



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
2022-23**

DEPARTMENT OF MANAGEMENT STUDIES



BY
RAJASTHAN TECHNICAL
UNIVERSITY (RTU), KOTA

**FOR 5 CONSECUTIVE YEARS
FROM 2017 TO 2021**

PROGRAMMES

- MASTERS IN BUSINESS ADMINISTRATIONS (MBA)
- DOCTOR OF PHILOSOPHY (Ph.D)

THE INSTITUTE

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.



THE INSTITUTE AT A GLANCE

ACADEMIC & ADMINISTRATION

- Well qualified & experienced faculty members from IITs/ NITs
- Effective teaching pedagogy
- Outcome Based Education for all Programmes
- 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
- Centers of Excellence & Research Centers

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 1 Gbps
- 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 & teaching
- Auditorium with digital facilities having a seating capacity of approximately 850 people
- Barrier free environment for disabled person
- Fire Safety Measures Installed
- Water Conservation Practices
- Internal and External Audits for Green, Energy and Environment

PROFESSIONAL SKILLS

- Microsoft Platinum Partner
- Infosys Campus Connect Advanced 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
- Training Center of BOSCH & GENUS

OTHER FACILITY

- Institutional Repository of Video Lectures, Notes & e-books on D-Space
- ERP for Academic Management & Support Services
- 24 hrs ATM of PNB/SBI/Indusind Bank/Bank of Baroda
- Fully Air-conditioned 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 CO₂ emissions that shall contribute towards saving nearly 34000 trees annually.

A++
GRADE BY
NAAC

RANKED NO.1
ENGINEERING
COLLEGE IN
RAJASTHAN BY
RAJASTHAN
TECHNICAL
UNIVERSITY
(RTU), KOTA
2017-18, 2018-19
2019-20, 2020-21
2021-22

AAA+ RATING
IN INDIA'S
BEST
ENGINEERING
COLLEGES
2022 BY
CAREERS 360

AA"
RATING
BY NPTEL
FOR
JAN-APR
2022

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

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

"AA"
RATING
BY NPTEL
FOR
JAN-DEC
2021

EXCELLENCE
PLACEMENT
AWARD
(2019-20)



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
Dr. Deepak Bhatia, HVC Nominee of the Rajasthan Technical University, Kota	Member
Industrialist/technologist/educationist from the region nominated by the State Govt.	Member

DEPARTMENT OF MANAGEMENT STUDIES

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 an 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 facilitates 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.



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 learned faculty aids the holistic development of students.

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.
- 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)

Ph.D PROGRAM (Approved Research Center by RTU Kota)

Eligibility: As per AICTE & RTU Guidelines

For more enquiry contact: Admission Coordinator



Dr. Ona Ladiwal
Head & Professor, DMS

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

- Albert Einstein

MESSAGE FROM THE HEAD OF THE DEPARTMENT

It's a matter of great pride to welcome you all to 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.

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 after the amendnment in RTU syllabus :-

- Operation and Supply Chain
- Information System
- Business Analytics

The department has recognized as research center by the RTU, Kota which gives a new area for research and development to the budding researchers. 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 focused individual development.

I welcome you to experience this journey of learning with us...



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

WORKSHOP ON LSRW SKILLS FOR EFFECTIVE COMMUNICATION

To enable the learner -

- a) to communicate effectively and appropriately in real-life situations.
- b) to develop and integrate the use of the four language skills i.e. Reading, Listening, Speaking, Writing.
- c) to encourage students to think on their own and form their ideas using their experience, knowledge and imagination than being text or teacher dependent.

Students participating in this workshop will develop their skills in reading, writing and speaking English in an intensive study situation.

SPECIAL PREPARATION FOR INTERVIEW PROCESS

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

SEAT MATRIX

For MBA

Eligibility: As per AICTE Guidelines

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

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.

For Ph.D

Eligibility: As per AICTE & RTU Guidelines

Research Area	Approved Intake
Financial Management	4
Human Resource Management	4
Marketing Management	4

CONFERENCES / SEMINARS / FDPs

International e-Conference on

“Contemporary Issues and Challenges in Economy, Trade, Employment & Social Inclusion Post Covid-19:2.0”

February 25-26, 2022

The current corona virus pandemic is having a profound impact, not only on people's health, work and live. Among the most important challenges created by covid-19 is how to adapt a system of education built around physical schools. At its peak, more than 188 countries encompassing around 91% of enrolled learners worldwide closed their schools to try to contain the spread of the virus. Such thoughtful conditions gave us motivation to organize this conference. International e Conference on Contemporary issues and challenges in economy, trade, employment and social inclusion post covid-19:2.0 were organized by Department of Management Studies, SKIT, from 25th February 2022 to 26th February 2022. This Conference was conducted on Webex online platform. The program was inaugurated with Saraswati Vandana. Prof. Ona Ladiwal and Dr. Ravish Pandey were the Conveners of the conference. The event began with the welcome address by Prof. R. K Jain Sir Dean SKIT, who shared about the success story of SKIT to all the honoured guests and participants. Institute was really privileged to have Mr. Jitendra Khurana, Country Head and Managing Director of Signify (Former Phillips), Singapore as the guest of honor and we were fortunate enough to have Ms. Richa Chaturvedi, Deputy Director of Women and Child Welfare Department, Govt. of Rajasthan, Jaipur as a chief guest. Dr. Ravish Pandey proposed vote of thanks on the occasion of Inauguration. 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. He explained the role of technology in Covid -19 pandemic management. In the second session of the program, Dr. Deepak T. J. Associate Prof. Manipal International University, Malaysia expressed his views on Digital Transformation: Challenges for Employer- Employees amid Covid-19 and the problems faced by employers and employees. Second day of the conference began with interactive session of Mr. Jitendra Khurana on the topic “Leading through Disruption”. He remarked 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. The last plenary session taken by Dr. Bhawna Johri, Assistant professor, Department of Applied Business Economics, Faculty of Commerce, Dayalbagh Educational Institute (to be Deemed University), Agra. She shared her views on “Aatmaa Nirbhar Bharat Scheme: Challenges and Opportunities for Industry”. Dr. Johri and Mr. Khurana gave good examples of technology and Government Policy to survive in pandemic in normal way. The conference was coordinated by Dr. Ravish Pandey.

National Seminar on

“Opportunities and Challenges for Young Managers”

February 12, 2022

One day National Seminar on “Opportunities and Challenges for Young Managers” was organized by Department of Management Studies, SKIT on 12th February, 2022. The Seminar was on online mode due to the guidelines of Covid-19 pandemic. The Seminar started with a welcome note by Dr. Ona Ladiwal, HOD-DMS. She welcomed all the delegates, participants contributing in this Seminar. She also briefed about the about the activities and future plan of DMS. Followed to this Dr. Atul

Gupta, Dy. HOD & Coordinator-National Seminar briefed about the theme and objectives of the Seminar. Dr. Gupta said that the pandemic has forced the adoption of new ways of working. Organizations must reimagining their work and the role of offices in creating safe, productive, and enjoyable jobs and lives for employees. In the first session of the National Seminar Prof. Ashok Kumar Sharma, Former Head, Department of Business Administration, University of Rajasthan was the Expert Speaker. He discussed on the theme “Opportunities and Future Expectation: Building a Roadmap”. He enlightened the participants about the desirable skills required for young managers to achieve their career goals. He further focused on how young managers can work in difficult times and still can achieve success through improved attitude. Dr. Ravish Pandey, assistant Professor, DMS proposed the formal vote of thanks to Prof. A. K. Sharma. The Second Expert for the National Seminar was Prof. Akhilesh Chandra Associate Director- Corporate Resources Center, GD Goenka University, Gurgaon. He discussed on the theme “Challenges and Sustainable Development for Young Managers”. His words were indeed inspirational. It is all about the mindset he said. He urged the young managers to be leaders to believe in themselves and to treat both success and failure as experiences and draw lessons from them. Dr. Priyanka Bhaskar, assistant Professor, DMS proposed the formal vote of thanks to Prof. Chandra. These speeches were followed by question, discussion and view points of the participants and speakers. The Seminar concluded with Valedictory session. Ms. Saloni Sharma, Student of semester I presented the report of the seminar. Followed to this Dr. Atul Gupta, Dy. HOD & Coordinator-National Seminar proposed a vote of thanks to experts, participants, Organizing and Technical Committees for smooth conduct and huge success of National Seminar. The National Seminar has attained its objectives and was a great success.

FDP on “Intellectual Property Rights”

January 18-22, 2022

Faculty Development Program on “Intellectual Property Rights” was jointly organized by IPR Cell & Department of Management Studies, SKIT, from 18th January 2022 to 22nd January, 2022. This FDP was conducted on Webex online platform. Dr. Neha Janu Mam, Dr. Sunita Gupta Mam & Dr. Ravish Pandey were the FDP coordinator. The FDP began with the welcome address by Prof. Archana Saxena, who shared about the success story of SKIT to all the honoured guests and participants. Professor Prabuddha Ganguli CEO, Vision – IPR, Mumbai, India was the chief guest of the inaugural session of the program. He is the CEO of his consulting firm "VISION-IPR" offering services in management of Intellectual Property Rights (IPR), information security and knowledge management. He is a leading international expert on IPR and a Consultant to the World Intellectual Property Organisation (WIPO) for IPR capacity building programmes in developing countries. Dr. Savita Choudhary, Convener IPR Cell SKIT presented the objective of the cell share the various achievements of the cell. Prof. Krishana Dayal Sharma mam proposed vote of thanks on the occasion of Inauguration. More than 300 faculty members from different institutes of the country have participated in this FDP.

FDP on Computational Mathematics & Recent Advances in Management Principles

November 15 – 19, 2021

The FDP was inaugurated on the 15 November, 2021 by the Chief Guest Dr. Pankaj Gupta, Head, Department of Mathematics, University of Delhi, Delhi. Prof. Rohit Mukherjee (Incharge, B. Tech. I Year, SKIT), Prof. Amber Srivastava (Head, Department of Mathematics, SKIT), Prof. Ona Ladiwal (Head, Department of Management Studies, SKIT), and other members of the department graced the inaugural session of the programme.

Prof. Rohit Mukherjee welcomed the guests and participants of FDP. The session was moderated by Dr. Jyoti Arora (Associate Professor, Department of Mathematics, SKIT) and Dr. Nawal Kishor Jangid (Associate Professor, Department of Mathematics, SKIT). Dr. Ona Ladiwal (Professor, Department of Management Studies, SKIT) extended vote of thanks to the guests and participants. In the valedictory session, Guest Dr. Pradeep Kautish, Associate Professor, NIRMA University, Gujarat. Prof. Rohit Mukherjee (In charge 1 year, SKIT), Prof. Amber Srivastava, (HOD Mathematics, SKIT) and organizers of the event and participants were present. Dr. Pradeep Kautish congratulated the organizing team for successful conduction of this FDP. Prof. Amber Srivastava summarized all the activities conducted in the five days programme. Prof. Ona Ladiwal (Professor, Department of Management Studies, SKIT) proposed vote of thanks to everyone involved in this FDP.

FDP on Advanced Research Methodology and How to Write Quality Research Papers August 24-28, 2021

A Five days Faculty Development Programme on Advanced Research Methodology and How to Write Quality Research Papers was successfully organized by Department of Management Studies and Department of Mechanical Engineering (under the aegis of IQAC, SKIT Jaipur) in the Swami Keshvanand Institute of Technology, Management & Gramothan, Jaipur from 24th August, 2021 to 28th August, 2021. The faculty development programme had the prime objective to acquaint participants with contemporary research methods and techniques of Advanced Research Methodology which was successfully met by the informative lecture of the Experts. In all 358 participants attended the FDP from the different institutions, out of which 58 participants are from SKIT Jaipur, 298 participants from other institutions of India and 02 participants are from outside India. The Faculty Development Programme on Advanced Research Methodology and How to Write Quality Research Papers (FDP ARMRP) began on 24th August 2021 with an inaugural ceremony graced by the presence of Honourable Chief Guest, Prof. R.S. Meena, Dean Research, RTU Kota, Prof. R.K. Pachar, Principal SKIT Jaipur, Prof. S.K. Mathur, Head of Department of Management Studies, Prof. Dheeraj Joshi, Head of Department, Mechanical Engineering, Prof. Ashish Nayyar, Mechanical Engineering, Dr. Savita Choudhary, Associate Prof. Management Studies and Organizing Secretary of the FDP, other dignitaries, faculty members and participants. Prof. R.K. Pachar, Principal SKIT Jaipur welcomed the delegates and participants. Prof. S.K. Mathur, Head of Department of Management Studies deliberated on objectives and expected outcomes of the FDP. Prof. R.S. Meena, Dean Research, RTU Kota, gave a motivational speech on need of

quality research. The inaugural ceremony was ended with the vote of thanks from Prof. Dheeraj Joshi, Head of Department, Mechanical Engineering, SKIT Jaipur. In the first session, Dr. Achin Srivastav, Coordinator of the FDP welcomed Prof. S.K. Mathur, Head of Department of Management Studies, SKIT Jaipur. Prof. S.K. Mathur, deliberated on scientific misconducts in the first day. Dr. Priyanka Bhaskar, Coordinator of the FDP handled the queries of participants and delivered the vote of thanks. This FDP was the feather in the cap and it was a milestone and there will be many on the way to come.

National Seminar on “Management of Financial Resources: Need of the Time” August 17-19, 2021

“Good finance management can change the way we live our lives and decide how secure our future is.” With this thought Department of Management Studies, Swami Keshvanand Institute of Technology Management and Gramothan (SKIT) Jagatpura, Jaipur organized a three-day National Seminar on online mode from August 17, 2021 to August 19, 2021 on the topic “Management of Financial Resources: Need of the Time”. The seminar started with a welcome memo by Prof. S. K. Mathur, Head of the Department, Department of Management Studies. He shared about the success and achievement of the department with all the guest and dignitaries. Dr. Savita Choudhary, Organizing Secretary of the National Seminar briefed about the theme, need and objectives of the Seminar. The Covid-19 Pandemic rattled the economies of countries worldwide. India too was economically affected and lots of families and businesses were either ruined or were left with nothing. This was the only time where our initial saving could have helped us out with it. So the management of financial resources is significant. In the Day -1 session Shri Suhas Rajput apprised the participants about the management of currency in the present time, importance of proper management of money in personal and business field etc. In the Day – 2 session of the National Seminar CA Amit Shah was the Expert Speaker who shared the opportunities and dimensions of various investments prevalent in the present time. The Day -3 session of the National Seminar Mr. Shamsher Singh told the participants that financial education is a basic life skill which has a direct impact on individual welfare. Learning personal finance and important money skills at an early age provides plenty of opportunities to apply them in real life. These sessions were followed by question-answer session, discussion and view points of the participants and speakers. The Seminar was well designed and implemented by the Convener Dr. Ravish Pandey, Assistant Professor-DMS.

SEMINARS/CONFERENCES/WORKSHOPS/ SYMPOSIA / EVENTS ORGANIZED DURING 2021-22

S. No.	Title of Event	Type of Event	Mode	Level of Event	Date & Duration of Event	Dept.
		(Conf./Workshop/ Seminar/ etc.)	(Online/ Offline)	(International or National)		
1.	Independence Day	Celebration	Offline	Institutional	August 15, 2021	SKIT JAIPUR
2.	3 Day National Seminar on “Management of Financial Resources: Need of the Time”	Seminar	Online	National	August 17-19, 2021	DMS, SKIT JAIPUR
3.	5 Day FDP on Advanced Research Methodology and How to Write Quality Research Papers	FDP	Online	National	August 24-28, 2021	DMS, SKIT JAIPUR
4.	Teacher's Day	Celebration	Online	Departmental	September 5, 2021	DMS, SKIT JAIPUR
5.	5 Day Faculty Development Program on Computational Mathematics & Recent Advances in Management Principles	FDP	Online	National	November 15–19, 2021	DMS, SKIT JAIPUR
6.	Workshop on LSRW	Workshop	Online	Departmental	December 20-24, 2021	DMS, SKIT JAIPUR
7.	Shubh Aarambh	Orientation Programme	Offline	Departmental	January 17, 2022	DMS, SKIT JAIPUR
8.	5 Day FDP on “Intellectual Property Rights”	FDP	Online	Departmental	January 18-22, 2022	DMS, SKIT JAIPUR
9.	Republic Day Celebration	Celebration	Offline	Institutional	January 26, 2022	SKIT JAIPUR
10.	Expert Lecture & Panel Discussion on Union Budget 2022	Expert Lecture	Offline	Departmental	February 05, 2022	DMS, SKIT JAIPUR
11.	National Seminar on “Opportunities and Challenges for Young Managers”	Seminar	Offline	Departmental	February 12, 2022	DMS, SKIT JAIPUR
12.	Industrial Visit	Visit	Offline	Departmental	February 15, 2022	DMS, SKIT JAIPUR
13.	International e-Conference on “Contemporary Issues and Challenges in Economy, Trade, Employment & Social Inclusion Post Covid-19:2.0”	Conference	Online	Departmental	February 25-26, 2022	DMS, SKIT JAIPUR

CORE FACULTY TEAM

"Better than a thousand days of diligent study is one day with a Great Teacher."

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 students.

S.No	Name	Qualification
1.	Dr. Atul Gupta	Ph.D, MBA (Marketing), M.Com.
2.	Dr. Maneesha Kaushik	Ph.D, MBA (Marketing), M.A.
3.	Dr. Ona Ladiwal	Ph.D, MBA (HR), M.A. (Pub. Ad.)
4.	Dr. Priyanka Bhaskar	Ph.D, PGDM (Finance), M.Com. NET
5.	Dr. Ravish Pandey	Ph.D, M.Com.
6.	Dr. Savita Choudhary	Ph.D, MBA (HR), LL.B.

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

S.No	Name	Designation / Qualification
1.	Dr. Puja Saxena Nigam	Associate Professor, Department of Economics, Hindu College, Delhi
2.	Dr. Amit Bhati	Principal Consultant, Business Advisory, Synergie HR
3.	Dr. Sunil Agrawal	Associate Professor, Department of Mechanical Engineering, IIITDM Jabalpur
4.	Dr. Prashant Sharma	Associate Professor, Department of Finance, IIHMR University, Jaipur
5.	Dr. Ram Komal Prasad Prajapati	Associate Professor, Department of Management, ICCMRT, Lucknow
6.	Dr. Surya Prakash Singh	Professor, Department of Management Studies, IIT Delhi
7.	Prof. Pankaj Gupta	Delhi University
8.	Prof. Gajendra K. Vishwakarma	IIT, Dhanbad
9.	Prof. Sandip Banerjee	IIT Roorkee
10.	Dr. Sanjay Kr. Agrawal	Resource Person, National Center for Financial Education (NCFE)
11.	Dr. Pradeep Kautish	NIRMA University, Gujrat
12.	Prof. A. K. Sharma	Former Head, Department of Business Administration, University of Rajasthan.
13.	Prof. Akhilesh Chandra	Associate Director- Corporate Resources Center, GD Goenka University, Gurgaon
14.	Mr. Suhash Rajput	Certified Trainer (NSE) & Director of Proficient Minds, Karnataka
15.	CA. Amit Shah	Member of ICAI, Indore, MP
16.	Mr. Shamsher Singh	National Stock Exchange Authority, New Delhi (Proficient Mind Agency).
17.	Prof. Prabuddha Ganguli	CEO, Vision-IPR, Mumbai, India
18.	Dr. Harlal Singh Mali	Convener IPR Cell, Department of Mechanical Engineering MNIT Jaipur
19.	Dr. Jitender Sharma	Assistant Controller of Patent and Design, NIPAM Officer, Govt. of India
20.	Dr. Puneet Bafna	Associate Professor, Amity Law of School, Amity University, Jaipur
21.	Mr. Vikas Asawat,	Patent and Trade Mark Attorney, Kota
22.	Ms. Richa Chaturvedi	Dy. Director Women & Child Welfare Department, Government of Rajasthan, Jaipur, India
23.	Mr. Jitender Khurana	Country Head and Managing Director Signify (previously known as Philips Lighting) Singapore.
24.	Dr. S. B. Goyal	Director, Faculty of Information Technology, City University, Malaysia
25.	Dr. Deepak T. J.	Associate Prof., Manipal International University, Malaysia
26.	Dr. Bhawna Johri	Asstt. Prof., Department of Applied business Economics Faculty of Commerce Dayalbagh Educational Institute to be Deemed University, Agra, UP, 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.
- Lush 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
5. FOSS (FREE AND OPEN SOURCE SOFTWARE)

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.



TRAINING & PLACEMENT

Training and Placement at Department of Management Studies, SKIT is taken up with all seriousness. On account of a

MBA@SKIT

HIGHEST PLACEMENT THIS YEAR HAS BEEN OF INR 12.6 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
ITC
JARO Education
Just Dial
KDS Group
MAIA DEVELOPERS
MOON-LIGHT REFRIGERATION
Multy Metals Ltd.

NIRMAL ENTERPRISES
OPPO
PALADIN ORGANISATION
Randstad
Reliance SMS Limited
RIGARO EWORKS LLP
Saraf Fab Trade Pvt Ltd
Saraf Group
SAVEX
Shree Shyam Motors
Tax2win
Tech India Solutions Pvt.Ltd
UCC Tourism Services Pvt.Ltd
Vinayal Enterprises

Vishal Mega Mart
WBPL
Zucol Solutions Pvt. Ltd



**MBA**



**DEPARTMENT OF MANAGEMENT STUDIES
SWAMI KESHVANAND INSTITUTE OF
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