineering education for innovations for improving the scenario for the rural community.

Today, the institute is recognized as one of the centres of academic excellence in the Northern India. The Institute is affiliated to Rajasthan Technical University, Kota for offering Post-Graduate and Graduate Courses in

Engineering and Management. Our sister institution Swami Keshvanand Institute of Pharmacy (SKIP) is affiliated to Rajasthan University of Health Sciences for offering Graduate Course in Pharmacy. Located in the Pink City, Jaipur, which is a blend of traditional history and modern outlook, SKIT is surrounded by a rich green landscape and aesthetic elegance of arches. The vibrant pursuit of knowledge by the young aspirants makes the environment serene, pleasant and dynamic. SKIT is putting in efforts for making industry ready engineers and managers through effective Industry -Institute Interface.

Apart from the University curriculum, SKIT also pursues activities for research and development in various fields. Students joining the institute share the box full of opportunities for professional and personal development through an environment of practical orientation, industrial interaction and student led activities which help the students develop good communication skills, integrated personality and greater competitive spirit.

## OUR VISION

To promote higher learning in advanced technology and industrial research to make our country a global player.

## OUR MISSION

To promote quality education, training and research in the field of engineering by establishing effective interface with industry and to encourage faculty to undertake industry sponsored projects for students.

## OUR QUALITY POLICY

We are committed to 'achievement of quality' as an integral part of our institutional policy by continuous self-evaluation and striving to improve ourselves.

### “INSTITUTE WOULD PURSUE QUALITY IN:”

- All its endeavors like admissions, teaching-learning processes, interaction, research & development, continuing education and consultancy.
- Functional areas like teaching departments, training and placement cell, library, administrative office, accounts office, hostels, canteen, security services, transport, maintenance section and all other services.

RECOGNIZED AS  
“CENTER OF  
EXCELLENCE” IN  
RESEARCH FIELDS  
OF INTERNET  
OF THINGS AND  
TRANSPORTATION  
RESEARCH BY  
RTU, KOTA  
2021

4<sup>TH</sup> POSITION IN  
INDIA AND  
1<sup>ST</sup> POSITION  
IN RAJASTHAN  
IN OUTSTANDING  
COLLEGES OF  
EXCELLENCE 2021  
BY COMPETITION  
SUCCESS REVIEW

AAA RATING  
IN INDIA'S BEST  
ENGINEERING  
COLLEGES  
2021  
BY  
CAREERS 360

MEMBER OF NATIONAL  
RURAL  
ENTREPRENEURSHIP  
MISSION  
RECOGNISED BY  
MAHATMA GANDHI  
NATIONAL COUNCIL  
RURAL EDUCATION  
DEPTT. HIGHER  
EDUCATION , MINISTRY  
OF EDUCATION, GOI

“AA”  
RATING BY  
NPTEL  
FOR JAN-DEC  
2020

# THE INSTITUTE AT A GLANCE

## ACADEMIC & ADMINISTRATION

- Well qualified & experienced faculty members from IITs/NITs/IITs
- Effective teaching pedagogy
- Labs designed for learning beyond RTU syllabus
- Research and Development Labs
- Regular workshops and conferences in all departments
- Industry Academia Interface Lab
- Nodal Centre for Virtual Lab in association with IIT Delhi
- Remote Centre of IIT Bombay for conducting workshop for teachers & students
- Digital Library
- Local Chapter of SWAYAM NPTEL
- Member of National Digital Library
- Academic and Management Council
- Ragging & Tobacco Free Campus
- Vigilant Proctorial Board for a highly disciplined academic atmosphere
- Women Grievance Redressal Cell & Other Important Committees
- Fee as approved by State Government
- Invitees from IITs and NITs
- Cisco Webex Training - Online Class Platform

## INFRASTRUCTURE

- State-of-the-art infrastructure
- Lush green campus spread over 13 acres, surrounded by JDA approved residential colonies with serene environment, smart buildings, STP and Rain Water Harvesting Plants
- Separate air-cooled hostel facility for boys & girls
- Indoor & Outdoor sports facilities like Basketball, Football, Tennis (Clay Court, Synthetic Turf), Cricket, Volleyball, Badminton etc.
- Separate gymnasium facility for boys & girls
- Open gymnasium for students/visitors
- Well stocked hygienic cafeterias for healthy & nutritious meals
- A fleet of college buses covering every nook and corner of the city
- Wi-Fi enabled campus with Internet bandwidth of 1Gbps
- Central computing facility for online exams, training and recruitment drives

- Smartly designed and well equipped seminar halls
- ICT enabled Classrooms
- ICT enabled Digital Studios for online learning and teaching
- Auditorium with digital facilities having a seating capacity of approximately 850 people
- Barrier free environment for disabled person
- Fire Safety Measures Installed

## PROFESSIONAL SKILLS

- Infosys Campus Connect Advanced Partner
- Microsoft Platinum Partner
- IBM Centre of Excellence
- Skill Development Cell
- SRIJAN Incubation & Start-up Cell
- Soft Skills training for students
- Personality Grooming through GD's and Mock Interviews
- Communication labs equipped with SANAKO & SNET software
- Toastmasters Club
- Topaz - Entrepreneurship Cell
- Special Training Sessions for GATE Examination
- Campus Recruitment Training (CRT) Programme
- Specialized Internship Programmes
- In-house Industrial and Professional Training

## OTHER FACILITY

- Institutional Repository of Video Lectures, Notes & e-books on D-Space
- ERP for Academic Management
- 24 hrs ATM of PNB/SBI/Indusind Bank/Bank of Baroda
- Library open from 8.00 am to 8.00 pm
- Power Backup Facility (520 kVA)
- Prompt Medical Assistance & regular visits by doctors
- Photocopy, stationery, general and book store
- 24 hrs CCTV Surveillance
- Laundry Facility
- Sanitization Panel/ Thermal Scanning for Protection against Covid 19 infection

## 900 kW (400 kW ROOFTOP & 500 kW CAPTIVE SOLAR POWER PLANTS)

SKIT is the first total green campus in Rajasthan. The solar PV Plant will annually generate nearly 14 lakh units of electricity cutting 1150 tons of CO<sub>2</sub> emissions that shall contribute towards saving nearly 34000 trees annually.

**BEST FACULTY  
PERFORMANCE  
AMONG TOP 100  
NPTEL LOCAL  
CHAPTERS  
FOR JAN-DEC  
2020**

**RANKED NO.1  
ENGINEERING  
COLLEGE IN  
RAJASTHAN BY  
RAJASTHAN  
TECHNICAL  
UNIVERSITY (RTU),  
KOTA (2017-18,  
2018-19, 2019-20  
2020-21)**

**EXCELLENCE  
PLACEMENT  
AWARD  
(2019-20)**

**NATIONAL  
CONVENTION  
CHHATRA  
VISHWAKARMA  
AWARD  
(2019)**

**BEST  
EDUCATIONAL  
INSTITUTION  
AWARD  
BY THE  
EMPLOYERS  
ASSOCIATION  
OF RAJASTHAN  
(2019)**





## MESSAGE FROM THE CHAIRMAN

Surja Ram Meel

“Patience, Persistence and Perspiration make an unbeatable combination for success.”-  
Napoleon Hill.

The aim of SKIT is to achieve global leadership in human development & excellence in education. With a vision to train and transform young professionals into responsible citizens engaging themselves for the betterment of the society, SKIT has come a long way from being an ordinary engineering college to being the No.1 engineering college in Rajasthan. We believe in lifelong learning & training. Our objective is to impart professional education by nurturing innovative thinking and imparting professional ethics and consciousness in an integrated manner. Being an integral part of the dynamic research community, SKIT focuses on designing engineering and management programs that instill leadership and teamwork, and carries a global appeal. The undergraduate, postgraduate and Ph.D. programs are regularly revised to comply with global technical developments and market demands. A good educational institution strives continuously for sustenance and enhancement of quality in every field of its activity. SKIT fraternity works diligently to realize its mission of providing the best learning, teaching and research opportunities to students and academicians alike.

SKIT has been able to create a niche of its own and become the most preferred institute in the north western region of the country. It stands as a humble spectacle where tradition meets vogue, aspiration meets inspiration and regional excellence defines global benchmarks.

I wish a very bright future for the faculty and students of SKIT.



## MESSAGE FROM THE DIRECTOR

Jaipal Meel

SKIT has made a remarkable progress since its inception. As you are aware it has already established itself as no. 1 technological institute in Rajasthan & also stands amidst the top ranking institutes of the country. The institution is known for its quality and excellence. It possesses a state of art infrastructure with equipped laboratories, well stocked library and highly qualified faculty. In addition to developing excellent scientific and engineering skills, it endeavors to inculcate in its students ethical values in order to make them socially responsible citizens.

SKIT has expanded its outreach to industry and the best academic institutions in the country by entering into active collaborations with them. Research collaboration is not an additional feather in our cap but an integral part of our growth strategy. We have made a mark for ourselves but there is a long way to go. I am sure, with the active cooperation of all our stakeholders, students, faculty, staff, employees, collaborators, parents of the students, governmental organizations, media and public at large, we will be able to fulfill the motto of SKIT





## MESSAGE FROM DIRECTOR (ACADEMICS)



Dr. S. L. Surana

With the advancements happening across the globe, it has become imperative that stress should be laid on the implementation of post-theoretical learning. SKIT, in this regard, is an institution which spares no effort in harnessing the best facet of a student persona. We lay a strong emphasis on developing problem-solving skills and making fundamentals clear which can help in building a solid foundation for the students during their years of stay in college and will also be instrumental not only in providing job opportunities but also to perform better in jobs. It may be proudly recorded that since its inception, our initiatives in this direction have been constantly strengthened. With a vision to keep ourselves in sync with the latest interdisciplinary advancements in the field of research, SKIT ventured into the publication of its in-house research journal, THE SKIT RESEARCH JOURNAL. The values of discipline, integrity of thought, commitment towards achieving goals, accountability for every success and failure and a high sense of contributing to excellence are the essential tenets of SKIT. The recent record of our students placed with several companies of repute asserts our success story. At the beginning of this new academic session, we aspire to keep the same spark alive and reach greater and farther horizons of success.

## MESSAGE FROM THE REGISTRAR



Rachna Meel

Today, the role of education has spread its domains to not just pursuing academic excellence but also to motivate and empower students to be lifelong learners, critical thinkers, and productive members of an ever-changing global society. At SKIT, our approach to learning is student centric-encouraging learning and inculcating a scientific temper and a spirit of free enquiry.

The talents, skills, and abilities of each student need to be identified, nurtured, and encouraged so that he / she is able to reach greater heights. Students need to be provided with a platform to think, express, and exhibit their skills. It is necessary to empower them to negotiate several issues that confront them. By converting every individual into a self-reliant and independent citizen, the institute provides an amalgam of scholastic and coscholastic activities. No wonder, a student harnessed in such an atmosphere has every hope and possibility of becoming a responsible, balanced and a mature adult and is able to contribute and to shoulder responsibilities of society. At SKIT, our approaches to learning are child centric, encouraging learning and inculcating a scientific temper and a spirit of free enquiry.

## MESSAGE FROM THE PRINCIPAL



Dr. Ramesh Kumar Pachar

In this era of globalization and liberalization, there are a lot of challenges, but the latest advances in technology and communication have provided a significant impetus to designing and delivering innovative ways of learning. Distance learning and virtual education have proved to be a panacea in converting thousands of hitherto wasted human potential into useful, skillful, employable citizens. At institute level, we are constantly making efforts in order to create opportunities in various fields by incorporating latest specialties of learning, which would cater to the critical needs of the industry and economy. We foresee a close interaction among the universities, industries, business houses and association in modeling the content and skills. We are aware of the needs of our country to make it knowledge based super power in the years to come. With this in view, we have stepped in to meet the present day academic milieu for the student community. I am confident that we as an institute will develop ourselves to grow and fit in the global fabric.



## BOARD OF GOVERNORS

Shri Surja Ram Meel, (LL.B.)	Chairman
Shri Anil Bafna, (F.C.A.)	Vice Chairman
Shri Jaipal Meel, (M.B.A.), Director, SKIT, Jaipur	Member
Dr. S. L. Surana, (B.E. M.Tech., Ph.D., FIE, SMIEEE, MISTE, FIETE) Director (Academics), SKIT, Jaipur	Member
Mrs. Rachna Meel, Registrar, SKIT, Jaipur	Member
Dr. Ramesh Kumar Pachar, (B.E. M.Tech., Ph.D.), Principal, SKIT, Jaipur	Member Secretary
Dr. S. K. Calla, (B.E. M.Tech., Ph.D.), Ex. CMD RRVNL	Member
Dr. Anil Choudhary, Professor, Faculty Member of SKIT, Jaipur	Member
Ms. Gloria Joseph, Assistant Professor, Faculty Member of SKIT, Jaipur	Member
Nominee of the State Government-Director of Technical Education (Ex-Officio)	Member
Nominee of the Rajasthan Technical University, Kota	Member
Industrialist/technologist/educationist from the region nominated by the State Govt.	Member



### OUR VISION

To improve higher learning in management education to make our country a global player.

### OUR MISSION

To promote quality education, training and research in the field of management by establishing effective interface with industry and to prepare the students for the forthcoming challenges of the corporate world. To accomplish the mission, it has been further divided into four major sub-missions as given below:

**M1: Quality Education:** A broad definition of quality education is one that provides all learners with capabilities they require to become economically constructive; self-reliant, develop sustainable livelihoods.

**M2: Training & Research:** In training & research students are trained to become active participants in their learning; can take decisions of their own; gain new knowledge and skills; involve them in research work; collaborate with others and monitor their self-learning process.

**M3: Effective Interface with industry:** It includes enhancing the practical knowledge of students and makes them industry-ready employable candidates. The concept of 'classroom to industry' is followed. Various seminars, conferences, workshops, hands-on-training sessions, guest lecturers facilitate this interface.

**M4: Preparing the students for the forthcoming challenges:** Individuals develop a sense of purpose and feel that they will be able to achieve important personal goals and contribute to upliftment of society.

### OUR QUALITY POLICY

We are committed to achievement of quality as an integral part of our institutional policy by continuous self-evaluation and striving to improve ourselves.

### “INSTITUTE WOULD PURSUE QUALITY IN:”

- All its endeavors like admissions, teaching-learning processes, examinations, extra and co-curricular activities, industry-institute interaction, research & development, continuing education and consultancy.
- Functional areas like teaching departments, training and placement cell, library administrative office, accounts office, hostels, canteen security services, transport, maintenance section and all other services.

## PROGRAM OUTCOMES

Programme Outcomes are meant to achieve the desired change that a student should reflect at the end of the programme. Every student

should reflect:

1. Apply knowledge of management theories and practices to solve business problems.
2. Foster Analytical and critical thinking abilities for data-based decision making.
3. Ability to develop Value based Leadership ability.
4. Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
5. Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.
6. Ability to engage in independent and life-long learning in the context of managing unpredictable societal and global issues.

### Program Educational Objectives (PEOs)

The educational curriculum at the Department of Management Studies at SKITM&G, Jaipur will be able to produce graduates who will be:

**PEO1:** Suitable for employment, venturing into own business enterprise or pursuing higher studies.

**PEO2:** Capable managers with the requisite knowledge, Skills and attitudes in strategic management.

**PEO3:** Responsible citizens, competent leaders, good team leaders, good human beings and ethical managers.



### Program Specific Outcomes (PSOs)

The graduates of the MBA program of the SKIT are expected to attain the following Program Specific outcomes:

**PSO1:** The ability to employ innovative career paths to acquire entrepreneurial traits to evaluate and manage their own business successfully.

**PSO 2:** To work successfully as a Professional with requisite skill set in the area of Marketing/ Finance/ Human Resource/ Information Systems/ Operations & supply Chain/ Business Analytics





## ABOUT DEPARTMENT OF MANAGEMENT STUDIES (DMS)

SKIT in its endeavor to strengthen the philosophy of Swami Keshvanand Ji and achieve excellence in Techno Managerial Environment, the institute established Department of Management Studies in the academic year 2006-07. Department of Management Studies aims at developing future managers equipped with curricular and co-curricular skills, which will help them to make a mark in the industry. To achieve its vision, the Department uses a blend of well qualified and experienced core faculty and renowned faculty members from other institutes. To enhance the horizon of Knowledge, various Seminars, Workshops, and Entrepreneurial activities are organized regularly. Keeping in view, the fast growth of Indian economy, the Department of Management Studies focuses on not only imparting managerial knowledge but also the right skills and attitude through unique and indigenous initiatives. The Department of Management Studies has successfully crossed several milestones, resulting in creation of a distinctive identity for itself. The Department ensures that students stepping out into the corporate world are better and responsible managers and effective leaders. A combination of industry professionals, eminent speakers and

### ABOUT THE PROGRAMME

The Department of Management Studies offers an AICTE approved Master of Business Administration (MBA) degree course affiliated to Rajasthan Technical University, Kota with dual specialization in:

- Human Resources
- Marketing
- Finance
- Operation and Supply Chain
- Information System
- Business Analytics

“ **Focus on Individual Development Programme through Purposeful Regular Obtainable Measurable Individually focused Success-oriented Engagement (PROMISE).** ”

### SALIENT FEATURES

- The Department is an active member of AIMA & Circular Economy Club, U.K.
  - Emphasis on participation in various activities on campus and off campus.
  - Cost Effective Quality Management Education
  - Highly Qualified Faculty Team
  - Well Equipped Infrastructure
  - Teaching beyond Curriculum
  - Case Study Teaching Methodology
  - Enriched Library
  - Target Oriented Summer Training
  - Focused Placement Efforts
  - Effective in-built Training programmes
  - Seminars/ conferences/ workshop/ panel discussions on regular basis
  - Various sponsored programme by SIDBI, DGFT, RSPC, IIT, DST etc.
  - Certificate Courses from SWAYAM Channel & Coursera
- Focus on Individual Development Programme through Purposeful Regular Obtainable Measurable Individually focused Success-oriented Engagement (PROMISE).

### COURSE OFFERED

MBA 2 yrs (Affiliated to Rajasthan Technical University, Kota)

**Eligibility:** As per AICTE Guidelines

### COURSE FEES

**Rs. 67,800/-P.A + Rs.7,500/-\***

\*Refundable (Caution Money)

(Fee Structure may be revised by the State Government)



## MESSAGE FROM TEAM DMS

It gives us great pleasure in introducing our Department of Management Studies (DMS), at SKIT that has made significant contributions to the development of management education. Our MBA programme aims at developing future managers well equipped with professional, managerial and business skills in order to make a mark for themselves in the industry.

The Department of Management Studies offers an AICTE approved Master of Business Administration (MBA) Degree course affiliated to Rajasthan Technical University, Kota. Besides providing quality education, the

Department prepares the students for facing the forthcoming challenges of the corporate world through various effective steps in the campus and through constant interface with industry. The department has a pool of well qualified and experienced core faculty members and also actively involved other outside eminent visiting faculty. From time to time, various seminars, workshops and entrepreneurial activities are organized to provide better learning opportunities to the students.

Our special focus is on individual development of each student through "Purposeful Regular Obtainable Measurable Individually focused Success oriented Engagement (PROMISE)". This programme is well designed covering all important aspects of total development of students and spread over all four semester effectively and to be suitably guided and monitored by each Faculty Mentor under Mentor-Mentee Programme.

Besides RTU syllabus, we would also offer the following additional certificate programmes to our students (with no additional charges):

- 8 WEEK CERTIFICATE PROGRAMME ON CRAFTING SKILLS IN WORKSHOP MODE FOR EMPLOYABILITY
- International Business and Export Import Mechanism

Apart from all the above mentioned things, to bridge the gap between institute and industry with all prospective potential market needs the Department of Management Studies have started the following Three new area of specialization from this academic session after the amendment in RTU syllabus:-

- Operation and Supply Chain
- Information System
- Business Analytics

Summer internship to the students occupies top priority of the department, which facilitates the students to learn from real work situations. Similarly,

SKIT also provides assistance for effective placement of the students. We, on behalf of DMS, Swami Keshvanand Institute of Technology, Management and Gramothan welcomes all our coming students and assure them for a purposeful learning along with overall focussed individual development.



## ENHANCING EMPLOYABILITY SKILLS & CAPACITY BUILDING\*

Objective : To equip MBA students with requisite skills and knowledge for better employability and subsequent career growth.

Duration : 30-35 Hours each

The Pedagogy : Lectures, Interaction with Industry Experts, Case studies, Role plays, Assignments, Decision Making Exercises.

\*Free of Cost during Second Year of MBA



## 8 WEEK CERTIFICATE PROGRAMME ON CRAFTING SKILLS IN WORKSHOP MODE FOR EMPLOYABILITY \*

As a part of initiative to enhance corporate employability skills, the Department of English in collaboration with the Department of Management Studies, organizes an 8 week Certificate Programme on Crafting Skills in Workshop Mode for Employability for MBA students. In the process of building successful careers in management studies, the areas which are most often overlooked are practical exposure to Employability Skills, Emotional Quotient (EQ), and Social Quotient (SQ). It is with this objective of bridging this gap that the idea of tailoring this 8 week certificate course was designed for the MBA students by us.

Programme Outcomes of the Certificate Course:

After the completion of the course the students will be able to become industry ready to translate the challenge into opportunities in the following basic skills required in the industry:

- SWOT Analysis
- Career Planning and Placements
- Body Language Corporate Dressing Professional Grooming
- Leadership Skills
- Interview Skills
- Presentation Skills
- GD Skills
- Decision Making Skills
- Interpersonal/Social Skills
- Emotional Intelligence

\*Free of Cost during Second Year of MBA

## SEAT MATRIX

Eligibility: As per AICTE Guidelines

Approved Intake	Division of AICTE Approved Intake		Supernumerary Seats		
	85% Seats for all Candidates	15% Seats under Management	TFWS	EWS	KM
60	51	09	3	6	3

Eligibility for Supernumerary Seats:

**TFWS Seats:** Additional 5% seats of the approved intake are reserved for the candidates belonging to the economically backward class of Rajasthan State only. The family income should be less than or equal to Rs. 8 Lacs p.a. from all sources for applying to this category.

**EWS Seats:** Additional 10% seats of the approved intake are reserved for the candidates belonging to the economically weaker section of Rajasthan State only. The family income should be less than or equal to Rs. 8 Lacs p.a. from all sources for applying to this category.

**KM Seats:** Additional 5% seats of the approved intake are reserved for the candidates whose parents have migrated from Jammu & Kashmir State. A certificate to this effect by the competent authority is required at the time of admission. Apply for admission through RMAP website.

## SPECIAL PREPARATION FOR INTERVIEW PROCESS

For successful Candidates in written Examination, special attention would also be given for their preparation for interview Process.





# CONFERENCES & SEMINARS

## International e-Conference on “Contemporary Issues and Challenges in Economy, Trade, Employment & Social Inclusion Post Covid-19” on 26th-27th February, 2021

Department of Management Studies, SKIT organized an International e-Conference on “Contemporary Issues and Challenges in Economy, Trade, Employment & Social Inclusion Post Covid-19” with the aim to provide an open forum for the researchers, academicians, practitioners, and technocrats in academia as well as industries from different parts of the world to interact, exchange concepts, prototypes, innovative research ideas and share the outcomes of their research work which could contribute to the academic arena and further benefit the business and industrial community, and society as a whole. The program was inaugurated with Saraswati Vandana. The guests were welcomed and addressed by the Director of the institution, Mr. Jaipal Meel Ji. Director Academics Prof. S. L. Surana, Ji welcomed the Chief Guest of the program Shri Rajiv Mathur Ji, President Oil and Gas Cairn India and Guest of Honour Mr. Atul Mathur Executive Vice President, Aditya Birla Capital and expressed their views on the importance of the conference theme. The theme of the conference was analyzed by Dr. Ona Ladiwal, conference convener. Dr. S. K. Mathur Professor, Department of Management Studies, while praising the patience shown by the citizens of the country and abroad at the time of the epidemic, expressed their views on the various problems caused by the epidemic. In the first session of the conference, Dr. S. B. Goyal, Director, Department of Information Technology, City University, Malaysia, expressed his views on the difficulties arising in the operation of various sectors of any economy after the Covid-19 epidemic and the efforts made by the country and abroad to deal with them. In the second session of the program, Prof. Sandeep Kautish, Dean Academics, L.A. B. E. F. Campus, Kathmandu, expressed his views on the problems faced by employers and employees and business owners in conducting business and the Aatma Nirbhar Bharat (Self-Reliant India) Scheme. In the third session of the program by Mr. Vineet Mathur, Joint Secretary Consumer Affairs, Ministry of Food and Public Distribution, Government of India, New Delhi make aware on Indian Economic Scenario and Government by the employment opportunities available to the youth in various areas of the country after the Covid-19 epidemic. In the last session of the program, Dr. Pradeep Kautish, NIRMA University Ahmedabad, Gujarat, expressed their views on the development of entrepreneurship and family-business

management. Issues related to world economy and future projections, management role in changing perspective, business leadership and sustainable development were highlighted by Dr. Savita Chaudhary, Associate Professor Department of Management Studies under the conference. On this occasion, the institution president, Mr. Surajaram Meel, Director Mr. Jaipal Meel, Director Academics Prof. S. L. Surana, graced the event. All the participants and devotees present in the same event gave their enthusiastic participation through research paper and poster presentation, after the conference was held and the dignitaries greeted all the honorable guests by giving them a memento. The conference was coordinated by Dr. Ravish Pandey.

## National Seminar on “Financial Literacy and Investor Awareness in the Pandemic Era” on 19th December, 2020

One day National Seminar on “Financial Literacy and Investor Awareness in the Pandemic Era” was organized by Department of Management Studies, SKIT on 19th December, 2020. The Seminar started with a welcome memo by Dr. Savita Choudhary, Organizing Secretary - National Seminar. He welcomed all the delegates contributing in this Seminar and also briefed about the theme, need and objectives of the Seminar. In the first session Dr. Swati Jain owner and e- Entrepreneurship of Waama Jewels discussed about the new opportunity and trending employability source amidst the pandemic that e-entrepreneurship. She reveals her experience of becoming the entrepreneur. In the second session of the National Seminar CA Veer Jain was the Expert Speaker appointed by ministry of corporate affairs and ICAI. He enlightened students with the basic concepts underlying the management of money and monetary assets, planning and implementation of financial decisions wisely. Having the ability to read, analyze, manage, and communicate about the personal financial conditions that affect material well-being. It includes the ability to discern financial choices, discuss money and financial issues without (or despite) discomfort, plan for the future, and respond competently to life events that affect everyday financial decisions, including events in the general economy. The third session of the National Seminar was money management and career opportunities post covid scenario. Mr. Suhas Rajput was the expert of the session. He discussed with students about importance of management of money in personal and business world. He also explained about the various new available technologies that are helpful in investment decision. His



money-spinning style of passing the knowledge and ideas of planning and decision in investment avenues was well received by the participants. All he made the students think in a logical way and how to develop analytical skill to start their own investments. These sessions were followed by question-answer session, discussion and view points of the participants and speakers. The Seminar concluded with Valedictory session wherein the certificates were distributed to all the participants. E- Mementos were also given to the speakers of the National Seminar. The Seminar was well designed and implemented by the Convener Dr. Ravish Pandey, Assistant Professor-DMS. At the end he proposed the vote of thanks to all the speakers and faculty members for their cooperation in successful execution of the event. The National Seminar has attained its objectives and was a great success.

## National Seminar on “Innovation and Startups” on 11th December, 2020

Department of Management Studies organized a National Seminar on Innovation and Startups, in association with Rajasthan State Productivity Council, on 11th December 2020 Dr. Maneesha Kaushik, Convenor, National Seminar presented the theme of the National Seminar. Dr Savita Choudhary, Associate Professor, Department of Management Studies welcomed the Guests and the participants of the National Seminar. At the outset, the seminar was addressed by Shri Mukesh Singh, Regional Director, National Productivity Council, Government Of

India, on 'The rise of startup culture'. Shri Mukesh Singh from RSPC said during his address that “Curiosity is the wick in the candle of learning.” By William Ward. He discussed about two correlated aspects i.e., productivity and innovativeness that describes innovation begins with an inquisitive mind. The startup culture has taken the world of business by a storm.

He addressed that not only are these young companies with big dreamers openly welcoming “skilled” individuals more than “qualified” but are also playing a vital role in building the economy of the country. Since the decision-making process is not cumbersome, the startup environment is adaptable to changes, which ultimately leads to maximizing profits by innovation.

The second session, was addressed by Shri. N.K Jain, Hony. Secretary General, RSPC, on – 'International Landscape of Innovation'. Shri. N.K Jain, discussed about the 3C's for a successful startup i.e. commitment, confidence, & creativity. He talked about several government schemes launched for developing and encouraging entrepreneurship in India like, Start up India Initiative, ASPIRE, Mudra Bank, Multiplier Grant Scheme (MGS), New Gen Innovation & Entrepreneurship Development Centre, the Venture Capital Assistance Scheme & Credit Guarantee, etc. Shri. N.K Jain also discussed, why startups fail in India? The third session was addressed by Shri K.L. Jain, President, RSPC, on – 'Effect of Covid on the economy of India: Issues & Challenges'. He addressed that the economic impact of coronavirus pandemic in India has been largely disruptive. India's

## SEMINARS/CONFERENCES/WORKSHOPS/ SYMPOSIA / EVENTS ORGANIZED DURING 2020-21

S. No.	Title of Event	Type of Event (Conf./Workshop/ Seminar/ etc.)	Mode (Online/ Offline)	Level of Event (International or National)	Date & Duration of Event	Dept.
1.	Differentiating Ourselves as Management Faculty	FDP	Online	National	Jul. 21 - Jul. 26, 2020	DMS, SKIT JAIPUR
2.	Independency Day	Celebration	Online	Institutional	Aug. 15, 2020	SKIT JAIPUR
3.	Understanding Basics of Accounting, Finance & Banking	FDP	Online	National	Aug. 25- Aug. 29, 2020	DMS, SKIT JAIPUR
4.	Teacher's Day	Celebration	Online	Departmental	Sep. 05, 2020	DMS, SKIT JAIPUR
5.	Faculty Antakshari	Celebration	Online	Institutional	Sep. 05, 2020	SKIT JAIPUR
6.	Aavishkaar & Quiz Competition	Celebration	Online	Institutional	Sep. 15, 2020	SKIT JAIPUR
7.	Book Quiz	Celebration	Online	Institutional	Sep. 19, 2020	SKIT JAIPUR
8.	Higher Education in India : NEP 2020	FDP	Online	National	Sep. 21- Sep. 25, 2020	DMS, SKIT JAIPUR
9.	Effective Communication & Presentation Skills	Workshop	Online	Institutional	Sep. 21- Sep. 25, 2020	SKIT JAIPUR
10.	Is Gandhian Philosophy Relevant Today ?	Debate Comp.	Online	Institutional	Oct. 02, 2020	SKIT JAIPUR
11.	Personal Effectiveness	FDP	Online	National	Oct. 05, - Oct. 09, 2020	DMS, SKIT JAIPUR
12.	Aagaz - Club Orientation	Club Orientation	Online	Institutional	Oct. 29, 2020	SKIT JAIPUR
13.	Hands-On with MS Office Essentials	FDP	Online	National	Nov. 01, - Nov. 05, 2020	DMS, SKIT JAIPUR
14.	Corruption Free India : The Role Of The Youth	Debate Comp.	Online	Institutional	Nov. 20, 2020	SKIT JAIPUR
15.	Alumni Soc Webinar Samvaad	Workshop	Online	National	Nov. 26, - Dec. 01, 2020	SKIT JAIPUR
16.	Shubharambh - Empowering Future Managers	Orientation	Online	Departmental	Dec. 09, 2020	DMS, SKIT JAIPUR
17.	Innovation & Startups	Seminar	Online	National	Dec. 11, 2020	DMS, SKIT JAIPUR
18.	Strategic Management for Changing Times	FDP	Online	National	Dec. 15, - Dec. 19, 2020	DMS, SKIT JAIPUR
19.	Financial Literacy and Investor Awareness In the Pandemic Era	Seminar	Online	National	Dec. 19, 2020	DMS, SKIT JAIPUR
20.	Intellectual Property Rights in Management, Innovations & Academics	FDP	Online	National	Jan. 18, - Jan. 22, 2021	DMS, SKIT JAIPUR
21.	Research Methodology : Art of Writing Effective Thesis and Research Paper	FDP	Online	National	Feb. 01, - Feb. 05, 2021	DMS, SKIT JAIPUR
22.	Panel Discussion On Union Budget-2021	Workshop	Online	Departmental	Feb. 06, 2021	DMS, SKIT JAIPUR
23.	Art of Effective Online Teaching	FDP	Online	National	Feb. 08, - Feb. 12, 2021	DMS, SKIT JAIPUR
24.	Social Enterprise Management	FDP	Online	National	Feb. 23, - Feb. 27, 2021	DMS, SKIT JAIPUR
25.	Contemporary Issues And Challenges In Economy, Trade, Employment & Social Inclusion Post Covid-19	Conference	Online	International	Feb. 26, - Feb. 29, 2021	DMS, SKIT JAIPUR
26.	Intellectual Property Rights (IPR) in Management Innovation & Academics	Expert Lecture	Online	Institutional	May. 29, 2021	DMS, SKIT JAIPUR
27.	Entrepreneurship And Leadership	Webinar	Online	Institutional	Jun. 12, 2021	DMS, SKIT JAIPUR



# CORE FACULTY TEAM

"Education is not the learning of facts, but the training of the mind to think".

-Albert Einstein.

The faculties of Department of Management Studies are well qualified and dedicated who provide guidance and encouragement to the students. They are committed to the mission of teaching and imparting expertise and experience at both personal and professional Levels. The faculty members aim at improving the learning process and imparting knowledge within and outside classroom. with full commitment to overall development of

S.No	Name	Qualification
1.	Dr. Sanjeev Kumar Mathur	Ph.D, MBA, M.Sc.
2.	Dr. Savita Choudhary	Ph.D, MBA (HR), LL.B.
3.	Dr. Ona Ladiwal	Ph.D, MBA (HR), M.A. (Pub. Ad.)
4.	Dr. Atul Gupta	Ph.D, MBA (Marketing), M.Com.
5.	Dr. Maneesha Kaushik	Ph.D, MBA (Marketing), M.A.
6.	Dr. Priyanka Bhaskar	Ph.D, PGDM (Finance), M.Com. NET
7.	Dr. Ravish Pandey	Ph.D, M.Com.
8.	Mr. Vishal Meel	MBA, B.Com.
9.	Ms. Mansi Meel	Ph.D*, M.Com.

## OTHER ACADEMICIAN, SPEAKER AND CORPORATE EXPERTS ASSOCIATED WITH DEPARTMENT OF MANagements STUDIES.

S.No	Name	Qualification
1.	Shri Mukesh Singh	Regional Director, National Productivity Council, Government Of India, Jaipur, Rajasthan, India
2.	Shri Mukesh Singh	RSPC, Jaipur, Rajasthan, India
3.	Shri N.K Jain	Hony. Secretary General, RSPC, Jaipur, Rajasthan, India
4.	Shri K.L. Jain	President, RSPC, Jaipur, Rajasthan, India
5.	Shri Ramesh K. Arora	CEO Management Development Academy, Rajasthan, India
6.	Shri Chintan Bakshi	CEO, Startup Oasis, Rajasthan, India
7.	Dr. Swati Jain	Owner and e- Entrepreneurship of Waama Jewels, Jaipur, Rajasthan, India
8.	CA Veer Jain	ICAI, Jaipur, Rajasthan, India
9.	Mr. Suhas Rajput	Certified Trainer NSE&BSE, Belgaum, Karnataka, India
10.	Shri Rajiv Mathur	President Oil and Gas Cairn India
11.	Mr. Atul Mathur	Executive Vice President, Aditya Birla Capital, India
12.	Dr. S. B. Goyal	Director, Department of Information Technology, City University, Malaysia,
13.	Prof. Sandeep Kautish	Dean Academics, L.A. B. E. F. Campus, Kathmandu, Nepal
14.	Mr. Vineet Mathur	Joint Secretary Consumer Affairs, Ministry of Food and Public Distribution, Government of India
15.	Dr. Pradeep Kautish	NIRMA University Ahmedabad, Gujarat, India
16.	Dr. Pooja Talreja	Freelancer Trainer of IPR, Madhya Pradesh, India

"I am indebted to my father for living,  
but to my teacher for living well. ۞  
- Alexander the Great



## INFRASTRUCTURE

### GYANDAN RESOURCE CENTRE

Gyandan Resource Centre is the institute's Central Library that houses the most extensive and valuable collection of books. It provides an easy access to significant newspapers, journals, magazines, periodicals and other documented materials to the students and faculty members. The library subscribes to 531 International and National journals of repute. The library in its present structure has grown up to 42583 books, 12885 titles. SKIT subscribes to the membership of the online journals springer (IEI). The SKIT Digital Library runs on the LIBSYS software and includes facilities like DELNET, 8000 Video lecture Series, Reprographic, LAN, WAN, Internet Connectivity and Educational Multimedia Packages.

### INTERNET FACILITY

In this academic session 2008-09, SKIT campus got Wi-Fi enabled. Recently the Internet speed is enhanced to 1GBPS.

### DIGITAL STUDIO

With an aim to provide better and regular learning to its students SKIT have developed its own Digital Studio with all new technological tools and equipments.

### STUDENT ACCOMMODATION

SKIT provides on campus boarding and lodging facility, separate for girls and boys. Students can get single/double seated air-cooled rooms with basic amenities. A peaceful secure and comfortable environment is provided to the residents.

### NIRWANA BOYS HOSTEL

Total Capacity - 459 (Single Seated Rooms)

### NORAN GIRLS HOSTEL

Total Capacity - 261 (Double Seated Rooms)

### HOSTEL FEES

Rs. 96,000/- Per Annum + Rs. 5,000/- \*

\* Refundable Security Deposit (Fee is same for both boys & girls hostel)

## FACILITIES / AMENITIES

### SPORT FACILITY

Sports activities are essential for development of team spirit in students. This culminates in the adequate infrastructure for sports and games like Cricket, Football, Volleyball, Basketball, Badminton, Table-tennis, Chess and several other outdoor and indoor games. The institute has also appointed a special trainer Mr. Ajeet Singh for helping students face various intra and inter sports competitions. SKIT has its own Basketball and Volleyball teams that have participated in sports events at the National and State level and have won laurels. During the few years the various sports teams of SKIT proved their mettle and won prestigious awards in their respective areas.

### OTHER AMENITIES

- Banking Facility/24 hours ATMs right next to the institute's gate.
- Mess facility for day scholars.
- On campus reprographic facilities, stationery and general store.
- Extended hour canteen with hygienic edibles and beverages.
- Medical facility for the students and staff.
- Doctor available.
- Lust green lawns provide a refreshing and ideal environment to study & play.
- Transport facility through out Jaipur.
- Well connected with city.
- On campus Laundry facility is also available (on minimum charges)

### SCHOLARSHIPS

The Institute offers Shrimati Gyani Devi Scholarship and SKIT Alumni Scholarship worth Rs. 10 Lac for needy/ meritorious students. Apart from this AICTE offers Pragati Scholarship for girls students. The State / Central Government also provide scholarship for socially and economically weaker sections. Various government departments also provide numerous scholarship / financial assistance to the wards of their eligible employees.

## INITIATIVES

(of the students, by the students, for the students)

### INTELLECTUAL PROPERTY RIGHT (IPR) CELL

Intellectual property (IP) encompasses the expression of ideas, information, and knowledge. IP includes not only discoveries and inventions but also music, literature, and other artistic works, as well as words, phrases, symbols, and designs. An IPR cell is thus established to spread awareness of IPR, patents and related issues among students and faculty members. The IPR cell organizes awareness activities such as quizzes, guest lectures, workshops and faculty development programs.

### ALL INDIA MANAGEMENT ASSOCIATION (AIMA)

Founded in the year 1957, All India Management Association (AIMA) is an apex body of management with over 30,000 individual members, 3000 institutional members and 60 Local Management Association across India and overseas. AIMA undertakes a host of management related activities and initiatives such as Distance Management Education, Management Development Programs, Special Conferences, Research & Publications, Testing Services and Competitions. Today amid all the transitions, AIMA is helping the Indian managers to make the most of the new opportunities. AIMA is playing an instrumental role in assimilating the changing global perspective and equipping the Indian managers for it.

### PRAVAH

PRAVAH, the annual Techno- Cultural and Sports festival, is organized since the inception of the institute and signifies the flow of ideas and rebirth of conscience. It has earned the best memories of academic & non-academic excellence of the institute throughout these wonderful and glorious 15 years. Creativity is not a remote or an alien terrain to any human being. It is very much part and parcel of our intuitive faculty. PRAVAH accelerates this creativity of young minds by bringing up their talent and prolificacy with the influence of experienced and intellectual mentors.



## SOFT SKILLS

Realizing the mission to move beyond the peripheries of the prescribed curriculum and the vision to strengthen the potential capacities of our students, SKIT runs a significant SOFT SKILLS Programme. The programme has an objective to enhance the basic grooming comprising personality fundamentals and spoken skills. It is subtly layered with the tenets of team building, leadership skills, inter and intra personality dynamics, attitude building, mannerisms and etiquette enhancement and many more. The programme is centered on meeting the expected standards of professional competence. This is the first step in the row of efforts to groom the soft skills of our students and make them industry- ready individuals.

## SKIT CLUB TOASTMASTERS

SKIT Toastmasters club aims at nourishing communication and leadership skills among the youth and to prepare them to meet the international standards of communication. This club is chartered under the prestigious Toastmasters International USA. SKIT Toastmasters club is the only one of its kind among the technical colleges of north India. Members of SKIT Toastmasters club are making their mark in international speech contests and have achieved several laurels in terms of communication. SKIT Toastmasters Club has achieved several prestigious awards including the Distinguished Club Award & Golden Gavel Award.

## SKIT TIMES

The creative spark in the young minds finds a befitting expression in the form of words through the SKIT Times. This magazine is a collaborative effort of our students and faculty members. The magazine is mailed to 500 corporate bodies spread across the country, which makes the efforts of our students more visible in the corporate world.

## SKIT RESEARCH JOURNAL

Innovations and research activities are essential for the growth of mankind. Universities and Institutes are the incubators where faculty members motivate, guide and nurture the students to carry out purposeful research. The reputation of any institute in the academic world is judged by the level of research carried out. Our country has enormous problems which need attention by our young minds. They should be made aware of these problems and should develop inquisitiveness. For this noble mission SKIT publishes its own research journal with an ISSN number 2278-2508 and addresses the challenges faced by society at large.

## OTHER SIGNIFICANT CLUBS

- Chhatra Sansad
- Nirman
- Youth Red Cross Club
- Docu.Drama
- NSS Club
- Science & Technology Club
- Spiritual Club
- Sports Club
- Music & Dance Club
- Literary Club

## INDUSTRY INSTITUTE PARTNERSHIP CELL (IIPC)

The Cell has been established in the institute as a focal point for better interaction between the academia and industry. The objective of the cell is to establish a platform for enhancing relationship between the institute and industries, thereby increasing the opportunities for the students for internships. Live projects and to acquaint the students beforehand with the demands with the demands of the corporate atmosphere.

1. INFOSYS CAMPUS CONNECT
2. IBM ACADEMIC INITIATIVE
3. MICROSOFT ED-VANTAGE INITIATIVE
4. SWAYAM NPTEL

## TRAINING & PLACEMENT

Training and Placement at Department of Management Studies, SKIT is taken up with all seriousness. On account of a global slowdown in the economic arena over the last years, placements also seems to be affected. But SKIT continues to outperform its peer group through grit and diligence. In the last 3 years, the



Department has seen 85% placement, with our students grabbing jobs with the companies of repute. The list depicts the name of companies associated with us, for the purpose of placement.

MBA@SKIT

**HIGHEST PLACEMENT THIS YEAR HAS BEEN OF INR 9.5 LACS PER ANNUM**

Angel Broking  
Axis Bank  
Bajaj Alliance  
Bajaj Capital Limited  
BYJU'S  
Click-Labs Pvt.Ltd.  
D I B S DIGI. INTER. BUS. SERVICES  
Desai Brothers  
DIO LABS  
D-Mart  
EDUCE-IT SERVICE  
Exotic Decor  
HDFC Standard Life Insurance Company  
Hotel Grand Mapple

ICICI Bank  
ICICI Prudential  
India Mart  
Indigo  
INDITAB E-SOLUTIONS Pvt. Ltd.  
Infosys  
JARO Education  
Just Dial  
KDS Group  
MAIA DEVELOPERS  
MOON-LIGHT REFRIGERATION  
Multy Metals Ltd.  
NIRMAL ENTERPRISES  
OPPO

PALADIN ORGANISATION  
Randstad  
Reliance SMSL Limited  
RIGARO EWORKS LLP  
Saraf Fab Trade Pvt Ltd  
Saraf Group  
SAVEX  
Shree Shyam Motors  
Tech India Solutions Pvt.Ltd  
UCC Tourism Services Pvt.Ltd  
Vinayal Enterprises  
Vishal Mega Mart  
WBPL  
Zucol Solutions Pvt. Ltd





**DEPARTMENT OF MANAGEMENT STUDIES  
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