



Motilal Nehru National Institute of Technology Allahabad



# Information Brochure 2011-13



| School of Management Studies



Be amongst the most admired centers of management education, committed to helping individuals and organizations enhance their management effectiveness, by achieving excellence in teaching and research through balance in theory and practice and thereby strengthen our rich heritage in development of human qualities towards the betterment of society .

# Table of Contents

1. Director's message
2. Message from HoD's Desk
3. Message from Professor-in-charge (Training & Placement)
4. About the Institute
5. About the Department
6. Specializations
7. Course Outline
8. Programme Highlights
9. Infrastructure
10. Seminars & Workshops
11. Faculty Profile
12. Research
13. Student Activity Centre
14. Placements
15. Student Profile
16. Contact Details

## Vision

To be a provider of globally competitive, high quality technical human resource.

To promote and significantly contribute towards development of technologies and innovation appropriate to sustainable economic growth and enrichment of quality of life.

## Mission

To create managers who have the competence to operate efficiently at the domestic and global levels through their knowledge, skills and creativity, with personal integrity and social responsibility.



# Director's Message

It is my pleasure and privilege to place before you the Information Brochure for year 2012-13 for the Master's in Business Administration. I am honoured to present to you a group of young vibrant potential managers who would prove to be an important asset to your organization. Considering the rapid pace of innovation in the area of management sciences, a high degree of specialized knowledge is important to build a winning career. To make an impact in this field, the latest learning and specialized domain expertise is one of the most critical factor of success.



The School of Management Studies at Motilal Nehru National Institute of Technology Allahabad strives to groom prospective managers with higher degree of specialized knowledge and inculcate in them industry oriented competitive mind-set. We not only train the students to become excellent managers and leaders but also help them to mould themselves into better human beings. Our teaching methodology based on extensive case studies, presentations, daily business and current affairs update sessions, group discussions, and regular industrial visits give our students the appropriate environment to build on their creative and management skills.

The dynamic, well groomed and trained students will definitely impress you by their relentless passion for excellence and by their commitment and dedication.

**Prof. Parthasarathi Chakrabarti**  
Director

# Message from HoD's Desk

The dawn of the 21st century has ushered in a new era. Global boundaries have constricted, distances have narrowed and nations have developed at an outstanding rate over the past few years. We, at School of Management Studies, MNNIT strive to ensure that the education we impart reflects these developments as well as fights against the challenges they pose and create management professionals who can match the demands of our great nation. MNNIT is one of India's leading educational institutions guaranteeing excellence in education to students from India and across the world for more than fifty years.



School of Management Studies was established in 1996 with the objective to be the global leader of excellence in management education through a combination of passion, compassion and moulding students into managers capable of affecting social, economic and political development by fortifying the corporate world. This goal continues to remain extremely relevant in today's competitive environment. The students presented before you have experienced rigorous training and have the potential to face the corporate world with a zealous base of knowledge and undertake their duties with utmost sincerity.

Hence, I take this opportunity to invite your esteemed organization to recruit from this exceptional and diverse group of students who are ready to serve the management field with their professional brilliance. I assure you that they will be the greatest assets to your organization.

**Prof. Peeush Ranjan Agrawal**  
(Professor & Head)

# Message from Professor-in-charge(T&P)

At School of Management Studies, MNNIT our endeavour is to create a pool of talented professionals who have the knowledge, ability and above all, the right attitude and resilience to deliver at the national as well as the global level. The goal of our management programme is to create an employability bridge between academics and the industry through industry collaborations.



At School of Management Studies, MNNIT we groom our students with great care, ensuring that the best available inputs and the latest technology have gone into the process. Our thrust is to provide higher standards of education in Management to enable our students to achieve professional competence in their chosen fields. A balanced academic regimen equips students with professional and personal skills to excel in whichever sector they chose to work in. In addition, it enables them to easily overcome challenges with confidence. We have no doubt that they will surpass all expectations when it comes to fulfilling your organizational objectives.

I warmly welcome you to experience our campus and meet our young professionals, who we believe can be efficient and effective change agents for your organization and the society.

**Prof. Rajeev Tripathi**  
(Professor In Charge, Training & Placement)

# About the Institute

Motilal Nehru National Institute of Technology Allahabad, was established in 1961 as Motilal Nehru Regional Engineering College (MNREC) as a joint venture of Government of India and Government of Uttar Pradesh, the foundation stone laid by Late Prime Minister Pt. Jawaharlal Nehru. It was transformed into NIT in 2002. It was awarded the status of Institute of National Importance by the Government of India in 2007. MNNIT Allahabad admits more than 600 students in nine Undergraduate programmes, 350 students in twenty four Postgraduate programmes (including MBA, MCA, M. Tech, MSW & MSc) and over 100 scholars in PhD programmes in various disciplines of engineering, management science, and humanities. Located in the traditional cradle of culture and knowledge, MNNIT stands as the perfect epitome of profundity and inquisitiveness. The confluence of the three indomitable forces of this sanctum earth of Prayag delineates the diverse character of the institute.



## About the Department

School of Management Studies was established in 1996, with a vision to groom a technically and managerially trained bevy of young people for corporate India. SMS offers full time Post Graduate Degree programme, Master of Business Administration (MBA), duly approved by AICTE and MHRD, Government of India with an intake of 93 students selected through a rigorous admission process. The students get the advantage of **dual specialization** with equal weightage to both the specializations. SMS aspires to provide quality and relevant education to students at an affordable and subsidized fee structure.



To achieve this aspiration, SMS has designed its programme model around five areas of focus:

1. Attracting and retaining top faculty.
2. Building alliances with industry and academia of repute.
3. Governing through values and transparency.
4. Building world class and environment friendly infrastructure.
5. Attracting brilliant students.



# Specializations

## STREAMS OFFERED

### MANAGEMENT OF FINANCES

Financial Engineering & Portfolio Management  
Derivatives & Futures Market  
Multinational Finance & Forex Management  
Management of Financial Services & Operations

### MANAGEMENT OF HUMAN RESOURCE

HR Planning & Contemporary Practices  
Industrial Relations  
Training & Development for International Business  
Strategic HRM

### MANAGEMENT OF MARKETING

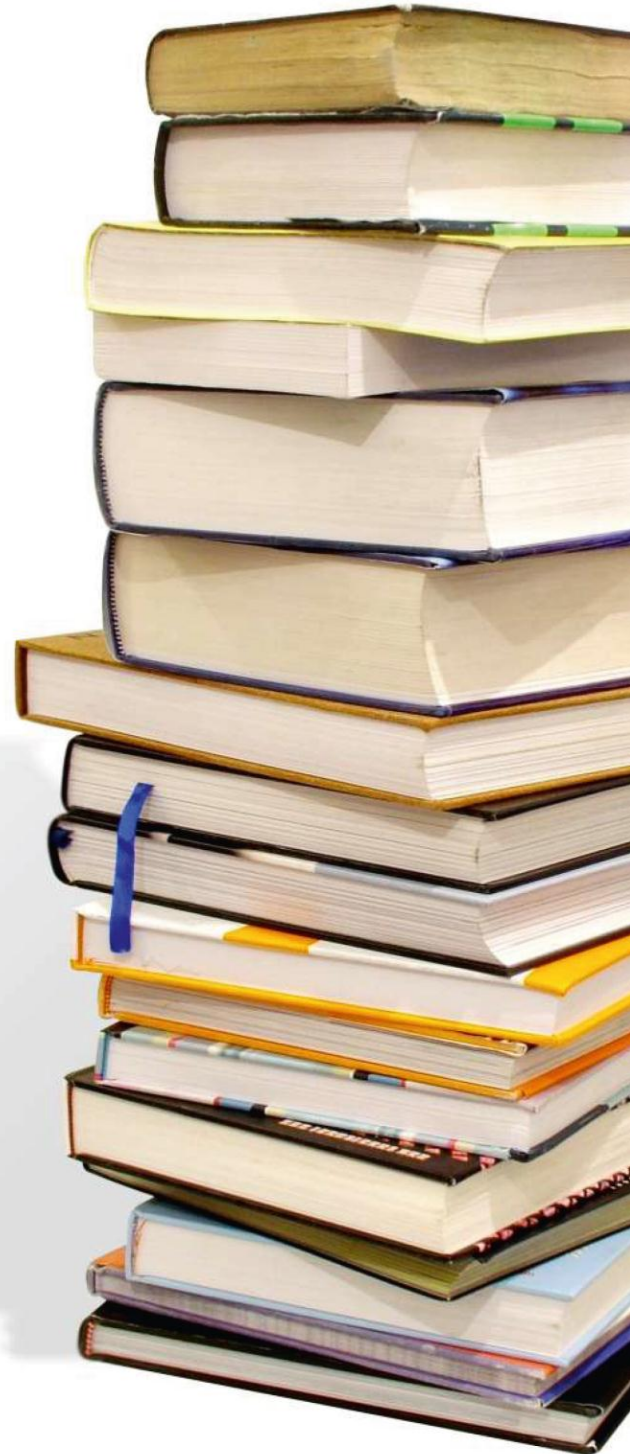
Consumer Behaviour  
Advertising & Sales Management  
Brand Management  
Strategic International Marketing

### MANAGEMENT OF SYSTEMS

Business System Analysis & Design  
E-Commerce Technology & Applications  
DBMS  
Telecommunications for Business Management

### MANAGEMENT OF INTERNATIONAL BUSINESS

International Logistics & Trade Practices  
Global Systems of Trade & Finance  
Technology Policy & International Competitiveness  
International Business Strategy & Country Risk Management





# Course Outline

## **FIRST SEMESTER**

The syllabus of First Semester is designed with the specific objective to acquaint the students with the basic knowledge and concepts of management. Further, the Managerial Skill Development classes in the Behavioural Dynamics Lab of SMS are intended to hone the communication, leadership and decision making skills of students through presentations, role plays, case studies, debates and discussions. The Personality Development and Language Skills classes encompass a wide range of skills that most organizations find as an integral and necessary part of everyday business.

## **SECOND SEMESTER**

The Second Semester curriculum is aimed at providing a strong conceptual base in all core areas of management, and in developing skills required for application of concepts to real life business solutions. During the stipulated period of study students have to undertake a survey-based Minor Project, which comprises seeking specific information from respondents on a particular problem through questionnaires, analyzing that information, and then presenting their own inferences on the problem at hand. At the end of the semester a Comprehensive Viva Voce is conducted, wherein the students are interviewed on the contents taught in the first year of the programme.

## **SUMMER INTERNSHIP**

On completion of the courses of the First Year, students are required to spend six to eight weeks of summer vacation in an industrial organization on a live project. The training helps bridge the gap between academic learning and the professional world, and enables students to experience the rigours of a professional environment.

## **THIRD SEMESTER**

In this semester, students are exposed to Strategic Management, along with their desired specialization streams. In each stream there are a total of four courses to be studied across two semesters, the course outline of each of which is so planned as to keep the students abreast of the current trends, while focusing on the international scenario. Further, in the Minor Project students have to conduct a macro analysis, which includes in-depth study of an entire industry, rather than an individual firm. Also, two electives have to be chosen from the Open Basket, depending upon areas of interest of students.

## **FOURTH SEMESTER**

In the last semester of the programme, students have a course on Entrepreneurship & Project Management. Apart from one open elective and two professional electives, Major Project Thesis forms a compulsory part of the curriculum.

# Programme Highlights

## FIRST SEMESTER

Fundamentals of Management & Communication  
Economic Analysis  
Business Environment & International Perspective  
Operations Research & Quantitative Techniques  
Accounting for Managerial Decisions  
Computer Applications for Business  
Managerial Skill Development  
Open Elective I (Personality Development & Language Skills)

## SECOND SEMESTER

Financial Management  
Human Resource Management  
Operations Management  
Marketing Management  
Business Information System  
Research Methodology  
Organizational Behaviour  
Minor Project II (Industrial Survey)

## THIRD SEMESTER

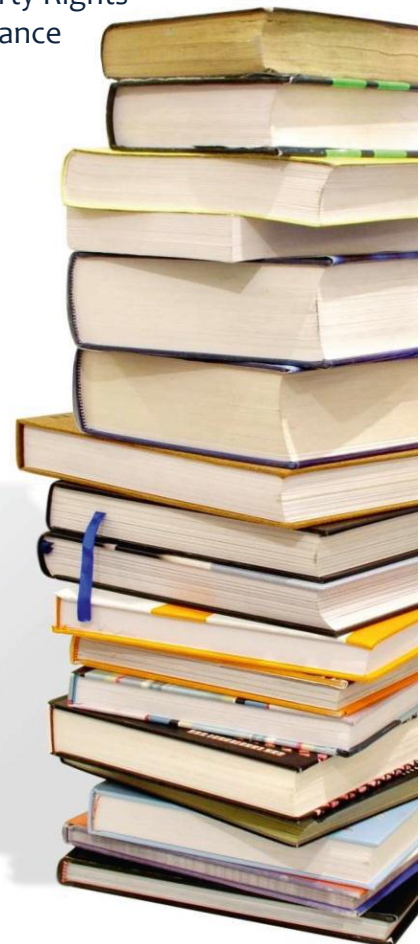
Strategic Management  
Summer Internship Examination  
Professional Electives  
Open Electives\*\*

## FOURTH SEMESTER

Entrepreneurship & Project Management  
Major Research Project Thesis  
Professional Electives\*  
Open Electives\*\*

## \*\*OPEN BASKET OF ELECTIVES

Cross-cultural Management  
Tax Planning & Management  
Project Appraisal & Financing  
Business Ethics & Corporate Governance  
Organizational Development & Change  
Marketing of Concepts & Services  
Information Security Laws & Practice  
Quality Management  
Mergers & Acquisitions  
Equity Research  
Business Intelligence  
Relationship Marketing & Supply Chain Management  
Leadership & Group Process  
Retail Management  
Knowledge Management  
Public System Management  
Intellectual Property Rights  
Electronic Governance



# Infrastructure

## ACADEMIC AMBIENCE

### CENTRAL LIBRARY

- Spreads over an of 2455.49 square metres in two floors
- Collection of nearly 1,02,950 books and periodicals on diverse subjects
- Subscribe to 68 Indian and 200 Industrial technical periodicals
- Member of INDEST Consortium

### COMPUTATIONAL FACILITIES

- One of the four institutions in India to have its own super computer PARAM 10000
- 600 Computers with latest softwares
- Institute is connected by 100 mbps LAN

### HOSTELS

- Eight hostels for boys, including two PG hostels
- Two hostels for girls
- One international house

### CONFERENCE HALLS

- Three Institute Seminar Halls
- Fully air-conditioned Multi Purpose Hall with a seating capacity of 2000
- Seminar halls for each department

### CANTEEN

- Canteen to cater to the refreshment needs of the faculty, students, and staff
- Each hostel has its own mess, common room and canteen

### STUDENTS' ACTIVITY CENTRE

- Provides avenues for the development and nurturing of creative and other talents in students; prime bodies under SAC include Gymkhana and Students' Club

### BANKS ON CAMPUS

- State Bank of India and Vijaya Bank

### DISPENSARY

- Two full time doctors and a large number of visiting specialist, and an outpatient dispensary catering to the needs of students, staff and their dependents.

### DEPARTMENTAL INFRASTRUCTURE

#### BEHAVIOURAL DYNAMICS LAB

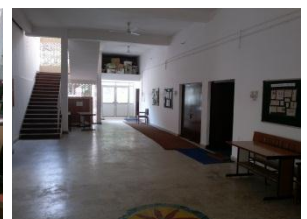
- Developed to enhance the overall personality of students
- Dedicated to activities like conducting market surveys, organizing management games, role plays, quizzes and debates
- Tele shows of important economic and business events like the Annual Budget with the help of audio-visual aids

#### SYSTEMS LABORATORY

- 60 computers equipped with the latest software like Prowess, Business Beacon, SPSS 18, AMOS 16 and CMIE

#### DEPARTMENTAL LIBRARY

- Quenches the thirst for learning of students of SMS with an impressive collection of over 450 reference, more than 1000 books as part of book bank, and VCDs and CDs on management and allied areas





# Seminars & Workshops

## PROJECTS

Projects are undertaken by students (Both at individual and group level) as a part of the curriculum, keeping in perspective the recent and emerging issues in business and management environment. These projects are research-based and help in developing the analytical skills of the student.

## MAJOR PROJECTS

- Forex Market And Indian Rupee Valuation
- Tele-Marketing
- Rural E-Governance
- Effective E-Waste Management System: A Study Of Organizational Computer Usage In India
- E-Health: A Study Of Indian Public And Private Hospital
- Global Investment Strategy of FIIs in India: A Case Study of Meryll Lynch &Co.
- A Study Of Worklife Balance In Public Sector Banks
- Customer Perception Of Mutual Funds
- Competency Mapping And Management: A Case Study of Cancer Competency Review System at Schneider Electric
- Assessment of Service Quality: A Comparative Study Between Public And Private Sector Banks.

## MINOR PROJECTS

- A Study of Supply Chain Management of Vegetable Growers in Allahabad
- Adoption of ICT As A Growth Enabler By the Shopkeepers in Allahabad



# Seminars & Workshops

## DISTINGUISHED VISITORS

Round the year SMS plays host to distinguished academicians and corporate executives who share their wealth of knowledge and experiences with member faculty and the students.

### Distinguished academicians who have visited SMS in 2011-12:

- Prof Azhar Kazmi from King Fahd University of Petroleum and Minerals, Saudi Arabia
- Prof D. K. Bandhyopadhyay, Vice Chancellor, GGS Indraprastha University, New Delhi
- Mr Deepak Mohanty, Executive Director, Reserve Bank of India, Mumbai
- Dr Amarendra Sahoo, Regional Director, Reserve Bank of India, Lucknow
- Mr C. K. Poddar, executive Director, National Ispat Nigam Limited
- Dr Ashok Gulati, Chairman, national Agriculture Commission
- Dr Babita Gupta, Professor of Information Systems, School of Business, California State University, Monterey Bay, USA
- Dr Yogesh K. Dwivedi, School Of Business and Economics, Swansea University, UK
- Prof Karunesh Saxena, Department of Business Administration, M. S. University, Udaipur
- Prof P. N. Mishra, Institute of management Studies, Devi Ahiliya University, Indore

## SEMINARS AND WORKSHOPS

- “Hindi workshop” on September 22-23, 2011
- “Marketing: the evolving trends” on September 27, 2011
- Golden Jubilee Conclave “Technology for Sustainable Development” on November 19-20, 2011
- “Union Budget and Economic Analysis” on 16<sup>th</sup> March, 2012
- “Change Management and Transformation” on 18<sup>th</sup> April, 2012



# Faculty Profile

## CORE FACULTY

**Dr. Peeush Ranjan Agrawal**, Professor and Head, has an experience of over 32 years in teaching and research, and is the senior-most professor in SMS. He has been a faculty member in the University of Allahabad and Professor, Head and Dean, Faculty of Management Studies, Dr. H. S. Gour University, Sagar, Madhya Pradesh. Professor Agrawal did his PhD in finance from the University of Allahabad, and has completed three Post-Doctoral Research Projects of University Grants Commission, including Career Award. He has been deputed as Visiting Professor to Asian Institute of Technology, Thailand by the Ministry of HRD and also Bocconi Lugui University, Milan, Italy, under the Ministry of External Affairs, Government of India. He has written 6 books and authored a number of research papers, and has guided 9 PhD theses and has been in active researches in Equity Research, Portfolio Management and International Finance. One book “A comprehensive approach to Mutual Funds” has been released and commuted upon by Dr. Manmohan Singh.

**Dr. Geetika**, Professor, has a teaching experience of more than 24 years. She has earned her PhD in Economics from the University of Allahabad. Dr. Geetika's research interests are focused on Strategic Management, Entrepreneurship and International Business. An avid researcher, she has to her credit five books, 57 research papers in national and international journals, and several research papers in conferences. She has guided 7 PhDs in the area of Strategic Management. Prof Geetika has worked on two international projects on Female Entrepreneurship, spanning more than 12 nations. She has conducted a number of training programmes for faculty and industry personnel, and has delivered invited talks and presented papers in conferences across the country and abroad. Dr. Geetika was nominated by MHRD, Govt. of India to teach and supervise PhD at Asian Institute of Technology Thailand, as visiting faculty for one term.

**Dr. Tanuj Nandan**, Associate Professor, has more than 16 years of experience in teaching at post-graduate level. He specializes in Financial Management. His areas of interest include Derivatives, International Finance and Corporate Finance. He has participated in several national and international conferences and seminars. He regularly contributes research articles and papers to leading journals, and is a reviewer for several journals. He represented India under Rotary International's Group Study Exchange Programme to Indiana, USA. He was a guest faculty to the MBA Programme at Purdue University's Calumet Campus.

**Dr. G. P. Sahu**, Associate Professor, has more than 14 years of experience in teaching. He has received his PhD in management from Indian Institute of Technology Delhi. His research interests are in the areas of MIS and E-governance. He has published around 56 research papers in international journals and conferences. He has coordinated several international conferences. He has also edited 5 books in the area of E-governance. Dr. Sahu has acted as a reviewer for several international journals, and is also a Guest Editor with the International Journal of Electronic Governance. He has been Co-Convener, E-district for the CSI-Nihilent E-Governance National Awards, India.

**Dr. Tripti Singh**, Assistant Professor, has teaching experience of more than 13 years. She has earned her MBA and PhD degrees from the University of Allahabad. Over the years of her tenure with SMS, she has been handling variety of responsibilities ranging from Departmental Training & Placement to the Departmental Library and the Behavioural Dynamics Lab. She teaches courses like Management of International Business, Human resource Management, Human Resource Planning and Supply Chain Management. Her areas of interest include Human Resource Development and Strategic Management. She has around 33 research papers in international and national journals, and 20 research papers in various conferences.

**Dr. Piyali Ghosh**, Assistant Professor, has over 7 years of experience in teaching and research and has been teaching courses like Industrial Relations & Labour Legislations, Business Ethics & Corporate Governance, Research Methodology and Economics at SMS.. She has earned her PhD from Motilal Nehru National Institute of Technology Allahabad as a Senior Research Fellow of UGC, and also possesses an MA in Economics from CSJM University, Kanpur and MBA from the University of Allahabad. She has co-authored a book on Managerial Economics and has 19 research papers published in national and international journals and 10 research papers in various conferences. She is a reviewer for several international journals. Her research interest includes Industrial Relations and Training & Development.



# Faculty Profile

**Dr. Vibhuti Tripathi**, Assistant Professor, has over 6 years of industry experience and retail operations, and over 6 years of teaching experience. With her core competence in Marketing and allied subjects, Dr. Tripathi has earned her PhD in the area of Retail Management from the Motilal Nehru National Institute of Technology, Allahabad. She has been teaching a variety of courses, including Marketing Management, Business Environment and Retail Management. She has over 25 papers to her credit in national and international journals. Her research interests include Retail Management, Consumer Behaviour and Brand Management.

## VISITING FACULTY

**Dr. Shefali Nandan** has over 11 years of experience in teaching. With her PhD in Human Resource Management, she has been teaching courses of Organizational Behaviour, HRM, Business Communication, Management of Change and Cross Culture Management. She obtained her degree in MBA and MSc(Chemistry) from Lucknow University. She has also been a resource person at Jawaharlal Nehru Police Academy, Sagar, Madhya Pradesh. Dr. Nandan has 40 research publications in national, international journals, edited books and contributed to 2 international projects. Her research interest include HRD Issues, Change Management, Performance Management and Gender Issues.

**Ms. Bhumika Raj** has over 3 years of experience in corporate. She was associated with a reputed media house and a consultancy. She has obtained Masters in Management from Budelkhand Institute of Engineering and Technology, Jhansi. She handles the course of Consumer Behaviour at SMS..

**Mr. Suman Gupta** has earned his Master of Finance and Control from Aligarh Muslim University, Aligarh. He also holds CA-Intermediate degree to his name. His area of Research Interest lies in Financial Management, Corporate Finance and Strategic Management. He is handling the course of Accounting for Managerial Decision in the department.

**Ms. Swati Gupta** holds an MBA degree from United College of Engineering and Research, Allahabad and handles the course of Business Ethics at SMS. Her area of research & interest is Financial Management.

**Mr. Shwetank Parihar** is currently pursuing his PhD from ISM Dhanbad in Project Uncertainty Analysis. He holds an M. tech degree in Industrial Engineering and Management from ISM Dhanbad. He has an industrial experience of an year and a teaching experience of over an year as lecturer. He is currently dealing with courses like Operation Research & Quantitative Techniques and Retail Management at SMS.

## PhD AWARDED

1. Dr. Amit Gautam on “Strategic Investment Decisions of MNCs and Indian IT Industries” under Dr. Geetika (2004)
2. Dr. Dharambir Singh on “The Development and Marketing of Application Softwares” under Dr. Geetika (2005)
3. Dr. Neeraj Pandey on “A Study of Organizational Dynamics-A Case Study of UPPCL” under Dr. Geetika (2006)
4. Dr. Piyali Ghosh on “Human Resource Strategies: An Analysis with Special Reference to the Indian Infotech Industry” under Dr. Geetika (2006)
5. Dr. Uroos F. Rizvi on “Management of Change in Indian Organisations” under Dr. Geetika (2007)
6. Dr. Shweta Anand on “Planning and Meeting Personal Financial Goals”, under Dr. Peeush Ranjan Agrawal (2007)
7. Dr. Vibhuti Tripathi on “An Institutional Approach to Evaluation and Development of Mega Retail Outlets in India” under Dr. Peeush Ranjan Agrawal (2007)
8. Dr. Sakshi Mishra, on “Role of Foreign Banks in Indian Market: A technological Shift in Offering Value Added Services” under Dr. Peeush Ranjan Agrawal (2008)
9. Dr. Dileep Singh on “Production and Operations Perspectives in International Joint Ventures in India: A Case Study of Automobile Sector with Special Reference to Passenger Cars & Light Vehicles: under Dr. Geetika (2009)
10. Dr. Rakesh Srivastava on “A Study of ADR.s/GDR.s and ECB/FCCBs as Instrument of International Finance and their Impact on Indian Capital Market” under Dr. Peeush Ranjan Agrawal (2009)
11. Dr. Alpa Markandey on “Foreign Direct Investment in India; A Critical Analysis in China’s Perspective” under Dr. Peeush Ranjan Agrawal (2010)
12. Dr. Prabhudatt Dwivedi on “Usage of Information and Communication Technology for the Growth of Export Oriented Small and Medium Enterprises: A Study of Select Indian SMEs” under Dr. G. P. Sahu (2011)
13. Dr. Ashwani Kumar Upadhyay, Assistant Professor, GLA Institute of Technology and Management, Mathura, on “Antecedents and Outcomes of Sales Technologies and Automation”, under Dr. Tanuj Nandan (2011)
14. Dr. Vibhava Srivastava, Assistant Professor, Thapar University, Patiala, on “Relationship Marketing across Value Delivery Network”, under Dr. Tripti Singh (2011)
15. Dr. Rajesh Tripathi, on “Strategic Thinking for Technology Adoption and Competence Building: A Mapping of Indian Newspaper Industry Growth” under Dr. Geetika (2012)

## ONGOING PhD

### Thesis Submitted

1. Mr. Rameshwar Dubey on “Soft Dimension for TQM Implementation: A Study of Cement Industry in India”, under Dr. Tripti Singh
2. Mr. Ashish Mohan Dubey, on “Industry Analysis for identification of variables of Sustainable Competitive Advantage: A Case Study of Aviation Sector in India”, under Dr. Geetika and Dr. G. P. Sahu.

## On Campus

1. Mr. Vivek Tripathi on “Impact analysis for viability of Microfinance Institute in India”, under Dr. Tripti Singh and Dr. Piyali Ghosh.
2. Ms. Anushree Tandon on “Ascertaining value perception and determinants of Customer Experience- A study of Indian Specialty Retail”, under Dr. Vibhuti Tripathi.
3. Ms. Ginni Chawla on “Dynamics of Trade Unions for cordial Industrial Relations: Selected cases in Indian Context”, under Dr. Tripti Singh.
4. Mr. Ashish Gupta on the area of “Relationship Marketing antecedent and their impact on customer loyalty- A study in mobile Telecom Sector”, under Dr. G. P. Sahu.
5. Ms. Tanu Agrawal on the “Inception of FIIs: A study on integrating Indian Capital Market & efficiency”, under Dr. Peeush Ranjan Agrawal.
6. Ms. Alka Rai in the area of Human Resource Management, under Dr. Piyali Ghosh.

# Research

7. Mr. Deepesh Tiwari, Associate Professor, Institute Industry Interaction Cell, MNNIT, on “Emergence of India on World Semi-Conductor Map: Opportunities and Challenges Ahead”, under Dr. Geetika.
8. Ms. Rupali Singh, on “Talent Retention: A case study of Management Educational Institutions in India”, under Dr. Tripti Singh.
9. Ms. Puja Agrawal, on “Test of Pricing Efficiency in India Options Markets: A study of National Stock Exchange”, under Dr. Tanuj Nandan.
10. Ms. Udit Mukherjee, on “Diversity Management with Cultural Perspective: A Comparative Study of Practices in Indian and Foreign Multinational Companies in India”, under Dr. Piyali Ghosh.
11. Mr. Manmohan Mishra, on “Towards Adoption of e-Health: A Study of Indian Public and Private Provinces”, under Dr. G. P. Sahu.
12. Mr. Rajeev Srivastava, on “e-waste Management in India”, under Dr. G. P. Sahu.
13. Mr. Deepak Kumar Singh, on Effectiveness through E-Procurement”, under Dr. G. P. Sahu.
14. Mr. Vikas Chaubey, on “A Financial Metrics-Based Assessment of Supply Chain Performance”, under Dr. Tanuj Nandan.
15. Mr. Ashish Kumar Srivastava, on the area of Supply Chain Management, under Dr. Geetika
16. Mr. Subroto Biswas on Evolution of Electronic Media Advertisement: A Study on its Production & Networking in India”, under Dr. Peeush Ranjan Agrawal and Dr. Vibhuti Tripathi.
17. Ms. Gunjan Nema on “Urban Public Transport System in India: Dimensions of Service Quality”, under Dr. Vibhuti Tripathi.
18. Ms. Sonal Agrawal on “Innovative Human Resource Management and Firm Performance: A Study of Insurance Industries in India”, under Dr. Tripti Singh.
19. Ms. Pooja Dwivedi on “Brand Architecture and Brand Extension: Inter-relationships, Determinant and Impact on Customer Attitude”, under Dr. Vibhuti Tripathi.
20. Mr. Prabir Panda on “E-Government Procurement Implementation: Decision Matrix for Project Success”, under Dr. G. P. Sahu.
21. Ms. Anvita Gupta on “Strategic Dimensions of Expatriate Adjustment: A Case Study of Indian IT Personnels”, under Dr. Geetika.
22. Ms. Priyanka Kochhar, on “Technology Adoption and Outcomes: A study of hyper markets in India”, under Dr. Vibhuti Tripathi.





L I F E  
@ S M S





# Student Activity Centre

MNNIT hosts a magnificent series of events and festivals every year to develop the personality of the students both at the educational and the creative level. MNNIT, Allahabad has had the reputation of nurturing the most competitive engineering talent of the nation for over 50 years now and infusing in them a sense of profundity, inquisitiveness, professionalism and general proficiency.

## AVISHKAR

Avishkar is a techno management extravaganza. Ideate; Innovate and Create are three buzz words of the fest. Avishkar stands as the formative pedestal for the students to identify the greater problems of the mankind and apply their technical and management competency in finding solutions to emancipate them. Cyberquest, Electromania, Mechrocism, Edifice, Genesis, Rasayans, Robomania, Monopoly, Kreedomania are a few gems of this event organized every year.

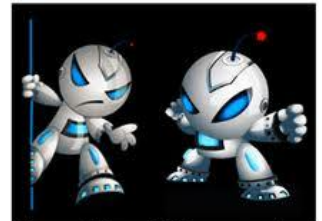


Image: The avishkar mascot...

## CULRAV

Culrav comes from the two words: Culture and Revolution. So, it is basically a cultural revolution. Culrav is the festival of MNNIT, featuring arts and Hindi and English perfect culmination of lights and drama, thoughts and words; the perfect place to bring out the artist in everyone. It showcases the culture of India through competitions. Every year, it witnesses the participation of thousands of students from various technical institutions of state and outside.



Annual Cultural and Literary dance, song, and theatre, fine literary events. The event is a and sound, music and arts, dance

## GNOSIOMANIA

Gnosiomania dignifies the quest for knowledge; the quizzers' craving for intellectual superiority and the holistic development as an individual that students at MNNIT Allahabad are known for. Every edition of Gnosiomania has proven to be a grand celebration of human ingenuity and a veritable exhibition of



# Student Activity Centre

talent. It depicts the knowledge festival of national importance, encompassing cultural, literary, corporate and social excellence and challenging all aspects of human intellect. It has witnessed participation from all round the globe including teams from reputed colleges of India such as IIT Kanpur, IIT Kharagpur, IT-BHU Varanasi, IIM Kolkata, IIM Lucknow, NIT Durgapur, NMIMS Bombay, NLSUI Bangalore, and many more. Gnosiomania has lived up to the expectations of the junta, and has always left them clamoring for more.

## SWAGAT

Swagat is the welcome event for the freshers every year at the sprawling MP Hall complex. It is an event which acts as a platform for the newly inducted students to exhibit their extra-curricular talents. Besides it also facilitates better co-ordination and communication between the freshers and the senior students. It is purely an event dedicated to students, hence right from the selection of the events to the management of the function, the responsibility is being borne by second year students in the form of a committee of student co-coordinators.



## JOSH

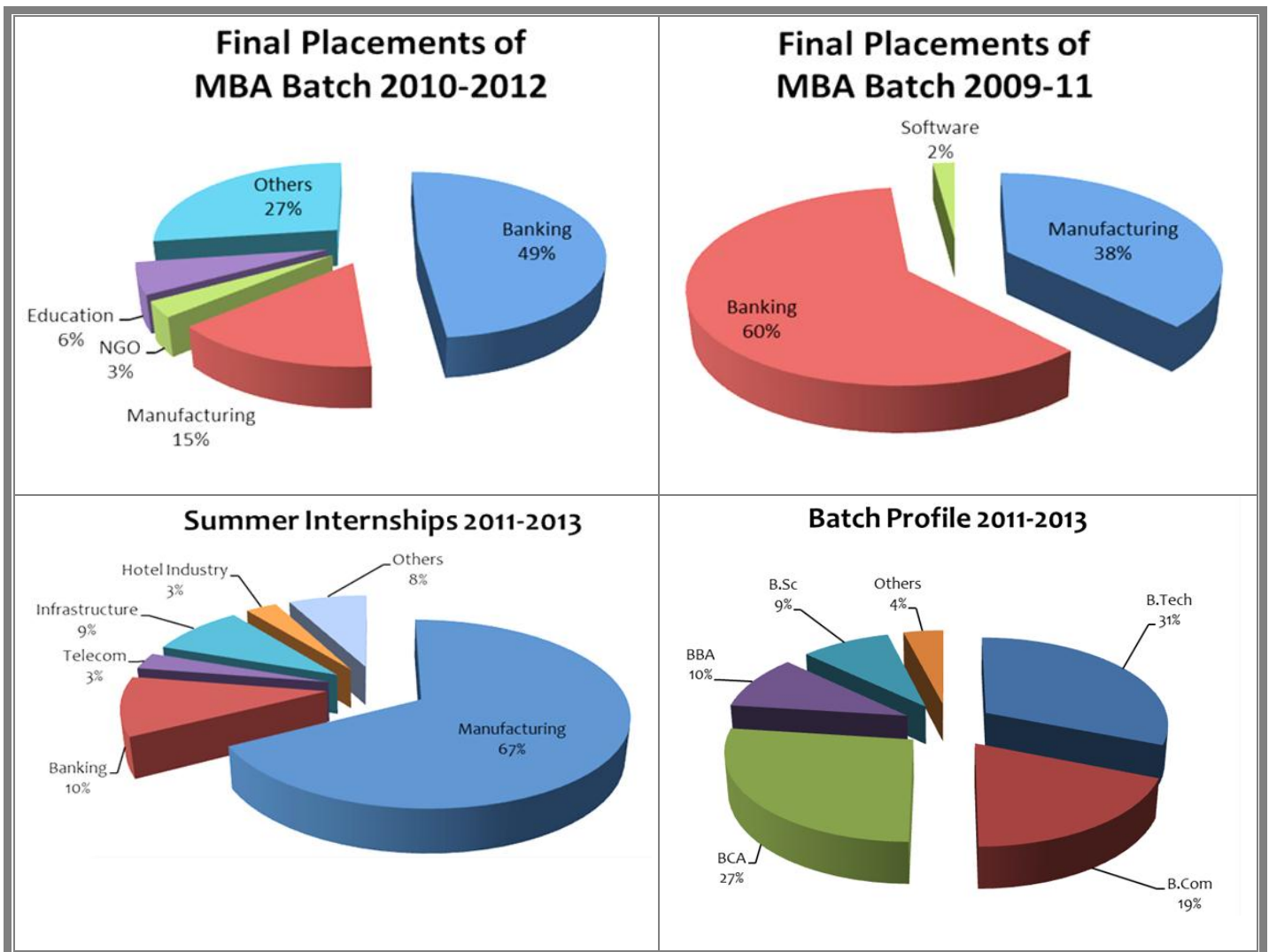
JOSH is the Annual Inter-College Sports Festival of MNNIT Allahabad that provides the students from various Institutions with a platform to showcase their sporting prowess in various indoor and outdoor sports. Every year a large number of students from various colleges participate in this event.

## RUKHSAT

To bid farewell to the Final Year students, MNNIT also plays host to other events like 'Rukhsat'. The event is totally dedicated to bid hostile farewell to the passing out students. Besides Rukhsat National Athletic Meet, and the Alumni Meet organized every year to foster a professional and cultural network for MNNIT's collective growth and presence worldwide.

# Placements

Placement is the key motivation any in any business school, which adds culture and values to the institute. What SMS puts into each student is reflected in the quality of students who leave its portals to enter the corporate world. Anticipations and enthusiasm are converted into smiles as placements surpass all expectations every year. The Institute's Training & Placement Office arranges on-campus interviews for all students, and is well equipped to smoothly handle and support placement procedures at every stage. Arrangements for pre-placement talks, group discussions and interviews are handled by the students and staff.



## DEMOGRAPHICS

Students from a wide range of academic backgrounds secure admissions in SMS, and thus from a constellation of scholastic disciplines, ranging from Engineering to Arts. Intake of students has been increased in phases from 30 to 60, and presently to 93. The slice percentage of various streams for Batch 2011-2013 are given in the figure below-



# Placements

## INSTITUTE-INDUSTRY INTERFACE

Along with invaluable academic inputs, SMS strives to give its students extensive practical learning, which leads to their holistic development. It ensures a perfect mix of business acumen and academic intellect. Corporate exposure includes a host of planned activities with and within the industry, including guest lectures by industry experts, seminars, workshops, and a two-month long summer internship at an organization. These apart, industrial tours are organized across major industrial destinations, with the motive of giving the students a taste of real time working of organizations.

## INDUSTRIAL TOUR

- 2005-07 - Tamil Nadu Petro Products and Integral Coach Factory, Chennai
- 2006-08 – Dabur, Ghaziabad
- 2007-09 – Arvind Mills, Ahmedabad; Amul, Anand; Export Promotional Industrial Park, Jaipur; Mount Abu
- 2008-10 – CIAE, Bhopal; BSNL Telecom Factory, Jabalpur
- 2009-11 – NTPC, Angul; Bhilai Steel Plant; Pipli, Bhubaneswar & Puri
- 2010-12 – HUL; Hero MotoCorp, Haridwar

## OUR PRIZED RECRUITERS

Coal India Ltd.	Reserve Bank of India	Bank of Baroda	Bank of India
Dena Bank	Vijaya Bank	Union Bank of India	United Bank of India
NABARD	IDBI Bank	Viraj Profiles Ltd.	IFFCO
Punjab National Bank	Vodafone	Lohia Starlinger Ltd.	BPCL
Tractors India Ltd.	HDFC Standard Life Insurance	CMIE	JK Cements Ltd.
Jaypee Associates Ltd.	Power Finance Corporation Ltd.	Airtel	UP Financial Corporation
LIC Housing Finance Ltd.	HUDCO	FINO	ONGC
NEI Bearings	Reliance ADAG	Ispat Industries	HCL Infosystems
Jaipur Rugs	Areva T&D	L & T Ltd.	Indian Telephone Industry
BHEL	NTPC	HINDALCO	Allahabad Bank
Axis Bank	Karur Vysya Bank	Sharda Group	..and many more..!!

# Student's Profile of MBA Batch 2011-13

At School of Management Studies, Motilal Nehru National Institute of Technology Allahabad, the students get the advantage of **dual specialization** with equal weightage to both the specializations, which are specified below:

1. Finance
2. Human Resources
3. Marketing
4. Systems

For the batch of 2012-13, the break-up of students in the above mentioned streams are as follows:

Finance & Marketing	:	50
Human Resources & Marketing	:	21
Human Resources & Finance	:	6
Systems & Marketing	:	2
Human Resources & Systems	:	1

# Student's Profile

**Name**

Date of Birth  
Pre MBA Qualification  
Areas of Specialisation  
Summer Internship  
Internship Project  
Projects

Email ID

**Abhishek Saran**

10/08/1987  
B. Tech. (Computer Science & Engineering)  
Finance & Marketing  
Hotel Kanha Shyam (SBW Udyog Limited), Allahabad  
Marketing Strategy of the Hotel & Customer Relationship Management  
1. Supply Chain Management of Vegetables Growing in Allahabad  
2. Adoption of ICT as a Growth Enabler for the Shopkeepers of Allahabad  
abhitechsaran36@gmail.com

**Name**

Date of Birth  
Pre MBA Qualification  
Areas of Specialisation  
Summer Internship  
Internship Project  
Projects

Email ID

**Aditi Joshi**

24/12/1991  
BCA  
HR & Marketing  
Oil and Natural Gas Corporation Limited, Dehradun  
Training and Development: A vital Tool for Employee Satisfaction  
1. Supply Chain Management of Vegetables Growing in Allahabad  
2. Adoption of ICT as a Growth Enabler for the Shopkeepers of Allahabad  
aditijoshi205@gmail.com

**Name**

Date of Birth  
Pre MBA Qualification  
Areas of Specialisation  
Summer Internship  
Internship Project  
Projects

Email ID

**Aditya Shukla**

02/07/199  
M.Com  
Finance & Marketing  
Indian Oil Corporation Limited  
Marketing Strategy for XTRA REWARDS CARD - A Loyalty Program  
1. Supply Chain Management of Vegetables Growing in Allahabad  
2. Adoption of ICT as a Growth Enabler for the Shopkeepers of Allahabad  
visitgyanu@gmail.com

**Name**

Date of Birth  
Pre MBA Qualification  
Areas of Specialisation  
Work Experience  
Summer Internship  
Internship Project  
Projects

Email ID

**Ajita Singh**

19/01/1984  
B. Tech. (Information & Technology)  
HR & Marketing  
Worked as Project Engineer at Wipro Technologies for 34 Months.  
Hindustan Petroleum Corporation Limited, Mumbai  
Building Block of Capability Building  
1. Supply Chain Management of Vegetables Growing in Allahabad  
2. Adoption of ICT as a Growth Enabler for the Shopkeepers of Allahabad  
ajitasingh19@gmail.com

**Name**

Date of Birth  
Pre MBA Qualification  
Areas of Specialisation  
Work Experience  
Summer Internship  
Internship Project  
Projects

Email ID

**Alkesh Kumar Mishra**

02/01/1988  
BCA  
Finance & Marketing  
Worked as Marketing officer in Amar Ujala for 08 months  
Jaypee Agri Initiative Company Limited  
Role of retailers as Sales & Brand promotor of Jaypee Sharda Cooking Oils  
1. Supply Chain Management of Vegetables Growing in Allahabad  
2. Adoption of ICT as a Growth Enabler for the Shopkeepers of Allahabad  
alkeshmishramnno2@gmail.com

# Student's Profile

**Name**

Date of Birth  
Pre MBA Qualification  
Areas of Specialisation  
Summer Internship  
Internship Project  
Projects

Email ID

**Aman Chauhan**

06/12/1986  
B. Tech. (Textile Chemistry)  
Finance & Marketing  
Satluj Jal Vidyut Nigam Limited., Shimla  
Financial Analysis of Satluj Jal Vidyut Nigam Limited.  
1. Government Rural Development Schemes: A Study Of Financial Schemes  
2. Issues In Implementation Of RTI Act In India: A Study  
amangcti@gmail.com

**Name**

Date of Birth  
Pre MBA Qualification  
Areas of Specialisation  
Summer Internship  
Internship Project  
Projects

Email ID

**Aman Jaiswal**

20/10/1989  
B.Com  
Finance & Marketing  
IndusInd Bank  
Credit Appraisal  
1. Supply Chain Management of Vegetables Growing in Allahabad  
2. Adoption of ICT as a Growth Enabler for the Shopkeepers of Allahabad  
amanh30@gmail.com

**Name**

Date of Birth  
Pre MBA Qualification  
Areas of Specialisation  
Summer Internship  
Internship Project  
Projects

Email ID

**Amit Kumar Jayaswal**

17/07/1990  
BBA  
Finance & Marketing  
Housing & Urban Development Corporation Limited ,New Delhi  
Financial Instrument And Disbursement Management of HUDCO  
1. Supply Chain Management of Vegetables Growing in Allahabad  
2. Adoption of ICT as a Growth Enabler for the Shopkeepers of Allahabad  
amitjayaswal1990@gmail.com

**Name**

Date of Birth  
Pre MBA Qualification  
Areas of Specialisation  
Summer Internship  
Internship Project  
Projects

Email ID

**Amrita Parashar**

10/04/1988  
B.Sc. (Hons.) (Biotechnology)  
HR & Marketing  
Hindustan Petroleum Corporation Limited, Mumbai  
E-Learning at HPCL, Mumbai  
1. Supply Chain Management of Vegetables Growing in Allahabad  
2. Adoption of ICT as a Growth Enabler for the Shopkeepers of Allahabad  
amritaparashar10@gmail.com

**Name**

Date of Birth  
Pre MBA Qualification  
Areas of Specialisation  
Summer Internship  
Internship Project  
Projects

Email ID

**Ankit Kandoi**

19/09/1989  
B.Com (Hons)  
Finance & Marketing  
Housing & Urban Development Corporation Limited, New Delhi  
Asset/Liability Management on HUDCO  
1. Supply Chain Management of Vegetables Growing in Allahabad  
2. Adoption of ICT as a Growth Enabler for the Shopkeepers of Allahabad  
ankitkandoi12@gmail.com



# Student's Profile

**Name**

Date of Birth  
Pre MBA Qualification  
Areas of Specialisation  
Summer Internship  
Internship Project  
Projects

Email ID

**Ankit Kumar Gupta**

30/12/1989  
B.Sc. (Maths & Physics)  
Finance & Marketing  
Lohia Starlinger Limited  
Study of impact of post sales services on repeat purchase.  
1. Supply Chain Management of Vegetables Growing in Allahabad  
2. Adoption of ICT as a Growth Enabler for the Shopkeepers of Allahabad  
misu.ankit97@gmail.com

**Name**

Date of Birth  
Pre MBA Qualification  
Areas of Specialisation  
Work Experience  
Summer Internship  
Internship Project  
Projects

Email ID

**Ankur Srivastav**

24/01/1983  
B. Tech. (Textile Technology)  
Finance & Marketing  
Worked as a Service Engineer for Voltas Limited (TATA Group) for 49 months.  
Bharat Petroleum Corporation Limited, Mumbai  
The implementation of the Scheme "Rajeev Gandhi Gramin LPG Vitran Yojana"  
1. Supply Chain Management of Vegetables Growing in Allahabad  
2. Adoption of ICT as a Growth Enabler for the Shopkeepers of Allahabad  
voltas.ankuroo1@gmail.com

**Name**

Date of Birth  
Pre MBA Qualification  
Areas of Specialisation  
Work Experience  
Summer Internship  
Internship Project  
Projects

Email ID

**Anuj Jha**

14/05/86  
B. Tech. (Oil Technology)  
Finance & Marketing  
Worked as a Shift Engineer for 12 Months with Rohit Surfactants Private Limited  
Bank of Baroda, Allahabad  
Sales and Services of Wealth Management Products of Bank of Baroda  
1. Supply Chain Management of Vegetables Growing in Allahabad  
2. Adoption of ICT as a Growth Enabler for the Shopkeepers of Allahabad  
anujjha84@gmail.com

**Name**

Date of Birth  
Pre MBA Qualification  
Areas of Specialisation  
Summer Internship  
Internship Project  
Projects

Email ID

**Anurag Srivastava**

08/01/1991  
B.Com  
Finance & Marketing  
Tata Teleservices Limited, Lucknow  
To study internet usage and media consumption pattern  
1. Supply Chain Management of Vegetables Growing in Allahabad  
2. Adoption of ICT as a Growth Enabler for the Shopkeepers of Allahabad  
anujsrivastavaas@gmail.com

**Name**

Date of Birth  
Pre MBA Qualification  
Areas of Specialisation  
Summer Internship  
Internship Project  
Projects

Email ID

**Apsha Sinha**

05/06/1987  
B.Tech (Food Technology)  
HR & Finance  
National Thermal Power Corporation, Lucknow  
Service Effectiveness of Human Resource Department at NRHQ, NTPC  
1. Supply Chain Management of Vegetables Growing in Allahabad  
2. Adoption of ICT as a Growth Enabler for the Shopkeepers of Allahabad  
apsha.forever@gmail.com

# Student's Profile

**Name**

Date of Birth  
Pre MBA Qualification  
Areas of Specialisation  
Summer Internship  
Internship Project  
Projects

Email ID

**Arabhambhai K. Bhutiya**

21/9/1986  
B.Sc.(Physics), PGDBA  
HR & Marketing  
Oswal Machinery Limited.  
Material Handling Equipment (Crane, Conveyor Belt, Hoist)  
1.Supply Chain Management of Vegetables Growing in Allahabad  
2.Adoption of ICT as a Growth Enabler for the Shopkeepers of Allahabad  
arbham.radhaswami@gmail.com

**Name**

Date of Birth  
Pre MBA Qualification  
Areas of Specialisation  
Summer Internship  
Internship Project  
Projects

Email ID

**Ashish Khandelwal**

23/03/1989  
MBA Qualification B.Com (Hons.) (Finance)  
Finance & Marketing  
Jaypee Associates Limited, Cement Division, Allahabad  
Credit Monitoring System in Jaypee Cements  
1.Supply Chain Management of Vegetables Growing in Allahabad  
2.Adoption of ICT as a Growth Enabler for the Shopkeepers of Allahabad  
ashishkhandelwal17@gmail.com

**Name**

Date of Birth  
Pre MBA Qualification  
Areas of Specialisation  
Summer Internship  
Internship Project  
Projects

Email ID

**Ayush**

18/04/1989  
B. Sc. (Maths)  
Finance & Marketing  
Indian Farmers Fertilizers Co-operative Limited  
Study of Working capital and Capital Management in IFFCO  
1.Supply Chain Management of Vegetables Growing in Allahabad  
2.Adoption of ICT as a Growth Enabler for the Shopkeepers of Allahabad  
ayushcluster@gmail.com

**Name**

Date of Birth  
Pre MBA Qualification  
Areas of Specialisation  
Summer Internship  
Internship Project  
Projects

Email ID

**Bhoomika Goyal**

31/10/1990  
B.Sc. (Biotechnology)  
HR & Marketing  
ICICI Bank  
Banking as a budding market component: A study on ICICI Bank  
1.Supply Chain Management of Vegetables Growing in Allahabad  
2.Adoption of ICT as a Growth Enabler for the Shopkeepers of Allahabad  
bhoomikagoyal31@gmail.com

**Name**

Date of Birth  
Pre MBA Qualification  
Areas of Specialisation  
Summer Internship  
Internship Project  
Projects

Email ID

**Divya Srivastava**

17/5/1990  
B.Sc. (Biotechnology)  
HR & Finance  
Jaypee Associates Limited, Cement Division, Dalla  
Performance Management System  
1.Supply Chain Management of Vegetables Growing in Allahabad  
2.Adoption of ICT as a Growth Enabler for the Shopkeepers of Allahabad  
divyasrivastava247@gmail.com

# Student's Profile

**Name**

Date of Birth  
Pre MBA Qualification  
Areas of Specialisation  
Summer Internship  
Internship Project  
Projects

Email ID

**Gargi Baranwal**

17/08/1988  
MBA Qualification BCA  
HR & Finance  
Jaypee Associates Limited, Cement Division, Dalla  
Working Capital Management at Dalla Cement Factory  
1. Supply Chain Management of Vegetables Growing in Allahabad  
2. Adoption of ICT as a Growth Enabler for the Shopkeepers of Allahabad  
gargi.baranwal@gmail.com

**Name**

Date of Birth  
Pre MBA Qualification  
Areas of Specialisation  
Work Experience  
Summer Internship  
Internship Project  
Projects

Email ID

**Harshesh Dwivedi**

17/08/1986  
B. Sc. (Hons.)  
Finance & Marketing  
Worked as a Process Developer for 28 Months with Genpact  
Jaypee Agri. Initiative Company Limited, Allahabad  
Role of retailers as Sales and Brand promoters of Jaypee Sharda Cooking Oils  
1. Supply Chain Management of Vegetables Growing in Allahabad  
2. Adoption of ICT as a Growth Enabler for the Shopkeepers of Allahabad  
harshesh7007@gmail.com

**Name**

Date of Birth  
Pre MBA Qualification  
Areas of Specialisation  
Summer Internship  
Internship Project  
Projects

Email ID

**Irfan Ahmad**

10/03/1991  
BBA  
HR & Marketing  
Housing & Urban Development Corporation Limited ,(HUDCO), Lucknow  
Retail financing-a comparison of HUDCO with other financial institutions  
1. Supply Chain Management of Vegetables Growing in Allahabad  
2. Adoption of ICT as a Growth Enabler for the Shopkeepers of Allahabad  
irfanbzb@gmail.com

**Name**

Date of Birth  
Pre MBA Qualification  
Areas of Specialisation  
Summer Internship  
Internship Project  
Projects

Email ID

**Kadir**

21/07/1989  
B. Sc.  
Systems & Marketing  
Karvy Stock Broking Limited  
Customer Satisfaction Regarding DMAT Services Offered by Karvy at Allahabad  
1. Supply Chain Management of Vegetables Growing in Allahabad  
2. Adoption of ICT as a Growth Enabler for the Shopkeepers of Allahabad  
kadir.dreams@gmail.com

**Name**

Date of Birth  
Pre MBA Qualification  
Areas of Specialisation  
Summer Internship  
Internship Project  
Projects

Email ID

**Maharath Mayukh**

15/12/1986  
B. Tech. (Agricultural Engg.)  
Finance & Marketing  
Uttar Pradesh Financial Corporation, Allahabad  
Preparation Of Technical Feasibility Report Of A Sample Case  
1. Supply Chain Management of Vegetables Growing in Allahabad  
2. Adoption of ICT as a Growth Enabler for the Shopkeepers of Allahabad  
maharath.01@gmail.com

# Student's Profile

**Name**

Date of Birth  
Pre MBA Qualification  
Areas of Specialisation  
Summer Internship  
Internship Project  
Projects

Email ID

**Maheep Kumar Yadav**

20/05/1986  
B. Tech. (Computer Science & Engineering)  
HR & Marketing  
Tata Motors Limited, Lucknow  
Standardisation of Visual Mgmt. & Implementation of Office 5S and KAIZEN  
1. Supply Chain Management of Vegetables Growing in Allahabad  
2. Adoption of ICT as a Growth Enabler for the Shopkeepers of Allahabad  
maheep04@gmail.com

**Name**

Date of Birth  
Pre MBA Qualification  
Areas of Specialisation  
Work Experience  
Summer Internship  
Internship Project  
Projects

Email ID

**Manav Maheshwari**

16/04/1986  
B. Pharma  
Finance & Marketing  
Asst. Accountant for 20 months with U.P. Sahakari Gram Vikas Bank Limited  
National Thermal Power Corporation Limited, Dadri  
Ratio Analysis of NTPC Limited in comparison with TATA Power  
1. Supply Chain Management of Vegetables Growing in Allahabad  
2. Adoption of ICT as a Growth Enabler for the Shopkeepers of Allahabad  
manavdaga@gmail.com

**Name**

Date of Birth  
Pre MBA Qualification  
Areas of Specialisation  
Summer Internship  
Internship Project  
Projects

Email ID

**Manish Arya**

17/05/1987  
B.Com  
Finance & Marketing  
Housing & Urban Development Corporation Limited, Dehradun  
Real Estate Project funding-A case study of HUDCO  
1. Supply Chain Management of Vegetables Growing in Allahabad  
2. Adoption of ICT as a Growth Enabler for the Shopkeepers of Allahabad  
lakshya4meet@gmail.com

**Name**

Date of Birth  
Pre MBA Qualification  
Areas of Specialisation  
Work Experience  
Summer Internship  
Internship Project  
Projects

Email ID

**Manish Ranjan**

09/01/1987  
B.E. (Chemical Engineering)  
HR & Marketing  
Production Officer for 13 Months with Advance Surfactants India Limited  
Bharat Petroleum Corporation Limited, Kolkata  
Manpower Optimisation  
1. Supply Chain Management of Vegetables Growing in Allahabad  
2. Adoption of ICT as a Growth Enabler for the Shopkeepers of Allahabad  
r.manish@hotmail.com

**Name**

Date of Birth  
Pre MBA Qualification  
Areas of Specialisation  
Summer Internship  
Internship Project  
Projects

Email ID

**Manisha Yadav**

02/03/1988  
B. Tech. (Electrical Engineering)  
HR & Marketing  
Bharat Pumps And Compressors Limited, Naini  
Marketing Research and its Application in BPCL  
1. Supply Chain Management of Vegetables Growing in Allahabad  
2. Adoption of ICT as a Growth Enabler for the Shopkeepers of Allahabad  
manisha339@gmail.com



# Student's Profile

**Name**

Date of Birth  
Pre MBA Qualification  
Areas of Specialisation  
Summer Internship  
Internship Project  
Projects

Email ID

**Mayur Gautam**

19/08/1989  
BBA  
Finance & Marketing  
National Fertilizers Limited, Panipat  
Employees Welfare Schemes at National Fertilizers Limited, Panipat  
1. Supply Chain Management of Vegetables Growing in Allahabad  
2. Adoption of ICT as a Growth Enabler for the Shopkeepers of Allahabad  
mayurgautam89@gmail.com

**Name**

Date of Birth  
Pre MBA Qualification  
Areas of Specialisation  
Summer Internship  
Internship Project  
Projects

Email ID

**Md. Faisal Rahman**

17/2/1985  
BSc Engineering (Electronics & Communication Engineering)  
Finance & Marketing  
Indian Oil Corporation Limited, Patna  
Customer Satisfaction Research of XTRAPOWERTM fleet card.  
1. Supply Chain Management of Vegetables Growing in Allahabad  
2. Adoption of ICT as a Growth Enabler for the Shopkeepers of Allahabad  
rfaisal99@yahoo.in

**Name**

Date of Birth  
Pre MBA Qualification  
Areas of Specialisation  
Work Experience  
Summer Internship  
Internship Project  
Projects  
Email ID

**Md. Nasim**

02/03/1988  
BCA  
Finance & Marketing  
National Thermal Power Corporation, Farakka  
Feasibility of Coal Movement through Water  
1. Supply Chain Management of Vegetables Growing in Allahabad  
2. Adoption of ICT as a Growth Enabler for the Shopkeepers of Allahabad  
nasimrocks1987@gmail.com

**Name**

Date of Birth  
Pre MBA Qualification  
Areas of Specialisation  
Summer Internship  
Internship Project  
Projects

Email ID

**Mohammed Manzer Imam**

10/01/1983  
B. Tech. (Biotechnology)  
Finance & Marketing  
Religare Securities Limited, Lucknow  
Forex Trade Analysis and Risk Assessment  
1. Supply Chain Management of Vegetables Growing in Allahabad  
2. Adoption of ICT as a Growth Enabler for the Shopkeepers of Allahabad  
mmimam@gmail.com

**Name**

Date of Birth  
Pre MBA Qualification  
Areas of Specialisation  
Summer Internship  
Internship Project  
Projects

Email ID

**Mukesh Kumar Singh**

08/10/1988  
BBA (E-Commerce)  
Finance & Marketing  
Northern Coal Field Limited, Singrauli  
Financial Analysis of NCL, Singrauli  
1. Supply Chain Management of Vegetables Growing in Allahabad  
2. Adoption of ICT as a Growth Enabler for the Shopkeepers of Allahabad  
ms04512@gmail.com

# Student's Profile

**Name**

Date of Birth  
Pre MBA Qualification  
Areas of Specialisation  
Summer Internship  
Internship Project  
Projects

Email ID

**Navin Kumar Mehta**

20/07/1989  
B. Tech. (Computer Science)  
HR & Marketing  
Schneider Electric Infrastructure Limited, Allahabad  
To study, evaluate and analyse training effectiveness at SCIL , Naini  
1. Supply Chain Management of Vegetables Growing in Allahabad  
2. Adoption of ICT as a Growth Enabler for the Shopkeepers of Allahabad  
navinmehta1989@gmail.com

**Name**

Date of Birth  
Pre MBA Qualification  
Areas of Specialisation  
Summer Internship  
Internship Project  
Projects

Email ID

**Navin Tiwari**

16/11/1989  
B. Com  
Finance & Marketing  
Bharat Pumps And Compressors Limited, Allahabad  
Study of Marketing Mix of BPCL  
1. Supply Chain Management of Vegetables Growing in Allahabad  
2. Adoption of ICT as a Growth Enabler for the Shopkeepers of Allahabad  
navindemon89@gmail.com



Date of Birth  
Pre MBA Qualification  
Areas of Specialisation  
Summer Internship  
Internship Project  
Projects

Email ID

**Pallavi Gupta**

19/11/1988  
B.Sc. Biotechnology  
HR & Finance  
Hindustan Petroleum Corporation Limited, Mumbai  
Employee Satisfaction at HPCL  
1. Supply Chain Management of Vegetables Growing in Allahabad  
2. Adoption of ICT as a Growth Enabler for the Shopkeepers of Allahabad  
pal.gupta1911@gmail.com

**Name**

Date of Birth  
Pre MBA Qualification  
Areas of Specialisation  
Work Experience

Summer Internship  
Internship Project  
Projects

Email ID

**Pavansut Mishra**

01/03/1987  
B. Tech. (Electrical & Electronics Engg.)  
HR & Marketing  
1. Worked as a Site Engineer for 19 months in Pasondia Cables  
2. Worked as Business Developer for 06 months in Bellstone Hi Tech  
International Advanced Research Centre , (ARCI) ,Hyderabad  
Feasibility Analysis of Sol-Gel coated Polycarbonate sheet  
1. Supply Chain Management of Vegetables Growing in Allahabad  
2. Adoption of ICT as a Growth Enabler for the Shopkeepers of Allahabad  
pavansutmishra@gmail.com

**Name**

Date of Birth  
Pre MBA Qualification  
Areas of Specialisation  
Summer Internship  
Internship Project  
Projects

Email ID

**Pawan Kumar Yadav**

23/08/1985  
B. Tech. (Textile Engg.)  
Finance & Marketing  
Sonata Finance Private Limited (SFPL)  
Service Operation strategy in MFIs : A Study Of SFPL.  
1. Supply Chain Management of Vegetables Growing in Allahabad  
2. Adoption of ICT as a Growth Enabler for the Shopkeepers of Allahabad  
pawangctik100@gmail.com

# Student's Profile



**Name** Piyush Priyank  
**Date of Birth** 29/07/1989  
**Pre MBA Qualification** B. Sc. (Hons.) Maths  
**Areas of Specialisation** Finance & Marketing  
**Summer Internship** Housing & Urban Development Corporation Limited (HUDCO), New Delhi  
**Internship Project** Effect of various factors on DSCR in a project appraisal in Power Sector  
**Projects** 1. Supply Chain Management of Vegetables Growing in Allahabad  
2. Adoption of ICT as a Growth Enabler for the Shopkeepers of Allahabad  
**Email ID** piyushpriyank32@gmail.com



**Name** Prachi Sinha  
**Date of Birth** 11/11/1990  
**Pre MBA Qualification** B.Com  
**Areas of Specialisation** HR & Finance  
**Summer Internship** Indian Farmers Fertilizers Co-Operative Limited  
**Internship Project** Working Capital Management of Iffco  
**Projects** 1. Supply Chain Management of Vegetables Growing in Allahabad  
2. Adoption of ICT as a Growth Enabler for the Shopkeepers of Allahabad  
**Email ID** prachisinha9.11@gmail.com



**Name** Prakhar Srivastava  
**Date of Birth** 15/08/1989  
**Pre MBA Qualification** B.Com (Pass) Insurance And Risk Management  
**Areas of Specialisation** Finance & Marketing  
**Summer Internship** Karvy Stock Broking Limited, Lucknow  
**Internship Project** Analysis of the Investment Options and Customer Buying Preference  
**Projects** 1. Supply Chain Management of Vegetables Growing in Allahabad  
2. Adoption of ICT as a Growth Enabler for the Shopkeepers of Allahabad  
**Email ID** prakhar.psalics@gmail.com



**Name** Prashant Agrawal  
**Date of Birth** 10/10/1987  
**Pre MBA Qualification** B. Tech. ( Computer Science)  
**Areas of Specialisation** Finance & Marketing  
**Work Experience** Worked as a Software engineer for 29 Months with Montage Services  
**Summer Internship** KPMG India Pvt. Limited.  
**Internship Project** Financial Pre-Audit in Real Estate Company ( Raheja Developers Limited. )  
**Projects** 1. Supply Chain Management of Vegetables Growing in Allahabad  
2. Adoption of ICT as a Growth Enabler for the Shopkeepers of Allahabad  
**Email ID** prashant.ag2010@gmail.com



**Name** Prateek Srivastava  
**Date of Birth** 10/08/1989  
**Pre MBA Qualification** B. Tech. (Computer Science)  
**Areas of Specialisation** Finance & Marketing  
**Summer Internship** Ministry Of Heavy industries and Public Enterprises, Government of India  
**Internship Project** Strategies to Revive HMT-Machine Tools Limited, A Management Approach  
**Projects** 1. Supply Chain Management of Vegetables Growing in Allahabad  
2. Adoption of ICT as a Growth Enabler for the Shopkeepers of Allahabad  
**Email ID** prateeksri10@gmail.com

# Student's Profile

**Name**

Date of Birth  
Pre MBA Qualification  
Areas of Specialisation  
Work Experience  
Summer Internship  
Internship Project  
Projects

Email ID

**Prerna Singh**

13/06/1989  
Pre MBA Qualification BCA  
HR & Marketing  
07 Months as Computer Instructor at Jagat Taran Girl's Degree College  
Schneider Electric Infrastructure Limited, Allahabad  
To study, evaluate and analyse training effectiveness at SEIL , Naini  
1.Supply Chain Management of Vegetables Growing in Allahabad  
2.Adoption of ICT as a Growth Enabler for the Shopkeepers of Allahabad  
prernanidhi.singh@gmail.com

**Name**

Date of Birth  
Pre MBA Qualification  
Areas of Specialisation  
Summer Internship  
Internship Project  
Projects

Email ID

**Rajan Yadav**

25/06/1989  
B.Com  
Finance & Marketing  
Housing & Urban Development Corporation Limited (HUDCO) ,Lucknow  
Analysis Of Retail Financing-A Comparative study of HUDCO.  
1.Supply Chain Management of Vegetables Growing in Allahabad  
2.Adoption of ICT as a Growth Enabler for the Shopkeepers of Allahabad  
rajan.forever007@gmail.com

**Name**

Date of Birth  
Pre MBA Qualification  
Areas of Specialisation  
Summer Internship  
Internship Project  
Projects

Email ID

**Rakesh Kumar Niranjana**

08/05/1990  
BBA (Hons.)  
Finance & Marketing  
Tata Teleservices, Lucknow  
To Study The Feedback Of Retailer And Consumer In Allahabad City  
1.Supply Chain Management of Vegetables Growing in Allahabad  
2.Adoption of ICT as a Growth Enabler for the Shopkeepers of Allahabad  
rakesh.niranjana4@gmail.com

**Name**

Date of Birth  
Pre MBA Qualification  
Areas of Specialisation  
Work Experience  
Summer Internship  
Internship Project  
Projects

Email ID

**Rakesh Ranjan**

06/11/1989  
B. Tech. (Man Made Fibre Technology)  
HR & Marketing  
Worked as Merchandiser for 02 months at Pratibha Syntax Ltd.  
Reliance Industries Limited, Allahabad  
Appraisal System In Reliance Manufacturing Division, Allahabad  
1.Supply Chain Management of Vegetables Growing in Allahabad  
2.Adoption of ICT as a Growth Enabler for the Shopkeepers of Allahabad  
ranjan611@gmail.com

**Name**

Date of Birth  
Pre MBA Qualification  
Areas of Specialisation  
Summer Internship  
Internship Project  
Projects

Email ID

**Ram Niranjana Tiwari**

14/08/1988  
B.Sc.(Phy & Maths)  
Finance & Marketing  
Bank of Baroda, Allahabad  
Effectiveness of SME Financing Schemes at Bank of Baroda  
1.Supply Chain Management of Vegetables Growing in Allahabad  
2.Adoption of ICT as a Growth Enabler for the Shopkeepers of Allahabad  
ramniranjantiwari99@gmail.com



# Student's Profile

**Name**

Date of Birth  
Pre MBA Qualification  
Areas of Specialisation  
Summer Internship  
Internship Project  
Projects

Email ID

**Ranjeet Paswan**

02/07/1988  
B. Tech. (Computer Science)  
Finance & Marketing  
Reliance Life Insurance  
Study on Child Plan of Reliance Child Insurance  
1. Supply Chain Management of Vegetables Growing In Allahabad  
2. Adoption Of ICT As A Growth Enabler For The Shopkeepers of Allahabad  
ranjeet.paswan64@gmail.com

**Name**

Date of Birth  
Pre MBA Qualification  
Areas of Specialisation  
Summer Internship  
Internship Project  
Projects

Email ID

**Ravi Prakash Jaiswal**

16/09/1985  
B. Tech (Mechanical Engineering)  
HR & Marketing  
Jaypee Associates Limited. (Cement Division), Allahabad  
Price Positioning of Jaypee Cement among its Competitors  
1. Supply Chain Management of Vegetables Growing in Allahabad  
2. Adoption of ICT as a Growth Enabler for the Shopkeepers of Allahabad  
ravijaiswal.mnnt@gmail.com

**Name**

Date of Birth  
Pre MBA Qualification  
Areas of Specialisation  
Summer Internship  
Internship Project  
Projects

Email ID

**Ravi Ranjan**

08/06/1985  
B.Sc. (Hons.) (Math)  
Finance & Marketing  
IDBI Bank Limited.  
Effect of Change in interest rate on the performance of Banking System  
1. Supply Chain Management of Vegetables Growing in Allahabad  
2. Adoption of ICT as a Growth Enabler for the Shopkeepers of Allahabad  
ranjan.ravio6@gmail.com

**Name**

Date of Birth  
Pre MBA Qualification  
Areas of Specialisation  
Summer Internship  
Internship Project  
Projects

Email ID

**Ritesh Kumar Mishra**

18/08/1989  
B.Sc. (Hons.) (Statistics)  
HR & Marketing  
Diesel Locomotive Works, Varanasi  
DLW: Existing Customers & Emerging Business Market  
1. Supply Chain Management of Vegetables Growing in Allahabad  
2. Adoption of ICT as a Growth Enabler for the Shopkeepers of Allahabad  
ritesh1vns@gmail.com

**Name**

Date of Birth  
Pre MBA Qualification  
Areas of Specialisation  
Summer Internship  
Internship Project  
Projects

Email ID

**Sachet Gaur**

15/06/1990  
B.Sc. (Maths)  
HR & Marketing  
Ralson (India) Limited  
Efficacy of Distribution Channel of Ralson (India) Limited (Cycle Range)  
1. Supply Chain Management of Vegetables Growing in Allahabad  
2. Adoption of ICT as a Growth Enabler for the Shopkeepers of Allahabad  
sachet.sachet7@gmail.com

# Student's Profile

**Name**

Date of Birth  
Pre MBA Qualification  
Areas of Specialisation  
Summer Internship  
Internship Project  
Projects

Email ID

**Sakshi Singhania**

15/5/1990  
B.Com(Hons.) (Marketing)  
Finance & Marketing  
Bank Of Baroda  
Trend Of Npa In Bank of Baroda In Allahabad Region  
1.Supply Chain Management of Vegetables Growing in Allahabad  
2.Adoption of ICT as a Growth Enabler for the Shopkeepers of Allahabad  
sakshi.mnnit@gmail.com

**Name**

Date of Birth  
Pre MBA Qualification  
Areas of Specialisation  
Work Experience  
Summer Internship  
Internship Project  
Projects

Email ID

**Sandeep Dhyani**

21/06/1987  
B.Sc. (Hons.), Computer Science  
Finance & Marketing  
Worked as Associate Systems Engineer for 19 Months at 3Tier Technologies Pvt Ltd.  
Karvy Stock Broking Limited.  
Customer Satisfaction Regarding DMAT Services at Karvy, Allahabad  
1.Supply Chain Management of Vegetables Growing in Allahabad  
2.Adoption of ICT as a Growth Enabler for the Shopkeepers of Allahabad  
sandeepdhyani@hotmail.com

**Name**

Date of Birth  
Pre MBA Qualification  
Areas of Specialisation  
Summer Internship  
Internship Project  
Projects

Email ID

**Saroj Yadav**

18/12/1988  
B.Com  
Finance & Marketing  
Uttar Pradesh Financial Corporation, Allahabad  
Preparation of Technical Feasibility Report of A Sample Case  
1.Supply Chain Management of Vegetables Growing In Allahabad  
2.Adoption of ICT as A Growth Enabler for the Shopkeepers of Allahabad  
yadav.saroj18@gmail.com

**Name**

Date of Birth  
Pre MBA Qualification  
Areas of Specialisation  
Summer Internship  
Internship Project  
Projects

Email ID

**Saurabh Srivastva**

25/05/1987  
B.Sc. ( Maths)  
Finance & Marketing  
Uttar Pradesh Financial Corporation, Allahabad  
Study Of Working Of UPFC & Ratio Analysis of Balance Sheet of a Sample Case  
1.Supply Chain Management of Vegetables Growing in Allahabad  
2.Adoption of ICT as a Growth Enabler for the Shopkeepers of Allahabad  
sau23rabh@gmail.com

**Name**

Date of Birth  
Pre MBA Qualification  
Areas of Specialisation  
Work Experience  
Summer Internship  
Internship Project  
Projects

Email ID

**Saurabh Yadav**

Date of Birth 12/10/1990  
Pre MBA Qualification B. Tech. (Computer Science & Engineering)  
Finance & Marketing  
Worked as a Graduate Engineer Trainee for 11 Months at Fidelity Investment  
Bank of Baroda, Regional Office, Allahabad  
Impact of Financial Inclusion On Bank Of Baroda  
1.Supply Chain Management of Vegetables Growing in Allahabad  
2.Adoption of ICT as a Growth Enabler for the Shopkeepers of Allahabad  
yadavsaurabh10@gmail.com

# Student's Profile

**Name**

Date of Birth  
Pre MBA Qualification  
Areas of Specialisation  
Summer Internship  
Internship Project  
Projects

Email ID

**Shailesh Kumar Singh**

31/08/1990  
BCA  
HR & Marketing  
(Northern Coal Field Limited.)NCL, Singrauli  
Internship Project Sales And Marketing of Coal At NCL, Singrauli  
1.Supply Chain Management of Vegetables Growing in Allahabad  
2.Adoption of ICT as a Growth Enabler for the Shopkeepers of Allahabad  
singh.shailesh.shailesh@gmail.com

**Name**

Date of Birth  
Pre MBA Qualification  
Areas of Specialisation  
Summer Internship  
Internship Project  
Projects

Email ID

**Sharthak Pandey**

09/11/1990  
B.Com  
Finance & Marketing  
Lohia Starlinger Limited  
Domestic and International Marketing At Lohia  
1.Supply Chain Management of Vegetables Growing in Allahabad  
2.Adoption of ICT as a Growth Enabler for the Shopkeepers of Allahabad  
sharthak.pandey.007@gmail.com

**Name**

Date of Birth  
Pre MBA Qualification  
Areas of Specialisation  
Summer Internship  
Internship Project  
Projects

Email ID

**Shashank Kumar**

05/05/1985  
B.Tech (Mechanical Engineering)  
Worked as Engineer for 15 Months at Macawber Beekay Private Limited.  
Finance & Marketing  
Indian Oil Corporation Limited  
Marketing of IOCLwith reference to Mathura refinery  
1.Supply Chain Management of Vegetables Growing in Allahabad  
2.Adoption of ICT as a Growth Enabler for the Shopkeepers of Allahabad  
shashank5may@gmail.com

**Name**

Date of Birth  
Pre MBA Qualification  
Areas of Specialisation  
Summer Internship  
Internship Project  
Projects

Email ID

**Shashank Narayan**

24/08/1987  
B.Tech (Mechanical Engineering)  
Finance & Marketing  
International Advanced Research Centre for Powder Metallurgy ,Hyderabad  
Feasibility Study of Exfoliated Graphite Bipolar Plate used in PEM Fuel Cell  
1.Supply Chain Management of Vegetables Growing in Allahabad  
2.Adoption of ICT as a Growth Enabler for the Shopkeepers of Allahabad  
shashank\_narayan50@yhaoo.com

**Name**

Date of Birth  
Pre MBA Qualification  
Areas of Specialisation  
Summer Internship  
Internship Project  
Projects

Email ID

**Sheikh Abdel Naser**

09/07/1985  
B.Tech (Biotechnology)  
HR & Marketing  
BPCL ,Allahabad  
Marketing Plan and Product Analysis at BPCL Allahabad  
1.Supply Chain Management of Vegetables Growing in Allahabad  
2.Adoption of ICT as a Growth Enabler for the Shopkeepers of Allahabad  
sa.naser2003@gmail.com

# Student's Profile

**Name**

Date of Birth  
Pre MBA Qualification  
Areas of Specialisation  
Work Experience  
Summer Internship  
Internship Project  
Projects

Email ID

**Shivam Gupta**

22/02/1989  
BBA(E-Commerce)  
Systems & Marketing  
Worked for my own firm "Gupta Sales Corporation", Rewa, for 12 months in Sales  
Jaiprakash Associates Limited, Cement Division, Rewa  
Network Analysis of Cement Industry In Indore  
1.Supply Chain Management Of Vegetables Growing In Allahabad  
2.Adoption Of ICT As A Growth Enabler For The Shopkeepers Of Allahabad  
e.shivam22@gmail.com

**Name**

Date of Birth  
Pre MBA Qualification  
Areas of Specialisation  
Summer Internship  
Internship Project  
Projects

Email ID

**Sneha Pandey**

11/08/1988  
Pre MBA Qualification B.Tech (Computer Science & Engineering)  
Areas of Specialisation HR & Systems  
Summer Internship Hindustan Petroleum Corporation Limited, Mumbai  
Internship Project Performance Management Analytics  
Projects 1.Supply Chain Management of Vegetables Growing in Allahabad  
2.Adoption of ICT as a Growth Enabler for the Shopkeepers of Allahabad  
Email ID pandey.sneha1988@gmail.com

**Name**

Date of Birth  
Pre MBA Qualification  
Areas of Specialisation  
Summer Internship  
Internship Project  
Projects

Email ID

**Sriram**

08/03/1990  
B.Com(Hons.) (Finance)  
Finance & Marketing  
Jaiprakash Associates Limited, Cement Division, Sadwa, Allahabad  
Working Capital Management & Financial Statement Analysis of Jaypee Cements.  
1.Supply Chain Management of Vegetables Growing in Allahabad  
2.Adoption of ICT as a Growth Enabler for the Shopkeepers of Allahabad  
shirms.bhu@gmail.com

**Name**

Date of Birth  
Pre MBA Qualification  
Areas of Specialisation  
Summer Internship  
Internship Project  
Projects

Email ID

**Suhasini Singh**

25/07/1988  
B.Sc.  
HR & Finance  
Bharat Heavy Electricals Limited (BHEL)  
Working Capital Management at BHEL  
1.Supply Chain Management Of Vegetables Growing In Allahabad  
2.Adoption Of ICT As A Growth Enabler For The Shopkeepers Of Allahabad  
singh7suhasini@gmail.com

**Name**

Date of Birth  
Pre MBA Qualification  
Areas of Specialisation  
Summer Internship  
Internship Project  
Projects

Email ID

**Sumit Mishra**

04/05/1988  
B.Tech (Electrical & Electronics Engg.)  
Finance & Marketing  
Reliance Industries Limited ,Mumbai  
Financial Perfomance of Polymer Processors  
1.Supply Chain Management of Vegetables Growing in Allahabad  
2.Adoption of ICT as a Growth Enabler for the Shopkeepers of Allahabad  
sumito410@gmail.com



# Student's Profile

**Name**

Date of Birth  
Pre MBA Qualification  
Areas of Specialisation  
Summer Internship  
Internship Project  
Projects

Email ID

**Sumit Kumar**

26/12/1987  
B.Pharma  
HR & Marketing  
Hotel Kanha Shyam (Shyam Group), Allahabad  
To study the effectiveness of Recruitment process at Hotel Kanha Shyam  
1. Supply Chain Management of Vegetables Growing in Allahabad  
2. Adoption of ICT as a Growth Enabler for the Shopkeepers of Allahabad  
sumitsizzles@gmail.com

**Name**

Date of Birth  
Pre MBA Qualification  
Areas of Specialisation  
Summer Internship  
Internship Project  
Projects

Email ID

**Sunil Kumar**

05/05/1987  
BBA  
Finance & Marketing  
HCL Infosystems Limited  
Sale & Promotion activity of HCL Laptop  
1. Supply Chain Management of Vegetables Growing in Allahabad  
2. Adoption of ICT as a Growth Enabler for the Shopkeepers of Allahabad  
lucy100man@gmail.com

**Name**

Date of Birth  
Pre MBA Qualification  
Areas of Specialisation  
Summer Internship  
Internship Project  
Projects

Email ID

**Sunil Kumar Pal**

12/12/1989  
B.Com  
Finance & Marketing  
Uttar Pradesh Stock Exchange (UPSE)  
Working of UPSE  
1. Supply Chain Management of Vegetables Growing in Allahabad  
2. Adoption of ICT as a Growth Enabler for the Shopkeepers of Allahabad  
pal13.sunil@gmail.com

**Name**

Date of Birth  
Pre MBA Qualification  
Areas of Specialisation  
Summer Internship  
Internship Project  
Projects

Email ID

**Swati Agrawal**

01/07/1988  
BBA  
HR & Marketing  
National Thermal Power Corporation, Lucknow  
Service Effectiveness of Human Resource Department at NRHQ/NTPC  
1. Supply Chain Management of Vegetables Growing in Allahabad  
2. Adoption of ICT as a Growth Enabler for the Shopkeepers of Allahabad  
swaroskialydos@gmail.com

**Name**

Date of Birth  
Pre MBA Qualification  
Areas of Specialisation  
Summer Internship  
Internship Project  
Projects

Email ID

**Swati Pandey**

19/07/1988  
B.Sc. (Biology)  
HR & Marketing  
Bajaj Allianz Life Insurance, Indore  
Employee Engagement  
1. Supply Chain Management of Vegetables Growing in Allahabad  
2. Adoption of ICT as a Growth Enabler for the Shopkeepers of Allahabad  
swatipnd17@gmail.com

# Student's Profile

**Name**

Date of Birth  
Pre MBA Qualification  
Areas of Specialisation  
Summer Internship  
Internship Project  
Projects

Email ID

**Vandita Sachdeva**

08/06/1988  
B.Com (Pass) Insurance And Risk Management  
Finance & Marketing  
GAIL (India)Limited,Noida,U.P.  
Working Capital Management and benchmarking of training cost  
1.Supply Chain Management of Vegetables Growing in Allahabad  
2.Adoption of ICT as a Growth Enabler for the Shopkeepers of Allahabad  
vsvandita45@gmail.com

**Name**

Date of Birth  
Pre MBA Qualification  
Areas of Specialisation  
Summer Internship  
Internship Project  
Projects

Email ID

**Varun Tripathi**

04/11/1988  
B.Tech (Electrical &Electronics Eng.)  
Finance & Marketing  
Jaypee Associates Limited , Cement Division, Allahabad  
To Study The Marketing Mix of Jaypee Cement In Allahabad Region  
1.Supply Chain Management of Vegetables Growing in Allahabad  
2.Adoption of ICT as a Growth Enabler for the Shopkeepers of Allahabad  
varuntripathien1114@gmail.com

**Name**

Date of Birth  
Pre MBA Qualification  
Areas of Specialisation  
Summer Internship  
Internship Project  
Projects

Email ID

**Yashpal Singh**

03/07/1991  
BCA  
Finance & Marketing  
Northern Coalfields Limited, Singrauli  
Financial Analysis Of NCL, Singrauli  
1.Supply Chain Management Of Vegetables Growing In Allahabad  
2.Adoption Of ICT As A Growth Enabler For The Shopkeepers Of Allahabad  
yashpal.s.yadav3791@gmail.com

**Name**

Date of Birth  
Pre MBA Qualification  
Areas of Specialisation  
Summer Internship  
Internship Project  
Projects

Email ID

**Yogendra Singh Kushwaha**

02/09/1990  
B.Sc. (Computer Science)  
Finance & Marketing  
Karvy Stock Broking Limited.  
Preference Of Advisors Towards Mutual Fund(SIP)  
1.Supply Chain Management Of Vegetables Growing In Allahabad  
2.Adoption Of ICT As A Growth Enabler For The Shopkeepers Of Allahabad  
yogi.mickey90@gmail.Com

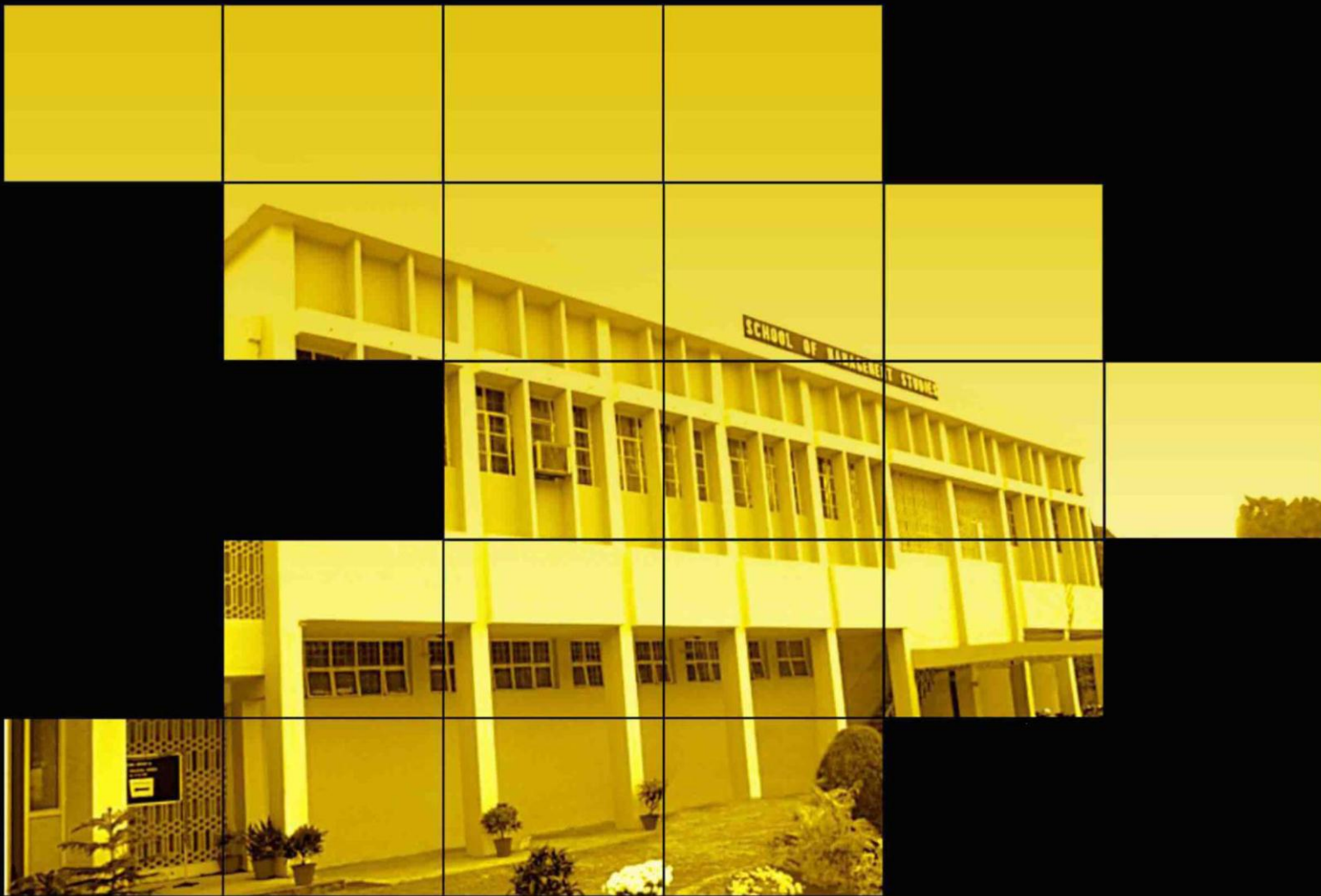
**Name**

Date of Birth  
Pre MBA Qualification  
Areas of Specialisation  
Summer Internship  
Internship Project  
Projects

Email ID

**Yogeshwar Tiwari**

03/10/1988  
BSc. (Maths)  
Finance & Marketing  
Uttar Pradesh Financial Corporation  
Working of UPFC and Ratio Analysis of A Case  
1.Supply Chain Management of Vegetables Growing in Allahabad  
2.Adoption of ICT as a Growth Enabler for the Shopkeepers of Allahabad  
1988ytiwari@gmail.com



## Contact Information

### **Dr. Rajeev Tripathi**

Professor-in-Charge

Department of Training and Placement

MNNIT Allahabad

Tel:(o) 0532-2545677 2271118

Mobile: +91-94150-14473

Email : [mnnitmba.placements@gmail.com](mailto:mnnitmba.placements@gmail.com)

fax: +91-532-2445101

Website : [www.mnnit.ac.in](http://www.mnnit.ac.in)

### **Dr. G. P. Sahu**

Associate Professor

Faculty -in -Charge

Institute Industry Interaction cell

Department of Training and Placement

MNNIT Allahabad

Mobile: +91-93055-08002

Email : [gsahu@mnnit.ac.in](mailto:gsahu@mnnit.ac.in)

## School of Management Studies

Motilal Nehru National Institute of Technology Allahabad

Allahabad - 211004, India

Phone: +91-532-2545334, 2271550, 2271558 Fax: +91-532-2545341

Website: [www.mnnit.ac.in](http://www.mnnit.ac.in)